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Maryland Product Symposium

Product Innovation for Market Leadership: Insights (8) from the Beverage Industry.

Marlon Hernandez



A. JAMES CLARK
SCHOOL OF ENGINEERING

PRODUCT MANAGEMENT





How do we survive this perfect business storm?



+





How do we not only survive but lead?



US Projected Revenue:
US\$113bn (1)

Market Concentration



Source: Mordor Intelligence



A little bit about me...

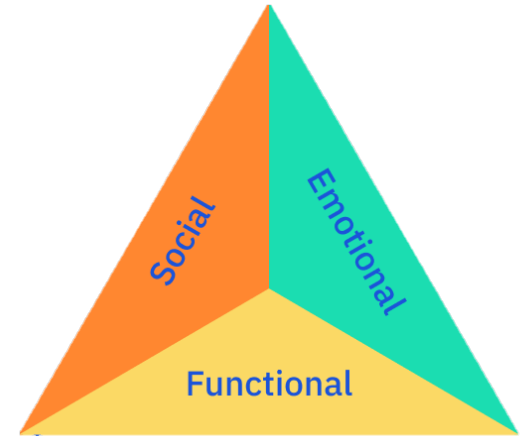
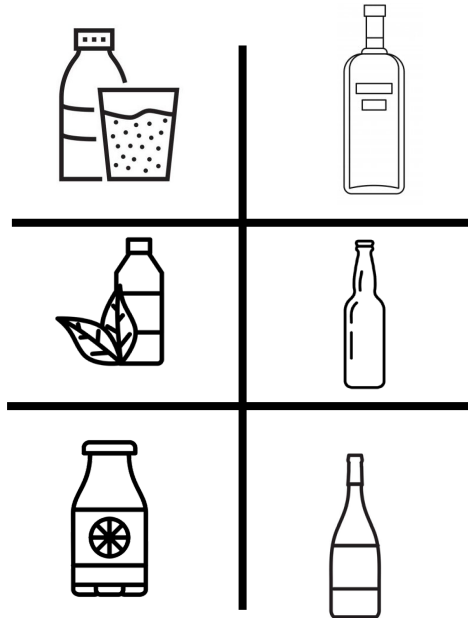




Fundamentals of Product Management for Market Leadership



The consumer is still the boss - evolve with them

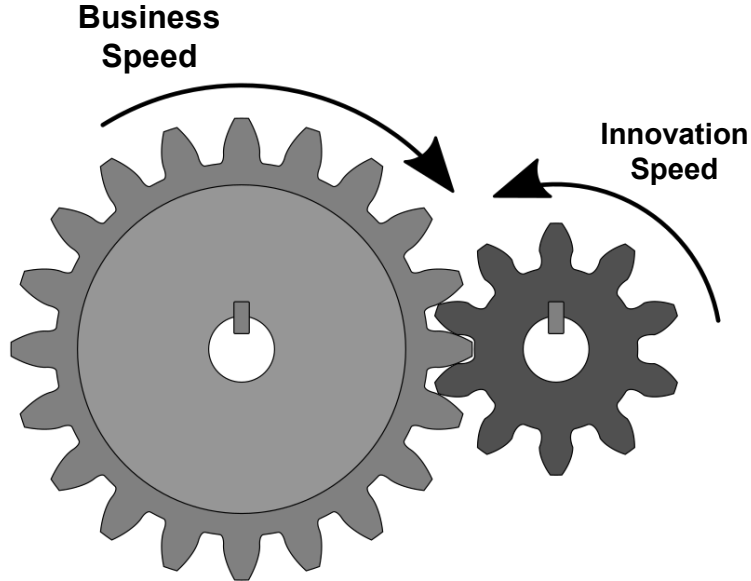


Unlock a differentiated product portfolio





Innovate at the speed of your business

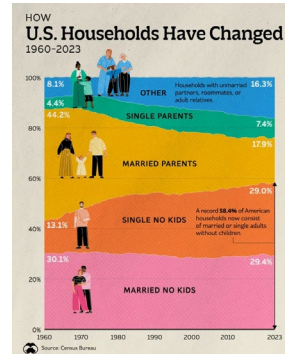




Driving Innovation to Stay Ahead



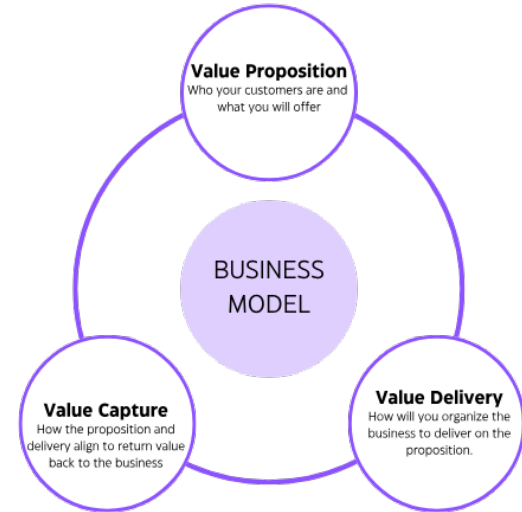
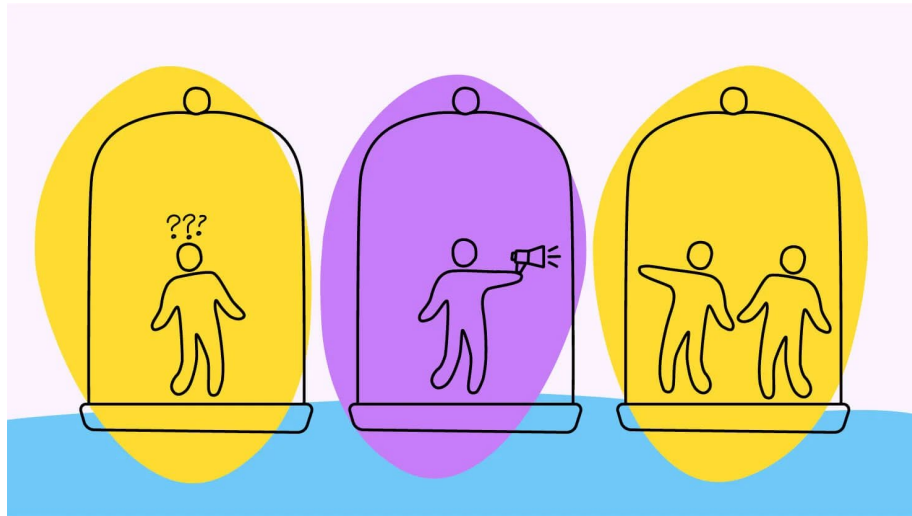
Stays ahead of Understand the trends cycle!



Building a Culture of Innovation



Innovation is a team sport





Responding to Competitive Challenges



Be a Chief External Officer: Competitive Analysis



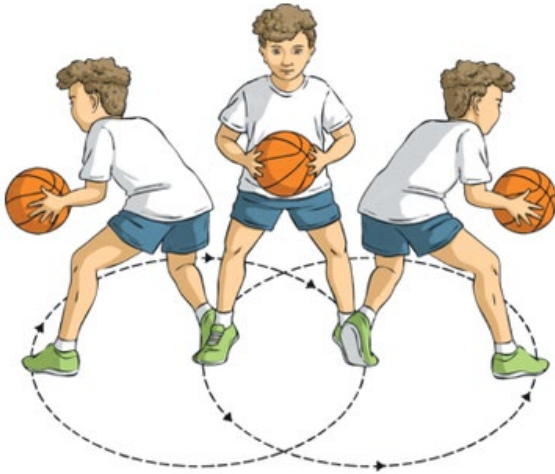
5C

Consumer
Customer
Category
Competition
Company



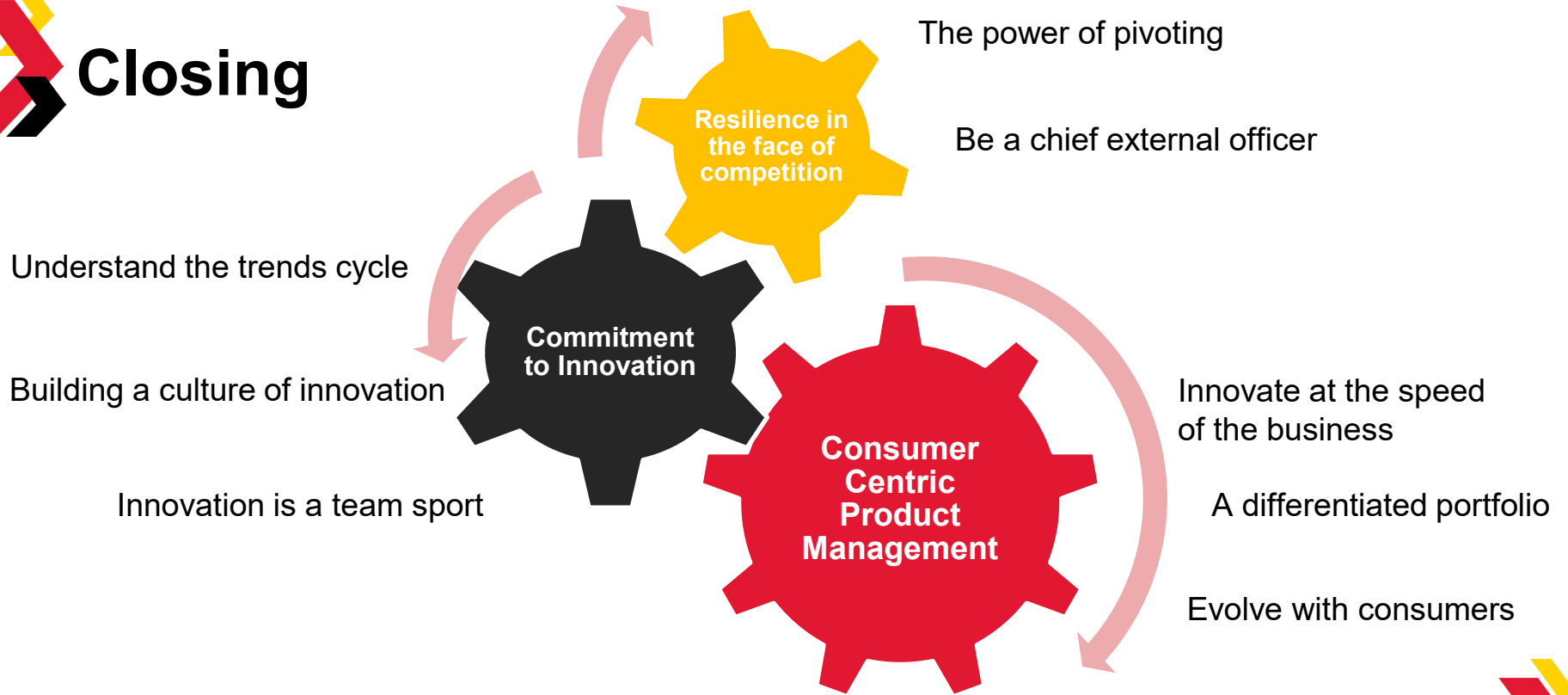


Managing Brand Resilience: Power of Pivoting





Closing



Thanks



A decorative graphic consisting of three overlapping, stylized arrow shapes pointing to the right. The top arrow is yellow, the middle is red, and the bottom is black.

Session Evaluation

Scan the QR Code

