

The INSEAD logo is a dark green circle containing the word "INSEAD" in white, serif, all-caps font. A white horizontal line with a small downward-pointing curve at its center is positioned below the text.

INSEAD

Executive  
Education



Product  
Management  
Festival

## Product Management Executive Programme

Product Management (PM) is now an executive level function. At this level, strong leadership skills are critical to the success of the individual, team and organisation and oftentimes, people don't realise the impact their leadership style can have on themselves and others.

To help accelerate the development and refinement of executive-level product management skills, the Product Management Festival (PMF), an organisation dedicated to the development of product managers, and INSEAD, have partnered to develop the Product Management Executive Programme (PMEP).

This programme is designed to provide attendees with opportunities to deepen their understanding of leadership and to develop their capacity to exercise it effectively and responsibly, while also providing a balance of PM-focused sessions. It will be led in tandem by INSEAD faculty and product executives from leading technology companies.

### Key benefits

- Confront, acknowledge and develop your leadership style so that you can lead yourself and your organisation through growth and change
- Explore frameworks, recognise your impact on group dynamics and design actionable plans to develop your teams
- Learn executive-level topics from top product management executives
- Enhance essential soft skills as you learn how to interact and negotiate with the board and strategic partners
- Grow your network with other product executives

### Why should you attend this programme?

As product executives advance in their careers, the type of responsibilities they face grow and a standard PM education and learning on the job becomes insufficient at this point. Part of the programme will involve real cases from leading digital companies. Attendees will learn from the leading tech companies how they organise, lead, and run PM from an executive's standpoint.

### Participant profile

The programme is designed to benefit:

- Chief Product Officer, Vice President of Products, Head of Products or equivalent levels of responsibility who desire further personal and career development
- Senior level product management leaders transitioning to executive product management roles.

The Business School  
for the World®

## Programme content

Through guest lecturers from leading technology companies, cases, group activities and feedback and action planning, you will have opportunities to explore how leadership works. You will learn how PM executives have maximised their impact within their own organisations and how they have led and developed a sustainable product team.

### Product Leadership

Product management executives at the top technology companies present on topics that are critical to your success such as:

- Scaling the PM organisation
- Managing a product portfolio
- Building a product strategy and managing growth

### Leadership Development

INSEAD professors use group activities, cases and live examples to help attendees personally and professionally develop through topics such as:

- Acknowledging and developing your leadership style
- Leading without formal authority
- Understanding and using networks
- Harnessing the power of company culture
- Communicating with a board

### Personalised Action Plan

Programmes are not effective unless you have a way of tying them all together. Our programme includes dedicated sessions that enable you to combine all the lessons learned and synthesise them into a personalised action plan.

## Programme director



**Noah Askin**

*Assistant Professor of Organisational Behaviour*

## Date, location and tuition fee\*

9-13 May 2022: INSEAD Campus - San Francisco (5 days)  
US \$10,200 excluding VAT and accommodations

## Contact us

For further information on the programme, contact:

Product Management Festival

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[www.insead.edu/executive-education/partner-programmes/product-management-executive](http://www.insead.edu/executive-education/partner-programmes/product-management-executive)

\*Fee subject to change. VAT/GST shall apply at prevailing rates according to prevailing laws and regulations.



**San Francisco Hub for Business Innovation** marks the INSEAD's first permanent facility in North America and offers a tailored selection of executive development programmes from the INSEAD portfolio of 50+ global programmes, including the Product Management Executive Programme.

The Hub further consolidates INSEAD's global footprint, taking its place alongside our campuses in Fontainebleau, Singapore and Abu Dhabi.

It delivers our unique global insights and perspective to organisations and business leaders from the US and around the world.

"The Product Management Executive Programme has a more senior-level focus, so it's an opportunity to interact with other product leaders facing similar challenges."

SVP Digital Products, ASCAP

"There have been so many moments of inspiration.... It's the kind of inspiration where you know it can transform the life of the company, my team, and myself."

Head of Product, Tiquets.com