

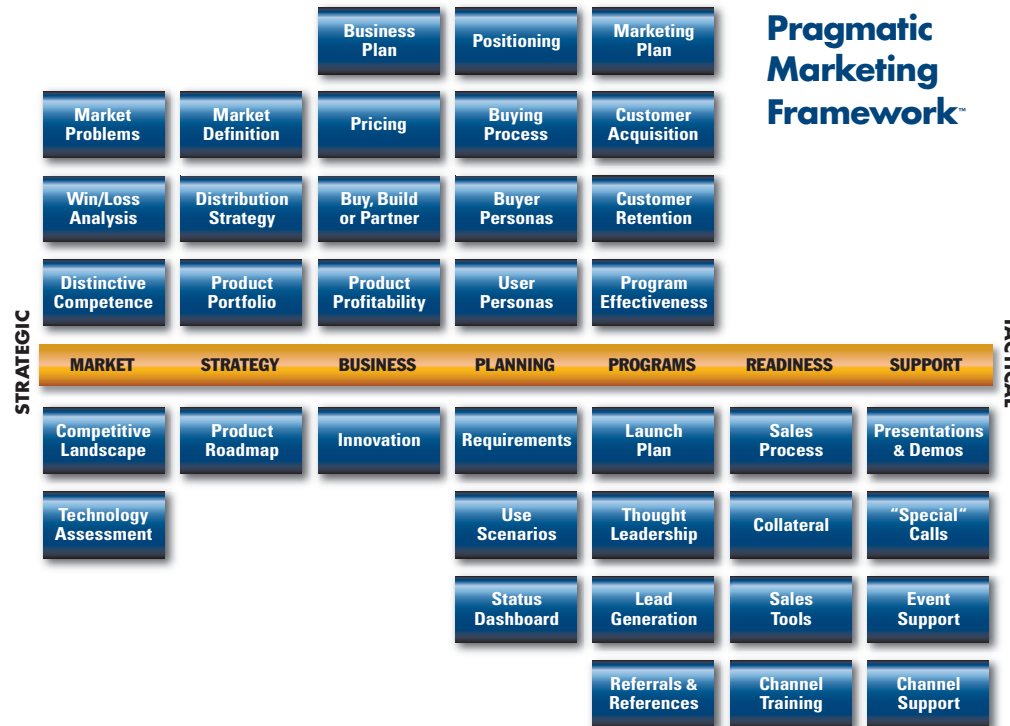
# Executive Briefing

## The Strategic Role of Product Management



Thousands of companies organize and measure their product management teams using the Pragmatic Marketing Framework™ as a guide. This industry standard methodology defines the roles & responsibilities for more than 60,000 product managers worldwide.

Executive Briefings are designed to explore the strategic impact product management can have in your organization. Learn how to define the role for optimal accountability and strategic value, regardless of your current organizational structure.



### Agenda

#### Role of Product Management

The Pragmatic P's  
Accountability

#### The Pragmatic Marketing Framework

Hand-off to other teams  
Organizing the product management role

#### Gap Analysis

Organizational models

#### Understanding the Market

Customers, evaluators, potentials  
Buying and using criteria  
Buyer and user personas  
Discover then validate

#### Summary

Messenger of the market

#### Who Should Attend

Designed for a working team of senior product managers and executives responsible for product management and marketing teams.