



Sunday, September 10, 2006
8:00 AM – 12:00 Noon

(1) PRODUCT MANAGEMENT

Tutorial Description

The Product management tutorial is structured to follow a typical lifecycle of a product, from initial concept through product launch, growth, maturity and obsolescence. Students will be provided with the fundamentals of product management, product life-cycle curves and the Fisher-Pry methodology. The relationship between the Fisher-Pry curves and product portfolio analysis using classical BCG methods will be illustrated. The course will cover:

- Product Selection and the importance of the voice of the customer
- Product Definition and Specific, Manageable Achievable, Realistic and Time constrained (SMART) goals.
- Product Launch – pre-launch, launch, and post-launch – advertising, promotions and pricing
- Product Diffusion and Growth and strategies to improve market share
- Product Maturity – and strategies to improve margins and minimize competitive pressures
- Product Obsolescence – when and how to replace one product with another

Who Should Attend?

- Product Managers responsible of one or multiple products or product platforms
- Product Developers and planners
- Strategic and Tactical managers and marketing associates
- Systems engineers and product requirements developers
- Individuals seeking new challenges, career development and advancement opportunities

Benefits of Attendance

- Gaining understanding of product management
- Establishing pricing, promotion, and product platforms
- Learning critical methods, processes and strategies to optimize product life, performance and margins
- Establishing key product metrics and methods to surpass your competitors
- Opportunities to identify and exploit your product niche and
- Improving your products value proposition

About the Author

Keku Mistry is currently with Food Lion LLC specializing in Business Analysis and Information. As Director of Global Product Management for Alcatel he was responsible for Alcatel's entire portfolio of Optical Fibers, Cables and FTTx Connectivity products.

As Director of Corporate Marketing for Telcordia Technologies he led Telcordia's Customer Intimacy Initiatives and as Director of Energy Services managed Telcordia's Energy Practice. He has numerous publications in the areas of reliable telecommunications power systems and architectures, fiber-optics, and has received 4 US patents. He has an MSEE and an MBA, project management and six sigma greenbelt certification.