


**SPM
SUMMIT**
**NORTH AMERICA
2023**
12 SEPTEMBER
University of California, Berkeley, USA

Product Management In The Age Of Artificial Intelligence

| Time Slot in PDT | Session Topic | Session Presenter |
|-------------------|--|--|
| 8:30 am-9:00 am | Registration | Vladyslav Shevkunov Ryan Stevenson |
| 9:00 am-9:20 am | Conference Opening & Welcome | Tony Wasserman Haragopal Mangipudi Hans-Bernd Kittlaus |
| 9:20 am-10:00 am | Keynote: Get Your Startup Story Straight | David Riemer |
| 10:00 am-10:30 am | Presentation: Product Owner Vs Product Manager | Hans-Bernd Kittlaus |
| 10:30 am-11:00 am | Coffee Break | |
| 11:00 am-11:30 am | Presentation: Building User-Centric and Responsible Generative AI Products: A New Framework for Product Management | Shyvee Shi |
| 11:30 am-11:50 am | Presentation: Leveraging Generative AI tools to identify the optimal context-aware user research methods to perform customer and user research effectively | Shivangee Sabharwal |
| 11:50 am-12:10 pm | Presentation: Empowering product managers for product ideation using generative AI | Shivani Jakhmola |
| 12:10 pm-12:30 pm | Presentation: Storytelling Frameworks for Product Managers | Nitul Shah |

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| 12:30 pm-1:30 pm | Lunch Break | |
| 1:30 pm-2:00 pm | Presentation: How Artificial Intelligence Can Help with the Five Keys to Product Success | David Fradin |
| 2:00 pm-2:20 pm | Presentation: Introduction to Data Governance in AI Product Management: Exploring the importance of data governance in managing AI products and its impact on the product life cycle. | Faraz Rahman |
| 2:20 pm-3:05 pm | Panel Discussion: Data & AI in Product Management | Darshana Sivakumar Piyush Gupta Keerthana Thangaraju Denise Teng Felix Amoruwa |
| 3:05 pm-3:30 pm | Coffee Break | |
| 3:30 pm-3:50 pm | Presentation: Unleashing the Potential of AI in Hard Tech Industries: Discovering the Right Use Cases and Building the Innovative Muscle | Arunima Sharma David Ng Karishma Jadeja |
| 3:50 pm-4:10 pm | Presentation: Designing AI-Powered Products - With Power comes Responsibility | Amita Paul Shekhar Yadav |
| 4:10 pm-5:00 pm | Panel Discussion: Future Directions in Product Management | Tony Wasserman Kiumarse Zamanian Shyvee Shi Saurabh Chandra David Fradin |
| 5:00 pm-5:10 pm | Closing Session | Tony Wasserman Haragopal Mangipudi |
| 6:00 pm onwards | Evening Reception & networking Venue: The Faculty Club, University of California, Berkeley | |

Program Team:

Tony Wasserman- Program Chair
Haragopal Mangipudi- Conference Chair

For any queries/ support contact:

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