

08:00 - 09:00 *Registration + Coffee in Foyer*

Morning Session Chair: Prof. Dr. Georg Herzwurm

09:00 - 09:15 **Welcome/Opening + Organization**
Hans-Bernd Kittlaus, *Chairman of the ISPMA*

09:15 - 10:00 **Morning Keynote - Software Product Management 2.0: Data, AI and Ops [ONLINE]**
Prof. Helena Holmström Olsson, *Malmö University*
Prof. Jan Bosch, *Chalmers University of Technology*

Break (5min)

10:05 - 10:35 **Using Research Solutions for Better Predictability and Success for Product Launches and Pricing**
Partner Presentation: Matt Johnston, *EPIC Conjoint*

Coffee Break (20min)

Session 1: Product Management and AI Session Chair: Andrey Saltan

10:55 - 11:25 **AI in Product Management [ONLINE]**
Rasmus Hauch, *2021.AI*

Short Break (5min)

11:30 - 12:00 **Fusing AI Research with an Agile Product Organization – A Practical Approach**
René Ulbricht & Martin Rückert, *Diamant Software GmbH*

Short Break (5min)

12:05 - 12:35 **Smart Innovation – How Will Artificial Intelligence Influence Innovation Management? [ONLINE]**
Juliane Weigand & Simon Hoffmann, *Reutlingen University*

Lunch Break (80min)

Session 2: Product Strategy Session Chair: Peter Stadlinger

13:55 - 14:25 **Product Management of Tomorrow**
Partner Presentation: Corvin Meyer-Blankart, *Bee360 GmbH* &
Prof. Georg Herzwurm, *University of Stuttgart*

Short Break (5min)

14:30 - 15:00 **Strategic Competitive Analysis - Casting a Wider Net**
Barbara Hoisl, *pd7.group*

Short Break (5min)

15:05 - 15:35 **From Steel to Silicon Pricing in the B2B Digital Era [ONLINE]**
Scott Miller, *Miller Advisors Inc.*

Coffee Break (20min)

Session 3: Product Roadmapping Session Chair: René Ulbricht

15:55 - 16:25 **Agile Product Roadmapping: How to Counteract Uncertainties in a Dynamic Market Environment**
Stefan Trieflinger, *Reutlingen University*

Short Break (5min)

16:30 - 17:00 **Roadmaps Tell Many Stories. How Do You Keep Them Together?**
Franco Gatti, *ABB*

Short Break (5min)

17:05 - 17:35 **Rapidly Building Product Teams - Lessons & Practical Tips from Three Scale-ups**
Joel Delmaire, *Delivery Hero*

17:35 - 17:40 **Closing**
Hans-Bernd Kittlaus, *Chairman of the ISPMA*

Afternoon Break (50min)

18:30 - 22:30 **Conference Dinner**
Le Panther, Seilerstraße 34, 60313 Frankfurt

08:00 - 09:00 *Coffee in Foyer*

Morning Session Chair: Barbara Hoisl

09:00 - 09:15 **Opening**
Hans-Bernd Kittlaus, *Chairman of the ISPMA*

09:15 - 10:00 **Morning Keynote: Management of a Business Ecosystem for Connecting Industries**
Hans Michael Krause, *Director Product Management ctrlX World @ Bosch Rexroth*

Short Break (5min)

10:05 - 10:35 **Prioritizing to Build What Customers Need: Theory vs. Practice**
Partner Presentation: Laura Andina, *Productboard*

Coffee Break (20min)

Session 1: Scaled Product Management *Session Chair: Antti Paajoki*

10:55 - 11:25 **Creating Agile Collaboration between Agile Business Analysts and Global POs/PMs for International Rollout of IT Products**
Yagmur Turhan, *University of Stuttgart*

Short Break (5min)

11:30 - 12:00 **Introducing the New ISPMA Syllabus "SPM for Startups"**
Haragopal Mangipudi, *guNaka consulting*

Short Break (5min)

12:05 - 12:35 **Platform vs. Product - What Is Different from a Product Manager's Perspective**
Hans-Bernd Kittlaus, *InnoTivum*

Lunch Break (70min)

Session 2: Product Management Innovations *Session Chair: Haragopal Mangipudi*

13:45 - 14:15 **Community Driven Product Innovation: A Case Study**
Amr Medhat & Muhammad Abu Elgheit, *TechieMatter*

Short Break (5min)

14:20 - 14:50 **Defining Outcome-driven KPIs in B2B Product Management**
Tolulope Ayeni, *Rexel*

Short Break (5min)

14:55 - 15:25 **Panel Discussion: Product Management in the Context of Platforms & Ecosystems**
Hans Michael Krause, Franco Gatti, Peter Stadlinger, Jürgen Lux

Coffee Break (20min)

Afternoon Session Chair: Prof. Dr. Georg Herzwurm

15:45 - 16:30 **Afternoon Keynote: Data-driven Product Management - Opportunities and Challenges**
Prof. Günther Ruhe, *University of Calgary*

16:30 - 16:35 **Closing**
Hans-Bernd Kittlaus, *Chairman of the ISPMA*