



## **Celebrating 15 Years of SVPMA**

**Nupur Thakur**

**Director - Programs**

**@svpma**

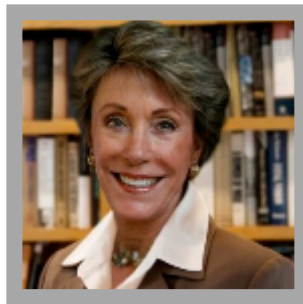
# About SVPMA

- Founded in Spring 2000
- Non-profit group - 501(c)(6)
- Largest Product Management Association
- 5000+ PM professionals (mail list)
- 12 monthly events
- 4 workshops
- 2 networking events (for members only)

# SVPMA Board



**Victor Chong**



**Mayla Clark**



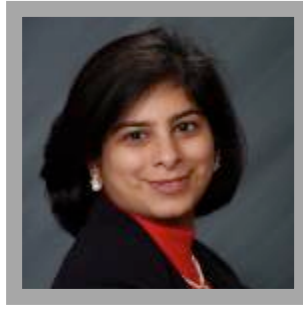
**Shyla Klinder**



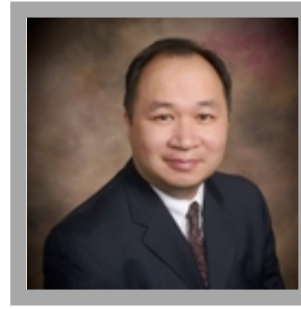
**Tom Gilheany**



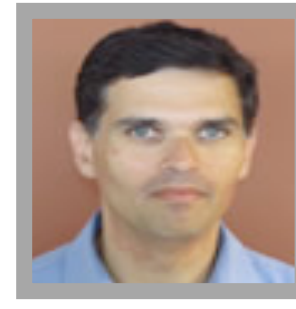
**John Wang**



**Nupur Thakur**



**Sam Lee**



**Dan Galatin**



**Debashish Niyogi**



**Sree Kamala**

# Celebrating 15 Years of Product Management





# Previous Speakers



**Geoffrey Moore**



**Guy Kawasaki**



**Steve Blank**



**Chris Yeh**



**Brent Lang**



**Marissa Mayer**



**Dr. Sara Beckman**

# Past Companies



# Past Companies (cont.)

University of California  
**Berkeley**  
Haas School of Business

STANFORD  
UNIVERSITY



Aventi Group  
CONSULTING SERVICES

ZIGZAG  
MARKETING



SKYACCOUNTANT™







## 5 Years Running



Riverbed Technology      Mindjet      Walmart      eBay      Charles Schwab  
Move Inc      Symantec      NetSuite      Global 360      Yahoo  
iFindr      Brocade      Devoto Group      Equilar      Intuit  
280 Group      Frog Design      Xactly Corp      Backcountry  
VMWare      EMC      SEVEN networks      Mint      Wrike.com  
Coupons      SunPower Corp      AT&T Interactive      Salesforce  
SocialText      Guidewire Software      LiveCareer      Ingenuity Systems  
Couchbase      Whitehat      Cantaloupe Systems      Nitro PDF  
Mulesoft      Realpage      Tableau      [24]7  
Financial Engines      SanDisk      Marcom Choices

# Social Networking



- Over 25 social networking events connecting including summer picnic
- Over 750 members connected to each other







# Meeting Archives



**SVPMA**  
Silicon Valley Product Management Association  
networking • training • career acceleration

join | renew | mailing list | careers | contact us



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Product Camp  
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**Meeting Archives**

## Meeting Archives

Please click on the link below to see the meetings for that year.

[2014](#) | [2013](#) | [2012](#) | [2011](#) | [2010](#) | [2009](#) | [2008](#) | [2007](#) | [2006](#) | [2005](#) | [2004](#) | [2003](#) | [2002](#) | [2001](#) | [2000](#)

**April**  
[Elevating from Consumer to Mission Critical Value](#)  
Senia Maymin, Ph.D, Profit from the Positive, LLC

**March**  
[Elevating from Consumer to Mission Critical Value](#)  
Brian Cox, Sr. Director of Marketing, SanDisk Enterprise Storage Solutions

**February**  
Innovation Investment Strategy and Product Portfolio Optimization,  
Jeff Lash, Research Director, Product Management, Sirius Decisions.  
- Presentation not provided

**January**  
[Charting a Career Path to Your Dream Product Management Job](#)  
Muffi Ghadiali, VP Product Management, OUYA Inc.

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# News/Blog

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August 2012 Event  
July 2012 Event  
Product Management Team Performance Study White Paper—Just Released

**Categories**

**Featured Article**   
Posted on | August 30, 2012 | [Leave a Comment](#)

**"Wanna Know the Secret to Becoming an Awesome PM? Tips from the Trenches."**  
*By Arrielle Mali*

No matter where you are in your career, there's always room for improvement. If you can minimize product endangerment by learning from other's mistakes while honing your skills in the process, wouldn't you want to know how?

**When you're starting out**, everyone will have a point of view where the product should go. Although you need to talk to all the stakeholders and understand their points of view, [Read more](#)

Category: [Featured Articles](#)  
Tags: [SVPMA](#)

**Book Review**

**The Latest Silicon Valley Product Management Positions.**  
The only dedicated Product Management job board in Silicon Valley.

**[Associate Director, Sr. Product Manager, Autos](#)**

**at** Consumer Reports

**Location:** East Coast

**Keywords:** Associate Director, Sr. Product Manager, Autos

**Posted On:** 19 Feb 2014

**[Senior Product Manager](#)**

**at** Morgan Lee Associates

**Location:** Silicon Valley (East Bay)

**Keywords:** Supply Chain

**Posted On:** 12 Feb 2014

**[Product Evangelist](#)**

**at** Stafftopia Inc.

**Location:** San Francisco

**Keywords:** Advertising, mobile

**Posted On:** 11 Feb 2014

**[Marketing Manager](#)**

**at** CalCPA/CalCPA Education Foundation

**Location:** Silicon Valley (Peninsula)

**Keywords:** Marketing, Analytics

**Posted On:** 6 Feb 2014

**[Product Owner](#)**

**POST A JOB NOW**



**Post a job now**

Post your job on SVPMA Jobs for **Free!**

**SEARCH JOBS FASTER**

**Keywords**

**Job**

**Category**

All Job Category



**Location**

All Job Location

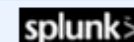


**Go!**

[Browse Jobs](#)

[Advanced Search](#)

**PROFILED EMPLOYERS**

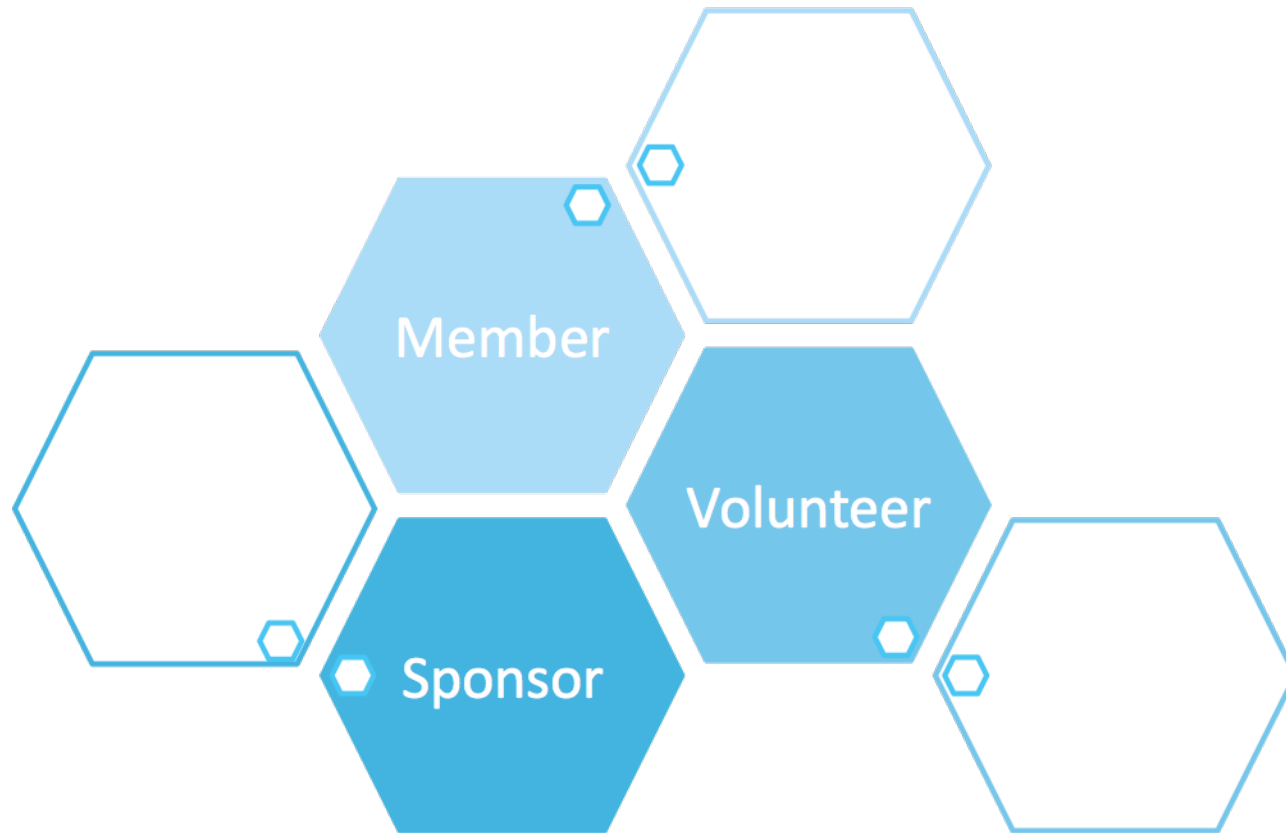


## Job Board – Benefits

- Dedicated to Product Management / Marketing
- No cost to job seekers or employers
- Post resume
- Search jobs
- Setup alerts
- Find the best jobs
- Hire the best talent



# Getting Involved @ SVPMA



# Membership Benefits

- Free attendance at all monthly events
- Discounts to workshops
- Invites to member-only events
- Access to SVPMA LinkedIn Group
- Build your network
- Share ideas
- Have fun!



# Volunteer Benefits

- Broaden your skill set
- Expand your network
- Get a LinkedIn profile recommendation
- Contribute to a growing community



Contact:  
[www.svpma.org/Volunteer](http://www.svpma.org/Volunteer)

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 **PRAGMATIC**  
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security to be free

**For sponsorship information, contact:**  
**Victor Chong – [victor@svpma.org](mailto:victor@svpma.org)**

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# Enjoyed our Events? Tell Your Friends & Colleagues



**SVPMA (Sunnyvale)**



[SVPMA Members Linked-In Group:](#)

- Member Discussion Forum
- Share Advice, Interesting Articles
- Network in-between meetings & workshops.
- Share Job Opportunities



**Like Us!**



**@SVPMA**

[www.svpma.org](http://www.svpma.org)



# Tonight's Feature:

## Product Management - Then, Now, and in the Future

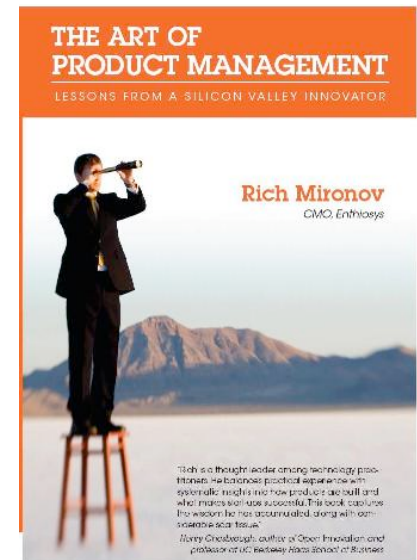
A Celebration of Product Management over the last 15 years!



# Rich Mironov

Product Management Bigot

- CEO, Mironov Consulting
  - Interim VP Product Management “smokejumper”
- Veteran software product executive
- Relentless product management blogger, speaker, teacher, mentor, cheerleader
- Founded first Product Camp
- Wrote “*The Art of Product Management*”



# Four Radical Changes to Product Management Since 1987

1. Massive data about what real users really do
2. Building software is much faster, more layered, central to every business
3. Test-and-learn
  - Aka Lean Startup, Lean UX, Design Thinking, User-Centered Design
4. Product management is sexy (for the moment)



# Four Things That Have Not Changed

1. No one really understands what we do

2. Mix of hard and soft skills

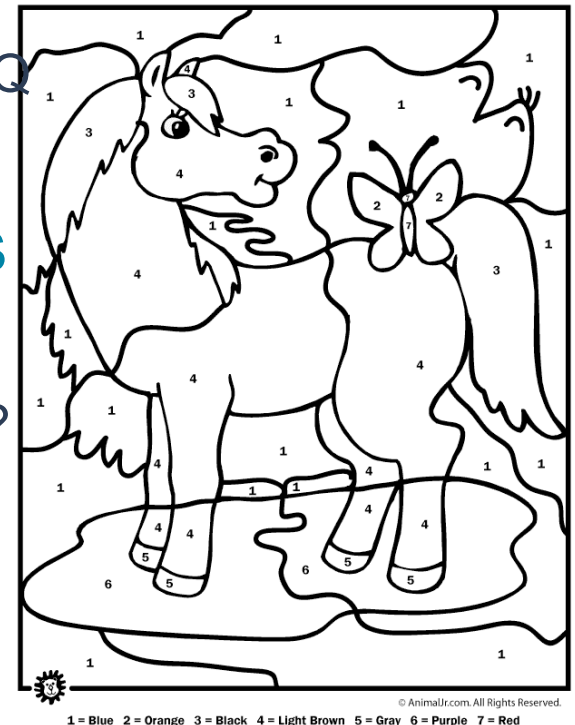
- Tech IQ + market smarts + organizational EQ
- More than a 2-day or weekend course

3. We've never have been the CEOs of our products

- Can you fire/replace your engineering team?

4. Templates aren't strategy

- No **color-by-number** product management



# CONTACT

Rich Mironov, CEO  
Mironov Consulting  
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San Francisco, CA 94102



+1-650-315-7394



[Rich@Mironov.com](mailto:Rich@Mironov.com)



[RichMironov](#)



[@RichMironov](#)



## **Celebrating 15 Years of SVPMA**



Barb Nelson



Barb@BarbaraGNelson.com



Accidental product manager

Recovering marketing executive

Pragmatic Marketing instructor for a dozen years





**forget  
predictions**











meaning



market



metrics



meaning



## **Celebrating 15 Years of SVPMA**



# Glen Lipka

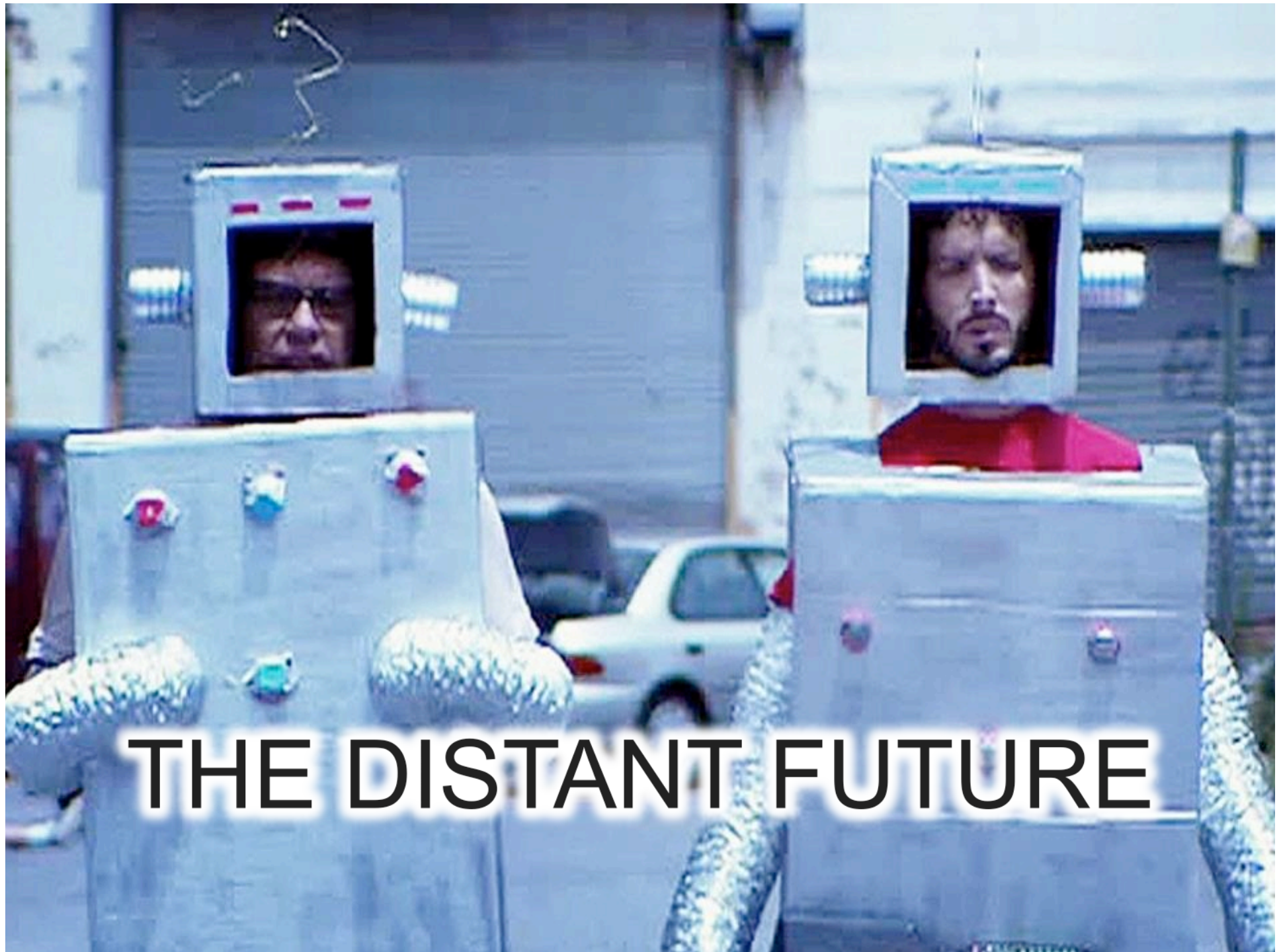
- ▣ **Engagio**
  - ▣ Head of Magic
  - ▣ Just started 2 weeks ago
- ▣ **Marketo**
  - ▣ Mayor, Awesome Town
  - ▣ First hired employee 2006
  - ▣ Sole PM / Designer for 2 years
  - ▣ VP, Product Management & UX
- ▣ **Koko Interactive**
  - ▣ 1995-2002



@glenlipka


<http://commadot.com>





THE DISTANT FUTURE





CARTERS LANE  
FORMERLY KNOWN AS WIBBLY  
WOBBLY LANE



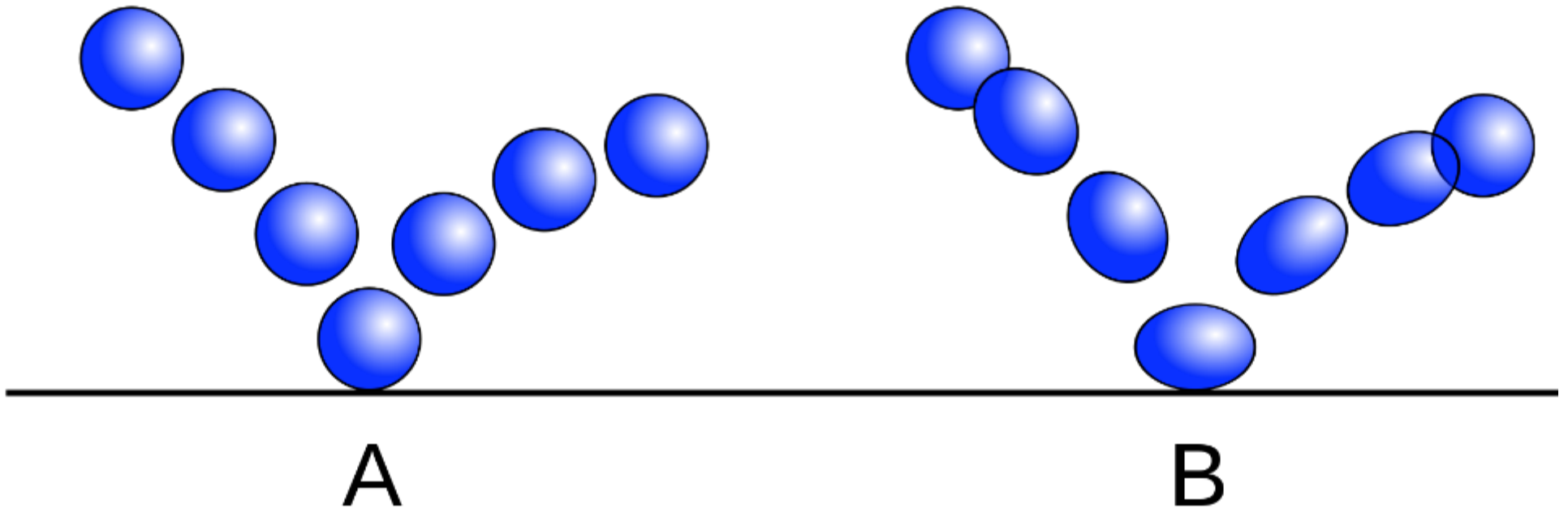
# Minimum Viable Product



# Minimum Lovable Product



# Easing



# Fluid Motion



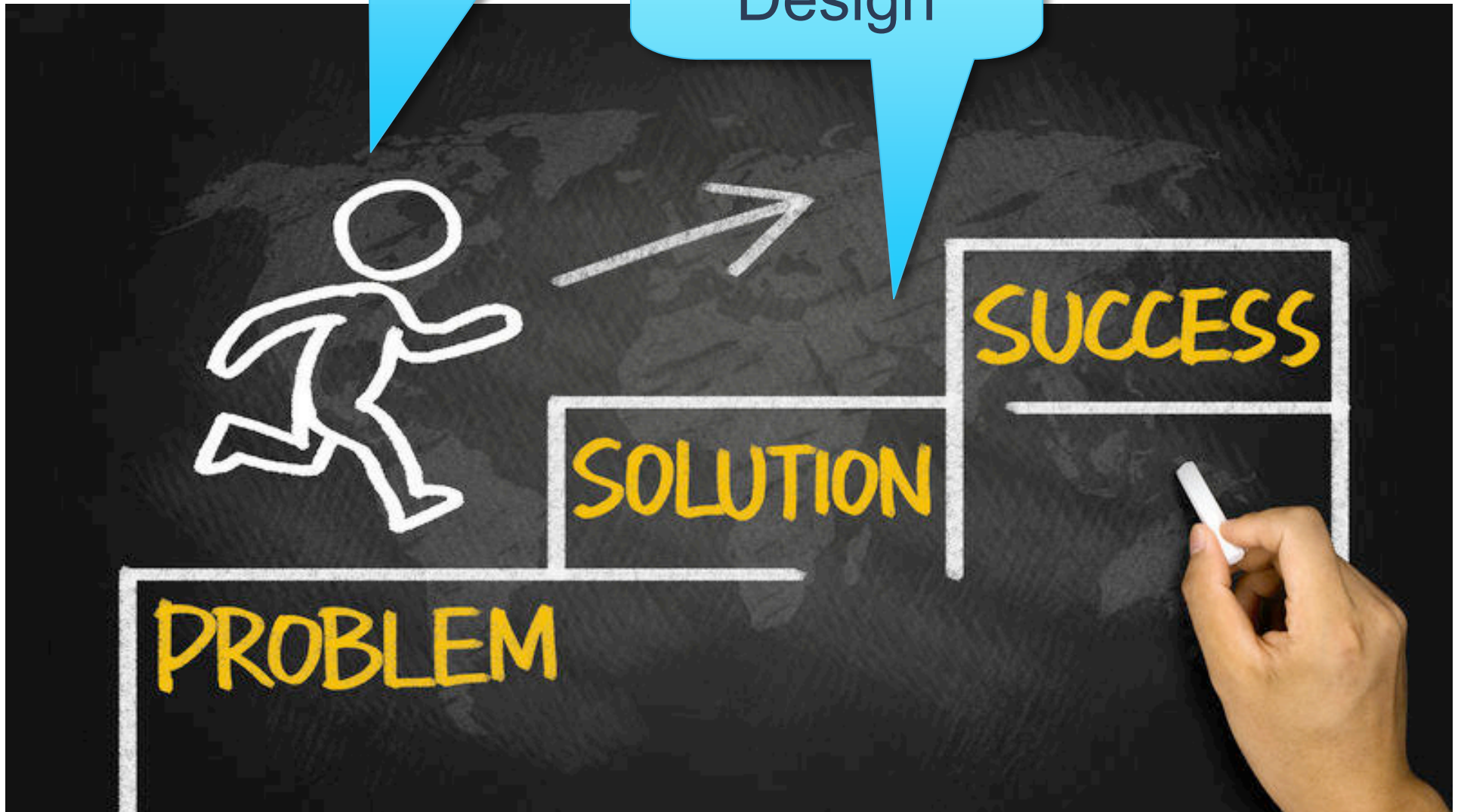
# JavaScript Frameworks





Product  
Management

Product  
Design





All of your  
dreams will  
come true

**Vote  
For  
Glen**





## **Celebrating 15 Years of SVPMA**



# Neeta Mhatre

Senior Director, New Product Development



- Started PMO at Intuitive Surgical
- 20+ years of new product development in the medical industry (in vitro diagnostics, bio informatics & medical devices)
- Worked in start ups and large companies in leadership roles in product & project management.
- At Siemens Medical, was CIO & Business Head S. Asia





A bend in the  
road is not the  
end of the road  
unless you fail to  
make the turn.  
Helen Keller





A tree with strong roots can withstand any storm, but a tree cannot grow roots when a storm is on the horizon.



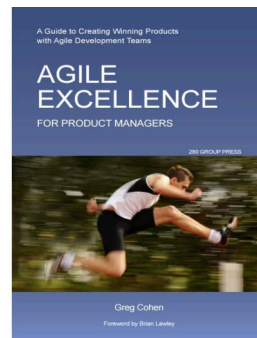
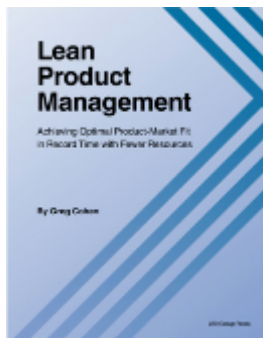


## **Celebrating 15 Years of SVPMA**



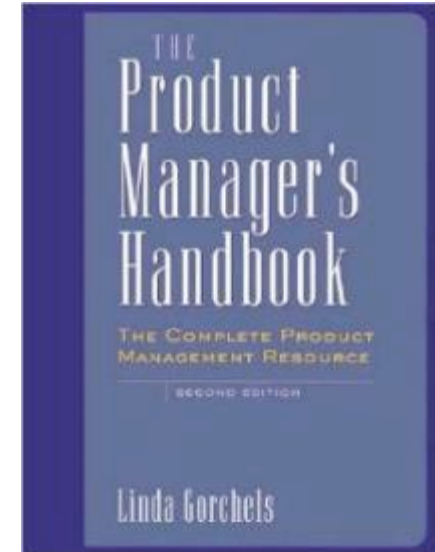
# Greg Cohen

- Twenty years of PM Experience
  - Medical diagnostics and devices
    - Chiron
    - Smith & Nephew
  - Pandesic (SAP and Intel)
  - IdealLab!
  - Instill
  - Althea Health
- Principal Consultant, 280 Group
- Certified Scrum Master
- SVPMA Board Member and former President
- Interests
  - Agile and Lean methods, prioritization, product innovation, product management process, road mapping



# My Early Career

- Big teams
- Big up front design (BUFD)
- Expensive technology (Sun Servers, Oracle Licenses, T1 lines)
- Installed software and single tenancy (ASP)
- Slow progress
- Few PM resources



1<sup>st</sup> edition, June 22, 2000

# Big Failures





# Amazing Successes



## Web 2.0

- Small teams
- Agile and iterative development
- Commodity hardware tied with open source software (LAMP) and broadband connections
- SaaS and multi-tenancy emerged the winner
- The stranglehold of IT was broken
- Professional association emerged for product managers (SVPMA)
- Business sped-up

# Web 3.0 – Mobile, Wireless, Cloud



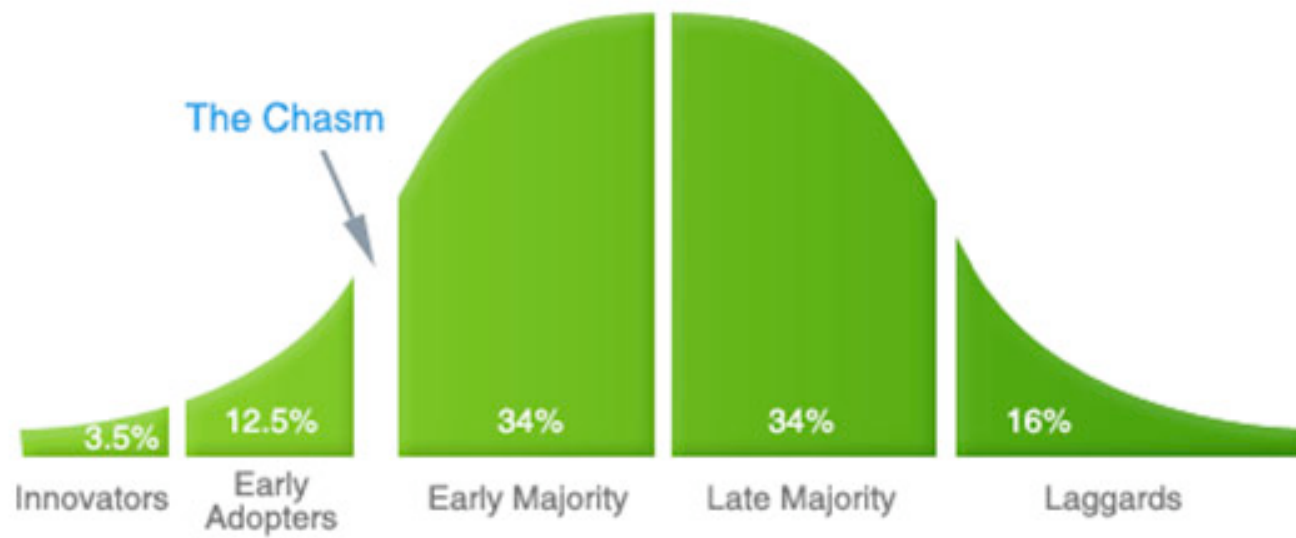
# Technology adoption becomes consumer driven



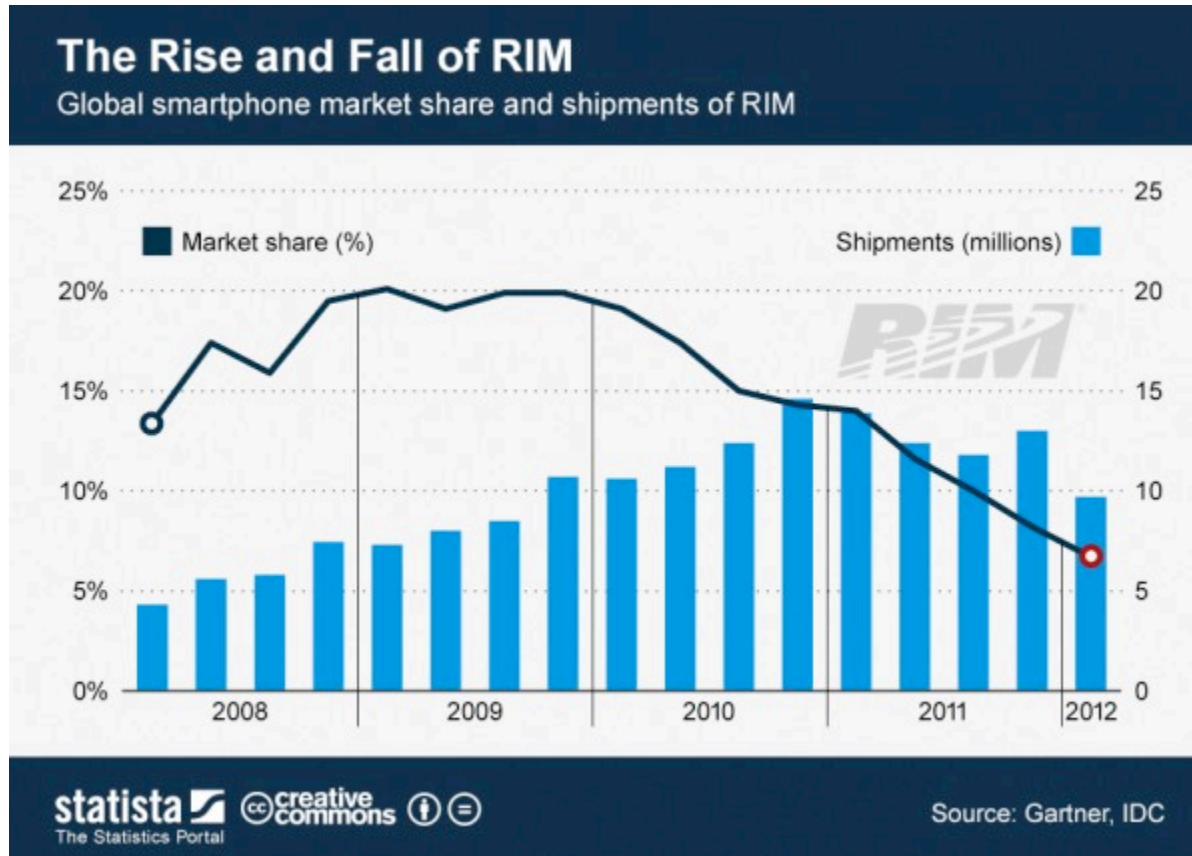
Source: <http://www.cpschools.com/BYOD/BYOD.php>



# The Chasm Became a Crack



# Power of Incumbency Diminishes



# We are still accelerating

# Technology Change Is Relentless

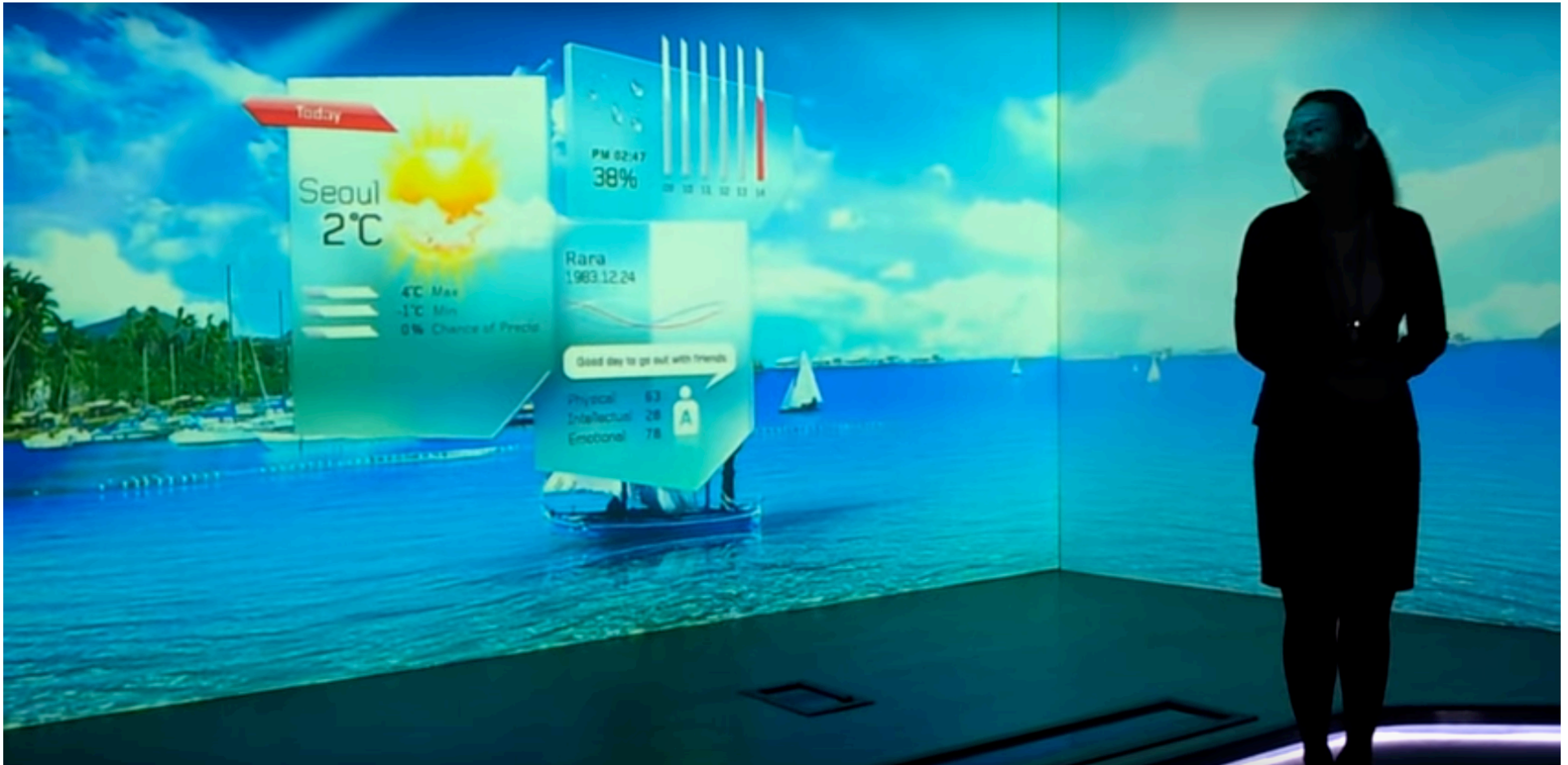


IOT





# Technology is going to blend into the background



Source: "Amazing future tech for smart homes" <https://www.youtube.com/watch?v=dOBCDu-0we8>

# Master All Product-Market Fit Challenges

Optimize

Market Driven

Technology Driven

Visionary



Source: *Lean Product Management* by Greg Cohen



Image source: <http://9to5google.com/2014/11/07/uber-hires-google-express-creator-tom-fallows/>

# Uber's Product-Market Fit

## Market Problem

- Walking to a busy street, standing at the curb, and hailing a cab (or phoning and waiting)
- Varied car and driver quality
- Time and hassle with paying

## Technology Solution

- Smart phones
- Mobile broadband
- Geolocation

## Business Model Solution

- Sharing economy
- Independent contractors
- Challenge current regulatory environment

Next stop: the end of car ownership



# Speed Matters



Out-learn, out-develop, and  
out-innovate the competition

# What Hasn't Changed?



# Your Opportunity to Change the World





## **Celebrating 15 Years of SVPMA**





# Anar Taori

SVPMA Board Member 2003-2008

Product Management & Strategy Exec with Focus on Innovative Growth



- Senior Director, MaaS360 by Fiberlink, an IBM company
  - Drive PM for market-leading cloud/mobile platform and services
  - Wear multiple hats - product management, product marketing and business development
- Previously Corporate Development & Strategy at VMware
  - Led key strategic acquisitions: Airwatch, Desktone, CloudVolumes
  - Shaped Corporate and BU growth strategy
- Successful startup and large company experience
  - Model N (IPO), Everdream (acq. Dell), VMware, Fiberlink (acquired IBM)
  - Results-oriented with experience in product management/marketing, corporate/business development
  - Wharton MBA, MSEE Purdue University, BSEE BITS Pilani, India

# Role of Product Management – Then, Now, Future





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