

# CONFERENCE DAY 1 WEDNESDAY, 14 NOV

**MAIN TRACK**  
Cinema 4

**EXPERT TRACK**  
Cinema 3

**AI/ML**  
Cinema 2

**LEADERSHIP**  
Cinema 7

**HARDWARE**  
Folium

**INTERACTIVE / AMAS**  
Papiersaal

**7:30 - 8:15** MORNING YOGA/RUN - FOLIUM

**8:00 - 9:00** REGISTRATION

**8:30 - 9:00** PRE-SESSION: LESSONS LEARNED FROM SCALE UP – CINEMA 3  
Values and Culture at the Heart of Making Great Product

Christopher Osborne – Booking.com

**9:00 - 9:25** OPENING SPEECH

**9:25 - 10:10** KEYNOTE: POWER OF TRANSPARENCY Christian Sutherland-Wong, Chief Operating Officer Glassdoor

**10:30 - 11:40**  
**Start-up PM vs. Enterprise PM**  
**Tom Leung**  
Director of Product Management Google

**Project Meets Product: Preserving Agile Product Development in Complex Projects**  
**Robert Schenkenfelder**  
Product Manager Social Runtastic

**AI is Reshaping The World**  
**Christian Fehrlin**  
Founder and CEO Deep Impact AG

**Stuck in the Middle: Product Managers' Network Position in Organizations**  
**Noah Askin**  
Assistant Professor of Organizational Behaviour INSEAD

**Next Generation Prototyping**  
**Gregor Urech**  
Partner, Senior UX Architect Zeix AG

**Ask Me Anything with Christian Sutherland-Wong**  
**KEYNOTE: Christian Sutherland-Wong**  
Chief Operating Officer Glassdoor

**11:10 - 11:40**  
**Building Viral Loops Into Your Product**  
**John Koenig**  
Sr. Product Manager, Growth Typeform

**The Learning Machine: how to Create Feedback Loops with Smart Data**  
**Alexandra Lung**  
Senior Product Manager Pivotal

**AI as a Product - Learnings from Bringing an AI Product to Market**  
**Patrick Williamson**  
Chief Product Officer Arago

**Scaling Your Product Organization**  
**Mark Hull**  
Director of Product Management Facebook

**Hacking Sleep with Philips' Connected SmartSleep Wearable**  
**Bas Giltay**  
Principal Product Owner Mobiquity Inc - Europe

**"Will There be Trainings?..." Reimagine User Onboarding for Your Product (50 mins)**  
**Aleksandra Piwowarek**  
Product Trainer WMS Zalando  
**Matthias Noll**  
Product Trainer WMS Zalando

**12:10 - 12:40**  
**How a North Star Helps Develop Better Products**  
**Gadi Weislovits Lahav**  
Head of Product FT.com

**Treacherous Promise of A/B Testing**  
**Jakub Uniejewski**  
Senior Product Manager Freelancer

**Just Eat: Using AI to Solve Real-World Problems for 23m Hungry Customers**  
**Simon Poole**  
Head of Technology Just Eat

**Panel Discussion: Common Challenges of Product Executives and Why is It Important to Talk About It**

**Can 'Connected Hardware Product' Development Be Iterative?**  
**Shubham Bhattacharya**  
Director of Strategic Portfolio Management Nagra

**Ask Me Anything with Michael Perry**  
**KEYNOTE: Michael Perry**  
Director of Product, Marketing Technology Shopify

**13:20 - 13:50**  
**Why You Should Stop Using Product Roadmaps and Try GIST Planning**  
**Itamar Gilad**  
PM & strategy consultant, author; ex-Google Gmail/YouTube PM

**Gather, Record, Measure, and Influence: Introducing the New Data Product Manager**  
**Amber Van Hecke**  
Product Manager Atlassian

**A New Romance: AI & Product Management**  
**Christoph Tempich**  
Chief Data Economist inovex

**Using Validated Learning to Build the Right Thing**  
**Helena Zelem**  
Senior Product Manager ASOS  
**Paul Taylor**  
Engineering Competency Lead ASOS

**How to Make a Touching Hardware for a Target Group That Doesn't Pay (yet)**  
**Anna Markmann Gruenwald**  
Senior Product Manager Credit Suisse  
**Elham Mitkos**  
Sub-Department Head Product Management & Product Development Bundles Credit Suisse

**Ask Me Anything with Mark Hull**  
**Mark Hull**  
Director of Product Management Facebook

**14:20 - 14:50**  
**Building the Best Place to Play: Sony PlayStation's Customer-centric Approach to Product Management**  
**Sylvain Langrand**  
Director of Product Management PlayStation

**How to Add Value to Your Product (without Any Developers)**  
**Ciara McDaniel**  
Product Manager Rockall Technologies

**Learnings from Building Conversational E-Commerce Experiences**  
**Amr El-Shimi**  
Head of Product Management Zalando SE  
**Ahmed Fathalla**  
Senior Product Manager Zalando SE

**The Anatomy of Influence Power (Part 1)**  
**Stephanie Judd**  
Co-founder Wolf & Heron  
**Kara Davidson**  
Co-founder Wolf & Heron

**Design For Life: Research Methods For PMs Hungry For Real Insight**  
**Si Dhanak**  
Director of Product Latch

**How to Drive Product Discovery Success by Applying the Exploration Model in Practice (part1)**  
**Jan Milz**  
Freelance Product Manager  
**Nikkel Blaase**  
Senior Product Designer Xing

**15:00 - 15:30**  
**Product Management outside of High-Tech**  
**Supriya Uchil**  
Product technology executive, formerly Amazon.com

**Nailing Measurement: a Framework for Measuring Metrics that Matter**  
**Josephine Lee**  
Product Manager Atlassian  
**Isha Mehta**  
Product Manager Atlassian

**How to Create Machine Learning Products for Edge**  
**Vera Serdiukova**  
Project Manager, Advanced AI LG

**The Anatomy of Influence Power (Part 2)**  
**Stephanie Judd**  
Co-founder Wolf & Heron  
**Kara Davidson**  
Co-founder Wolf & Heron

**Dream Big, Go Fast and Get Personal: How We Launched the New Oura Ring - and Survived**  
**Mika Erkkila**  
Senior Product Manager Oura Health

**How to Drive Product Discovery Success by Applying the Exploration Model in Practice (part2)**  
**Jan Milz**  
Freelance Product Manager  
**Nikkel Blaase**  
Senior Product Designer Xing

**15:50 - 16:20**  
**Leadership Beats Expertise**  
**Emil Martinsek**  
VP Product Management GetYourGuide

**TRACK+\* Using Crowd-testing to Deliver Flawless Customer Experiences**  
**Jörg Heilmann**  
Senior Solution Consultant Applause

**Searching for Fashion - a Machine Learning Saga!**  
**Avinav Pashine**  
Product Manager Facebook

**Are You Equipped to Lead? Or Still Just Managing?**  
**Sherika Wynter**  
Co-founder Thomas&Wynter R&D

**Innovation & Structured Product Management**  
**Nuno Pires**  
Head of Innovation GEOSATIS

**API Product Management**  
**Andrea Zulian**  
Senior Product Manager Swisscom  
**Amancio Bouza**  
Principal Consultant IPT

**16:30 - 17:15** KEYNOTE: BUILDING FOR THE NEXT BILLION USERS

Minal Mehta – Head of Product YouTube

**17:15 - 17:30** CLOSING SPEECH

**17:30 - 18:30** DRINKS - CINEMA ARENA

**18:30 - 23:00** EVENING EVENT - PAPIERSAAL

# CONFERENCE DAY 2 THURSDAY, 15 NOV

**MAIN TRACK**  
Cinema 4

**EXPERT TRACK**  
Cinema 3

**B2B**  
Cinema 2

**SOFT SKILLS**  
Cinema 7

**AMAS**  
Folium

**INTERACTIVE SESSION**  
Papiersaal

**8:30 - 9:00** PRE-SESSION: TRACK+\* BUILDING PRODUCTS FOR GROWTH - CINEMA 3 Sandhya Hegde, Amplitude

**9:00 - 9:15** OPENING SPEECH

**9:15 - 10:00** **KEYNOTE: PM'S TRANSFORMATION CHALLENGE TOWARD B2B2C** Bert O. Schulze, Vice President, SAP

**10:00 - 10:10** GROUP PHOTO

**10:20 - 10:50**  
**Pricing as a Feature**  
**Kapeesh Saraf**  
Head of Growth (Director of Product)  
Coursera

**Your Intention, Please!**  
**Fabrice des Mazery**  
Chief Product Officer, Thiga; ex Head of Product & Growth at Deezer  
Thiga

**Insurance - a New Way of Interaction**  
**Sara Bertone**  
Product Owner Digital Business  
Zurich Insurance  
**Mattia Zanetti**  
Head of Digital Business  
Zurich Insurance

**Lost in the Agile Jungle**  
**Christian Becker**  
Founder & Managing Director  
productable

**Ask Me Anything with Bert O. Schulze**  
**Bert O. Schulze**  
Vice President  
SAP

**More Success with a Better Digital Customer Journey**  
**Ilona Baier**  
Senior Interaction Designer  
Ginetta

**11:00 - 11:30**  
**Culture, to Change or Not to Change**  
**Noam Ben-Haim**  
Group Product Manager  
Google

**How to Find the Best UX Strategy for my Product**  
**Sibylle Peuker**  
Partner & UX Architect  
Zeix

**The Startup Illusion: When Corporate and Startup DNA Meet**  
**Nesrin Elsayi**  
Venture CPO  
BCG Digital Ventures  
**Lida Lottko**  
Senior Strategic Designer  
BCG Digital Ventures

**How Does a Product Manager Lead Towards a More Efficient Organisation?**  
**Luca Criscuolo**  
Head of Product  
Outfittery

**Ask Me Anything with Bert O. Schulze**  
**Bert O. Schulze**  
Vice President  
SAP

**More Success with a Better Digital Customer Journey**  
**Ilona Baier**  
Senior Interaction Designer  
Ginetta

**11:50 - 12:20**  
**Using Machine Learning to Delight Users**  
**Laura Hamilton**  
Group Product Manager | Head of Consumer Web  
Groupon

**Push Boundaries of Product Growth With Innovation Accounting**  
**Iliia Kuznetsov**  
Partner  
ABRT Venture Fund  
**Nick Mitushin**  
Partner  
ABRT Holdings, SA

**Transforming Legacy into Success**  
**Andreas Creten**  
CEO  
MadeWithLove

**Why Your Users Lie to You**  
**Angie Born**  
Head of Product  
Scope

**Product Management Trends and Benchmarks 2018 Survey Results**

**Mindful Timeout for Product Managers**  
**George Peterburs**  
Teacher, coach, speaker for Mindfulness and Well-being  
Be in Resonance

**13:00 - 13:30**  
**Humans, Heat & Hygiene**  
**Aly Blenkin**  
Senior Product Designer  
Pivotal Labs  
**Ellie Ereira**  
Senior Product Manager  
Pivotal Labs

**TRACK+\* Identity Reinvented ...or Not**  
**Adam Evans**  
Senior Engineer  
Autho

**The Three "I"s of B2B Road Mapping**  
**Stefan Ritter**  
Head of Product  
Ruum by SAP

**Building Software for Vulnerable People**  
**Kieren Dight**  
Product Manager  
Atlassian

**Ask Me Anything with Supriya Uchil**  
**Supriya Uchil**  
Product technology executive, formerly Amazon.com

**Are You Global Launch Ready? Moving from Concept to Market**  
**Karina R. Jensen**  
Managing Director and Founder  
Global Minds Network

**14:00 - 14:30**  
**How Product Is and Is Not Like Directing a Musical**  
**Michael Smith**  
Chief Product Officer  
Prodigy Finance

**Avoiding Product Experimentation Pitfalls**  
**Asa Schachar**  
Product Engineering Manager  
Optimizely

**Working with Partners**  
**Lilia Gorbachik**  
Product Manager  
Intermedia

**Why Product Management Is a Good Cult**  
**Daniil Pavliuchkov**  
Chief Product Officer  
VAI

**Ask Me Anything with Kapeesh Saraf**  
**Kapeesh Saraf**  
Head of Growth (Director of Product)  
Coursera

**Your Customers have Customers: Design Sprint Techniques to Grow Products into Platforms (part1)**  
**Katrina Bautista**  
Senior Product Designer  
Shopify  
**David Stubbs**  
Senior Product Designer  
Shopify

**14:45 - 15:15**  
**Building Accessible Digital Products for 100 Million Users**  
**Saurabh Gupta**  
Program Manager  
Microsoft

**The Quest for Product Non-Functionality**  
**Yuriy Gaiduchok**  
Global Business Transformation Lead  
Ciklum

**Rising from the Ashes - the Comeback Story of a Product**  
**Ambily Menon**  
Product Lead and Software Engineering Manager  
Synchronoss

**Miswanting in Product Management**  
**Michał Parkoła**  
Cofounder  
Fluid Circle

**Building the Best Place to Play: Sony PlayStation's Customer-centric Approach to Product Management**  
**Sylvain Langrand**  
Director of Product Management  
PlayStation

**Your Customers have Customers: Design Sprint Techniques to Grow Products into Platforms (part2)**  
**Katrina Bautista**  
Senior Product Designer  
Shopify  
**David Stubbs**  
Senior Product Designer  
Shopify

**15:25 - 16:10** **KEYNOTE: BECOMING A PROBLEM SOLVER** Michael Perry, Director of Product, Marketing Technology - Shopify

**16:10 - 16:20** CLOSING SPEECH

**16:20 - 17:20** GOODBYE DRINKS!