

CINEMA 4

BUILDING BETTER PRODUCTS —

09:15 - 09:30 DAY 2 OPENING SPEECH

09:30 - 10:00 KEYNOTE: JONATHAN ROCHELLE [Linkedin](#)
 "Making Products in AI's World"

— 20 MIN BREAK & NETWORKING —

10:20 - 10:50 SULTAN SEITBEKOV [PVCCase](#)
 "Product Strategy as a Living Document: The 4 Key Components that Bring Value"

— 20 MIN BREAK & NETWORKING —

11:10 - 11:40 SAKSHI BHATNAGAR [World Economic Forum](#)
 "Intuition based strategy, how I doubled the B2C growth at the World Economic Forum"

— 20 MIN BREAK & NETWORKING —

12:00 - 12:30 KEYNOTE: ITAMAR GILAD [itamargilad.com](#)
 "Evidence-Guided Product Development"

12:30 - 13:30 LUNCH

13:30 - 14:00 CASSIDY FEIN [Microsoft](#)
 "Ruthless Prioritization: How to build the best thing you can with what you know today"

— 20 MIN BREAK & NETWORKING —

14:20 - 14:50 JJ RORIE [Johns Hopkins University](#)
 "A Structured - Yet Human - Way to Build Relationships in Product Mgmt"

— 20 MIN BREAK & NETWORKING —

15:10 - 15:40 GOPIKA E.M. [TIER Mobility](#)
 "The Top 2%: How to Identify and Build for Your Most Powerful Users"

— 20 MIN BREAK & NETWORKING —

16:00 - 16:30 FIRESIDE CHAT: [Miro](#)
 ANDREY KHUSID

16:30 - 16:45 WRAP-UP & CLOSING SPEECH

FULL PROGRAM HERE



CINEMA 3

THE FUTURE OF PRODUCT —

09:15 - 09:30 DAY 2 OPENING SPEECH

09:30 - 10:00 KEYNOTE: JONATHAN ROCHELLE

Linkedin

"Making Products in AI's World"

LIVE STREAM

— 20 MIN BREAK & NETWORKING —

10:20 - 10:50 MARIYA MOEVA

Google

"How to earn trust in a new community and grow a product from 0 to millions of users"

— 20 MIN BREAK & NETWORKING —

11:10 - 11:40 JEROEN KEMPERMAN

Google

"The Inverted PM: When your product catches criminals"

— 20 MIN BREAK & NETWORKING —

12:00 - 12:30 KEYNOTE: ITAMAR GILAD

itamargilad.com

"Evidence-Guided Product Development"

LIVE STREAM

12:30 - 13:30 LUNCH

13:30 - 14:00 MAY CHIN

ZALORA

"How to achieve robust data measurement in large-scale product experimentation"

— 20 MIN BREAK & NETWORKING —

14:20 - 14:50 FLORIAN GOERISCH

Product Matters GmbH

"What's going wrong in European tech companies and how we can do better!"

— 20 MIN BREAK & NETWORKING —

15:10 - 15:40 ALBERT DIAS

Google

"The machines are here. What now?"

— 20 MIN BREAK & NETWORKING —

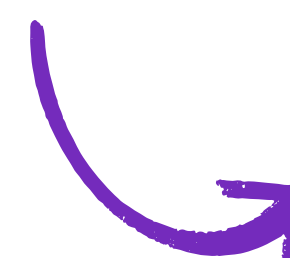
16:00 - 16:30 FIRESIDE CHAT:
ANDREY KHUSID

Miro

LIVE STREAM

16:30 - 16:45 WRAP-UP & CLOSING SPEECH

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CINEMA 7

CLIMBING THE LADDER —



10:20 - 10:50 **BEN BREUNER** ————— Delivery Hero
 "Perfecting the Pitch: Lessons on Storytelling from a Former Journalist Turned Product Leader"

— 20 MIN BREAK & NETWORKING —

11:10 - 11:40 **ORIOLE GARCIA GOMEZ** ————— adidas Runtastic
 "Side projects: boost your career"



12:30 - 13:30 LUNCH

13:30 - 14:00 **MONICA ALEXANDRU** ————— Google
 "Everybody Lies - How to get the unsugarcoated truth"

— 20 MIN BREAK & NETWORKING —

14:20 - 14:50 **NESRINE CHANGUEL** ————— Google
 "Product Success through Delight"

— 20 MIN BREAK & NETWORKING —

15:10 - 15:40 **OLIVER HECKMANN** ————— Coda
 "Planning for Great Execution - Lessons Learned from Google and Silicon Valley"

FULL PROGRAM HERE



FOLIUM

PM BOOTCAMP –

PAPIERSAAL

THE POWER OF CONNECTION -

10:10 - 11:00

Google

JULIA STEIER / WORKSHOP

The Visual PM workshop - AI edition (Session 1)

10:20 - 10:50

AMA JONATHAN ROCHELLE

11:00 - 11:50

Google

JULIA STEIER / WORKSHOP

The Visual PM workshop - AI edition (Session 2)

11:10 - 11:40

AMA AVNI SHAH

12:30 - 13:30 LUNCH

13:20 - 14:10

Product Academy

ARJANNA VAN DER PLAS & TANJA LAU / WORKSHOP

Stop Fixing, Start Listening – Listening Skills for (Emergent) Product Leaders

13:30 - 14:00

AMA ITAMAR GILAD

— 40 MIN BREAK & NETWORKING —

15:00 - 15:50

Producteer

BÜŞRA COŞKUNE / WORKSHOP

Product-led or not product-led: 3 real world case studies to discuss.

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