

Target Audience: PM Advanced

Category: Prod Mgmt Careers

Format: Discussion

## **The Product Manager Pathfinder: Building and Growing High Performing Product Management Teams**

**Description:** Product Management is a critical function for product-driven organizations that want to create new revenue streams and a sustainable competitive advantage. A recent CBS news report shows that Product Management is recognized as the fourth most important corporate job in the U.S., with only CEOs, Executives and General Managers higher on the list. In my experience, companies often confuse and misuse Product Management. These companies risk building the wrong product, adopt the wrong strategy or implement ineffective marketing approaches. A recent study of experienced product managers from different companies and industries identified common challenges impacting their effectiveness and productivity.

This session will help you build and effectively manage a product management team. We will also discuss ways to empower your product management team to lead high performing products teams. This session is for product team professionals who want to accelerate their career by managing other product managers.

Vote for and participate in this highly engaging professional growth session and win free giveaways from AIPMM and the 280 Group.

### **Presenter: Hector Del Castillo**

Hector Del Castillo, Senior Consultant, has over 15 years of experience helping companies grow by directing the product strategy to lead high performing product teams. He has launched several profitable technology-based products and solutions. He provides services as a consultant, contractor, coach, or trainer to organizations that need to create value-added products that delight customers and create demand.

For more information, contact:

### **Hector Del Castillo, PMP, CPM, CPMM**

Transforming products to profit for technology-based organizations.™

Product Marketing Director

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