

Product Management – a systematic approach to business growth

Tuesday **30th June**
Venue: **Coherent Scotland Ltd.**
 Todd Campus, West of Scotland Science Park
 Glasgow G20 0UA
Time: **2.30pm**

Why do I need Product Management?

At the heart of most successful Silicon Valley technology companies are Product Managers – the people who own Product Lines as a business. It's a term used less frequently here in the UK – but is an essential skill for business growth. Product Managers are the glue that hold together the technologists, operations, and customers – applying a systematic approach to business success.

Given that this is a critical skill to ensure business success – Product Management has a low profile in Scotland and UK.

Could mastering Product Management be the key to ensuring business success in your company?

Could it be the missing link for start-ups, spin-offs and spin-ins?

Who is driving your development – technologists or customers?

Have you developed a product only to discover the market was not what you thought it was?

Are you developing many products in the hope that one will hit?

Did your specs creep and product cost drift higher during development?

Do your sales force know how to sell your product?

These are all critical areas of focus for a Product Manager.

This event will provide an insight into Product Management

- What is Product Management?
- Product Management in Action – case studies from successful businesses
- Product Management tips and techniques
- Discussion on the state of Product Management in Scotland

Attendance is free to members of:

Scottish Optoelectronics Association, **Electronics Scotland** and the **EKTN**
(Non-members £50)

Start time 2:30pm for registration, Tea & Coffee and some networking.

Presentations start at 3:00 with closure at 5:30

Numbers are limited – please book early to avoid disappointment.

To register for this event please email one of the following;

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Electronics



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