

TUESDAY

8:00AM

BREAKFAST / REGISTRATION OPENS

9:00AM

KEYNOTE

PRODUCT LOVE

TODD OLSON
Pendo

ROOM:
OAK FOREST BALLROOM

9:20AM

KEYNOTE

**TEACHING YOUR TEAM
YOUR LEARN**

WADE SHEARER
Workfront

ROOM:
OAK FOREST BALLROOM

10:00AM

KEYNOTE

**CREATING HABIT
FORMING PRODUCTS**

NIR EYAL

ROOM:
OAK FOREST BALLROOM

10:50AM

BREAK

11:05AM

USER INSIGHT AND EXPERIENCE

ONBOARDING FOR ALL

MARIA THOMAS
Insightly

ROOM:
GOVERNOR'S I

ART & SCIENCE OF PRODUCT MANAGEMENT

**THE CHALLENGES
OF CULTURE CHANGE**

CLIFF GILLEY
K2/The Clever PM

ROOM:
HANNOVER III

PRODUCT STRATEGY & INNOVATION

**BUILDING A SCALABLE
TRIAL PROGRAM**

LYLA ROZELLE
JazzHR

ROOM:
GOVERNOR'S II

PENDO BEST PRACTICES

NEXT LEVEL LAUNCHES

DUNCAN McCREERY
Memberclicks

ROOM:
CAPITAL ROOM

12:05PM

LUNCH

1:30PM

USER INSIGHT AND EXPERIENCE

**PERSONALIZING THE B2B
PRODUCT EXPERIENCE**

STEPHANIE MONK
Citrix

ROOM:
GOVERNOR'S I

ART & SCIENCE OF PRODUCT MANAGEMENT

**VELOCITY IS
THE WRONG METRIC**

FORREST EVANS
LogicMonitor

ROOM:
HANNOVER III

PRODUCT STRATEGY & INNOVATION

**TEACHING AN OLD
DOG NEW TRICKS**

WES GILLETTE
LexisNexis

ROOM:
GOVERNOR'S II

PENDO BEST PRACTICES

PENDO 102

**ERICA AKROYD &
JAMES WILLIAMS**

Pendo

ROOM:
CAPITAL ROOM

2:25PM

BREAK

2:45PM

USER INSIGHT AND EXPERIENCE

**HELPING YOUR CUSTOMERS
HELP THEMSELVES**

JAY BREWER
Rapid7

ROOM:
GOVERNOR'S I

ART & SCIENCE OF PRODUCT MANAGEMENT

**CULTIVATING A CULTURE
OF PRODUCT**

MIKE PROFIT
Workwave

ROOM:
HANNOVER III

PRODUCT STRATEGY & INNOVATION

**THE NEW ERA OF
ENTERPRISE SOFTWARE**

JUSTIN DEBRABANT
ActionIQ

ROOM:
GOVERNOR'S II

PENDO BEST PRACTICES

**GUIDING THE WAY
TO PRODUCT LOVE**

**FANNY LAUFTERS
AND BRIAN ROACH**
Pendo

ROOM:
CAPITAL ROOM

3:50PM

PRODUCTCRAFT PANEL

**THE STATE OF PRODUCT
LEADERSHIP 2018**

KIRSTEN BURTZOW
Pragmatic Marketing

PAUL McAVINCHEY
ProductCollective

JAKE SOROFMAN
Pendo

ROOM:
OAK FOREST BALLROOM

6:30PM

DINNER & SPECIAL EVENT –

LOCATION: LINCOLN THEATRE, 126 E. CABARRUS ST. – FEATURING MIPSO

WEDNESDAY

7:30AM

BREAKFAST

8:30AM

KEYNOTE

**BUILDING A BETTER
PRODUCT EXPERIENCE**

BRIAN CROFTS
Pendo

ROOM:
OAK FOREST BALLROOM

9:10AM

KEYNOTE

**DATA-INFORMED
PRODUCT DESIGN**

HARSH AGRAWAL
Marketo

ROOM:
OAK FOREST BALLROOM

9:50AM

BREAK

10:00AM

KEYNOTE

**CREATING MOMENTS
THAT MATTER**

DAN HEATH

ROOM:
OAK FOREST BALLROOM

11:05AM

USER INSIGHT AND EXPERIENCE

MAXIMUM IMPACT NPS

LIZ LECRONE
Carta

ROOM:
GOVERNOR'S I

PRODUCT STRATEGY & INNOVATION

EXPERIMENTATION

**YEESHEEN YANG
& SHANE FONTANE**
Optimizely

ROOM:
GOVERNOR'S II

ART & SCIENCE OF PRODUCT MANAGEMENT

**COMMUNICATION &
PRIORITIZATION**

TRACY LASSETER
NurseGrid

ROOM:
HANNOVER III

PENDO BEST PRACTICES

**GETTING THE MOST OUT OF
YOUR NPS CAMPAIGN
USING PENDO**

DUNCAN McCREERY
Memberclicks

ROOM:
CAPITAL ROOM

12:05PM

LUNCH

1:30PM

USER INSIGHT AND EXPERIENCE

EMPATHY AT SCALE

SCOTT VOIGT
FullStory

ROOM:
GOVERNOR'S I

ART & SCIENCE OF PRODUCT MANAGEMENT

**THE PM AS DIRECTION AND
CONSENSUS MANAGER**

HEATHER STABLES
Salesforce

ROOM:
HANNOVER III

PRODUCT STRATEGY & INNOVATION

**3 REASONS WHY VALUE
PROPOSITION CREATION
IS DIFFICULT AND
HOW TO GET IT RIGHT**

WES GILLETTE
LexisNexis

ROOM:
GOVERNOR'S II

PENDO BEST PRACTICES

**CREATING A PRODUCT
ADOPTION CURRENCY
WITH PENDO**

TY CAMERON
Christopherson Business Travel

ROOM:
CAPITAL ROOM

2:25PM

BREAK

2:45PM

USER INSIGHT AND EXPERIENCE

**THE NEW FACE OF
CUSTOMER SUCCESS**

KAYLA LAMOREAUX
Gainsight

ROOM:
GOVERNOR'S I

ART & SCIENCE OF PRODUCT MANAGEMENT

**BALANCING DISCOVERY AND
DELIVERY WITH DUAL-TRACK
PRODUCT MANAGEMENT**

DAVE MASTERS
Realtor.com

ROOM:
HANNOVER III

PRODUCT STRATEGY & INNOVATION

**GETTING FEEDBACK FROM
SALES WITHOUT GOING CRAZY**

RICHARD WHITE
UserVoice

ROOM:
GOVERNOR'S II

PENDO BEST PRACTICES

PENDO MASTER'S PANEL

TRAVIS TURKEY
Rapid7

YEESHEEN YANG
Optimizely

SHAUN VANWEELDEN
Engagio

ROOM:
CAPITAL ROOM

2:25PM

BREAK

3:50PM

PRODUCTCRAFT PANEL

THE PRODUCT MANAGEMENT DEBATE CLUB

BRIGITTE EDER
Outreach.io

CLIFF GILLEY
K2/The Clever PM

STEVE JOHNSON
Under10 Playbook

DEB WOODS
Relias Learning

ROOM:
OAK FOREST
BALLROOM

6:30PM

CLOSING DINNER & AWARDS –

LOCATION: NATURE RESEARCH CENTER, 121 W. JONES ST.

Thank you to All of Our Sponsors!

PANK LEVEL

fullstory



USERVOICE

Carnegie
Mellon
University

Gainsight

GOLD LEVEL

SPARKPOST

PRODUCT
COLLECTIVE

Sendoso

SILVER LEVEL



split