

Title: Unstick Your Product Management Career

Description: Product management is a relative newcomer on the scene within the realm of successful project execution. Whether you work on IT projects or with tangible new products, business objectives for product management are similar. Corporate strategy, portfolio balance, project execution, and team development are necessary skills for a product manager to master.

In this interactive session, we will identify key business objectives for successful product management. Using a set of creativity tools, you will begin to align your own experiences as a product manager with traditional business deliverables for product development. Finally, you will design a simple, three-step action plan to achieve your personal development goals to launch and accelerate a purpose-driven career as a product manager.

Learning Objectives:

1. Identify core business objectives in product management.
2. Align your product manager (PM) skills with core business deliverables.
3. Design a simple action plan to achieve your PM career goals.

Bio: Teresa Jurgens is a writer, speaker, and executive coach helping leaders tap into creativity for successful innovation. She helps organizations improve time-to-market for new products through building collaborative teams and delivering enhancements across the innovation ecosystem. Teresa has worked with product teams around the world in a variety of industries, including food and beverage, home appliances, medical devices, publishing, petrochemicals, non-profits, and more. She is the author of *The Innovation Book series* (available at Amazon), including ***The Innovation Leadership Book*** (coming in 2025). Teresa lives in Tucson and enjoys hiking among the majestic saguaro cactus.