



PRODUCT MANAGEMENT SPECIAL INTEREST GROUP

Intended Participants

Companies: UWEBC member companies with:

- Products or services in either consumer or commercial markets
- A frequent need to innovate and enhance offerings to stay competitive
- Product Management roles / teams with new product development responsibilities

Roles: Those with responsibility for managing key phases of the product life cycle (roles may vary by meeting topic)

Goals of this Special Interest Group

1. To provide a forum to discuss topics of interest related to Product Management
2. To enable multiple “deep dive” discussions on the topic; more than is possible in a single UWEBC Marketing Peer Group meeting
3. To glean leading practices and learnings that can be employed to enhance members’ product management capabilities, product marketing operations and product marketplace success.

Potential Meeting Topics (actual topics may evolve based on participant input)

1. Portfolio or Category Planning – overall processes for making product decisions
2. The Discovery Process - ways to generate ideas that drive product decisions
3. Idea Management – how to assess and choose among various product ideas
4. Idea Development – concepting, pricing, positioning
5. Prototyping + how it can help the larger Discovery process
6. Go-to-market strategies
7. Product launch and integrated marketing plans

Meeting Frequency, Length and Location

- We will target 2-3 meetings annually, scheduled 4-6 months apart
- Meetings will be from 9:00am-3:00pm
- Meetings will take place on the UW-Madison campus or at participating companies’ locations

Member Steering Committee

- Toni Rossi, VP Marketing, Greenheck
- Chris Kolbe, VP Marketing and Product Management, Enerpac Tool Group
- Rebecca Seiler, Product Marketing Manager – Innovation, Sub-Zero Group, Inc.
- Tom Maskel, Global Director Category Marketing; Product Management & Innovation, Fiskars
- Kristi Jankowski, EVP - Innovation, Sargento Foods