

SPMI Regional Symposium 2012

Topic: **Leading High Performance Product Teams To Create Value Through Collaboration**

Date: 4-5 Oct 2012

Time: TBD

Place: Marina Bay Sands Convention Centre, Singapore

Who: Hector Del Castillo, Product Marketing Director, AIPMM

Description

This session will focus on the challenge of working in organizations that do not understand the difference between project management and product management. It will identify five key factors that are common across high performance product teams based on recent global study.

Despite the similar names, there are big differences between these roles. The two roles often appear to be at odds with each other. A common challenge is that a product manager may want to add a lot of features to meet changing customer needs, but the project manager may want to limit the scope so that the project is delivered on time and under budget. Often the project manager is mischaracterized as singularly focused on getting a product release finished on time and under budget without any concern as to whether it meets the needs of the market or customers.

The confusion between the two roles is common and potentially harmful to organizations who do not understand how to align them to achieve more effective teamwork and increased efficiency. This is often the case for companies that develop software or technology-based products.

It will also describe how the Product Management Lifecycle and the Project Management Lifecycle can be integrated to lead product teams to achieve high performance and increase control of results through collaboration.

This session is for experienced project managers, program managers, technology managers, business analysts, and other senior managers that must lead product teams to achieve exceptional product outcomes.