



Aalto-yliopisto
Perustieteiden
korkeakoulu

Introduction to Product Management

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Sept 5th 2022

Welcome!

Webinar-series

130 participants
from everywhere
(but mainly
Finnish startups
& scaleups)

Introduction to PM

110 participants
from
Aalto & FiTech

Product Management

40 participants
from Aalto

Product 101: Product is output of a production system.

* Here, product refers to all offerings of a company, be it products, services, or their combination

A product



Output of a production system

Not a product



Artefact from home kitchen

**Product 101:
User defines what
the product is and
what is its value.**



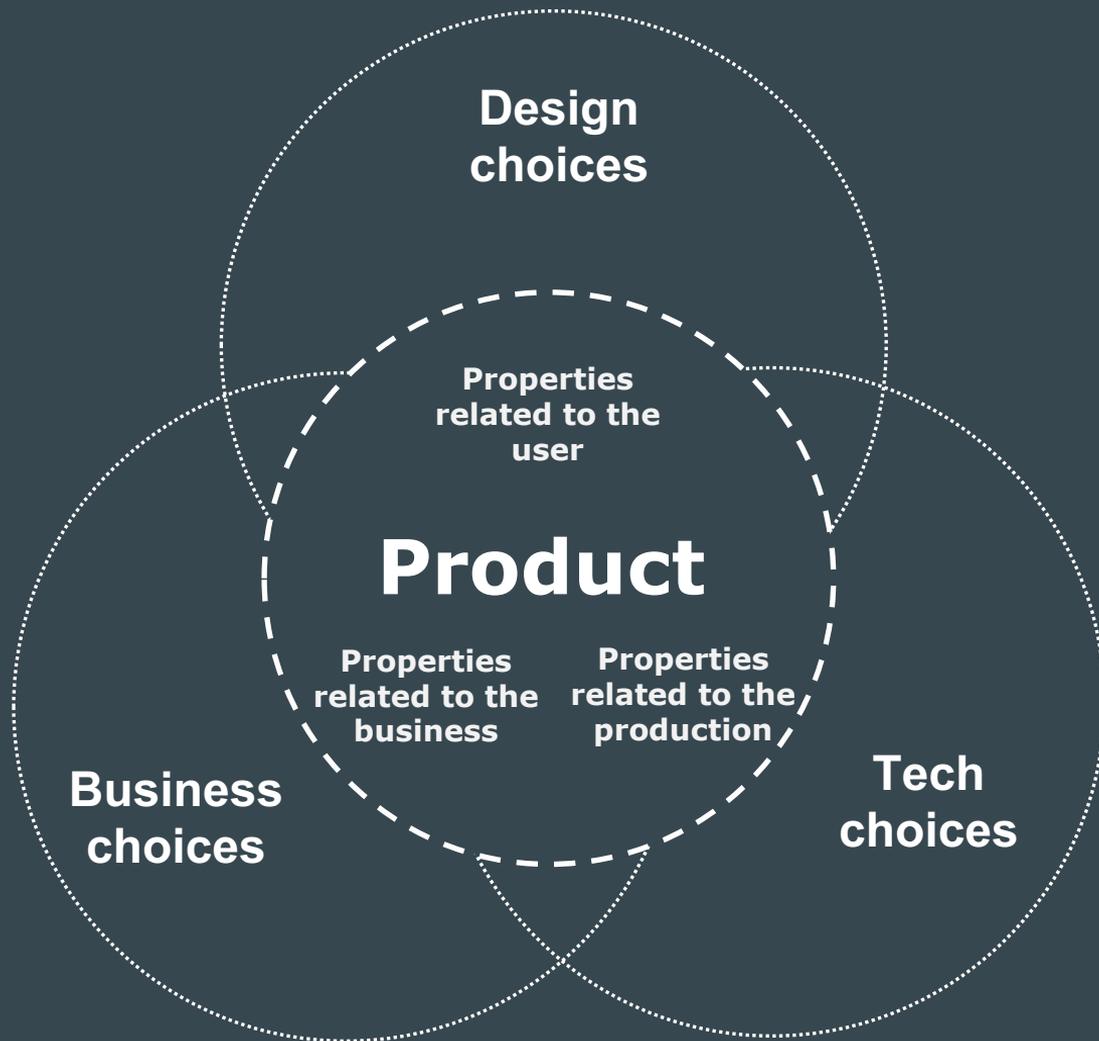
Product 101:
For a product to exist,
the production system
has to exist
=
The business behind
the product has to be
viable



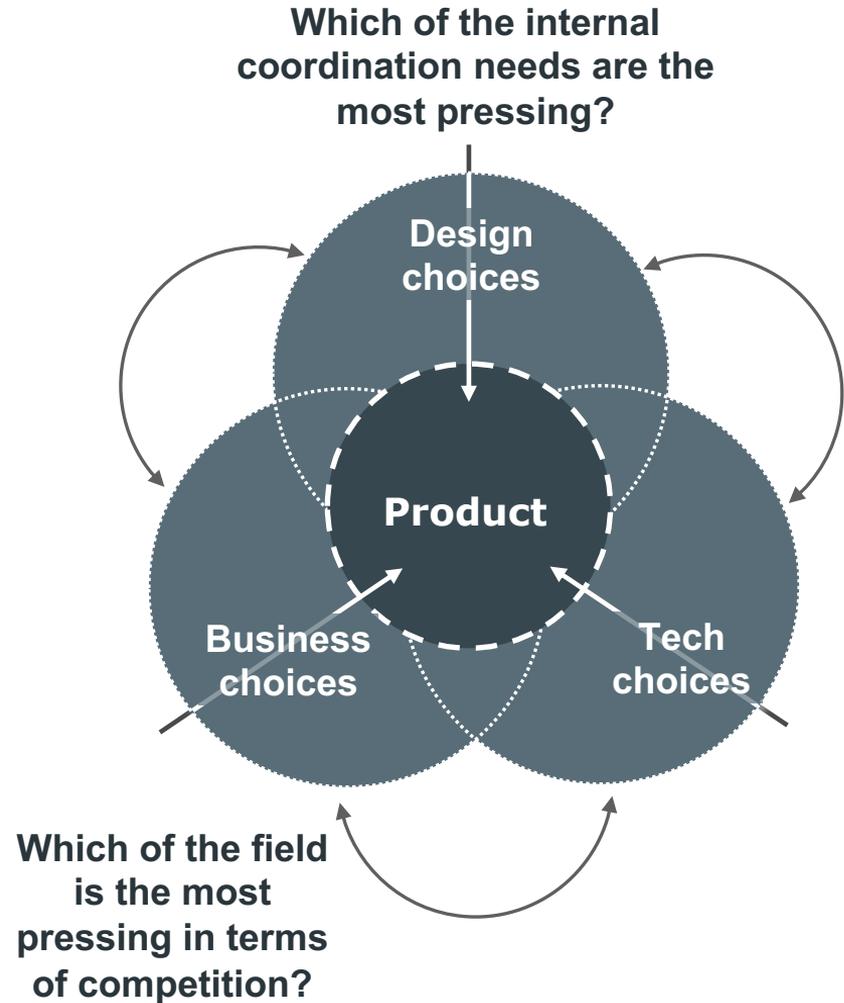
2015-2022

**Product 101:
Product is defined by
the user, its (technical)
properties, and the
business**





**Product
management is a
solution for
coordination,
internally &
externally**

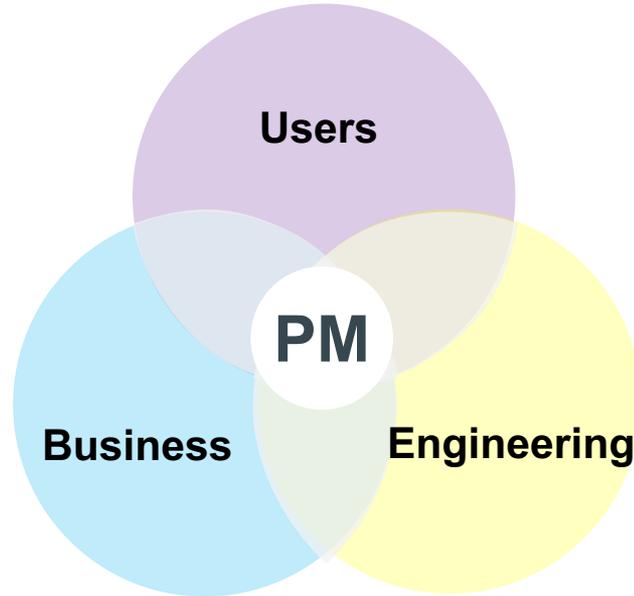


Our flavour of Product Management (PM)

Industry context

Typically going through or aiming at fast growth

Product & production are scalable



Organization context

Company with a proper product organization (or aiming to have one)

Product manager's role relates to PM org and business context

At the moment, best way to learn about this is to hear from the experts

Marko Oksanen
CEO
Coventures

Udo Szabo
Principal PM,
Swappie

Noora Ahmed-Moshe
Senior PM
Hoxhunt

Osma Ahvenlampi
Chief product officer
Aivo Health

Kaisa Salakka
Consumer Product
Wolt

Terhi Hänninen
Product manager
Google

Heta Ruikka
VP, Product mgmt
Sievo

Pekka Poukamo
Head of design
Relex

Otto Hilska
CEO & Founder
Swarmia

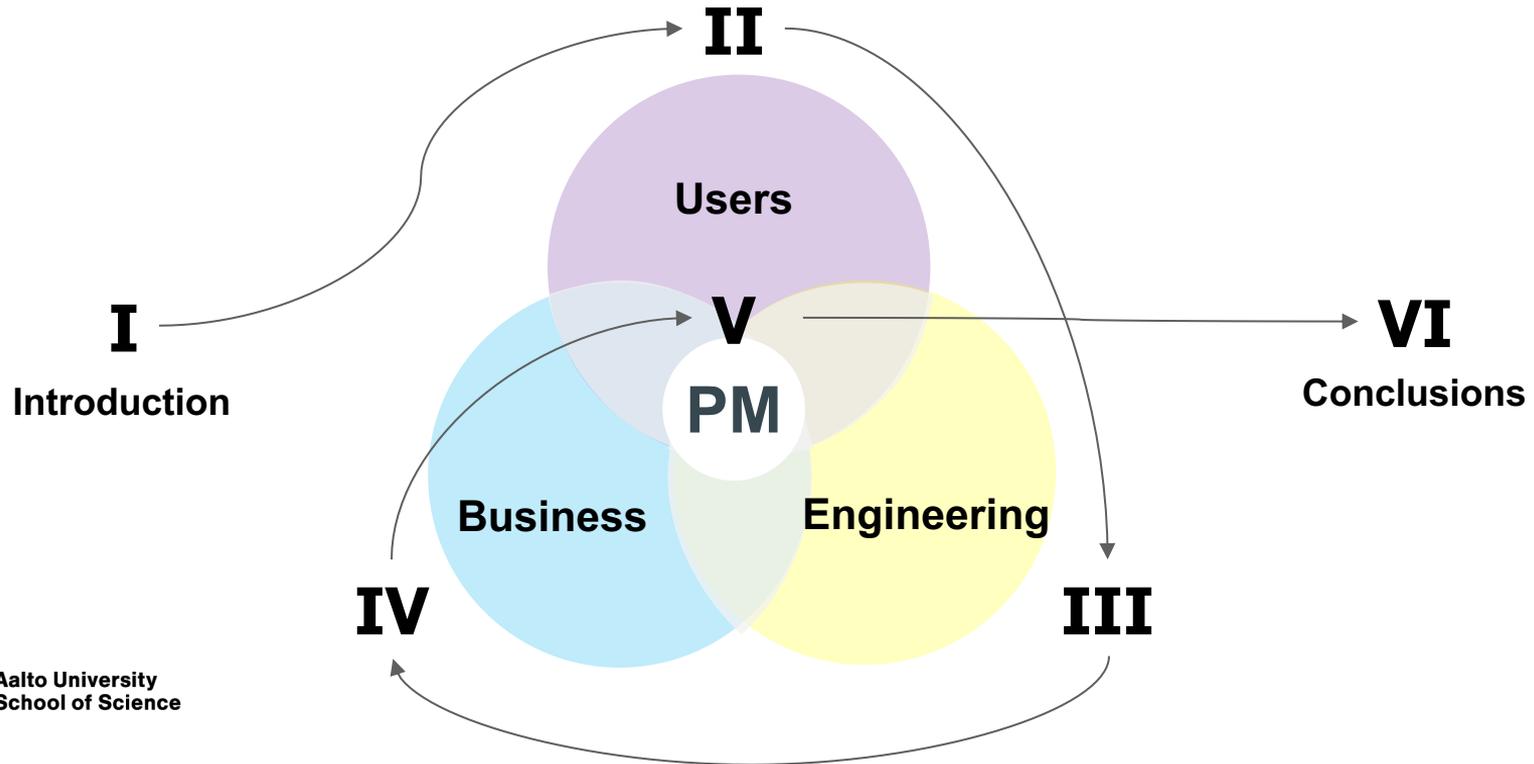
Maria Petrova
Head of Product
Supermetrics

Tiina Nieminen
Head of product mgmt
Kone

Kosti Lepojärvi
Senior PM
Hoxhunt

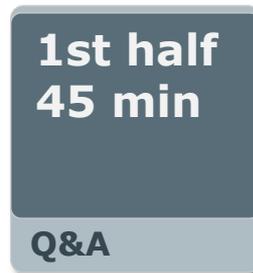


Six weeks, six themes

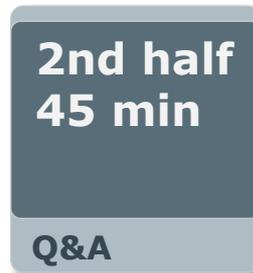


**To keep
everyone aboard,
we use tight
session
structure.**

**Sharp start
at quarter past**



10 min break



**Time to sort out
practicalities
about course(s)**