

# PRODUCT MANAGEMENT LEADERSHIP ACCELERATOR



## 2024 DATES

**MAY 13 - DECEMBER 10**

- Meets 3-6 times per month
- Live online sessions
- Each session is 1-1.5 hours

## TUITION

**\$1,950**

*Discounts are available for UW and Executive Education alumni, non-profit organizations, and groups.*

## ADVANCE YOUR CAREER WITH GUIDANCE FROM INDUSTRY EXPERTS

Growth hack your product management career with guidance from a curated community of Executives in Residence who are dedicated to helping the next generation of product leaders become their best. Take advantage of this unique opportunity to learn from their expertise, hear how they forged their career paths, and receive advice tailored to your goals.

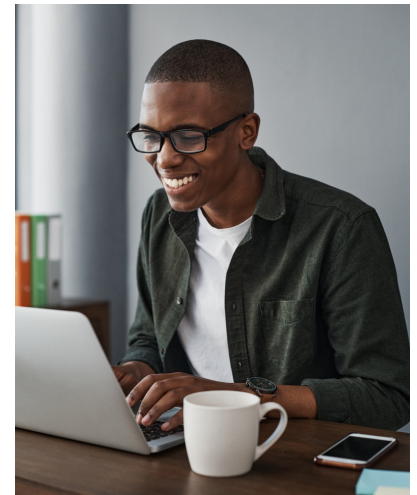
The program provides workshops on best practices in product management and how to position yourself for that next big promotion or career jump.

### COURSE OVERVIEW

- 14 Executives in Residence — industry experts guiding your learning and giving personalized career advice
- Live online workshops, office hours, and book clubs
- In-person orientation and graduation at UW Seattle to spend time with your classmates off-line
- Ongoing online discussions with Executives in Residence and your classmates
- Experienced peer group of product management professionals

[foster.uw.edu/pmla](https://foster.uw.edu/pmla)

LEARN TODAY.  
APPLY TOMORROW.



Take your product management career to the next level.

**FOSTER**  
SCHOOL OF BUSINESS

UNIVERSITY of WASHINGTON

## WORKSHOPS

### TOPIC-FOCUSED, INFORMATIVE SESSIONS LED BY INDUSTRY EXPERTS

Live online workshops provide direct access to seasoned professionals who bring real-world experience and insights into the latest trends, strategies, and best practices within the industry. Workshops will foster meaningful discussions, collaborative problem-solving, and networking opportunities with your peers. Topics include:

- Converting an idea into a successful product
- Building creative confidence
- Developing flywheels
- Gaining customer insights
- Creating product roadmaps
- Positioning your product
- Setting product metrics
- Responsible & ethical AI
- And more! See the program website for a full list of topics and workshop descriptions.

## OFFICE HOURS

### OPEN-ENDED INFORMAL TALKS PERTINENT TO YOUR CAREER

Tap into the brain trust of the Executives in Residence. Come with questions, leave with expert advice on ways to stand out to employers. Share experiences with your peers and gain insights into the objectives they are pursuing in their own careers.

## BOOK CLUBS

### DISCUSS MUST-READ, CAREER-ENHANCING BOOKS

The books included in the program will spark ideas, strengthen your leadership skills, and expand your knowledge of product management best practices and the tech industry overall. Each title has been selected by one of the Executives in Residence who will share what resonates with them most about the book and how they have been able to apply it to their career.

## ONLINE DISCUSSION GROUPS

Stay connected to your classmates and build upon the momentum you've gained in the scheduled sessions by joining in the ongoing online chats. The group conversation is moderated by different Executives in Residence each month, so you'll have the chance to ask them timely questions between scheduled sessions.

## WHO SHOULD APPLY

The program is for ambitious, experienced Product Managers who want to invest in their knowledge of industry best practices and their ability to advance their career goals.

- Have held or currently hold the title of Product Manager for a minimum of 3 years
- Recently or currently personally responsible for one or more products
- Experience shipping at least one new product or feature

## LEARN MORE

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 WEB: foster.uw.edu/pmla  
 E-MAIL: execed@uw.edu

### EXECUTIVES IN RESIDENCE

#### LESLIE GRANDY

*Lead Executive in Residence*

#### ALAM ALI

*Former Chief of Product & GM, Mission Engineering, Microsoft*

#### JESSI ALVA

*VP Technical Product | Program Management, SAP Concur*

#### MATT CARR

*Former VP, Amazon Advertising*

#### SUDHA ELAVARTI,

*VP of Product- Marketplace & Monetization, Shipt*

#### DAVE FLEISCHMAN

*Chief Product Officer at Angi.com*

#### ROB KATZ

*VP of Product – Responsible AI & Tech, Salesforce*

#### JONO LUK

*VP of Product Management, Cisco Webex*

#### MARCELLO MAJONCHI

*VP of Product Management, DocuSign*

#### KARIM MEGHJI

*Chief Product Officer, Code.org*

#### ROBERT NEER

*VP of Product, Walgreens Boots Alliance*

#### OMAR SHAHINE

*Corporate VP of Microsoft Word + Editor, Microsoft*

#### SRISHTI SOFAT

*Senior VP of Product Development, Oracle Fusion CX*

#### JOHN YURCISIN

*Former Chief Product Officer, Change.org*