

PRODUCT MANAGEMENT LEADERSHIP ACCELERATOR



2025 DATES

JUNE 3 - OCTOBER 3

- Meets 6 times per month, plus electives
- Live online sessions and in-person events
- Each online session is 1-1.5 hours

TUITION

\$5,498

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

- 10 Executives in Residence — industry experts guiding your learning and giving personalized career advice
- Live online workshops, office hours, and book clubs
- In-person events 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
- Sessions take place from 12-1pm or in the evening to maximize your downtime

foster.uw.edu/pmla

LEARN TODAY.
APPLY TOMORROW.



Take your product management career to the next level.

FOSTER
SCHOOL OF BUSINESS

W UNIVERSITY of WASHINGTON

WORKSHOPS TOPIC-FOCUSED 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. Topics include:

- Gaining customer insights
- Using constraints to fuel creativity
- Creating powerful product roadmaps and successful flywheels
- Setting product metrics
- 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

Books selected by the Executives in Residence will spark ideas, strengthen your leadership skills, and expand your knowledge of product management best practices and the tech industry overall.

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.

ELECTIVES

Personalize your experience in the program by choosing from a selection of topics.

CAPSTONE PROJECT

Put your learning into action by joining with fellow students in a working pod to tackle a complex strategic challenge that mirrors the decisions facing today's business leaders.

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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EXECUTIVES IN RESIDENCE

LESLIE GRANDY

Lead Executive in Residence

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

JONO LUK

Chief Product Officer, Summersports

MARCELLO MAJONCHI

VP of Product Management, DocuSign

KARIM MEGHJI

Chief Product Officer, Code.org

ROBERT NEER

Co-founder of Goods

JOHN YURCISIN

Former Chief Product Officer, Change.org

The Executives in Residence have also held product leadership roles at organizations including:

Amazon
 Apple
 Best Buy
 Booking.com
 Cisco
 Discovery
 Facebook
 Microsoft
 T-Mobile
 Twitter

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