

PRODUCT MANAGEMENT LEADERSHIP ACCELERATOR



2027 DATES

FEBRUARY 2 - MAY 27

- Live online evening sessions
- 2 in-person events at UW

Apply by January 7, 2027

TUITION

\$2,995

Payment plan available

ADVANCE YOUR CAREER WITH GUIDANCE FROM INDUSTRY EXPERTS

This is a rigorous, cohort-based program for product professionals ready to lead at the next level, combining a hands-on curriculum with mentorship from a curated community of Executives in Residence who share their expertise and career insights along the way. At the heart of the program is a collaborative capstone project that mirrors the complexity of real product decisions—built around a product organization facing an AI strategy challenge with real commercial stakes, divided leadership, and no obvious right answer. Participants learn to navigate that decision analytically, using AI tools to frame problems, analyze insights, build working prototypes, stress-test business cases, and conduct scenario planning, gaining the strategic skills and hands-on experience needed to lead confidently in an AI-driven product landscape.

COURSE OVERVIEW

- Taught by Executives in Residence — industry experts guiding your learning and giving personalized career advice
- Live online workshops and team capstone project
- 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

foster.school/pmla

LEARN TODAY.
APPLY TOMORROW.



Take your product management career to the next level.

FOSTER
SCHOOL OF BUSINESS

W UNIVERSITY of WASHINGTON

ONLINE WORKSHOPS

TOPIC-FOCUSED SESSIONS LED BY INDUSTRY EXPERTS

Course material is structured to align with the four stages of the product lifecycle (Sense, Solve, Scale, and Sustain) and covers the key product leadership skills needed to sense and solve customer problems in ways that align with business strategy and long-term sustainability.

IN-PERSON LEADERSHIP SESSION

HALF-DAY ON-CAMPUS SESSION ON LEADERSHIP

- Executive presence and communication
- Career trajectory and positioning
- Building a coherent career throughline
- Ownership as a leadership practice
- Get to know your classmates offline.

CAPSTONE PROJECT

APPLY YOUR KNOWLEDGE

The curriculum is built around a single immersive case study that runs throughout the program. Put your learning into action by joining with fellow students in a team to tackle a complex strategic challenge that mirrors the decisions facing today's business leaders. The program culminates in a live presentation of each team's recommendation before a panel of product executives.

LEARNING OBJECTIVES

By the end of this program, you will be able to:

- Analyze a product's commercial position within a portfolio framework.
- Distinguish real customer knowledge from assumption.
- Construct a solution-agnostic problem statement.
- Apply creative frameworks to generate novel solutions.
- Assess a recommendation's resilience through scenario planning.
- Evaluate commercial viability through a PRFAQ.
- Diagnose breakdowns in leadership alignment.
- Articulate how accountability shifts when AI acts on users directly.

WHO SHOULD APPLY

Applicants should bring recent, hands-on product leadership experience, as the peer-to-peer learning that makes this program distinctive depends on a cohort where everyone can contribute confidently.

- Progressive senior role(s) within product management
- A minimum of 3 years of experience in product management.
- Responsibility for the roadmap of one or more products.
- Experience shipping at least one version of a product from concept to launch.

LEARN MORE

PHONE: 206-543-8560
 WEB: foster.school/pmla
 E-MAIL: execed@uw.edu

PROGRAM DESIGNER



LESLIE GRANDY

Lead Executive in Residence

Leslie Grandy is a global, first-to-market product executive and board advisor with a 25+ year career delivering game-changing products for top brands—Best Buy, Discovery, T-Mobile, Apple, and Amazon. Throughout her career, Leslie has been at the front end of innovation, launching the first paid video streaming service, RealOne SuperPass, with over 1 million subscribers after co-authoring a patent for a system that provides integrated media; delivering the first Android mobile device, the T-Mobile G1, and the first cellular-enabled digital picture frame, the T-Mobile Cameo; and leading Best Buy's Digital Innovation Lab. Leslie is the founder of The Product Guild, a product and innovation advisory services company through which she has advised both early-stage ventures and numerous publicly traded companies on innovation and new product development, including Starbucks, Oracle Power, and Red Robin Gourmet Burgers. Leslie is also an IDEO-trained leader in design thinking who inspires audiences to achieve their creative potential.

FOSTER
SCHOOL OF BUSINESS

W UNIVERSITY of WASHINGTON