



Monday, August 25, 2014 (Full-day)



Magnus
Billgren

TUTORIAL ANNOUNCEMENT

22nd IEEE International Requirements Engineering Conference
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T01 – Product management essentials

High Tech Product Management is a challenging task. One role of Product Management is to secure that requirements are aligned with the other activities. This tutorial will show how successful product management achieves this. This one day tutorial is a foundation for high tech product management. It will give you the necessary tools for handling complex situations and ambiguous decisions. But primarily it will give you the tools to align requirement management with product marketing, market analysis and strategy creation. This will be done by the revealing the four pillars of high tech product management.

Biography: The tutorial is given by Magnus Billgren a high tech product management equilibrist. He has worked and given product training in Europe, North America and Asia for companies like ABB, IBM, Ericsson, Micronic, Alfa Laval, Tetra Pak, Net Insight and many more. Over 1000 product managers have taken part in trainings by Billgren. He has been part of creating the ISPMA foundation. Over the years he has driven product management in global firms, small startups, founded one of Europe's leading product management companies. He is admired for his ability to clarify complex situations and to execute strategies in high tech environments. He is involved in research programs on requirement engineering and high tech marketing. Magnus has studied engineering, statistics, business and philosophy at the universities of Linköping and Uppsala in Sweden and at TU Delft in the Netherlands. He is the founder and CEO of Tolpagorni Product Management.

