

DAY 1

Wednesday, May 3, 2023

08:00 - 09:00 Registration + Coffee in Foyer

Morning Session @ Mainhattan 3+4

(Session Chair: Prof. Dr. Georg Herzwurm)

09:00 - 09:15 **Welcome/Opening + Organization**
Hans-Bernd Kittlaus (Chairman of the ISPMA), Franco Gatti (Chairman of the SPMS 2023), Prof. Dr. Andreas Helferich (Chairman of the Expert Group "Software Product Management" at GI e.V.)

09:15 - 10:00 **Morning Keynote - Software Product Management: from opinions to data-driven experimentation**
Prof. Dr. Jan Bosch, Chalmers University of Technology

Short Break (5min)

Industry Track @ Mainhattan 3+4
(Session Chair: Hans-Bernd Kittlaus)

Academic Track @ Mainhattan 5
(Session Chair: Prof. Dr. Georg Herzwurm)

10:05 - 10:35 **OKRs for Strategy Execution in Product Management**
Jessica Stimac & Steven Schepurek, WaveNine

Product Management for Product Platforms – how highQ manages its mobility suite
Dr. Katharina Peine, highQ Computerlösungen

Coffee Break (20min)

Session 1

Industry Track @ Mainhattan 3+4
(Session Chair: Franco Gatti)

Academic Track @ Mainhattan 5
(Session Chair: Prof. Dr. Andreas Helferich)

10:55 - 11:25 **How to Avoid Common Pitfalls in AI Product Management**
Peter Stadlinger, Freshworks

Product Ops: Understanding and Defining an Emerging Discipline
Bogdan Moroz, Dr. Andrey Saltan, Prof. Dr. Sami Hyrynsalmi

Short Break (5min)

11:30 - 12:00 **Converting Apples to Oranges – How to use Value and Effort to Rationalize Prioritization Frameworks**
Curtis Foster, Sopheon GmbH

A competency model for the Product Management in Software-intensive Business
Katharina Wagner, Felix Schönhofen, Prof. Dr. Georg Herzwurm

Short Break (5min)

12:05 - 12:35 **What Got You Here Won't Get You There: A multi-case study on the challenges in the transition from traditional towards continuous data practices in the embedded systems domain (Mainhattan 3+4)**
Prof. Dr. Helena Holmström Olsson, Prof. Dr. Jan Bosch

Lunch Break (85min)

Session 2

Industry Track @ Mainhattan 3+4
(Session Chair: Haragopal Mangipudi)

Academic Track @ Mainhattan 5
(Session Chair: Dr. Dimitri Petrik)

14:00 - 14:30 **Product Frameworks for IoT Product**
Angad Tiwana, ABB E-Mobility

Framework für Geschäftsmodelle von Unternehmenssoftwareplattformen
Marcus Pietzker, Felix Schönhofen, Prof. Dr. Georg Herzwurm

Short Break (5min)

14:35 - 15:05 **Panel Discussion: Hypocratic Oath for Product Managers (45min)**

Perception of Social Costs of Digitalization: Profiling Top Managers, Middle Managers, and Front-line Employee
Prof. Dr. Yevgen Bogodistov, Antonia Schwaiger, Prof. Dr. Daniel Beimbom

Moderator: Haragopal Mangipudi (guNaka Consulting)
Discussants: Franco Gatti (ABB), Peter Stadlinger (Freshworks), Hans-Bernd Kittlaus (InnoTivum)

Short Break (5min)

15:10 - 15:40 **How does the role of a Product Owner relate to the role of a Software Product Manager?**
Timo Toikkanen, Prof. Dr. Sami Hyrynsalmi, Prof. Dr. Maria Paasivaara

Coffee Break (20min)

Afternoon Session @ Mainhattan 3+4

(Session Chair: Prof. Dr. Georg Herzwurm)

16:00 - 16:45 **Afternoon Keynote - Theory vs. Practice of Product Portfolio Management – views from real life of a major corporation**
Patrizia Sickinger, Mercedes-Benz Group AG

16:45 - 16:50 **Closing**
Hans-Bernd Kittlaus (Chairman of the ISPMA), Franco Gatti (Chairman of the SPMS 2023)

Short Break (10min)

17:00 - 18:00 **Meeting of GI-Fachgruppe "Software Product Management"**
Guests are welcome! The meeting will be held in German language!

Afternoon Break (30min)

18:30 - 22:30 **Dinner Event with Live Music**
Le Panther, Seilerstraße 34, 60313 Frankfurt



DAY 2

Thursday, May 4, 2023

08:00 - 09:00 Registration + Coffee in Foyer

Morning Session @ Mainhattan 3+4

(Session Chair: Prof. Dr. Helena Holmström Olsson)

09:00 - 09:15 **Welcome/Opening + Organization**
Hans-Bernd Kittlaus (Chairman of the ISPMA), Franco Gatti (Chairman of the SPMS 2023)

09:15 - 10:00 **Morning Keynote - Ensuring Continuous Product Market Fit In Fast Moving Markets**
Hans-Bernd Kittlaus, InnoTivum

Short Break (5min)

10:05 - 10:35 **Using Artificial and Human Intelligence to Create Innovative Digital Products and Services**
Prof. Dr. Georg Herzwurm, University of Stuttgart

Session 1 @ Mainhattan 3+4

(Session Chair: Peter Stadlinger)

10:50 - 11:20 **From Unconscious Incompetence to Unconscious Competence: Steps in a Journey to Excellence**
Franco Gatti, ABB

Short Break (5min)

11:25 - 11:55 **Leveraging Technology Adoption Models for Market Analysis and Forecasting**
Barbara Hoisl, pd7.group

Short Break (5min)

12:00 - 12:30 **Open Issue Tracker: On the Same Page as Users**
Maksim Sobolevskiy, JetBrains

Lunch Break (75min)

Session 2 @ Mainhattan 3+4

(Session Chair: Barbara Hoisl)

13:45 - 14:15 **SAM - Transformation to Matrix Organisation and Agile (Product) Management Methods in an IT Authority**
Tobias Häusser, BITBW

Short Break (5min)

14:20 - 14:50 **Pricing as Part of the Product Manager's Roles**
Sailendra Kumar, Indeed Flex

Short Break (5min)

14:55 - 15:25 **"Why wrongly used tools kill productivity" - Using Principles to do the right things and Tools and Methodologies to do the things right**
René Ulbricht, Diamant Software GmbH

Coffee Break (15min)

Afternoon Session @ Mainhattan 3+4

(Session Chair: Hans-Bernd Kittlaus)

15:40 - 16:25 **ISPMA Hall of Fame Induction**
Panel Discussion: SPM Past, Present and Future
Moderator: Hans-Bernd Kittlaus (Chairman of the ISPMA)
Discussants: Prof. Dr. Sjaak Brinkkemper (Utrecht University), Prof. Dr. Samuel Fricker (University of Applied Sciences and Arts Northwestern Switzerland), Prof. Dr. Sami Hyrynsalmi (LUT University)

16:25 - 16:30 **Closing**
Hans-Bernd Kittlaus (Chairman of the ISPMA), Franco Gatti (Chairman of the SPMS 2023)