Managing the New Product Development Process

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If you want to be a product manager...

**Executives**
- Strategy, budgets, staff, charters
- Field input, feedback from the market
- Forecasts, commitments, roadmaps, competitive intelligence

**Product Manager**
- Market information, priorities, requirements, roadmaps, customer and user needs
- Development: Prototypes, developed solutions
- Marketing, Sales and Customers: Messages, benefit-feature mapping, pricing, support, demos

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Managing the New Product Development Process
this class is for you.

It lets you experience the Product Development Process

Four Phases of Product Development

- Planning
- Concept Development
- System-Level Design
- Detail Design
- Testing and Refinement
- Production Ramp-Up
In a multi-disciplinary team setting
And on a variety of projects

- Waste management
- Hewlett Packard
- Tcho

- Seguro
- Pomo Indian Nation

- Airplane entertainment
- Jewelry organization
- Women’s professional clothing

- WearPACT
- Revolution Foods
Come to the tradeshow on December 11th from 1 – 4 p.m.