FUTURE OF PRODUCT MANAGEMENT
SUMMIT 2025

PRAGMATIC INSTITUTE

John Haushalter

President, Pragmatic Institute

Welcome Note

Product management has never stood still. Each year brings new challenges, new pressures, and new opportunities. But what is happening right now feels different. The pace is faster. The choices are harder. The stakes are higher.

That's exactly why Pragmatic Institute exists. For over 30 years, we've helped product professionals cut through the noise and focus on what creates lasting value. And today, that mission matters more than ever.

The Future of Product Management Summit is our way of living that promise. It's a gathering of the brightest minds in our field — from Teresa Torres and Hope Gurion, to Matt LeMay and Tamara Grominsky, alongside our own Pragmatic instructors. Each of them brings fresh perspective, hard truths, and actionable insights designed to challenge assumptions and spark new thinking.

My commitment is simple: Pragmatic will always listen, evolve, and deliver what product teams truly need. You'll see that in the courses we refine, the new tools and pathways we create, and the standards of excellence we continue to raise.

Welcome to the Future of Product Management Summit 2025. The future starts here.

THE IDEAS DRIVING THIS YEAR'S SUMMIT

This year's Summit brings together top product leaders and Pragmatic instructors to cut through the noise and share what matters most. You'll walk away with clear insights to apply immediately, new ideas to improve decision-making and team performance, and the chance to connect with peers facing the same challenges.

KEYNOTE SPEAKER

Teresa Torres

Author, Speaker, Product Discovery Coach, **Product Talk**

AI Changes Everything (And Nothing at All)

Many teams are racing to add AI features, but too often the results fall flat. Teresa Torres will explore why so many efforts miss the mark and how to avoid building "AI slop." She'll show what's truly possible with new technology while underscoring that timeless discovery skills are more critical than ever. This keynote will challenge product leaders to confront hard truths, embrace new opportunities, and keep their work human and relevant in a shifting landscape.

Hope Gurion

Product Leader, **Fearless Product**

Why Is It So Difficult to Achieve Alignment?

We've all been in "decision" meetings that end in confusion. Hope Gurion reveals how hidden dynamics derail alignment and, inspired by The Rehearsal, shares how to design decision experiences that surface assumptions and bring real clarity.

Instructor Panel

Dan Corbin **Amy Graham** **Will Scott**

Beyond the Hype: What AI Really Means for Product Strategy

AI may be everywhere, but what does that actually mean for product teams today? Pragmatic instructors Dan Corbin, Amy Graham, and Will Scott cut through the noise to unpack the real opportunities and risks. You'll leave with clear insights that separate hype from real value.

Matt LeMay

Product Consultant and Advisor

Impact-First Product Teams

If your team had to justify its budget tomorrow, would it stand up to scrutiny? Matt LeMay shows why business impact must be at the center of every decision, sharing signs of low-impact work and practical steps to build teams that deliver results without burning out or losing customer focus.

Tamara Grominsky

Product Marketing Leader and Founder of **PMM Camp**

Positioning That Sticks: How to Align on Messaging That Matters

Every product tells a story, but when PMs and PMMs aren't aligned, customers hear a fragmented message. Tamara Grominsky shows how to build positioning as a shared language across teams, giving you tools to align stakeholders and craft messaging that resonates inside your company and in the market.

A YEAR IN REVIEW: EVOLVING WITH PURPOSE

Since our last summit, Pragmatic Institute has continued to evolve: refining our courses, expanding learning options, and meeting professionals where they are. These milestones reflect not just our growth, but our commitment to helping product teams create lasting impact in a rapidly changing world.

4,000+ Professionals Registered for Our Webinars

With more than 70% of live attendees staying engaged for over an hour.

10,000+ Professionals Trained Across 1,000+ Organizations

44% Software, 16% Manufacturing, 16% Finance & Business Services, 23% Other.

8 Product Courses Updated

All our product courses now include new AI applications.

AI Certifications: Built for the Next Era of Product

Product professionals told us they needed role-specific AI training they could use right away. That's why we created two new certifications: **AI Product Management Expert** and **AI Product Marketing Expert**, each including brand-new AI-focused workshops. With over 2,000+ AI credentials already issued, these programs are equipping PMs and PMMs with the skills and confidence to lead in an AI-driven world.

On-Demand Learning: Your Career, Your Schedule

One of the clearest signals we've heard from the market is the need for flexibility without losing quality. That's why our flagship **Product Management Certification** is now available **on-demand**. Whether you're a busy professional, a global learner, or part of a team juggling priorities, on-demand certification makes progress possible without compromise. Our instructors and instructional design experts built the program to uphold the credibility and impact Pragmatic Institute is known for, while adapting it to today's learning realities.

BEYOND THE CLASSROOM: ONGOING PRAGMATIC JOURNEY

Pragmatic Alumni Community Spotlight

The Pragmatic Alumni Community (PAC) brings product professionals together long after their training, offering exclusive events, active discussions, and cross-industry collaboration that extend the value of every Pragmatic experience. We take pride in the impact our alumni create and are inspired by the ways they continue to advance their organizations and industries by turning their Pragmatic Institute training into lasting results.

pragmaticinstitute.com/**product/community**

"As the first person in a product operations role at my company, I had to define what the job really meant. The Pragmatic's Product Operations workshop gave me the clarity to **set boundaries and focus on where I add the most value**: building systems, communications, and structure that let product teams execute consistently. It not only shaped my role, it strengthened the way our company operates and drove immediate results."

Michael Evangelista
Director of Product Operations,
IT Services and Consulting

"The **problem-first approach** to product planning truly shaped my thinking. Seeing customers use the product in their real environment was eye-opening — the frustrations, the workarounds, the unspoken habits. That reshaped how I plan products and still guides me today, **keeping customer needs at the center** and ensuring my work delivers impact beyond the roadmap."
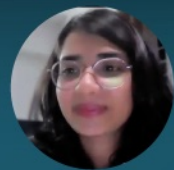
Meghana Chavan
Senior Manager - Business Strategy,
Operations & Marketing
Software & Technology

"When I joined the integrations team, there was no prioritization strategy, no analytics, and no way to track impact. **Defining the key metrics** and building a comprehensive analytics dashboard changed that — it quickly became core to business reviews and guided investment decisions across the company."

Gauri Ahuja
Principal Product Manager
B2B SaaS Growth Strategist,
Software Development

Events That Keep You Sharp

Pragmatic Institute events extend learning beyond the course, creating opportunities to engage with the ideas and challenges shaping product today. From live webinars and virtual Q&As to in-person panels and industry gatherings, these sessions bring professionals together for conversations that are timely, practical, and immediately applicable to their work.

pragmaticinstitute.com/**resources/events**

Resources to Keep You Ahead

Our growing library of resources is designed to support your career with both variety and depth. Each month, we publish webinars, tools, guides, infographics, eBooks, and articles that turn insight into action. Whether you're looking for a quick solution or a deeper exploration of emerging trends, the resource center makes it simple to keep learning and advancing with confidence.

pragmaticinstitute.com/**resources**