

PRODUCT EXPERIENCE MANAGEMENT SUMMIT



7th & 8th November, 2023



9:00 AM PST

Venue – San Francisco, USA



TIME TABLE – 7TH & 8TH NOVEMBER, 2023

OPENING REMARKS : 9:00 – 9:15

Keynote 1	PXM and Personalization: Exploring How PXM Can Be Used To Deliver Personalized Product Experiences That Meet The Unique Needs And Preferences Of Each Customer.	9:15 – 9:40	Shannon Blandford Vice President, Customer Product Experience Kroger	Q & A 9:40 – 9:45
Keynote 2	Reserved For Sponsor	9:45 – 10:10	Reserved for Sponsor	Q & A 10:10 – 10:15
Keynote 3	PXM and AI : Exploring How Artificial Intelligence (AI) Can Be Used To Optimize Product Information And Enhance The Customer Experience.	10:15 – 10:40	Vinod Suresh VP and GM of Subscription GoDaddy	Q & A 10:40 – 10:45

Media Coverage Break: 10:45 – 11:15

Coffee And Nourishments Break: 11:15 – 12:00

Keynote 4	Data-Driven Strategies for Optimizing the Omnichannel Experience	12:00 - 12:25	Reserved for Sponsor	Q & A 12:25 - 12:30
Fireside Chat	Fireside Chat (TBA)	12:30 - 12:55	Surbhi Gupta Director of Product Management Stride, Inc.	Q & A 12:55 - 13:00
Keynote 5	The Science of Product-Market Fit: A Systematic Approach	13:00 - 13:25	Namit Yadav Vice President of Product Management Coursea	Q & A 13:25 - 13:30

Lunch Break: 13:30 - 14:30

Keynote 6	Leveraging AI Technology : How to use AI to create more efficient product experiences	14:30 - 14:55	TBA	Q & A 14:55 - 15:00
Keynote 7	Maximizing Customer Satisfaction through PXM and Customer Journey Mapping	15:00 - 15:25	Lauren Pennington Group Product Director, Customer Experience Janssen Inc.	Q & A 15:25 - 15:30

Coffee And Nourishments Break: 15:30 - 15:45

Keynote 8	Power of Personalization in PXM: Creating a Seamless and Personalized Omnichannel Product Experience	15:45 - 16:10	Peter Flaaen Sr. Manager, Product Management - Customer Experience The Home Depot	Q & A 16:10 - 16:15
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Keynote 9	PXM and User-Generated Content: Understanding How User-Generated Content (Ugc) Can Be Used In Pxm To Enhance The Product Experience And Improve Customer Engagement	16:15 – 16:40	Charmaine Madamba Director, Product Management VF Corporation	Q & A 16:40 – 16:45																					
Keynote 10	The Importance of PXM in Delivering a Consistent Omnichannel Experience	16:45 – 17:10	TBA	Q & A 17:10 – 17:15																					
Keynote 11	Real-Time Product Experiences: How to create real-time product experiences that keep customers engaged.	17:15 – 17:40	Reserved for Speaker	Q & A 17:40 – 17:45																					
Keynote 12	Unlocking the Potential of PXM and ChatGPT	17:45 – 18:10	TBA	Q & A 18:10 – 18:15																					
Panel Discussion	Product Experience Management Summit in 2023: Trends we can't afford to miss.	18:15 – 18:40	<table border="0"> <tr> <td>Shannon Blandford</td> <td>Vice President, Customer Product Experience</td> <td>Kroger</td> </tr> <tr> <td>Vinod Suresh</td> <td>VP and GM of Subscription</td> <td>GoDaddy</td> </tr> <tr> <td>Surbhi Gupta</td> <td>Director of Product Management</td> <td>Stride, Inc.</td> </tr> <tr> <td>Namit Yadav</td> <td>Vice President of Product Management</td> <td>Coursea</td> </tr> <tr> <td>Lauren Pennington</td> <td>Group Product Director, Customer Experience</td> <td>Janssen Inc.</td> </tr> <tr> <td>Peter Flaaen</td> <td>Sr. Manager, Product Management - Customer Experience</td> <td>The Home Depot</td> </tr> <tr> <td>Charmaine Madamba</td> <td>Director, Product Management</td> <td>VF Corporation</td> </tr> </table>		Shannon Blandford	Vice President, Customer Product Experience	Kroger	Vinod Suresh	VP and GM of Subscription	GoDaddy	Surbhi Gupta	Director of Product Management	Stride, Inc.	Namit Yadav	Vice President of Product Management	Coursea	Lauren Pennington	Group Product Director, Customer Experience	Janssen Inc.	Peter Flaaen	Sr. Manager, Product Management - Customer Experience	The Home Depot	Charmaine Madamba	Director, Product Management	VF Corporation
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CLOSING REMARKS : 18:40 – 18:55

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UPCOMING EDITIONS:

- 1. PRODUCT EXPERIENCE MANAGEMENT SUMMIT (NEW YORK EDITION)**
Date: March 2024
- 2. PRODUCT EXPERIENCE MANAGEMENT SUMMIT (LONDON EDITION)**
Date: June 2024

