

# #pmf18

- Top
- Neueste
- Personen
- Fotos
- Videos
- Nachrichten
- Live-Videos

## Suchfilter · Anzeigen

## Wem folgen? · Aktualisieren · Alle anzeigen

**PMF! @PMF18** Folgen

**Malkani Agathe @Agathe...** Folgen

Finde Leute, die du kennst

## Trends für dich · Ändern

#AdobeSymp

#sportsuisse2018  
1.044 Tweets

17 Saudis  
4.076 Tweets

#AmericaRecyclesDay  
4.062 Tweets

Fethullah Gulen  
4.805 Tweets

Jared Golden  
4.637 Tweets

#ThursdayThoughts  
95,8 Tsd. Tweets

#FirstSnow  
8.218 Tweets

#NationalPhilanthropyDay  
1.975 Tweets

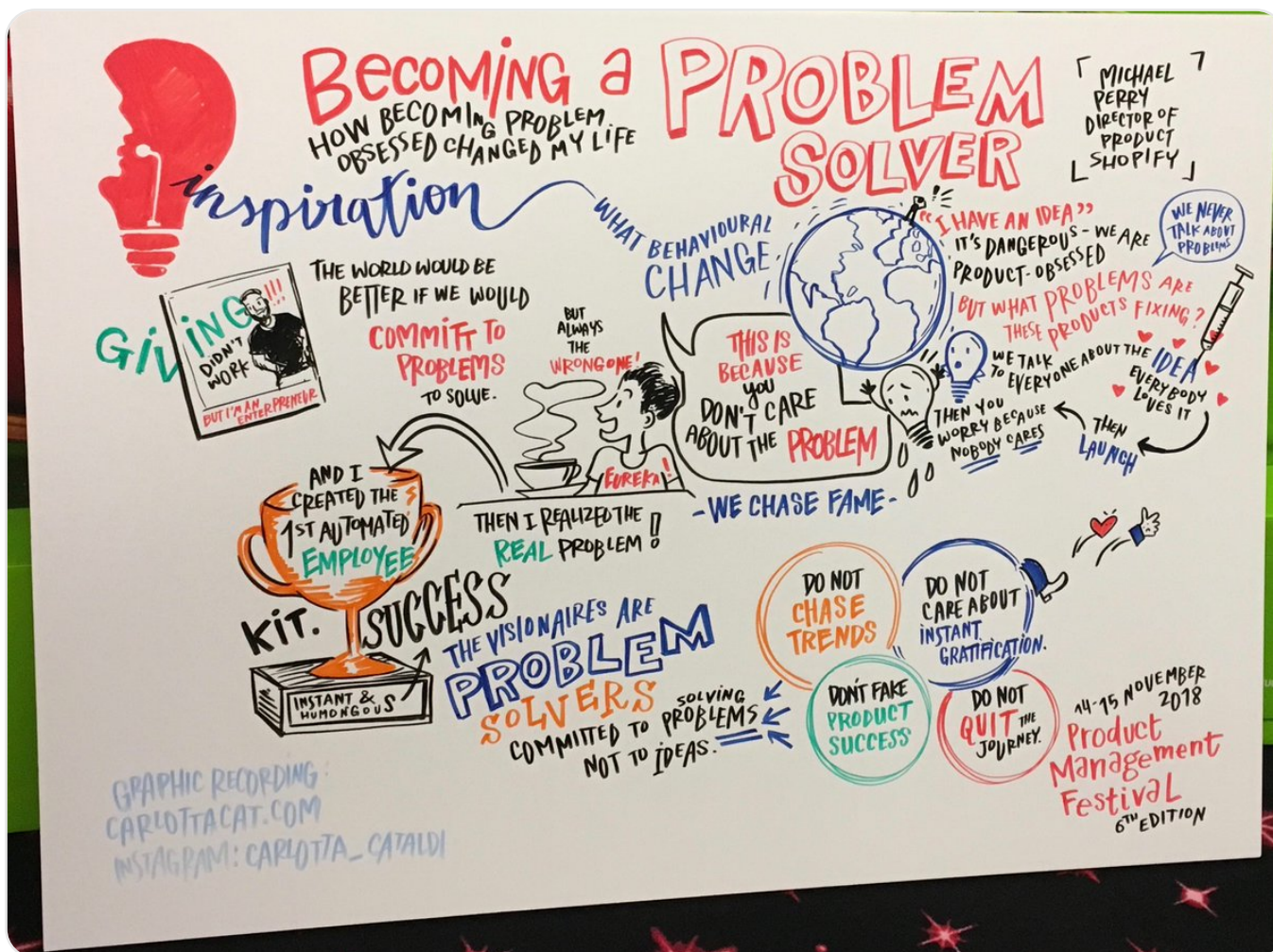
#ME02  
2.243 Tweets



**Olav Dreier @UpfrontThinker** · 29 Min.

Another great visualization by @BasuraNinjaBcn. This time for the best talk of #PMF18 Becoming a problem solver by @michaelperry

Tweet übersetzen



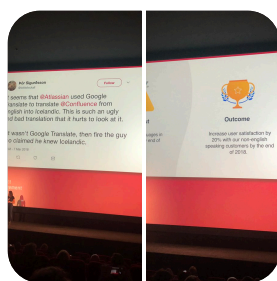
- 1
- 1

Diesen Thread anzeigen



**Isha @isha\_mehta\_** · 1 Std.

So excited to have shared our @Atlassian stories at #PMF18



**Paul Herwarth v. B. @pherwarth**

Very open and honest sharing of lessons learned by #Atlassian PMs at #PMF18. Make sure you focus on Outcome not Output.

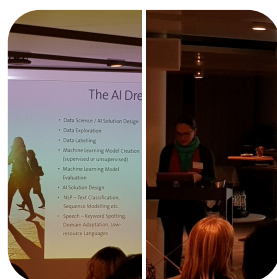
Tweet übersetzen

- 1



**Maja Schreiner @majaschreiner** · 1 Std.

BTW, #PMF18 @ProdMgmtF @michaelperry Andreea is talking about what #problems we / they at SC are #solving. :) So, any other pmf attendees should definitely check out @Swisscom\_Career @Swisscom\_News\_d



**Maja Schreiner @majaschreiner**

Andreea Hossmann from #Swisscom #data team talking about #AI and "Adapting is not about the technology but about the people and culture. We need to put humans first in general." #dream #team #recruitment #lessons #learned

Tweet übersetzen

- 3





**Cliff des Ligneris** @cdesligneris · 2 Std.

Thanks #pmf18 - I had a blast! To sum it up, Michael Perry of Shopify put it best...

[Tweet übersetzen](#)



**Olav Dreier** @UpfrontThinker · 2 Std.

My commitments from #PMF18: influence and solve problems.

[Tweet übersetzen](#)



[Diesen Thread anzeigen](#)

♥ Adrian Zwingli gefällt das



**Katrina Bautista** @katbuilt · 2 Std.

Thanks so much to our wonderful session moderatrice @BeNaemi for making our workshop process so smooth and coordinating materials, people, spaces, and content. You made it so exciting and easy to be a speaker for @ProdMgmtF ! #pmf18 #squadgoals

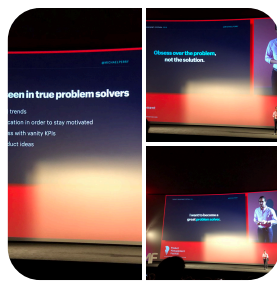
[Tweet übersetzen](#)



**Olav Dreier** @UpfrontThinker · 2 Std.

Agree completely. The best talk of #PMF18 came at the end. @michaelperry will stay in the minds of everyone.





**Büşra Coşkuner** @\_beesea\_

Wow! One of the most inspiring talks I've ever listened to! 🙌 Be problem obsessed! Not product obsessed! "I'm not aiming to become a great product manager. I want to become a great problem solver." thank you for remind...

🌐 Tweet übersetzen



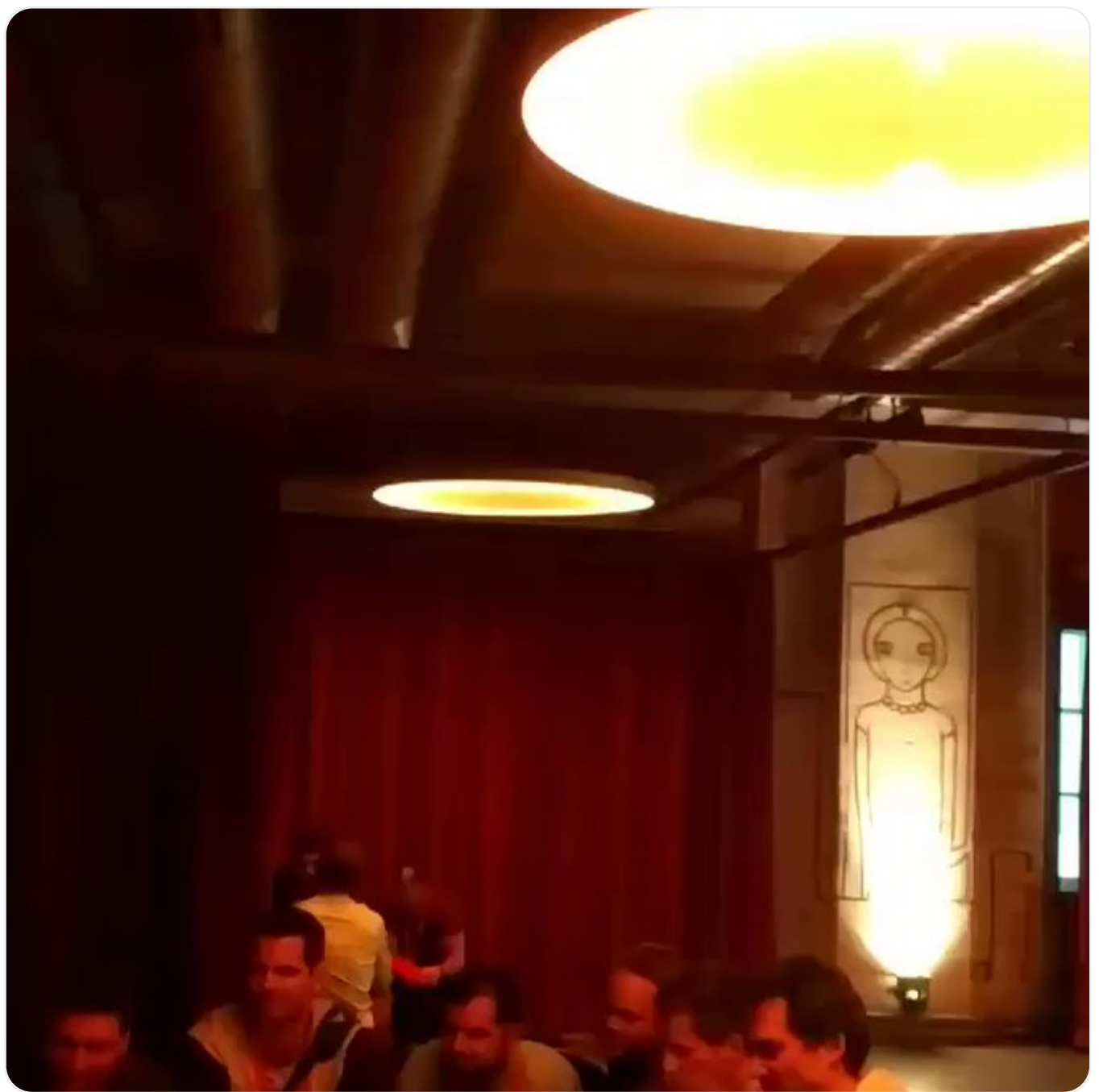
[Diesen Thread anzeigen](#)



**Katrina Bautista** @katbuilt · 2 Std.

Thank you SO MUCH to all our wonderful workshop attendees @ProdMgmtF. Your energy and open participation helped everyone get the most from our #designsprint session! @davekilljoy and I had so much fun being your facilitators. 🐱 #pmf18

🌐 Tweet übersetzen



**Christoph Lange** @christoph\_la · 3 Std.

It's a wrap. #PMF18 over and out. What a great finish by @michaelperry and his humble story about obsessing over problems

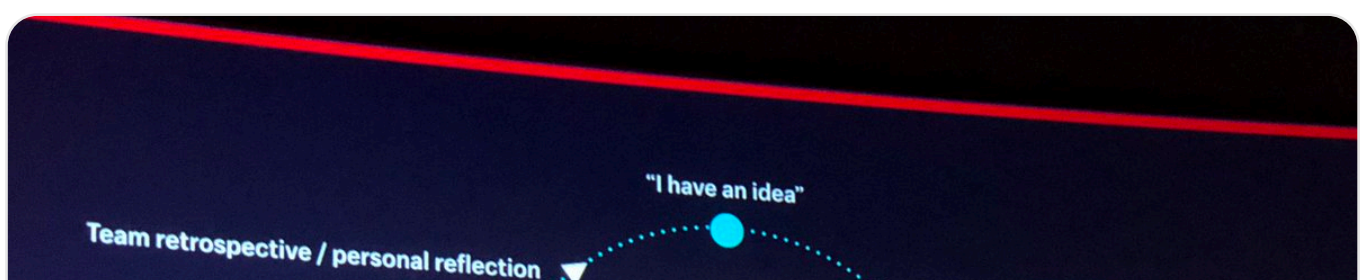
🌐 Tweet übersetzen



**Omar Moling** @omoling · 3 Std.

The dangerous I-have-an-idea loop. Inspiring closing keynote by @michaelperry at @ProdMgmtF on being a great problem solver. Thankful to get the chance to listen to people that remind others about the real value one can add. #PMF18

🌐 Tweet übersetzen







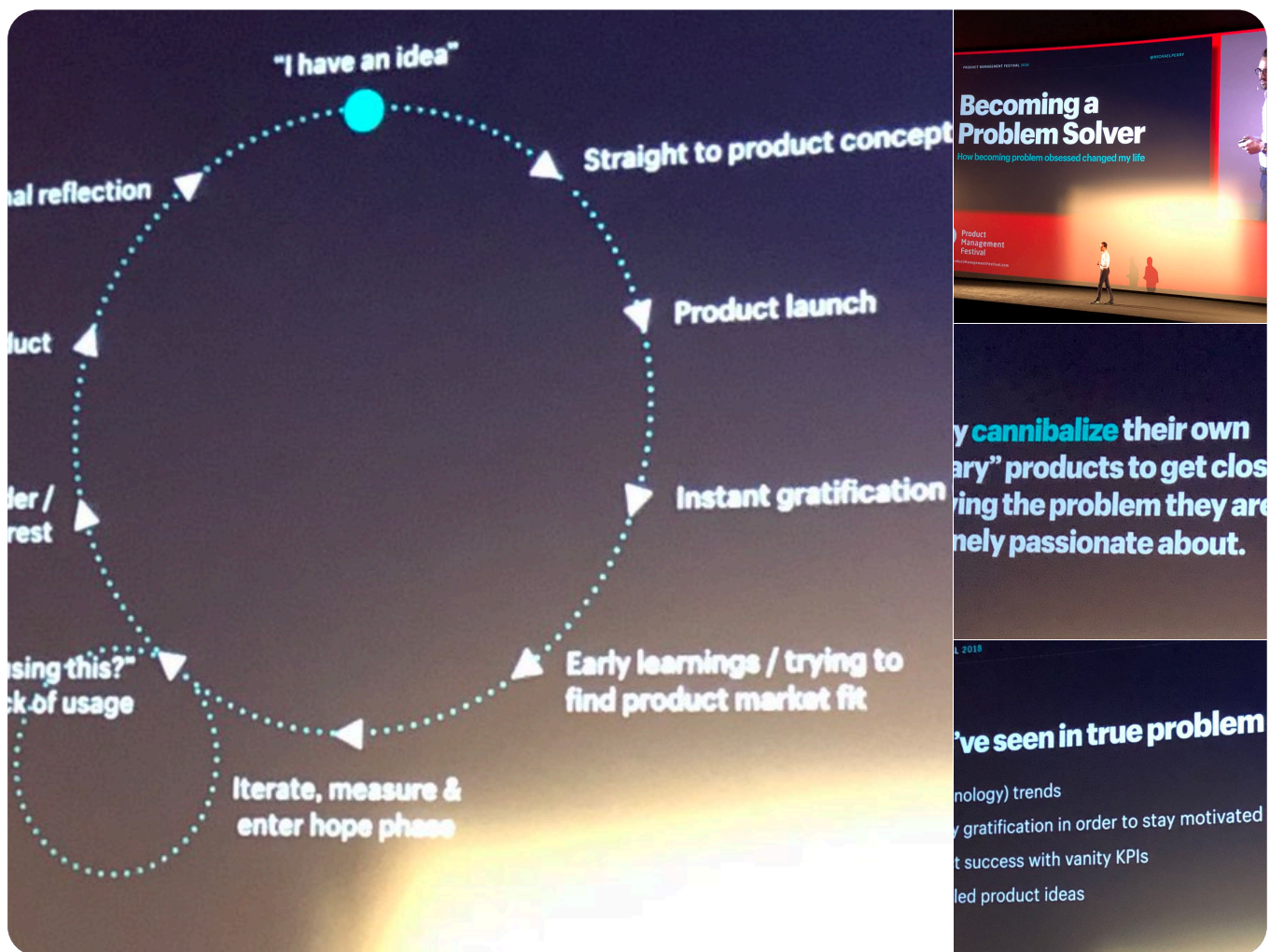
1 2 8



**Antonio Grgic** @tonigrbic · 3 Std.

@michaelperry thank you for this incredibly inspiring talk @ProdMgmtF become a problem solver! Don't start with an idea. It usually ends badly. #pmf18

Tweet übersetzen



1 2 2



**Paul Herwarth v. B.** @pherwarth · 3 Std.

The great team behind #PMF18. Thanks for everything and goodbye.

Tweet übersetzen



1 2



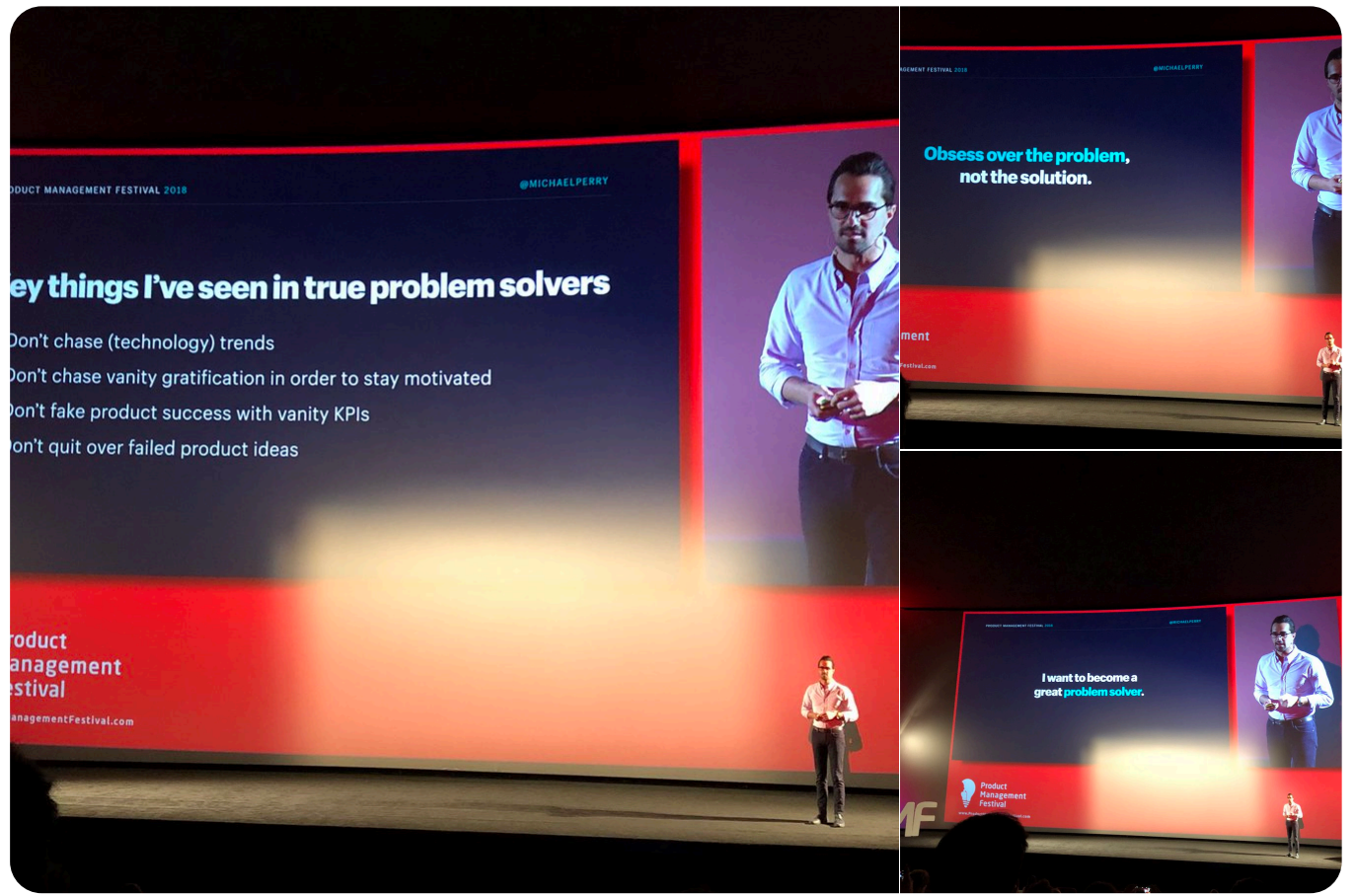
**Büşra Coşkuner** @\_beesea\_ · 3 Std.

Wow! One of the most inspiring talks I've ever listened to! 🙌 Be problem obsessed! Not product obsessed! "I'm not aiming to become a great product manager. I want to become a great problem solver." thank you for reminding us



what our main job is/should be 🙏 @michaelperry #PMF18

🌐 Tweet übersetzen



💬 1   ↻ 3   ❤️ 6   ✉

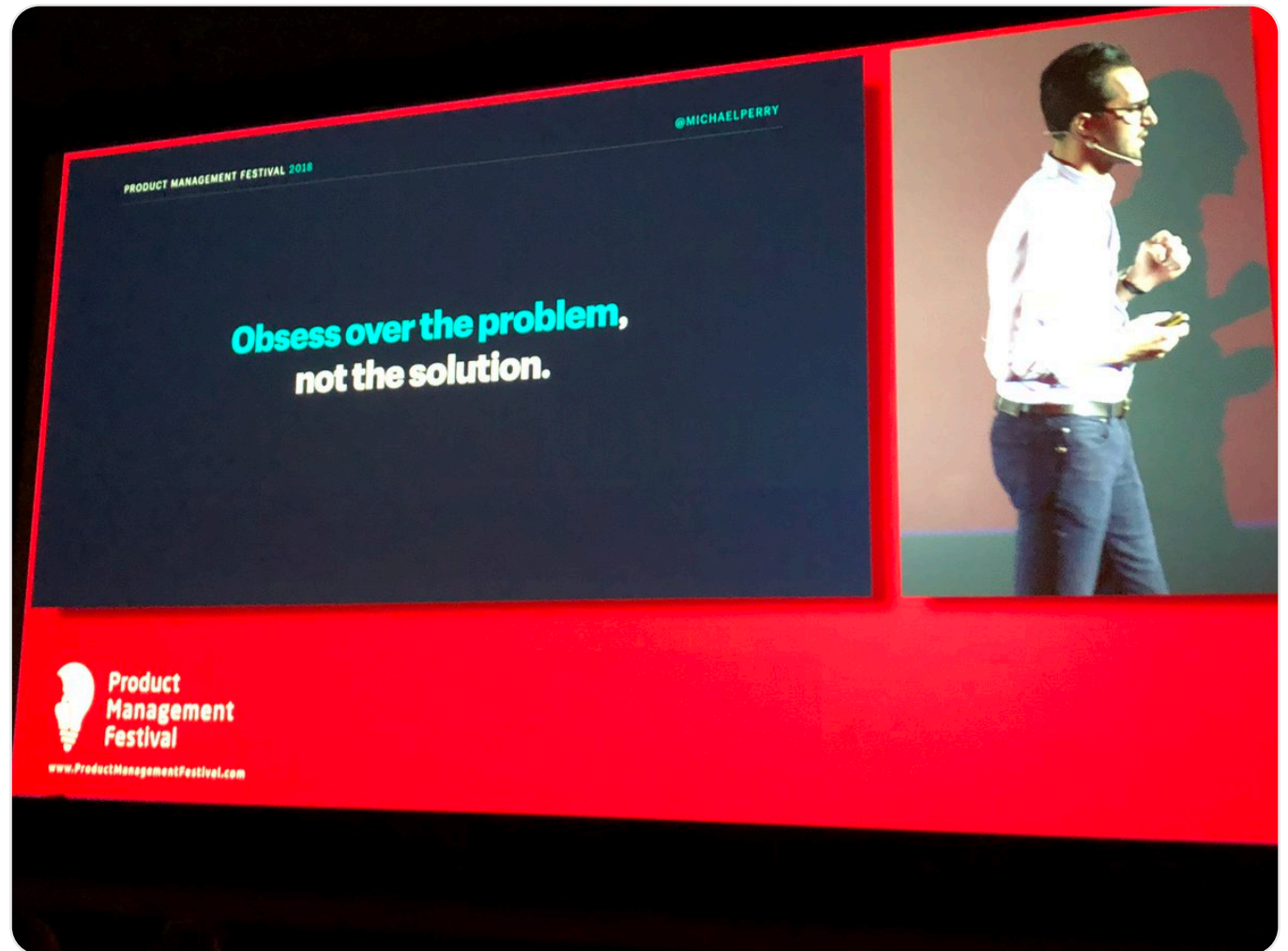


**Markus Meixner** @daidalos\_io · 3 Std.

Dont focus in building products or just jump into random solutions for instant gratification. @michaelperry hold an inspiring talk about failure and why product manager should focus on solving a problem first.

#PMF18 #productmanagment #pmf #pm

🌐 Tweet übersetzen



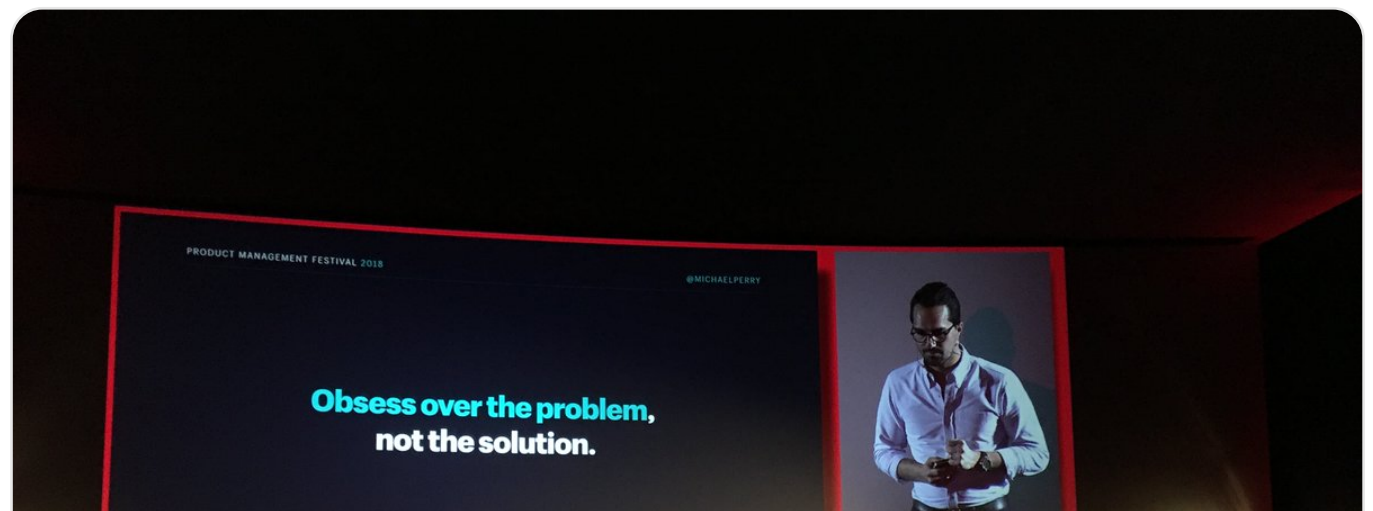
💬   ↻ 2   ❤️ 6   ✉



**Olav Dreier** @UpfrontThinker · 3 Std.

Obsess over the problem, not the solution. @michaelperry #PMF18

🌐 Tweet übersetzen







1   ↻   ♥   ||

[Diesen Thread anzeigen](#)



**Cristina Sarasua** @csarasuagar · 3 Std.

Incredibly inspiring talk @michaelperry Thank you so much for sharing your journey and insights! #pmf18

[Tweet übersetzen](#)

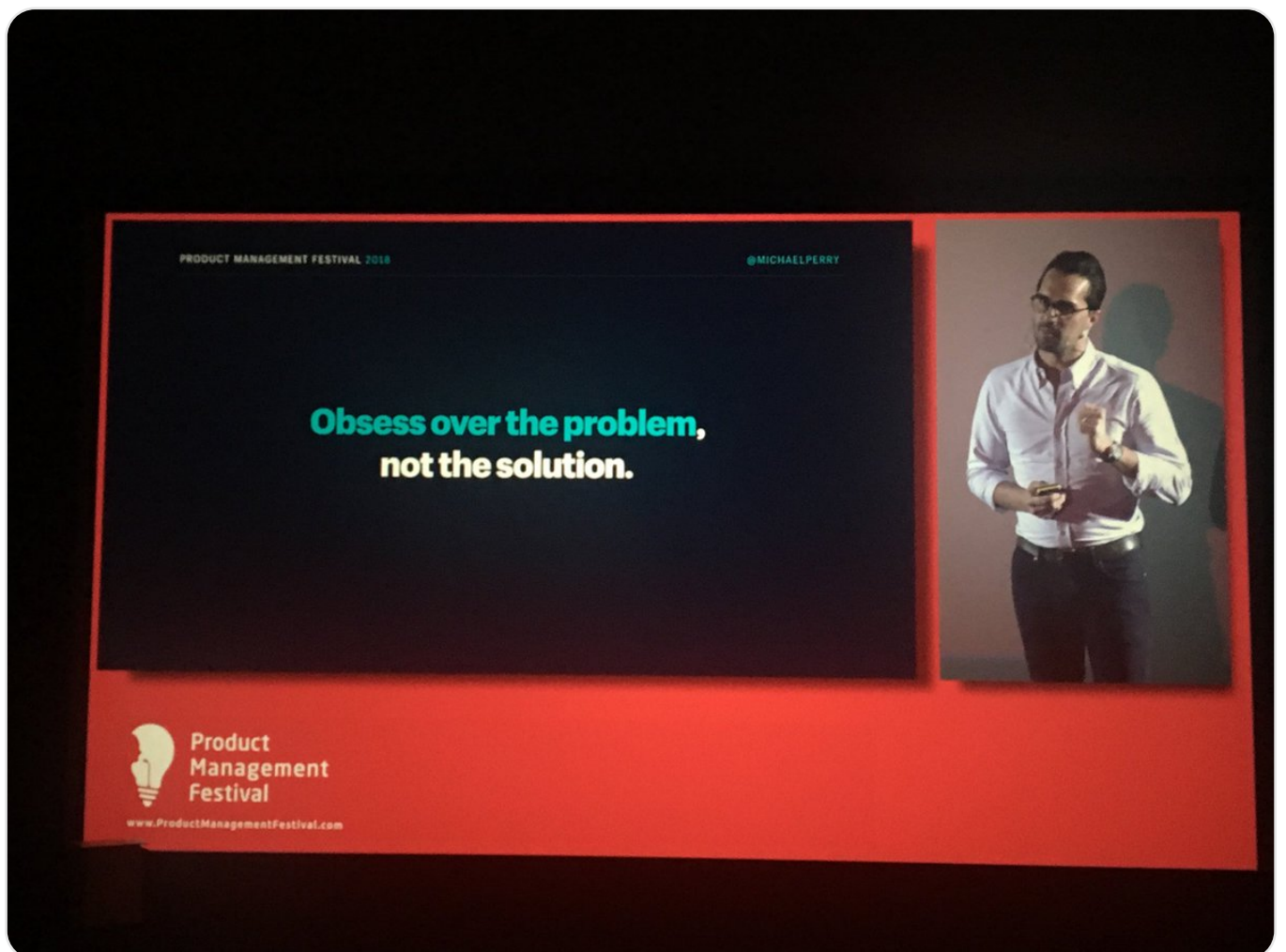


1   ↻   ♥ 2   ✉



**Pradeep Fernando** @PradeepFernando · 3 Std.

'Nuff said! @michaelperry #PMF18



1   ↻ 1   ♥ 1   ✉





**Sabine** @SabineSolar · 3 Std.

Great product managers don't chase trends. Great leaders don't give shit about Blockchain - @michealperry at #PMF18

[Tweet übersetzen](#)



**Jules Skopp** @zmetak · 3 Std.

Obsessed with problem. Ideas don't matter - don't focus on solution, focus on problem. #PMF18

[Tweet übersetzen](#)



**Kevin Lancashire** @KevLancashire · 3 Std.

What problem are you solving?  
#pmf18 #problemsolving #shopify #michaelperry #kit

[Tweet übersetzen](#)



**Lijntje Zandee** @LijntjeZandee · 3 Std.

More interactive work on design sprint techniques with @katbuilt and @davekilljoy #PMF18

[Tweet übersetzen](#)

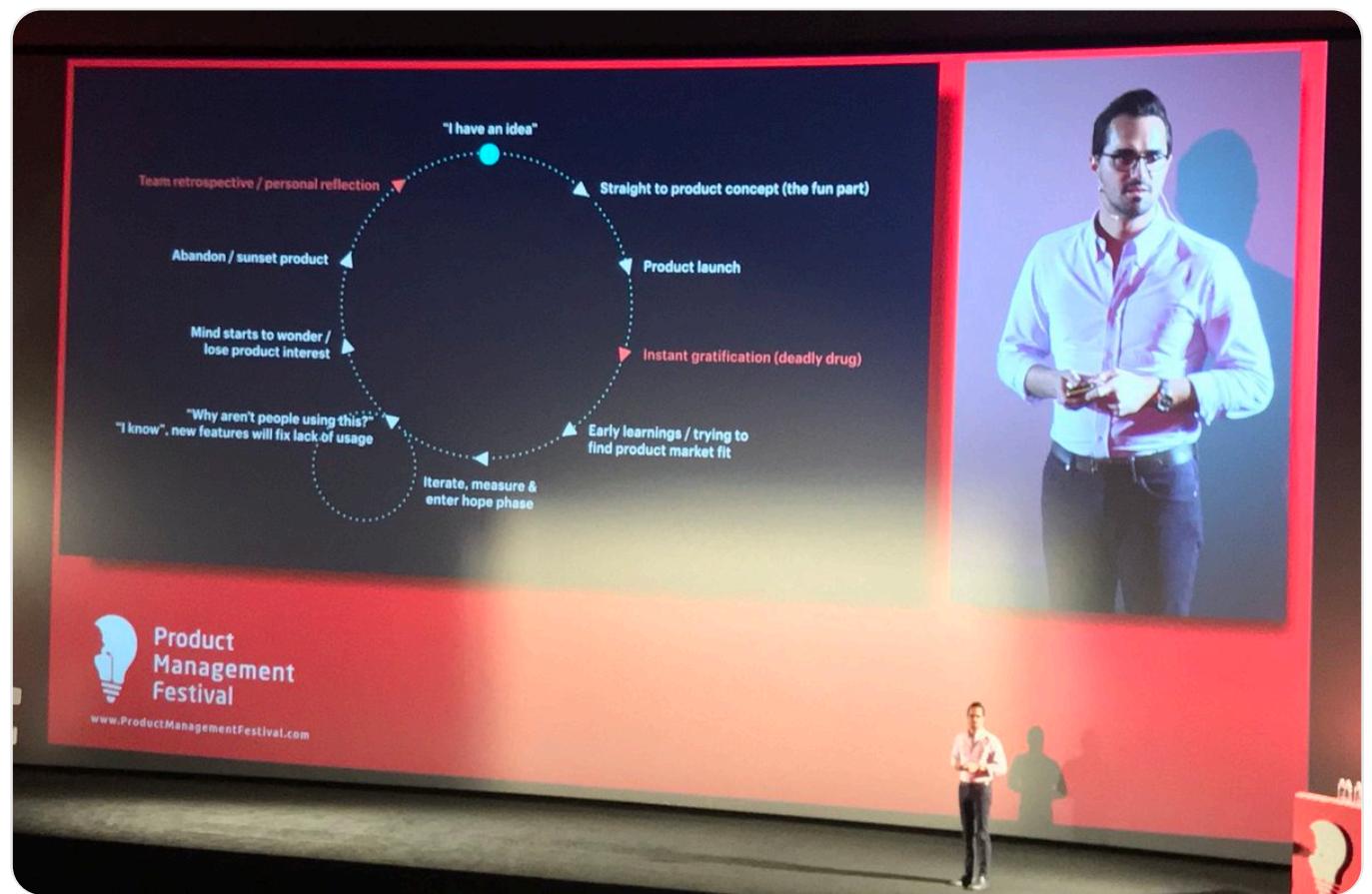


**Mostafa** @ #PMF18 @MostafaNageeb · 3 Std.



This is the best slide in this conference #PMF18

Tweet übersetzen



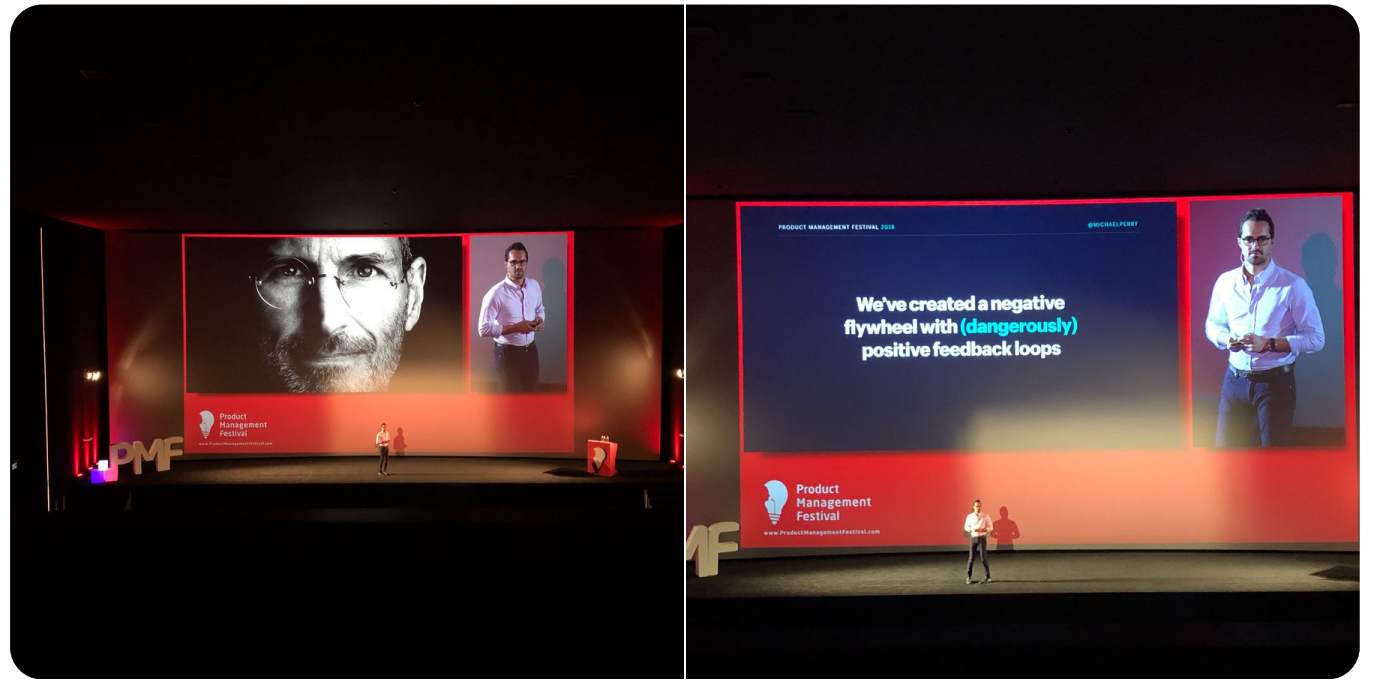
2 5



Holiday Extras Tech @hxtechteam · 3 Std.

Closing keynote at #PMF18. We've become product obsessed, why don't we focus on the problems we're trying to solve? "We're not passionate about the problem, we're passionate about the product". Fall in love with the problem. Not the product.

Tweet übersetzen



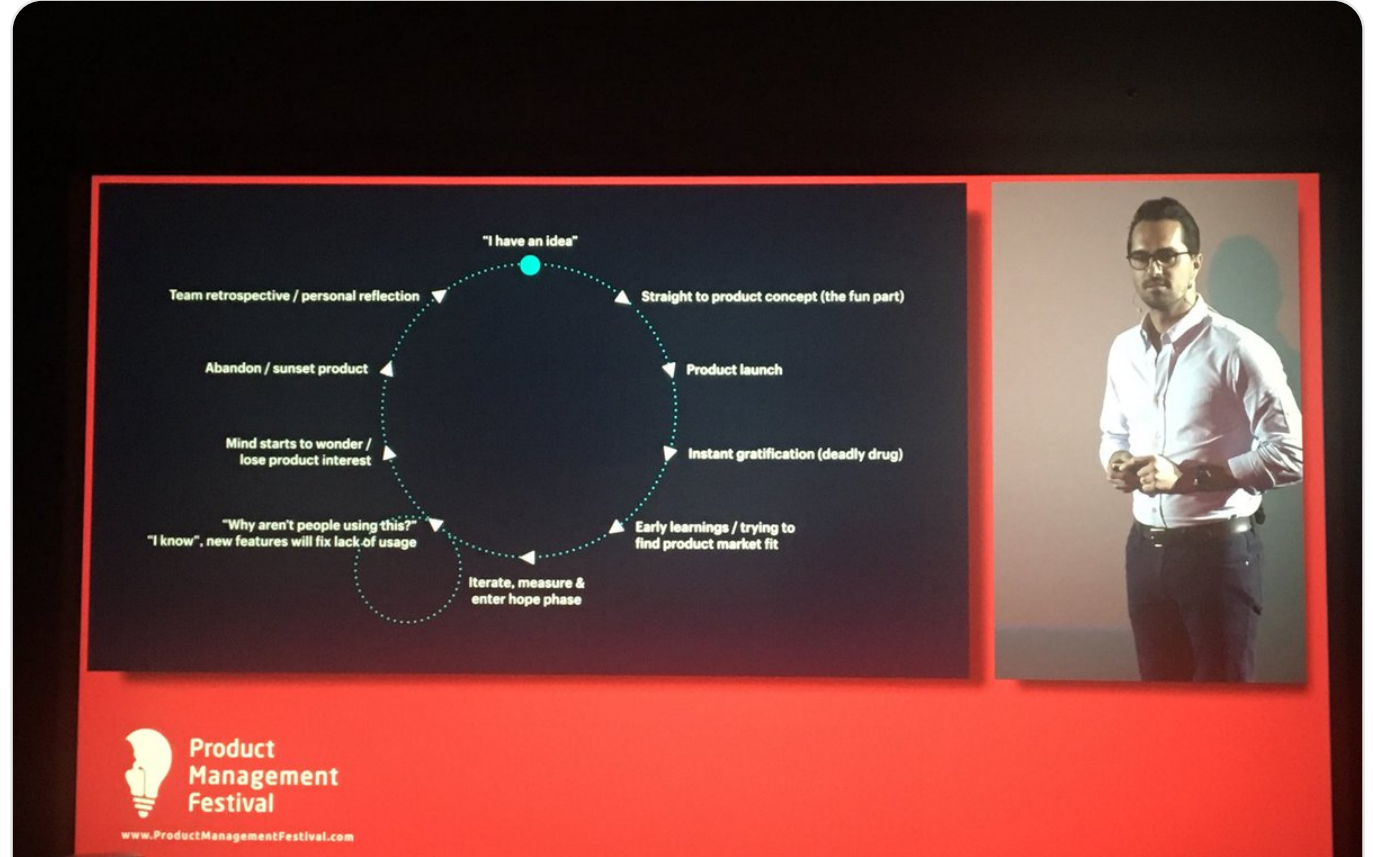
2



Pradeep Fernando @PradeepFernando · 3 Std.

Product focused negative flywheel #PMF18

Tweet übersetzen







**Prod Mgmt Festival** @ProdMgmtF · 4 Std.

The final talk and keynote for today - @michaelperry on becoming a problem solver #pmf18 #ProdMgmt

Tweet übersetzen



**Liam Darmody** @LiamDarmody · 4 Std.

Great to see @EllieEreira & @alyblenkin talk about @Pivotal Act, and the work they have been doing to solve human problems in the humanitarian sector at #PMF18 today #ProdMgmt 🙌

Tweet übersetzen



**Lijntje Zandee** @LijntjeZandee · 4 Std.

Michael Smith comparing product management to directing musicals #pmf18

Tweet übersetzen

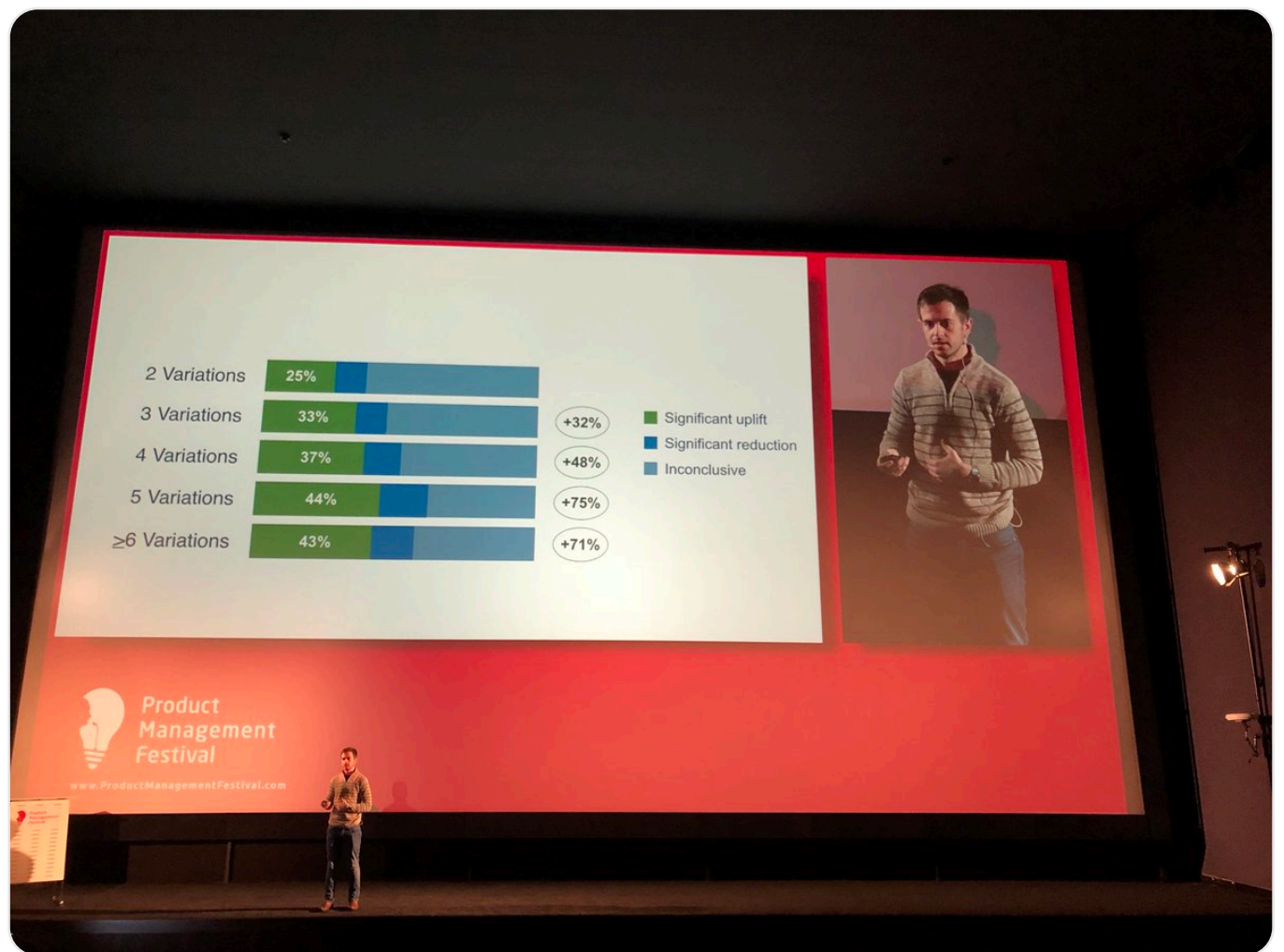




**Veselina Hristova** @Freudelina · 4 Std.

A very nice talk from Asa Schachar [#pmf18](#) [#testvariations](#) [#impact](#)

[Tweet übersetzen](#)

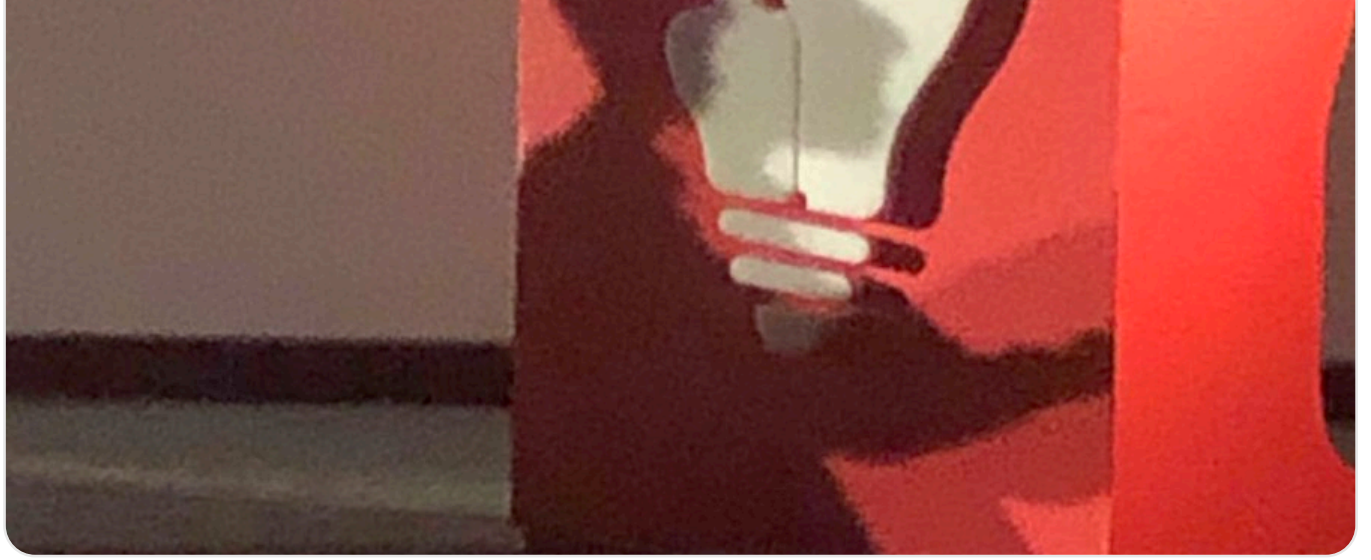


**mareK Claussen** 🎵 @funkymc · 4 Std.

[#pmf18](#)







**Cliff des Ligneris** @cdesligneris · 4 Std.

Are you underserving a large portion of your audience? Do you cater to all accessibility needs? You should. [#PMF18](#)

[Tweet übersetzen](#)



**Saeed Khan** @saeedwkhan · 5 Std.

Was tracking Product Management Festival on Twitter [#pmf18](#). Definitely would love to attend (and ideally speak!!) there next year. Amazing looking event and crowd.

[twitter.com/hashtag/pmf18?...](https://twitter.com/hashtag/pmf18?...)

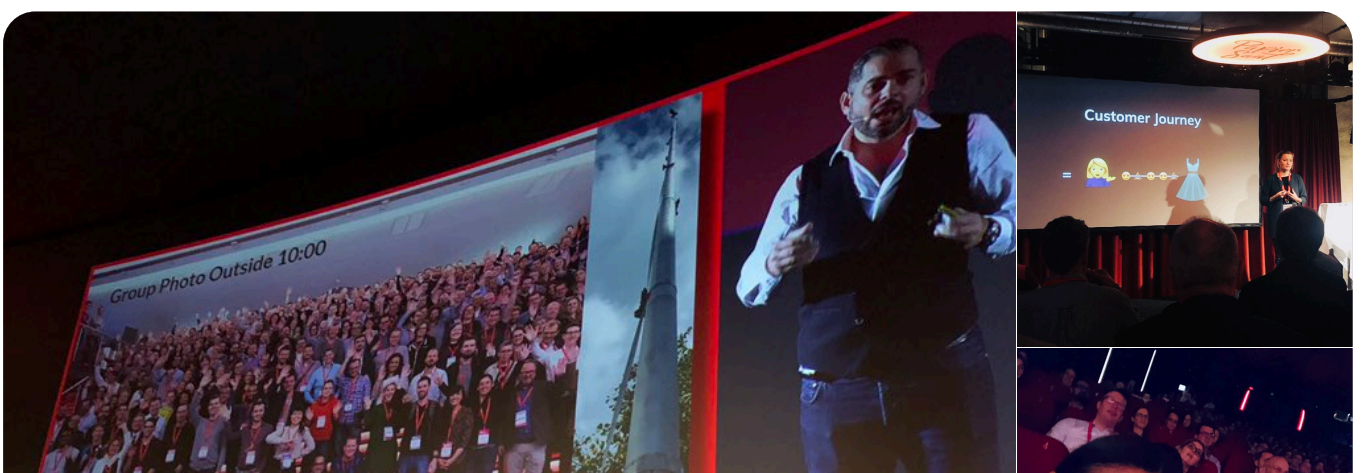
[Tweet übersetzen](#)



**Ilona Baier** @ilonabaier · 5 Std.

Thanks for having us [#pmf18](#). A great group of curious product managers joined our interactive session about the creation of [#customerjourneys](#) & how to use them to improve the [#UX](#) of a digital product.

[Tweet übersetzen](#)







🗨️ ↻️ 2 ❤️ 9 ✉️

♥️ Adrian Zwingli gefällt das



**Prod Mgmt Festival** @ProdMgmtF · 5 Std.

Daniil Pavliuchkov is giving us insights on why product management is a good cult [#pmf18](#) [#ProdMgmt](#)

🌐 Tweet übersetzen



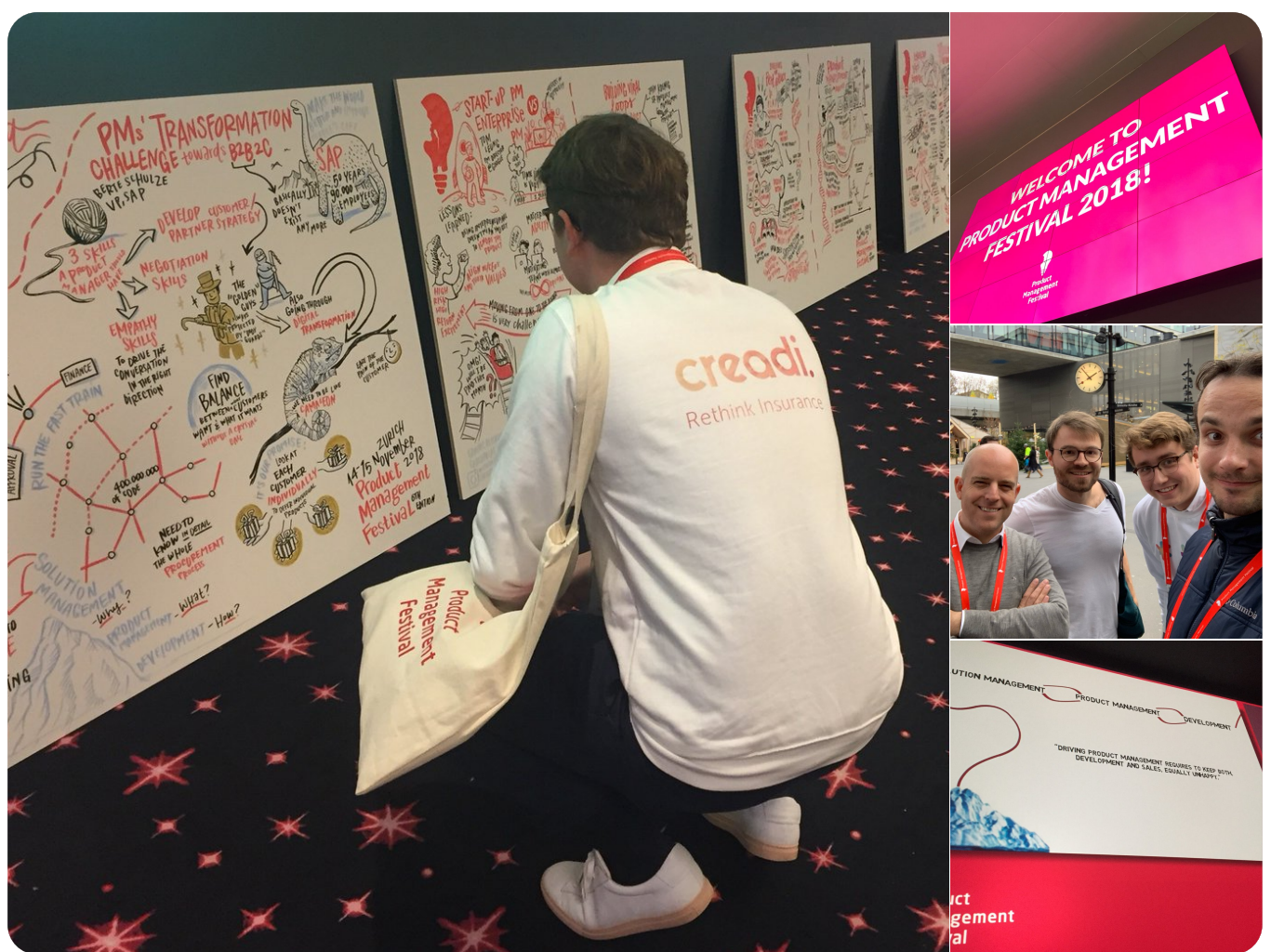
🗨️ ↻️ 1 ❤️ 2 ✉️

**Credi** @Credi\_AG · 5 Std.



Lernen, vernetzen, weiterentwickeln: Heute lassen wir uns vom Product Management Festival in Zürich inspirieren.

[#productmanagement](#) [#pmf18](#) [#credi](#) [#insurtech](#) [#startup](#)



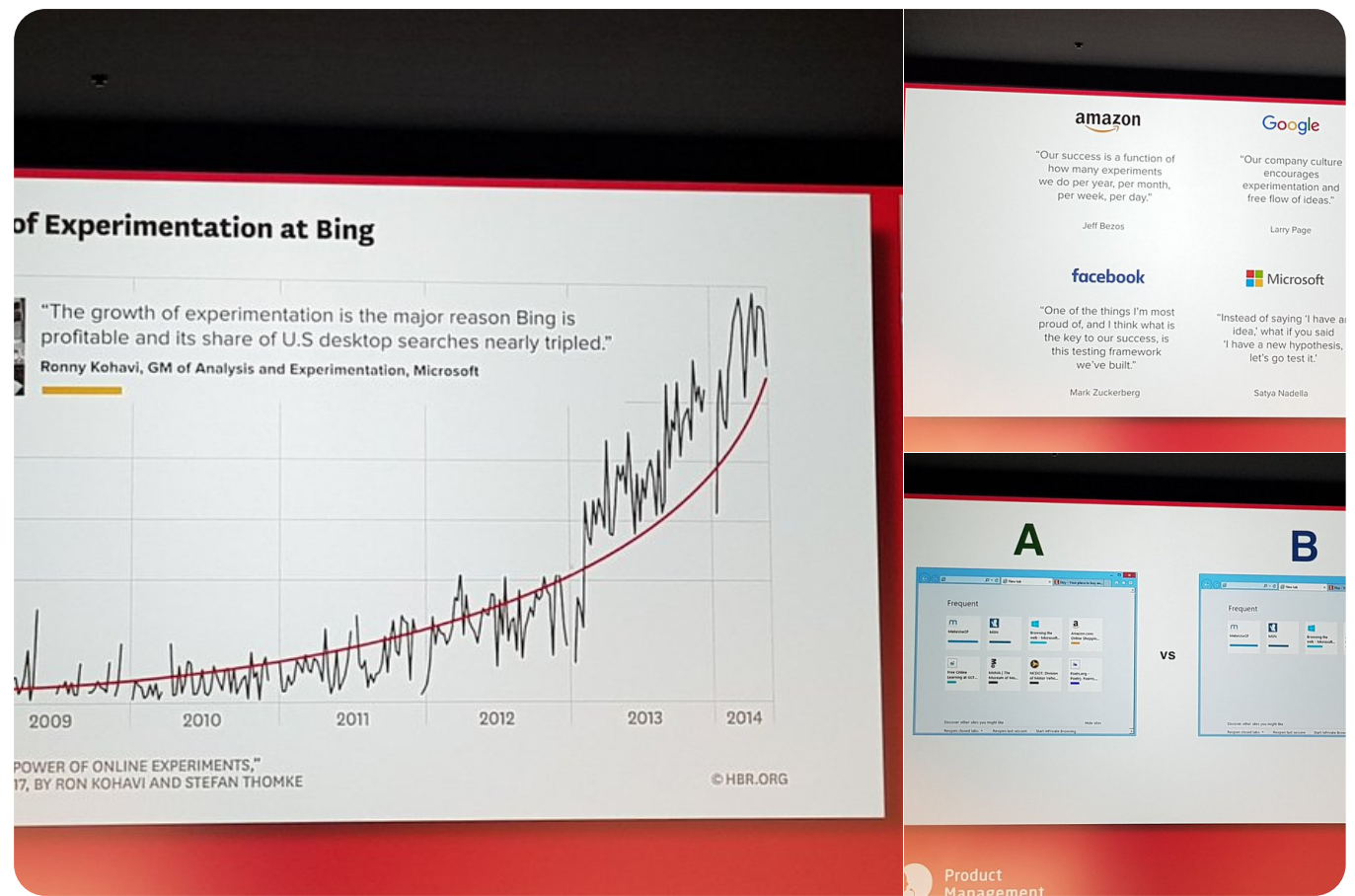




**Holiday Extras Tech** @hxtechteam · 5 Std.

Optimizely talking about the pitfalls of split testing on the expert track at [#PMF18](#) [#splittesting](#) [#abtesting](#)

🌐 Tweet übersetzen



**Pradeep Fernando** @PradeepFernando · 5 Std.

"Workshop about doing workshop s" [#PMF18](#)

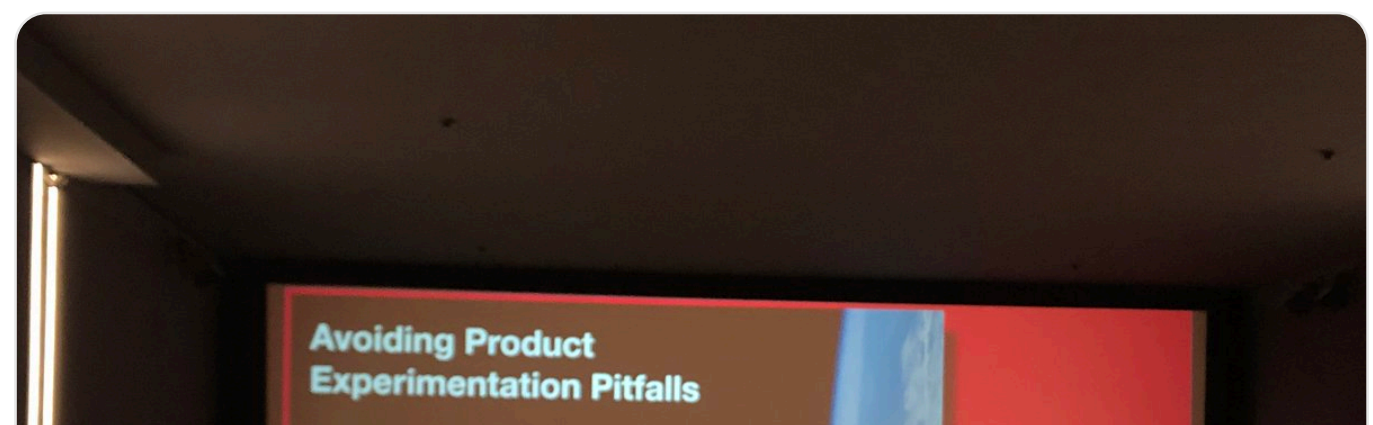
🌐 Tweet übersetzen



**Prod Mgmt Festival** @ProdMgmtF · 5 Std.

Asa Schacher on avoiding [#product](#) experimentation pitfalls [#pmf18](#) [#ProdMgt](#)

🌐 Tweet übersetzen







**Lijntje Zandee** @LijntjeZandee · 6 Std.

Great insights from [@DrKarinaJensen](#) on global launches [#pmf18](#)

[Tweet übersetzen](#)



**Pradeep Fernando** @PradeepFernando · 6 Std.

Product Management for Social Impact [#PMF18](#)

[Tweet übersetzen](#)







**Karthik Patil** @karthvp · 6 Std.

Watching @alyblenkin and @EllieEreira talk about Pivotal Act at @ProdMgmtF in Zurich! Learn more at [pivotal.io/act](http://pivotal.io/act) @pivotal #PMF18

[Tweet übersetzen](#)



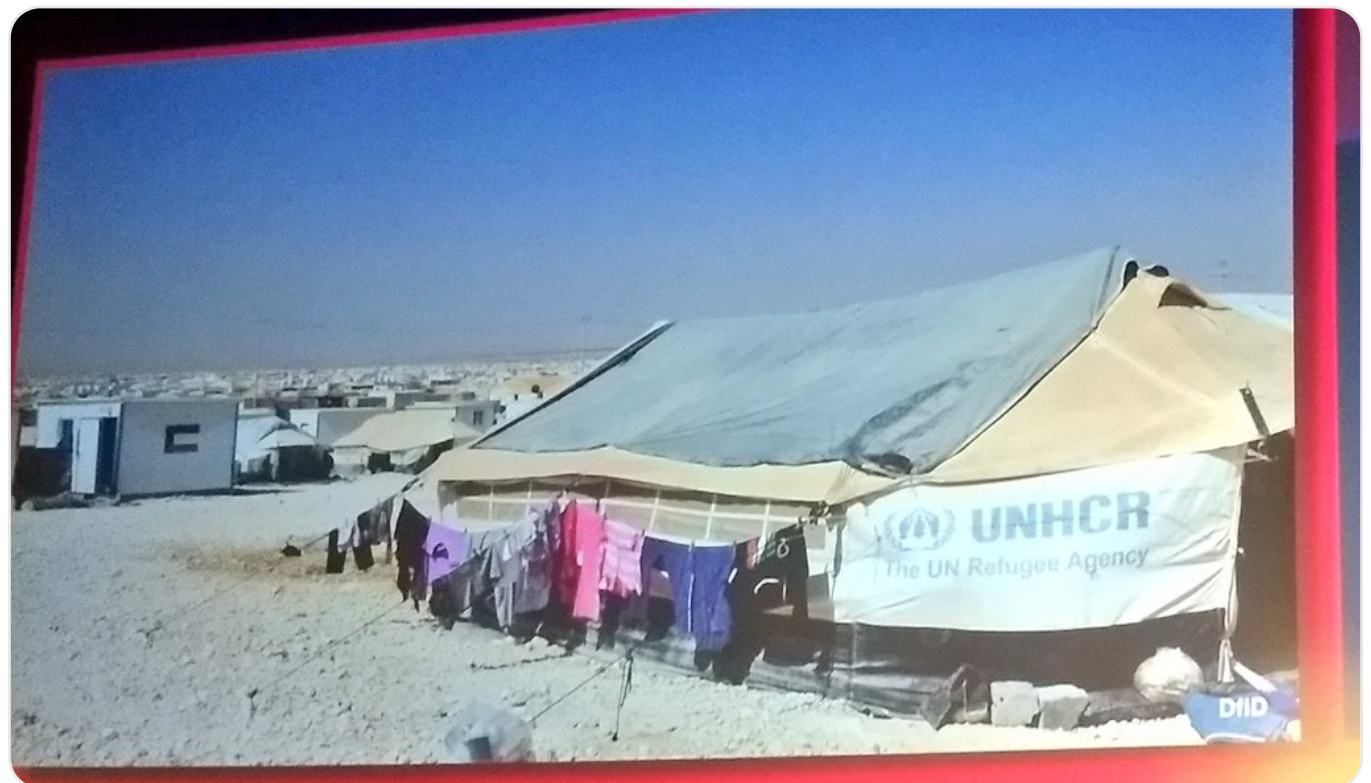
[Comment](#) [Retweet](#) [Like](#) 4 [Message](#)



**Toon Peters** @phalox · 6 Std.

@EllieEreira @alyblenkin also toilets in #refugee camps are #products. When we don't understand the context of the users, we forget to take into account that these are the places where #women are assaulted the most. #understand your #users #PMF18

[Tweet übersetzen](#)



[Comment](#) [Retweet](#) [Like](#) [Message](#)

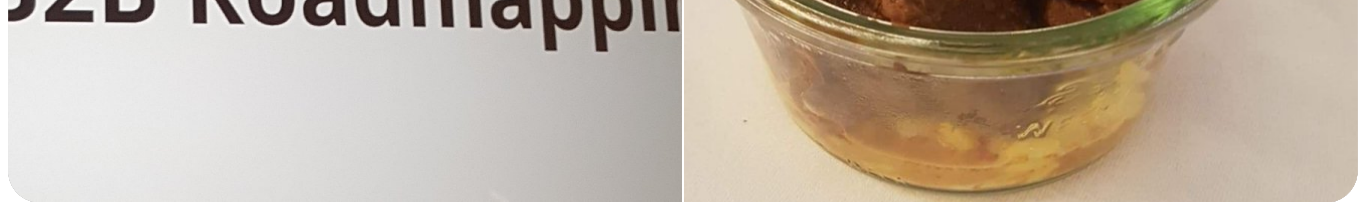


**ibo Training GmbH** @ibo\_training · 6 Std.

Gut gestärkt geht es in den letzten Teil des #pmf18 mit einem Vortrag über B2B Roadmapping.

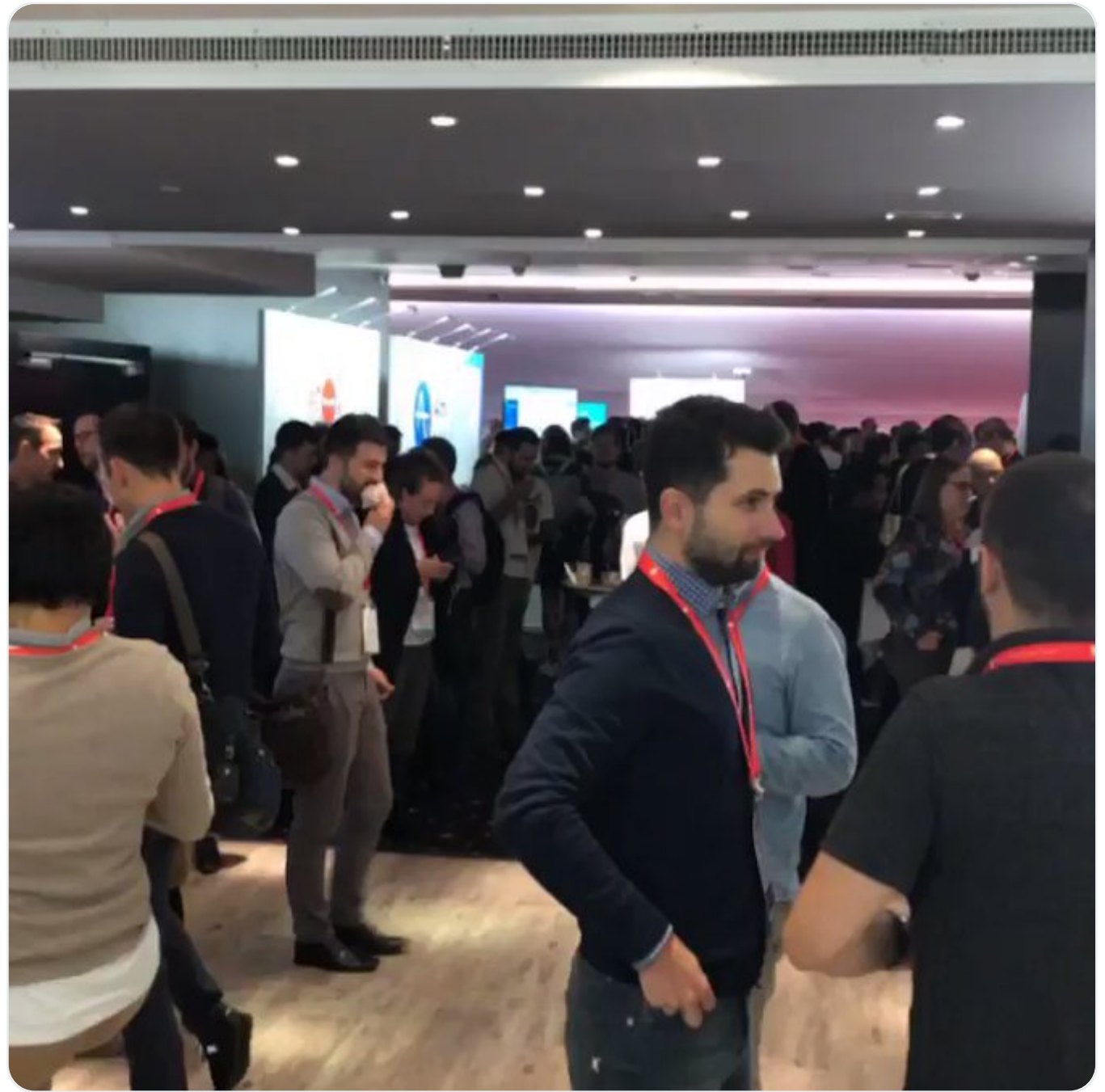






**Prod Mgmt Festival** @ProdMgmtF · 6 Std.  
Lunchbreak is in full swing [#pmf18](#) [#ProdMgmt](#)

[Tweet übersetzen](#)



**Femergy** @Femergy\_com · 6 Std.  
Womem with impact in product Europe [#product](#) [#pmf18](#)

[Tweet übersetzen](#)







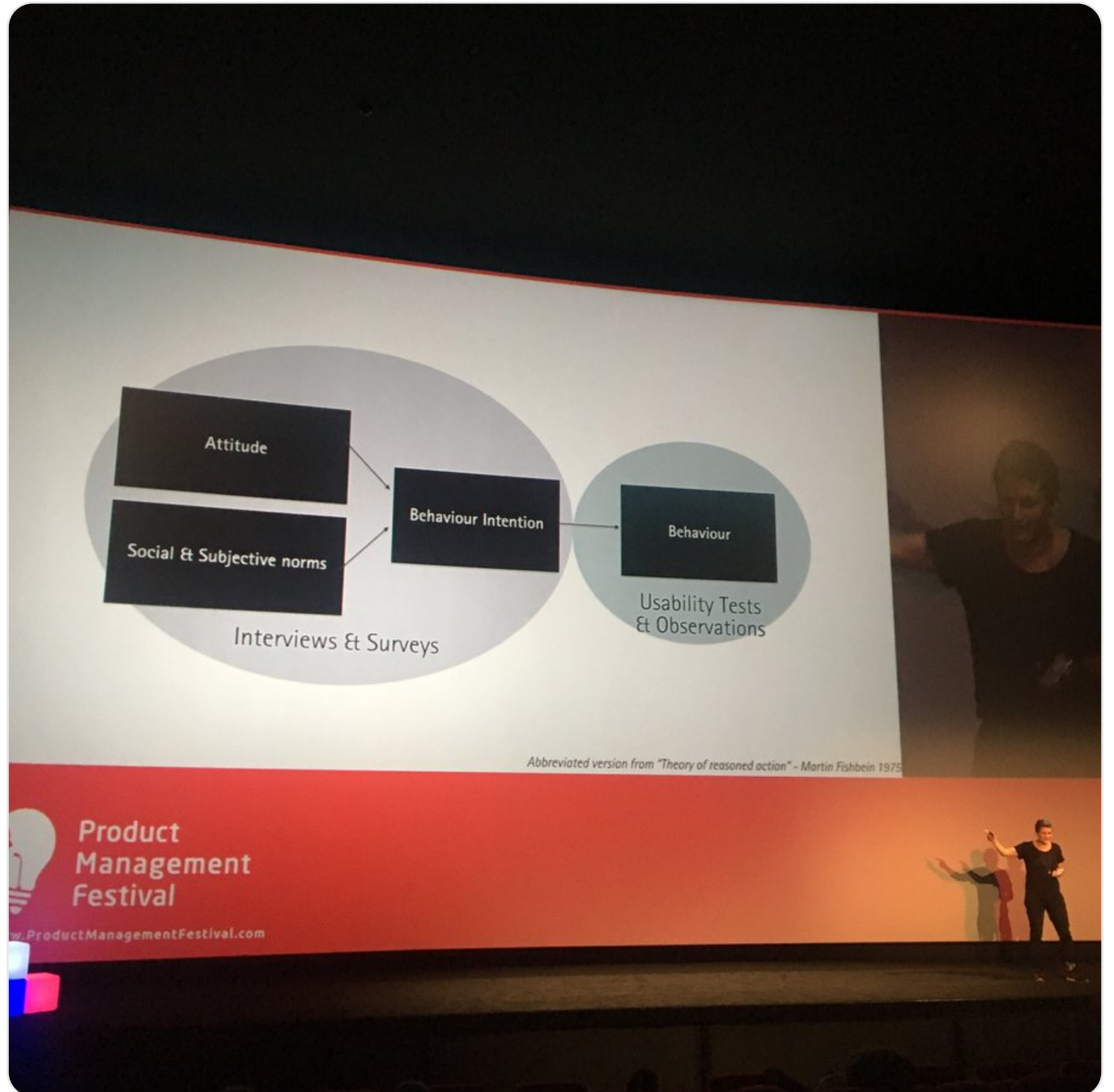
🗨️ ↻️ 4 📧



**Christina** @ChristinaLatha · 7 Std.

Fantastic talk on why users lie to you. So relatable and brilliant tips! @tripelle @ProdMgmtF #PMF18 #PMF #PMF2018 #ProductManagement

🌐 Tweet übersetzen



🗨️ ↻️ 1 📧 3



**Kevin Lancashire** @KevLancashire · 7 Std.

[h2o.ai/products/h2o-s...](https://h2o.ai/products/h2o-s...)

#PMF18 #groupon #laurahamilton

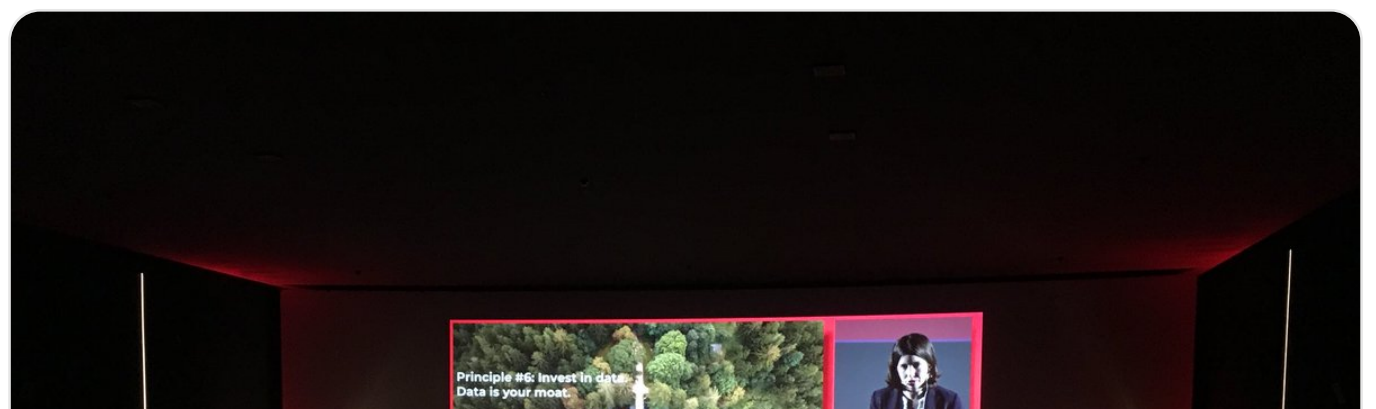
🗨️ ↻️ 📧



**Cliff des Ligneris** @cdesligneris · 7 Std.

Data is your moat. Only you have this data. Laura Hamilton of Groupon talking about ML to delight users #pmf18

🌐 Tweet übersetzen







🗨️ ↻️ ❤️ 1 ✉️



**Vince Van Grootel** @VinceVanGrootel · 7 Std.

How to turn legacy into succes by @andreascreten at @ProdMgmtF #PMF18 #legacy

🌐 Tweet übersetzen



🗨️ ↻️ 1 ❤️ 4 ✉️



**Pradeep Fernando** @PradeepFernando · 7 Std.

"AI is built on data. If you have a data problem, then you have customer facing problem" #PMF18

🌐 Tweet übersetzen







**Markus Meixner** @daidalos\_io · 7 Std.

Good Talk on how you can use [#MachineLearning](#) to delight user by Laura Hamilton. 🙌 Replace business rules with machine learning algorithms to avoid false positives and false negatives and fight fraudsters.

[#PMF18](#) [#pmf](#) [#ProductManagement](#)

🌐 Tweet übersetzen



**Prod Mgmt Festival** @ProdMgmtF · 7 Std.

Angie Born from Scope on why users lie to you [#pmf18](#)

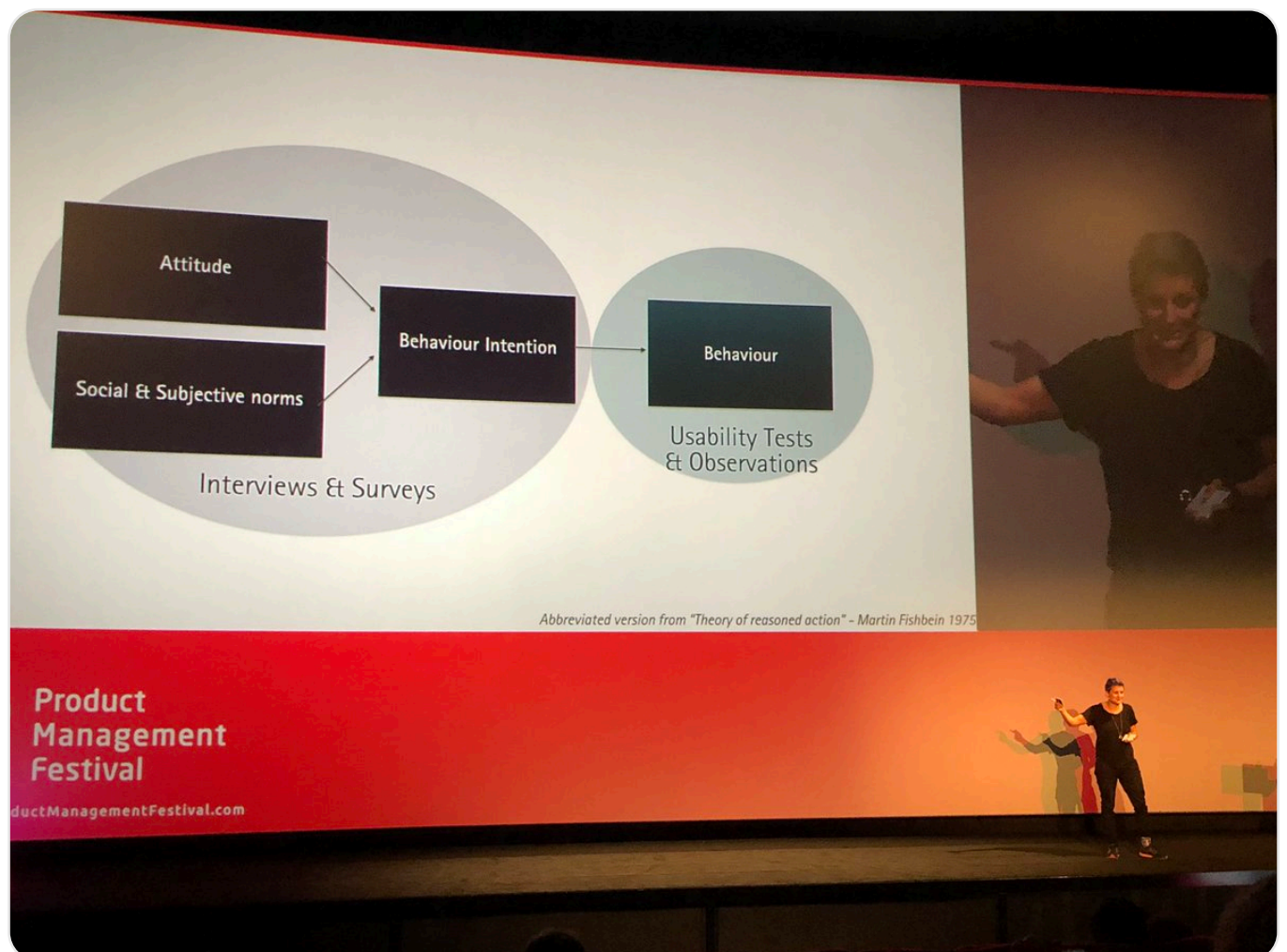
🌐 Tweet übersetzen



**mareK Claussen** 🎵 @funkymc · 7 Std.

Why users lie to us. Behaviour Intention is something different from the Behaviour itself [#PMF18](#)

🌐 Tweet übersetzen







Prod Mgmt Festival @ProdMgmtF · 7 Std.

The #pmf18 #TrendsandBenchmark Report Presentation! Missed it? Make sure to download the report at [productmanagementfestival.com/survey](http://productmanagementfestival.com/survey)

Tweet übersetzen



Reply Retweet 4 Like Send



Prod Mgmt Festival @ProdMgmtF · 7 Std.

Transforming Legacy into Success - @andreascreten in our B2B track #pmf18

Tweet übersetzen

Reply Retweet 3 Like Send



Holiday Extras Tech @hxtechteam · 7 Std.

Don't start with the data, start with the customer and how you can make their life better - then get the data! #PMF18 #datascience #customerlove

Tweet übersetzen

Reply Retweet 1 Like 3 Like Send



Prod Mgmt Festival @ProdMgmtF · 7 Std.

@lauradhamilton from @Groupon knows how to delight users with the help of #machinelearning #pmf18

Tweet übersetzen

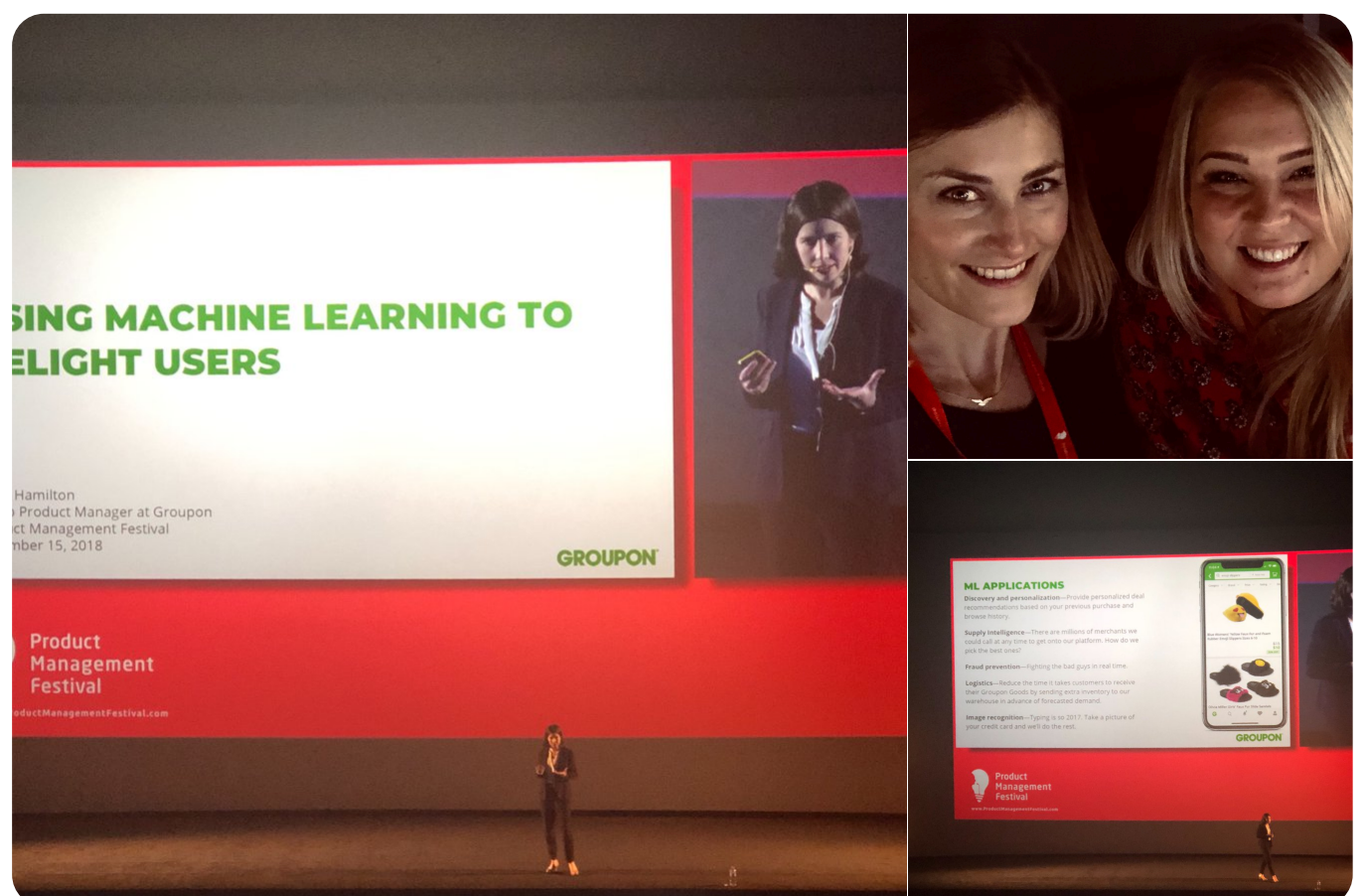
Reply Retweet 1 Like Send



Holiday Extras Tech @hxtechteam · 7 Std.

Using data science to delight users - Laura Hamilton is blowing our minds. #womenintech #PMF18

Tweet übersetzen



Reply Retweet 6 Like Send





Prod Mgmt Festival @ProdMgmtF · 7 Std.

Push Boundries pf Product Growth with Innovation Accounting - Iliia Kuznetsov and @nmitushin from ABRT Venture Fund #pmf18

Tweet übersetzen



Prod Mgmt Festival @ProdMgmtF · 7 Std.

@lauradhamilton from @Groupon knows how to delight users with the help of #machinelearning #pmf18

Tweet übersetzen



Jules Skopp @zmetak · 7 Std.

Alright, let's go. #PMF18







**Prod Mgmt Festival** @ProdMgmtF · 7 Std.

What are the trend in #productmanagement - our #trendsandbenchmarks report will give you insight - join us at the Folium #pmf18

Tweet übersetzen



**Pradeep Fernando** @PradeepFernando · 8 Std.

"You can have a great team and achieve great (product) results and still fail!" #PMF18

Tweet übersetzen



**Gezgin Anne** @GezginAnne · 8 Std.

#PMF18 #zurich #Switzerland







Prod Mgmt Festival @ProdMgmtF · 8 Std.

@LoloABe from @OUTFITTERY on how a #productmanager can lead towards a more efficient organisation #pmf18

Tweet übersetzen



1 2



Sven Lenaerts @svenlen · 8 Std.

How much of your roadmap is truly customer-centered and not a direct influence from your board, management and other stakeholders?

Customer-centered features, based on user research + data will outperform the rest. This includes financial & growth metrics. #PMF18

Tweet übersetzen

1 5



Edenspiekermann @edenspiekermann · 8 Std.

Our two partners @miwiese and @christianhanke are delivering some attitude to the @ProdMgmtF in Zurich today — ping us if you also want one of the few totes left #pmf18

Tweet übersetzen



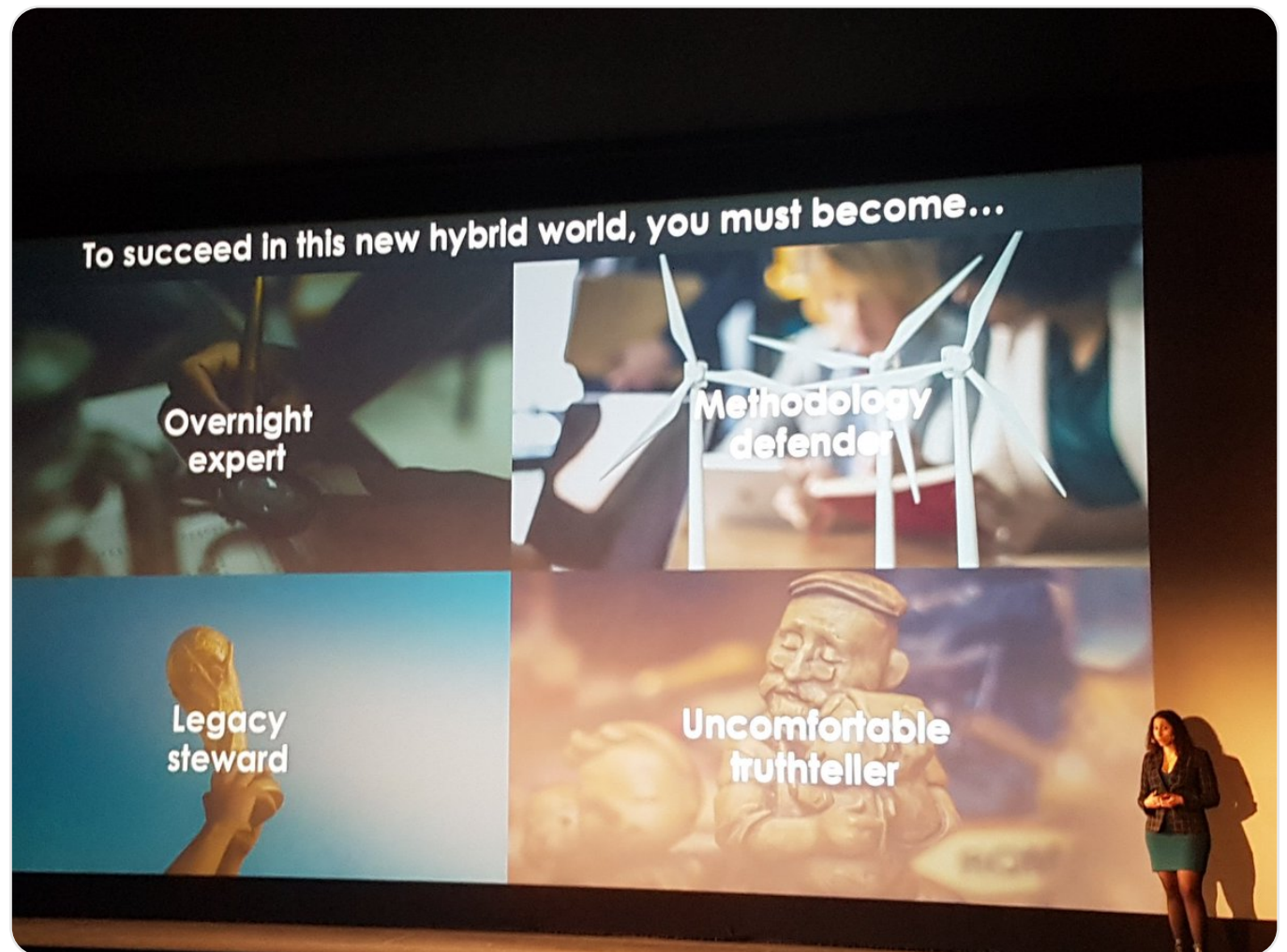
2 1 10





**ibo Training GmbH** @ibo\_training · 8 Std.

Wie kann man Start-Up-Mentalität und klassisches Unternehmertum verbinden? Hybride Ideen für [#Unternehmenskultur](#) und [#Produktmanagement](#) auf dem [#pmf18](#)



🗨️ ↺️ ❤️ 3 ✉️



**Prod Mgmt Festival** @ProdMgmtF · 8 Std.

Nesrin Elsayi and Lida Lottko from [@BCGDV](#) share their insights and 3 secret tips on how to succeed when startup meets corporate [#pmf18](#)

🌐 Tweet übersetzen



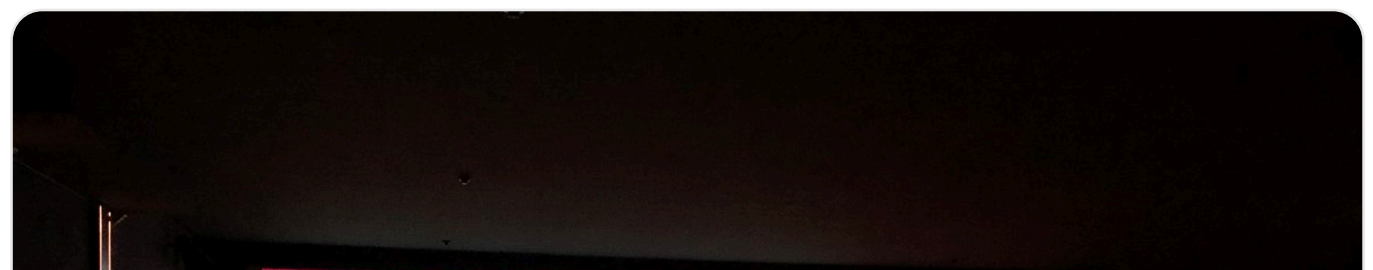
🗨️ ↺️ ❤️ 1 ✉️



**Fabrice des Mazery** @desmazery · 8 Std.

What an amazing time on stage! Thanks [#PMF18](#) for this opportunity to talk about how to link [#product](#) and [#growth](#) through designing for user's [#motivation](#). Video to come in December! [#Prodmgmt](#) [#gamification](#) [@InnoThiga](#)

🌐 Tweet übersetzen







1 5 8



**Optimizely** @Optimizely · 8 Std.

During his talk at #PMF18 today at 2p, product engineering manager Asa Schachar will share his blueprint for avoiding experimentation mistakes and bad habits. [optimize.ly/2PRaFvB](https://optimize.ly/2PRaFvB)

Tweet übersetzen

Optimizely SPEAKER

# Asa Schachar

Avoiding Product Experimentation Pitfalls

14-15 November 2018  
ARENA CINEMAS, ZÜRICH

Product Management Festival

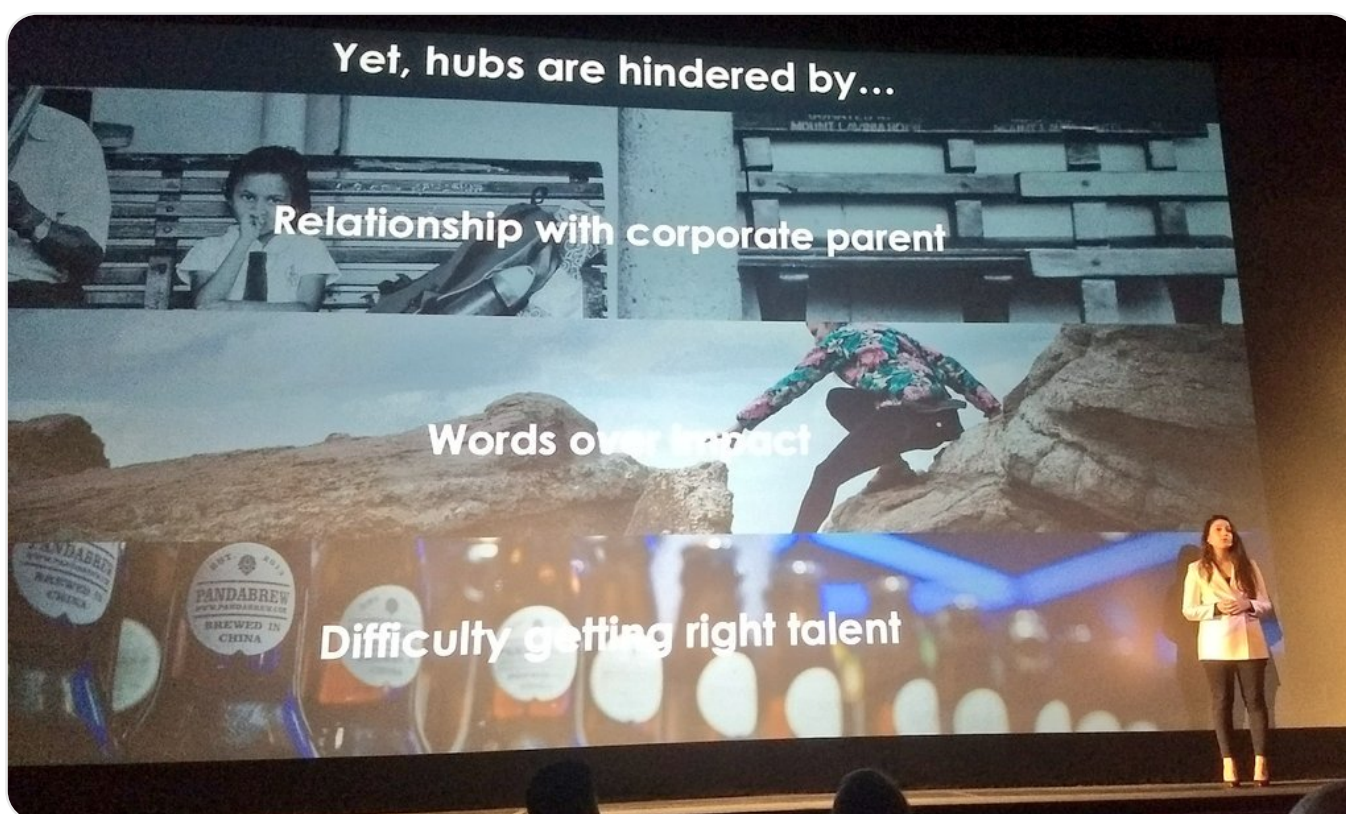
1 1 1



**Toon Peters** @phalox · 8 Std.

Getting and keeping talent could come down to stupid stuff like wanting to have a corporate MacBook. If you want to innovate, your entire organisation should follow. Including #HR and #IT! Cc @NextthinkNews #PMF18

Tweet übersetzen



1 1 1



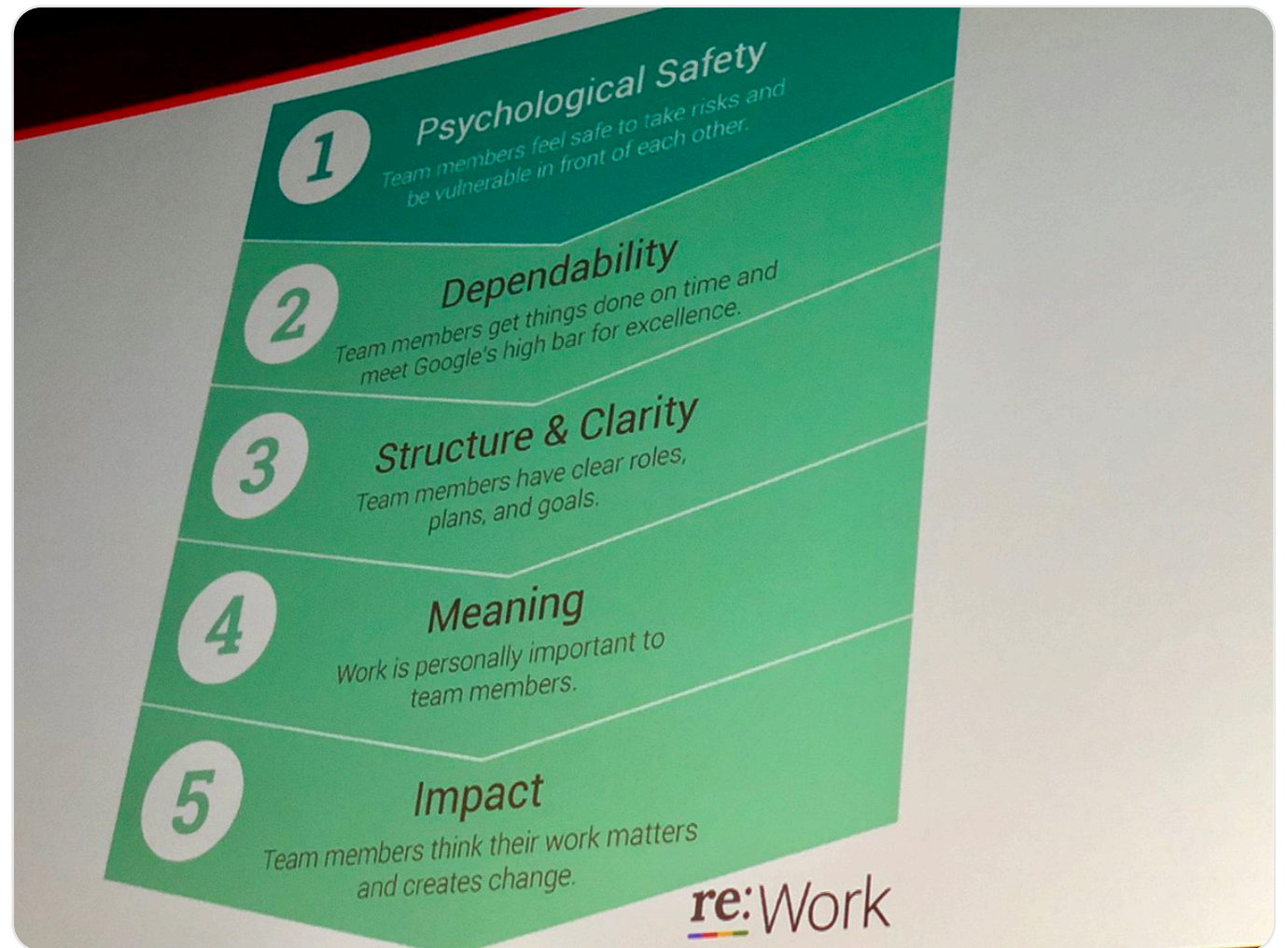
**Kevin Lancashire** @KevLancashire · 8 Std.

Culture: Think impact is key IMO



#PMF18 #noambenhaim #google

Tweet übersetzen



🗨️ ↺️ ❤️ 1 📧



**Paul Herwarth v. B.** @pherwarth · 8 Std.

Lessons learned on company and team culture by @noambh, @Google. #PMF18

Tweet übersetzen



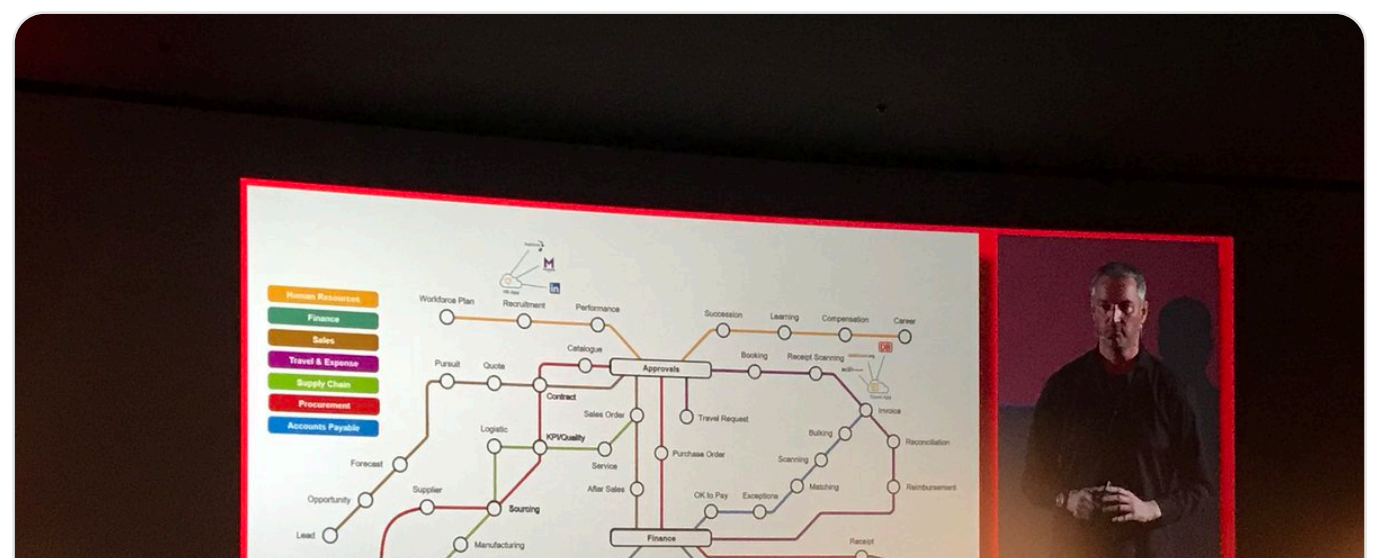
🗨️ ↺️ ❤️ 📧

♥️ Adrian Zwingli gefällt das

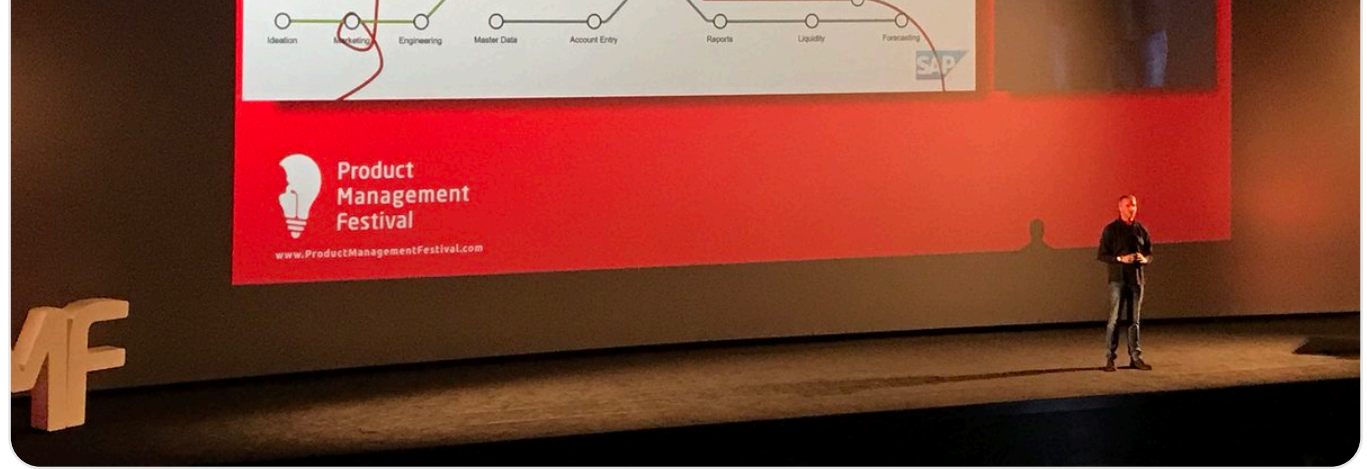


**Gezgin Anne** @GezginAnne · 8 Std.

#PMF18 Zurich







🗨️ ↻ 1 📧



**Prod Mgmt Festival** @ProdMgmtF · 8 Std.

How to find the best #UX strategy for my #product - @sibylle\_p from @zeix offers insights #pmf18

🌐 Tweet übersetzen

🗨️ ↻ 1 📧



**Prod Mgmt Festival** @ProdMgmtF · 8 Std.

#culture - to change or not to change -this is the question - @noambh from Google might have the answer #pmf18

🌐 Tweet übersetzen

🗨️ ↻ 1 📧



**Olav Dreier** @UpfrontThinker · 8 Std.

#prodmgmt is part of the problem of destroying agile if we don't know why we're doing something. Christian Becker #PMF18

🌐 Tweet übersetzen

🗨️ 2 ↻ 1 📧 2

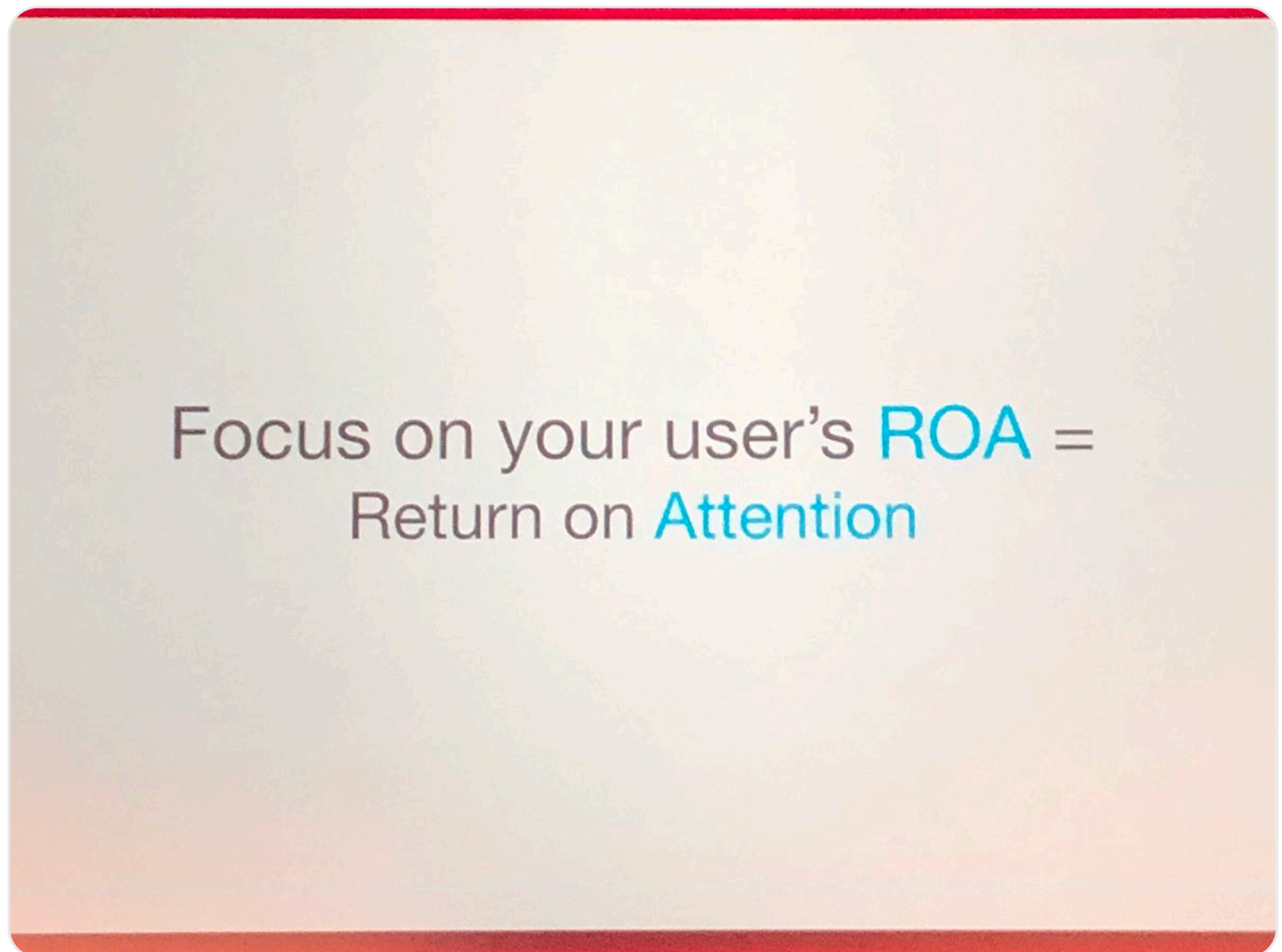
[Diesen Thread anzeigen](#)



**Markus Meixner** @daidalos\_io · 8 Std.

Interesting talk on users motivations and how Tonfilms a tone of intimacy. Thanks to @desmazery #PMF18 #pmf #ProductManagement

🌐 Tweet übersetzen



🗨️ ↻ 1 📧 3



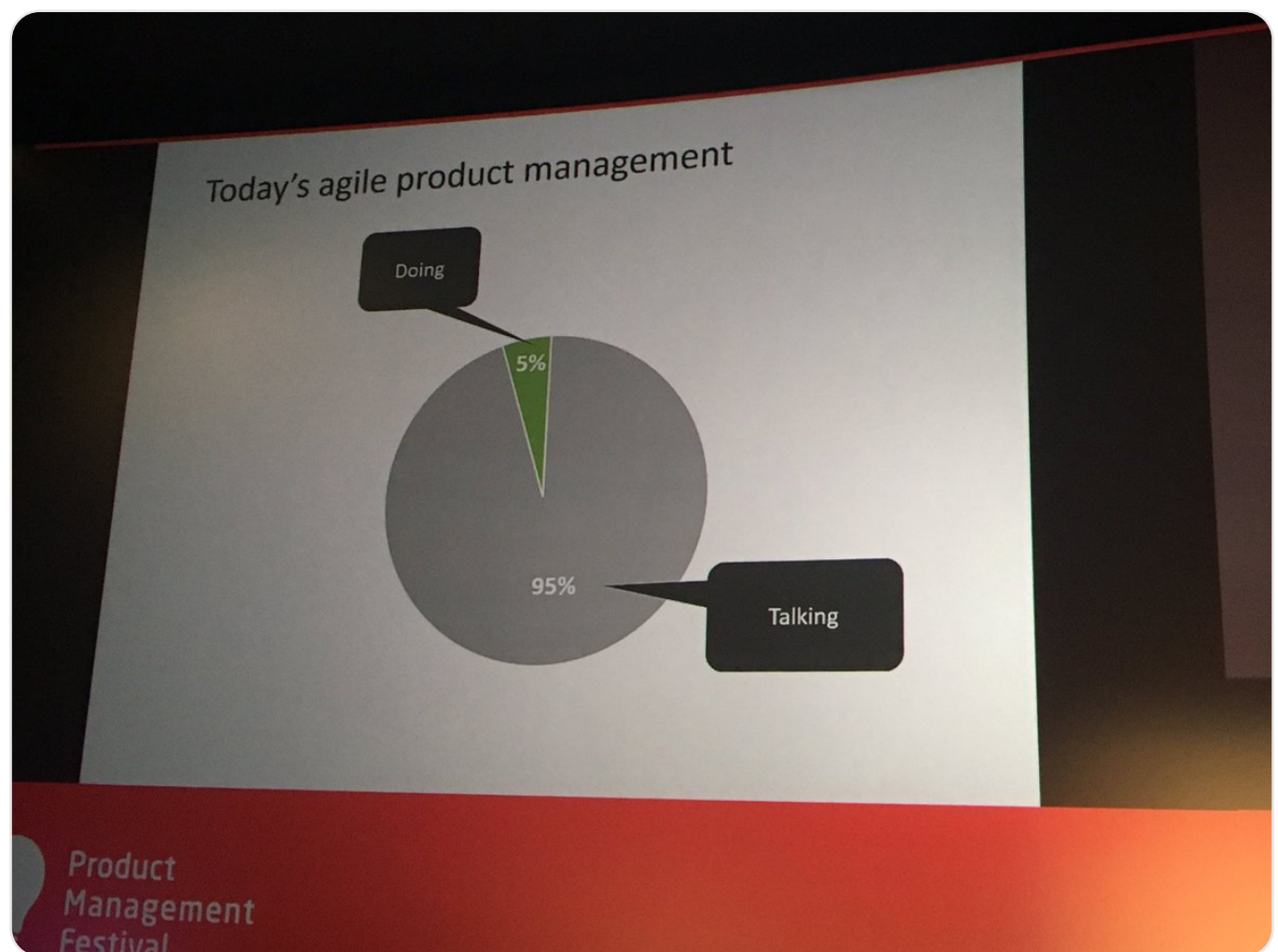
**Willie Lok** @willielok · 8 Std.

I think there's an important slice missing - Listening. #PMF18 really enjoyed this talk by @cbecker01 @ProdMgmtF

🌐 Tweet übersetzen



Tweet übersetzen



🗨️ ↺️ ❤️ 4 📧



**Ravi Sapata** @YoursProductly · 8 Std.

Looking forward to this one! [#pmf18](#)

🌐 Tweet übersetzen



🗨️ ↺️ ❤️ 📧



**Prodigy Finance** @ProdigyFinance · 8 Std.

Michael Smith is our Chief Product Officer and he's at the [@ProdMgmtF](#) today talking all things product, fintech and musicals! Find out more here: [productmanagementfestival.com/conference/how...](https://productmanagementfestival.com/conference/how...) [#productmanagement](#) [#fintech](#) [#PMF18](#)

🌐 Tweet übersetzen

🗨️ ↺️ 1 ❤️ 📧

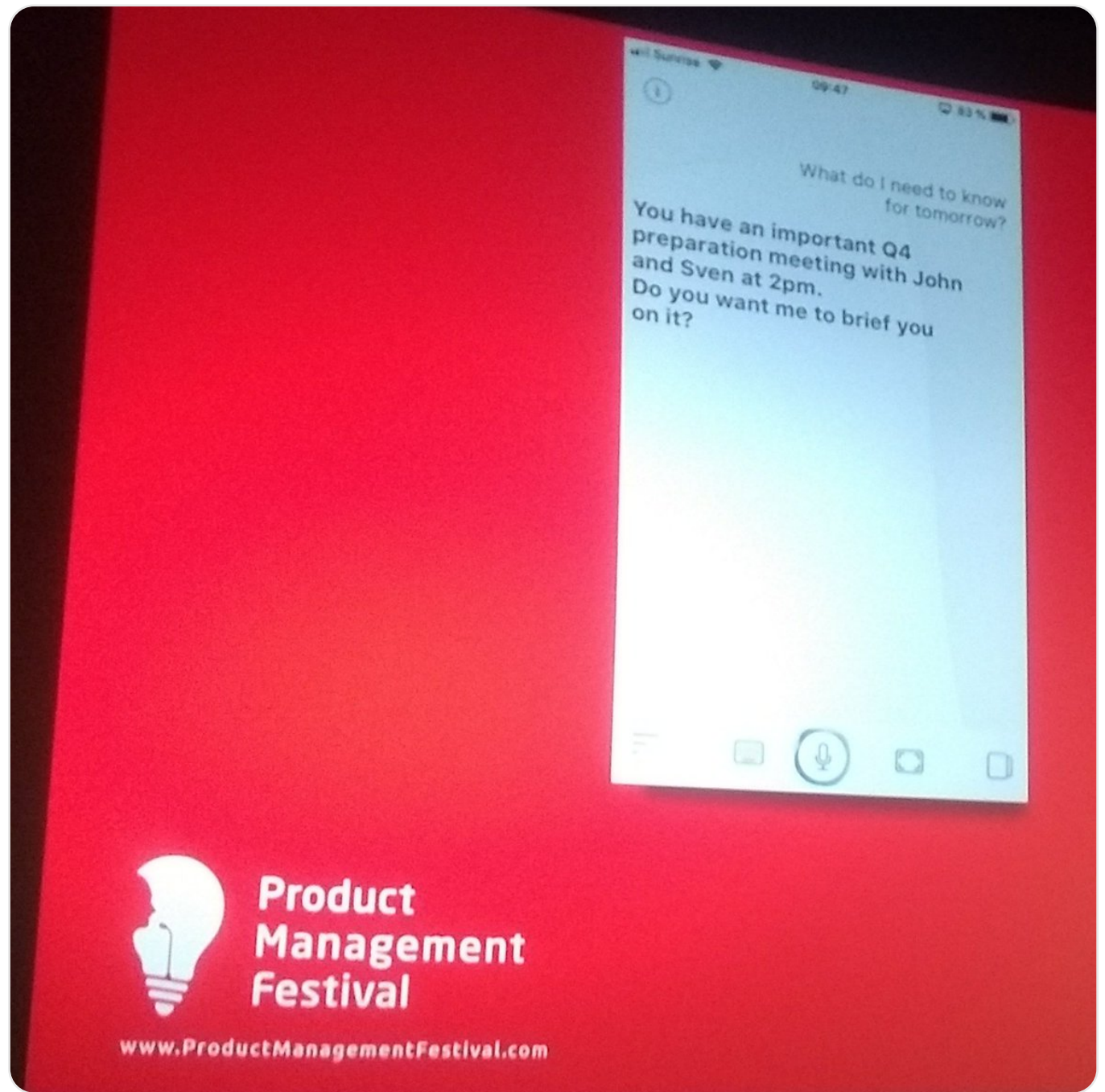




**Institute High Tech** @ukrphysics · 8 Std.

RT @phalox: @BeSchulze giving live demo of @sap "Jarvis". Make the really extensive #processes easy to digest. #PMF18 neat use of new #technologies

Tweet übersetzen



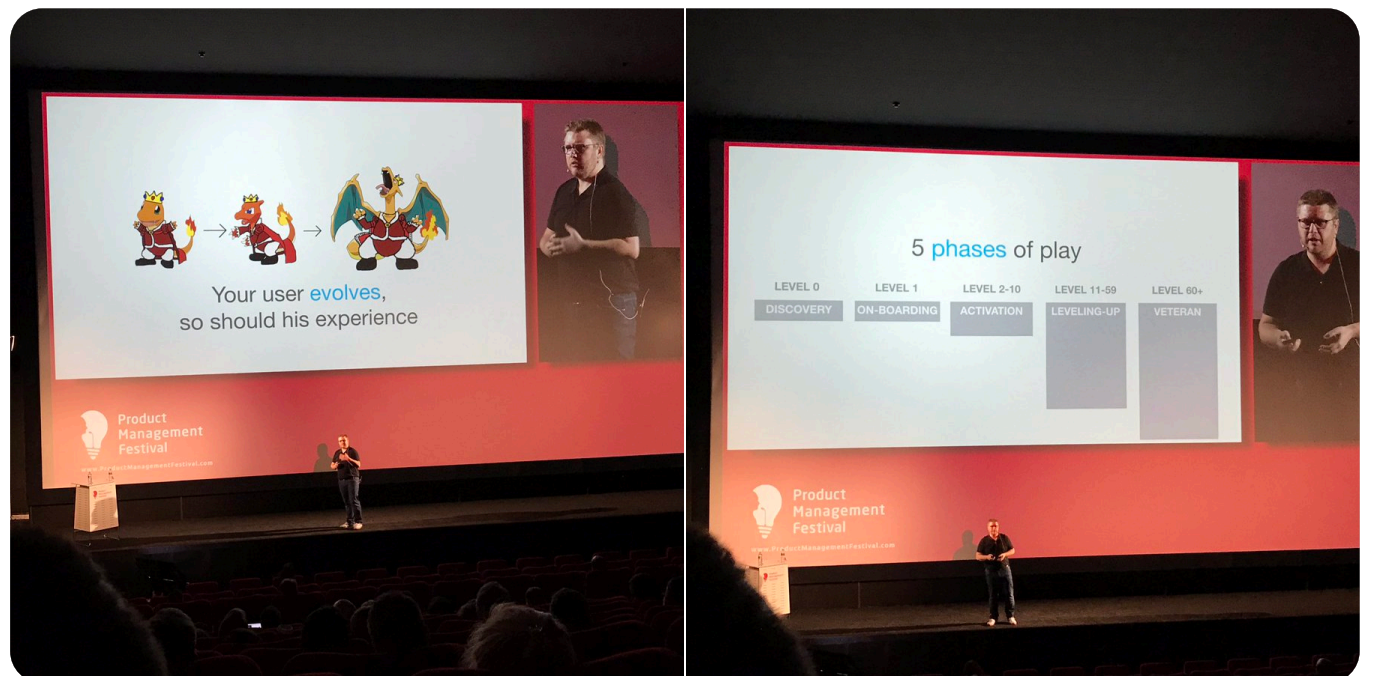
Reply Retweet Like Message



**Christian Hanke** @christianhanke · 8 Std.

Good reminder from @desmazery on focusing on INTENTION in products and treat users according to their experience, like leveling up in gaming. #PMF18

Tweet übersetzen



Reply Retweet Like 2 Message



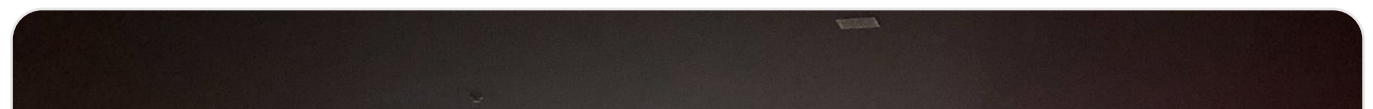
**Holiday Extras Tech** @hxtechteam · 8 Std.

Is subscribe the new buy?

Interesting talk on pricing as a feature by Kapeesh Saraf, Head of Growth at Coursera

#PMF18

Tweet übersetzen







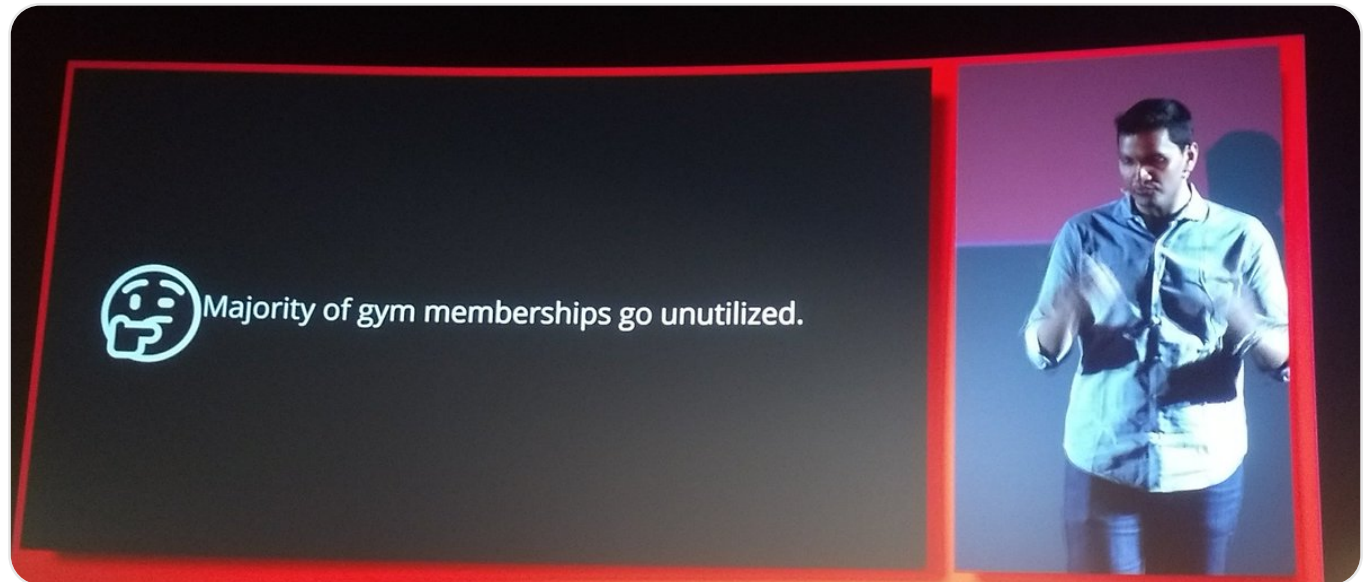
🗨️ ↺️ ❤️ 1 📧



**Toon Peters** @phalox · 8 Std.

Turning @coursera into subscription, actually motivated people to finish courses faster! (Unlike a gym where your work never completes) #PMF18

🌐 Tweet übersetzen



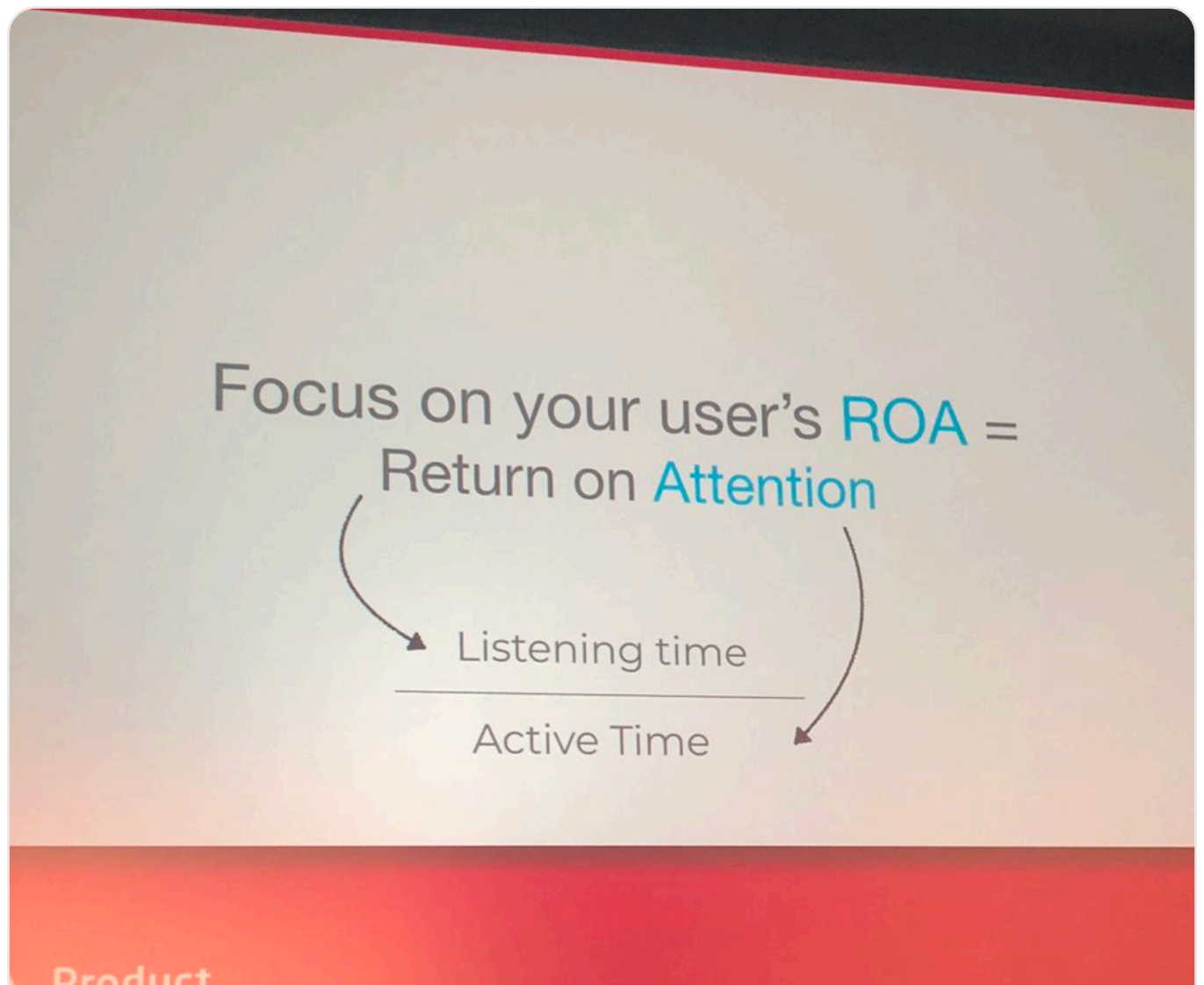
🗨️ ↺️ ❤️ 3 📧



**Omar Moling** @omoling · 8 Std.

Return on Attention. At Deezer that is Listening time over Active time. Great talk by @desmazery at @ProdMgmtF #PMF18 #prodmgmt

🌐 Tweet übersetzen







🗨️ ↻️ ❤️ 1 📧



**Vince Van Grootel** @VinceVanGrootel · 8 Std.

"We have to rebuilt everything from scratch! 🛠️" or "I'm not touching that spaghetti code 🍝"

Heard this before? Want to know how to deal with it?  
Then join @andreascreten for his talk on 'how to turn legacy into success'  
at @ProdMgmtF , 11:50, Cinema 2. (b2b track)

#PMF18

🌐 Tweet übersetzen

🗨️ 1 ↻️ 1 ❤️ 2 📧



**Shubham Bhattacharya** @shubhamb1212 · 8 Std.

Very interesting tip earlier today; If you want to identify the decision maker in a room ask "can we prepone lunch?" and then notice who does everyone look at @BeSchulze #PMF18

🌐 Tweet übersetzen

🗨️ ↻️ ❤️ 📧



**Pradeep Fernando** @PradeepFernando · 8 Std.

Nirvana for PMs: Users feeling the Alfred effect! #PMF18

🌐 Tweet übersetzen



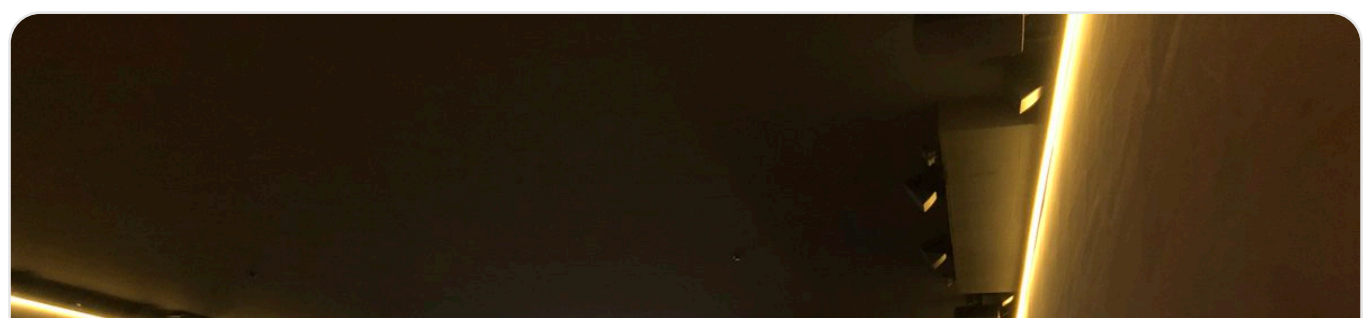
🗨️ ↻️ ❤️ 1 📧



**Prod Mgmt Festival** @ProdMgmtF · 8 Std.

Lost in the #agile Jungle? Will Christian Becker lead you out? #pmf18

🌐 Tweet übersetzen







🗨️ ↻️ ❤️ 3 📧



**Nikkel Blaase** @JAF\_Designer · 9 Std.

„Get out of the agile jungle. Don't just apply methods without asking why. Explore constantly and in all direction“ #explorationmodel #pmf18 @cbecker01 🚀👉

🌐 Tweet übersetzen



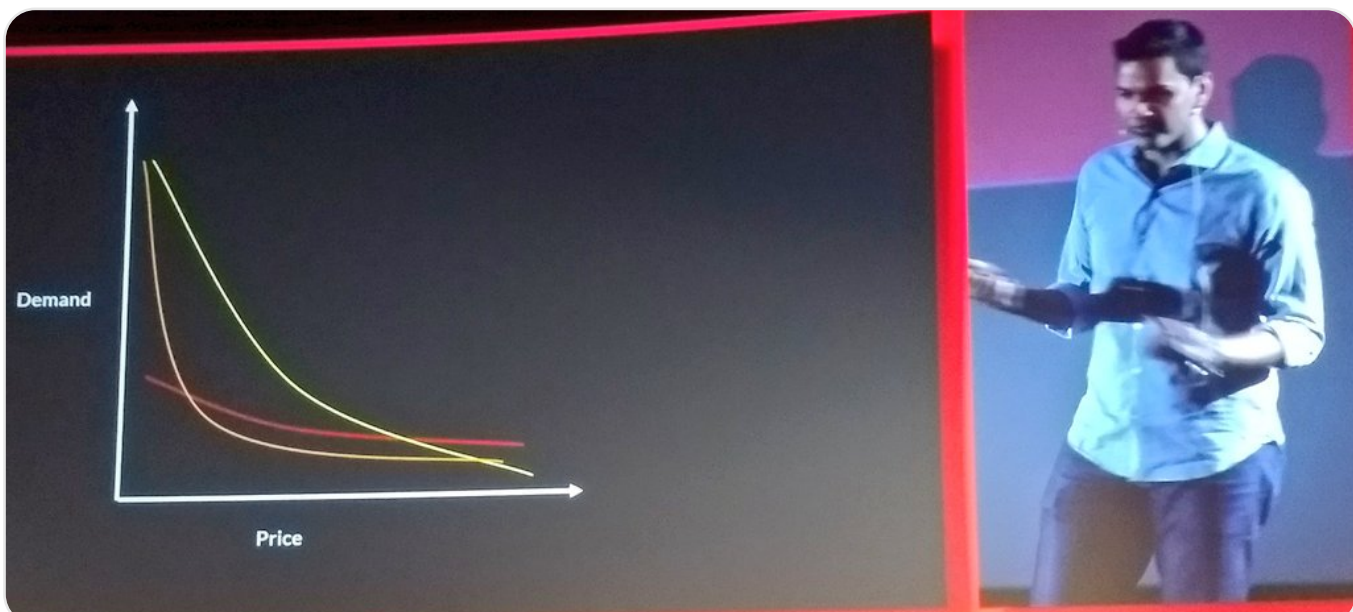
🗨️ ↻️ 3 ❤️ 6 📧



**Toon Peters** @phalox · 9 Std.

@coursera @kapeeshsaraf how dramatically decreasing the price of education increased demand (and made education much more democratic). #productPricing #PMF18

🌐 Tweet übersetzen



🗨️ ↻️ ❤️ 📧



**Kevin Lancashire** @KevinLancashire · 9 Std.





Kevin Lancashire @KevinLancashire · 9 Std.  
Talk about pricing. e.g. the importance of understanding who the customer on the demand curve is.

#pmf18 #kapeeshsaraf #coursera

[Tweet übersetzen](#)



[Comment](#) [Retweet](#) [Like](#) [Message](#)



Mostafa @ #PMF18 @MostafaNageeb · 9 Std.

Pricing #PMF18



[Comment](#) 2 [Retweet](#) [Like](#) [Message](#)



Mostafa @ #PMF18 @MostafaNageeb · 9 Std.

The @ZalandoTech gang #Day2 #PMF18







1    ↻    14    ✉



**Prod Mgmt Festival** @ProdMgmtF · 9 Std.

Sara Bertone and Mattia Zanetti from @Zurich on a new way of interaction in the #insurance business #pmf18

🌐 Tweet übersetzen



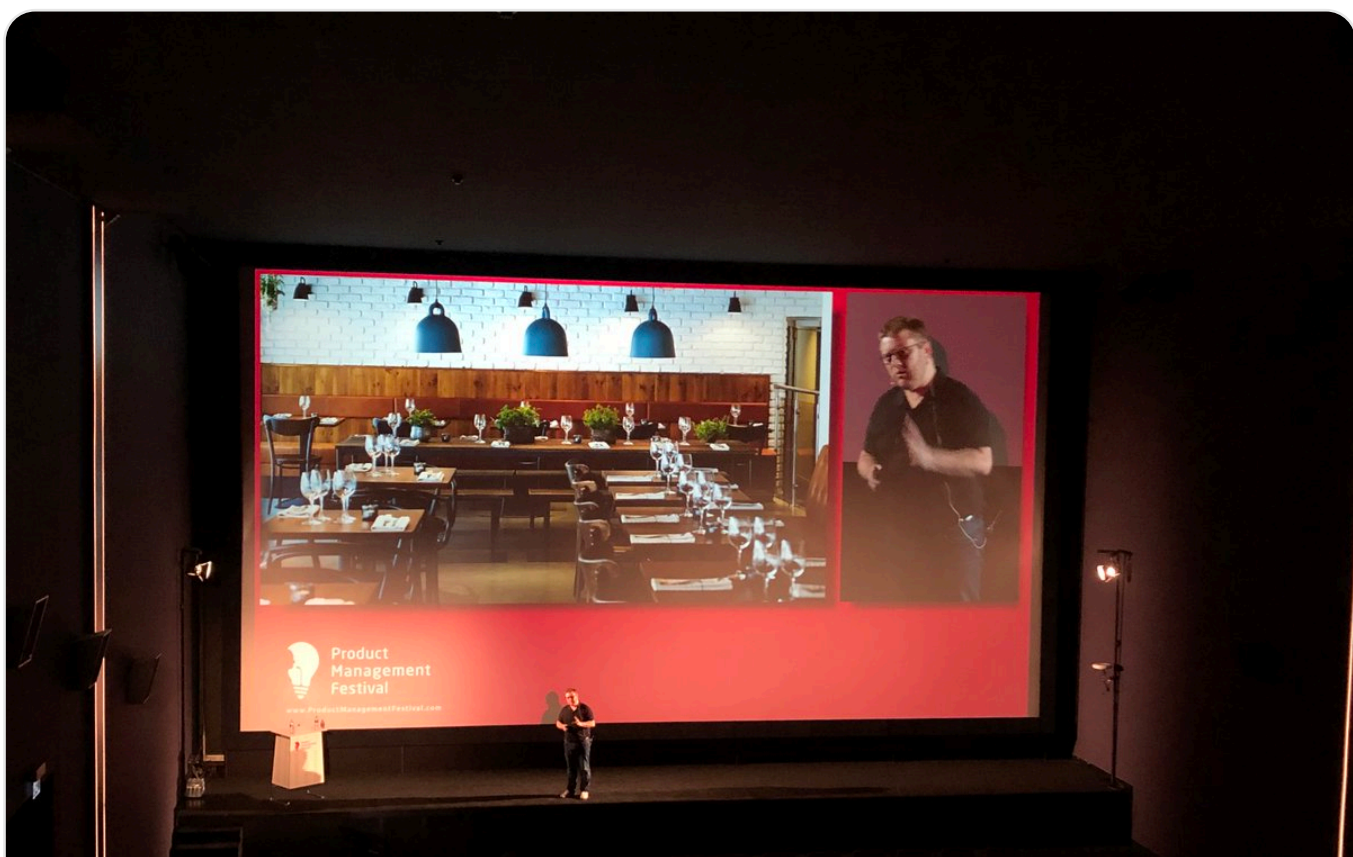
🗨    ↻    3    ✉



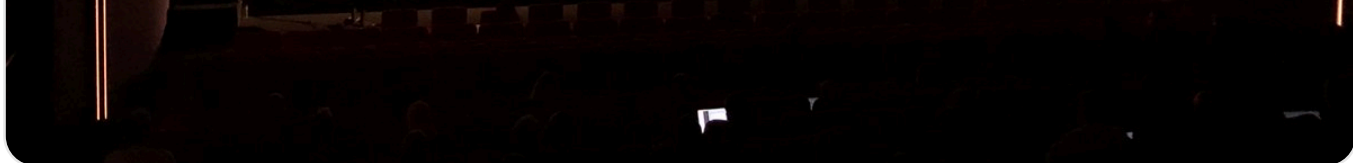
**Prod Mgmt Festival** @ProdMgmtF · 9 Std.

Your intention please! @desmazery from Thiga - now on stage #pmf18

🌐 Tweet übersetzen







🗨️ ↺️ ❤️ 3 ✉️



**SwissQ** @swissq · 9 Std.

@swissq ist dieses Jahr wieder Partner vom @ProdMgmtF.

Komm und sag Hallo!

#PMF18 #partner #conference #productmanagement



🗨️ ↺️ ❤️ 1 ✉️



**ibo Training GmbH** @ibo\_training · 9 Std.

Erst ein mehr oder agiles Gruppenfoto mit über 1000 motivierten Produktmanagern, jetzt eine Präsentation über #agile #agil

#Produktmanagement .

#pmf18



🗨️ ↺️ ❤️ ✉️

**Prod Mamt Festival** @ProdMamtF · 9 Std.



Tweet übersetzen



1 retweet 4 likes



Nikkel Blaase @JAF\_Designer · 9 Std.

„You dont wanna work in this environment“ @cbecker01 at #PMF18

Tweet übersetzen



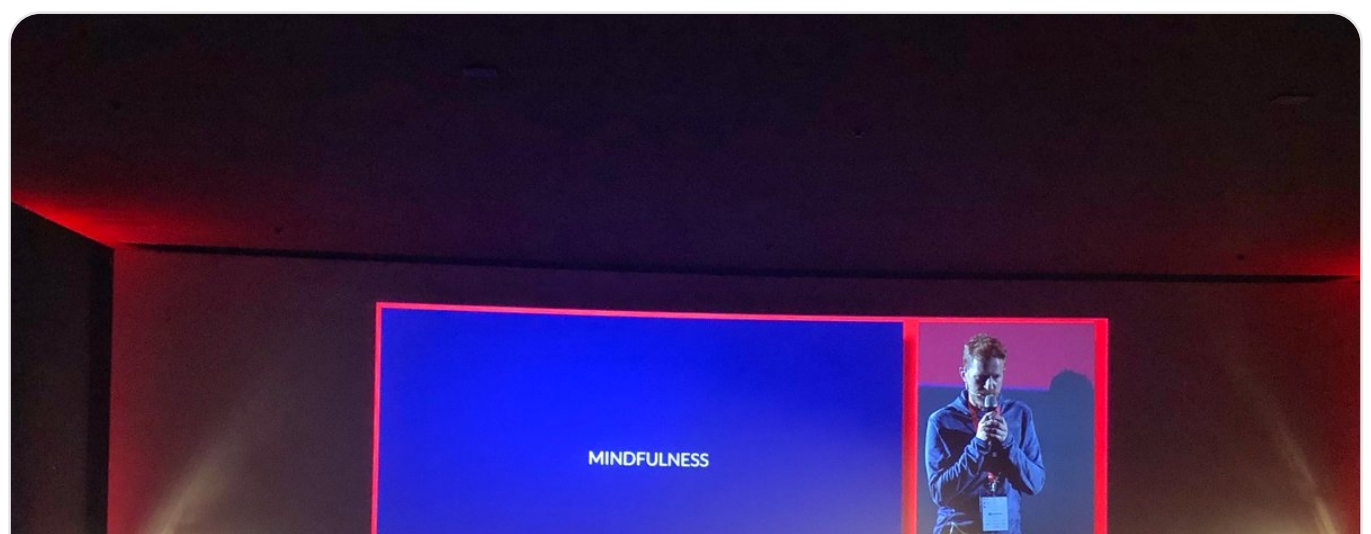
1 retweet 1 like



Lijntje Zandee @LijntjeZandee · 9 Std.

Good to start day 2 with some meditation #PMF18

Tweet übersetzen







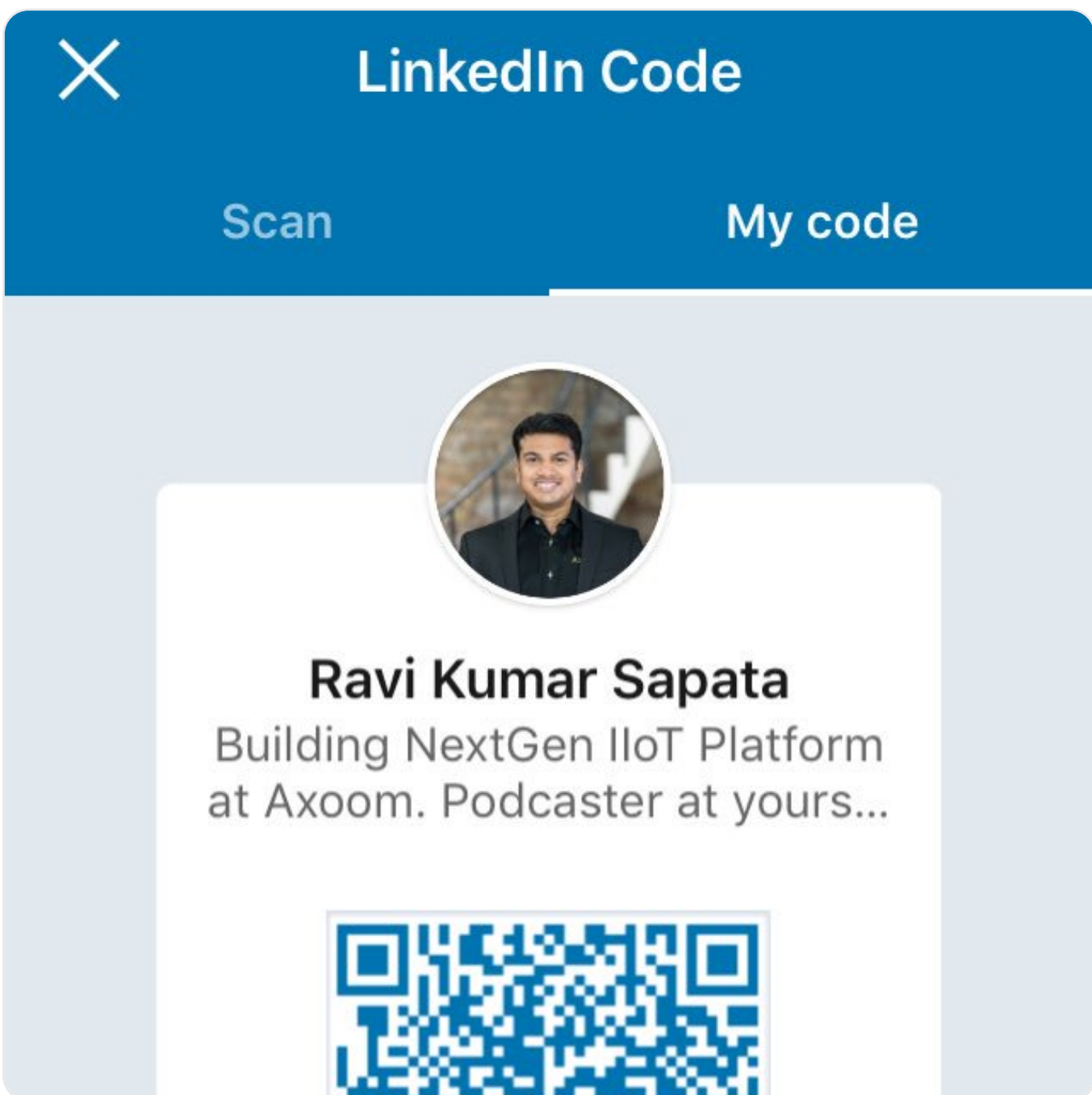
1 4



**Ravi Sapata** @YoursProductly · 9 Std.

QR code embedded on LinkedIn is such a delight. Great way to connect with people face to face and add them to your LinkedIn network [#pmf18](#)

[Tweet übersetzen](#)



1 4



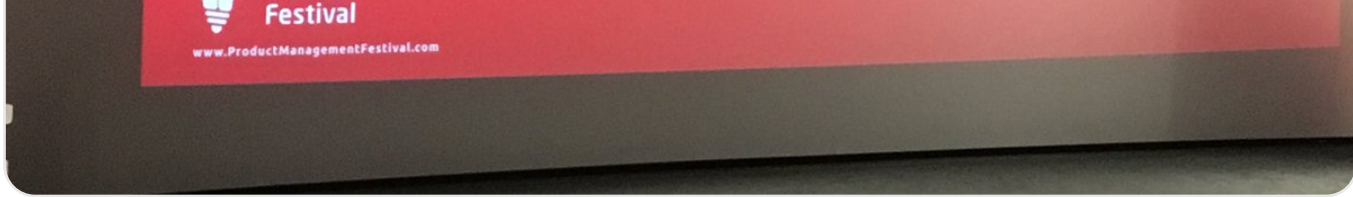
**Ravi Sapata** @YoursProductly · 9 Std.

Looking forward to this talk by [@kapeeshsaraf](#) [#PMF18](#)

[Tweet übersetzen](#)







**Prod Mgmt Festival** @ProdMgmtF · 9 Std.

That's how 1000 #productmanager look like #pmf18 #ProdMgmt

[Tweet übersetzen](#)



**Toon Peters** @phalox · 9 Std.

#PMF18 how to take a picture of >1000 people?

[Tweet übersetzen](#)



[Diesen Thread anzeigen](#)





**Olav Dreier** @UpfrontThinker · 9 Std.

#prodmgmt does not need to make friends. It must make developers and sales equally unhappy. @BeSchulze #PMF18

Tweet übersetzen



1



2



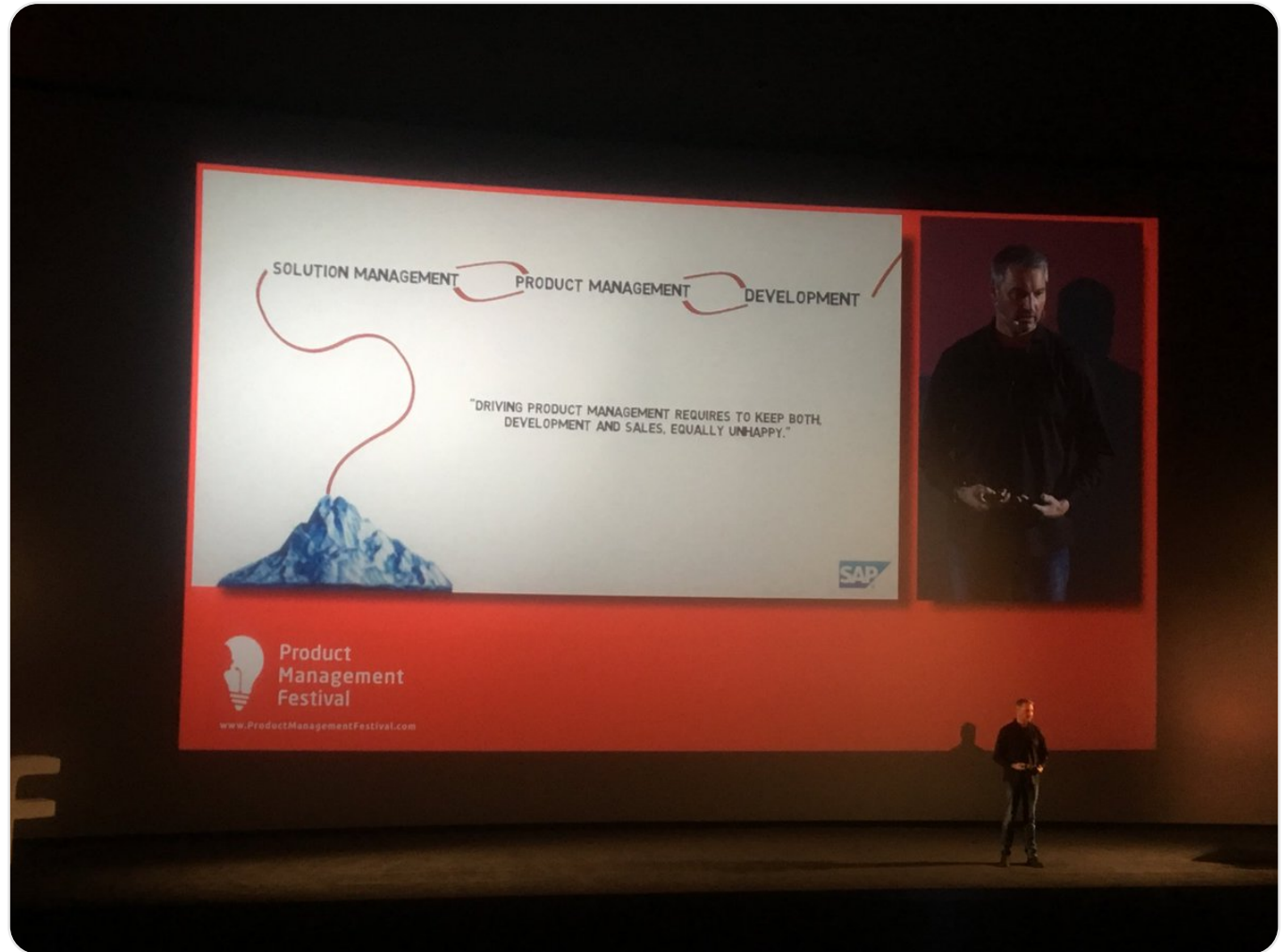
Diesen Thread anzeigen



**Pradeep Fernando** @PradeepFernando · 9 Std.

B2B Product Management #PMF18

Tweet übersetzen



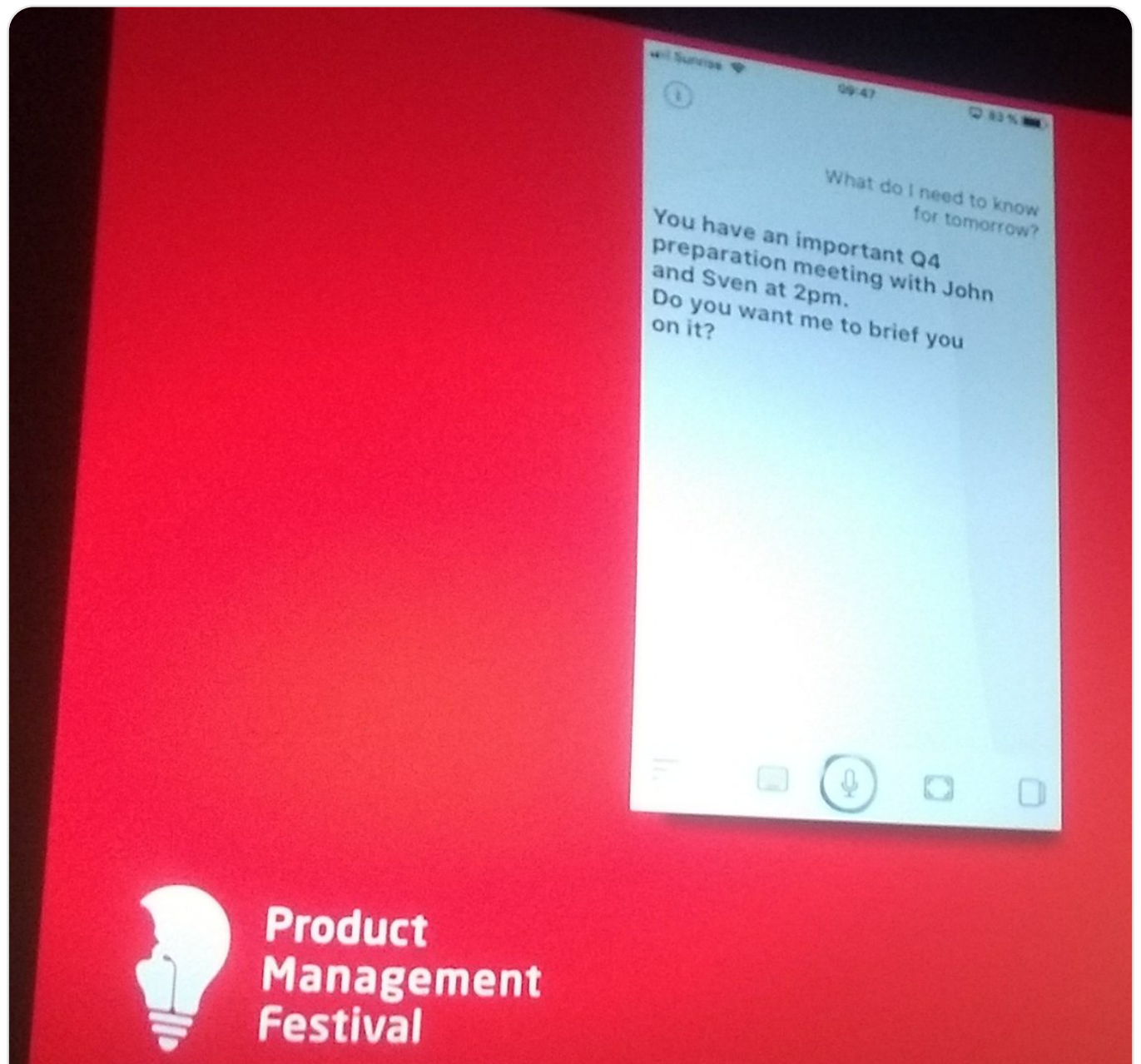
1



**Toon Peters** @phalox · 9 Std.

@BeSchulze giving live demo of @sap "Jarvis". Make the really extensive #processes easy to digest. #PMF18 neat use of new #technologies

Tweet übersetzen







**Olav Dreier** @UpfrontThinker · 9 Std.

If you give sales a hammer, everything will be a nail. @BeSchulze #PMF18

Tweet übersetzen



Diesen Thread anzeigen



**Sabine** @SabineSolar · 9 Std.

Helping out at the @ProdMgmtF today! See you here? #Zürich #Switzerland #PMF18

Tweet übersetzen



**Optimizely** @Optimizely · 9 Std.

Experimentation isn't limited to webpages; even the classic Pac-Man game could benefit from product experimentation. Stop by our booth at #PMF18 to chat about it over a game.

Tweet übersetzen

Stop by our booth at #PMF18 and enter our Pac-Man experimentation raffle to learn about product experimentation.



**Thiga** @InnoThiga · 9 Std.

Straight after @BeSchulze 's keynote, go and see @desmazery talk about #Product, #growth and how to leverage your users' motivations on the Expert



track @ProdMgmtF #PMF18 #Product #growth #userexperience  
#linkedintopstartups @hgeissmann @lucascerdan

Tweet übersetzen



🗨️ ↺️ 3 📧



**Ari Byland** @AByland · 10 Std.

„PM is picking from an infinite list of market, customer, prospect and executive demands and applying a finite engineering capacity to that list.“ #pmf18

Tweet übersetzen

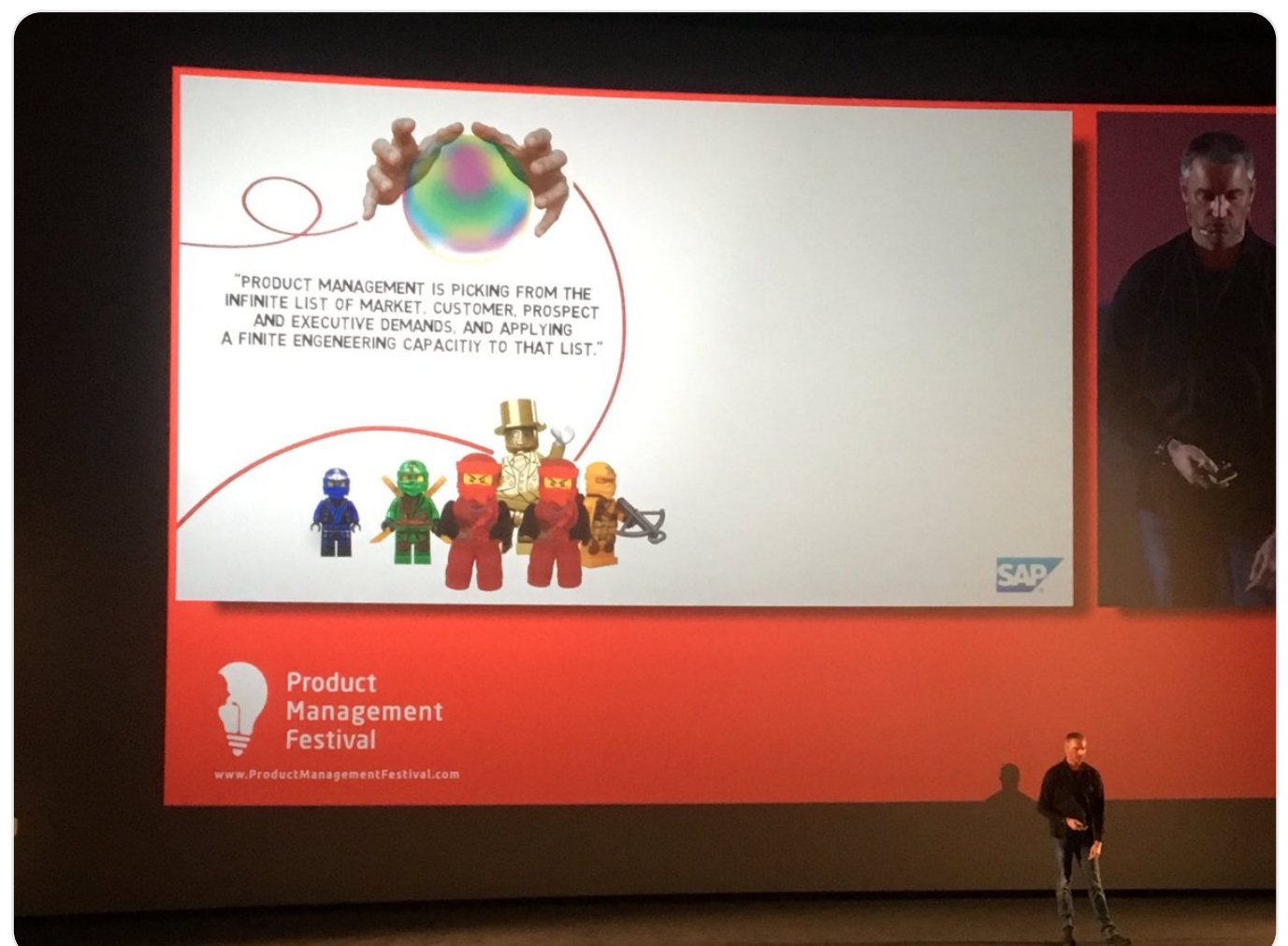


🗨️ ↺️ 3 📧



**Pradeep Fernando** @PradeepFernando · 10 Std.

PM as Prioritizer #PMF18





♥️ Adrian Zwingli gefällt das



**Bedo** @hamzza · 10 Std.

Great start with @SAP and @BeSchulze about B2B2C #PMF18

🌐 Tweet übersetzen



**Toon Peters** @phalox · 10 Std.

@SAP at #PMF18 "would you like innovation and disruption in your critical business backbone?" How to help your customers move forward.

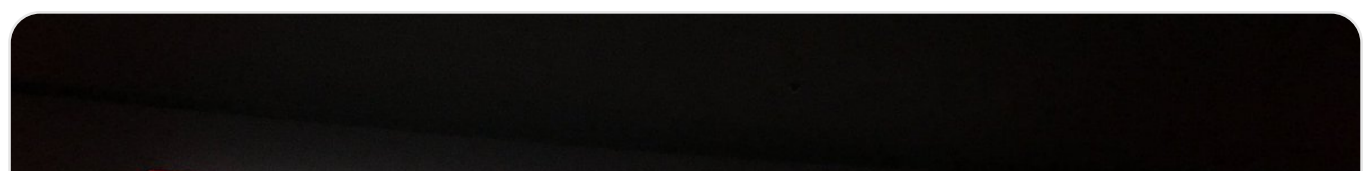
🌐 Tweet übersetzen



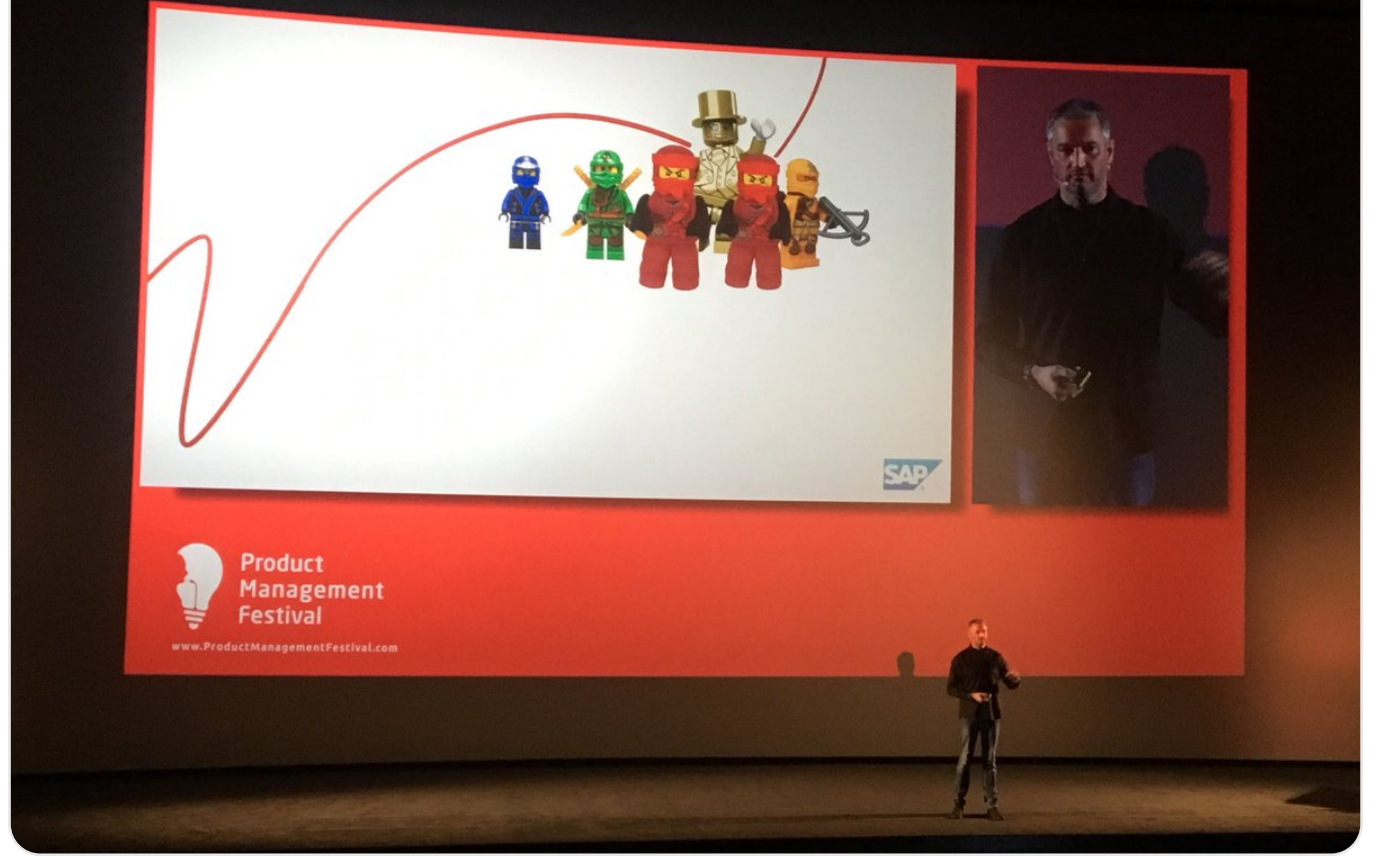
**Pradeep Fernando** @PradeepFernando · 10 Std.

B2B2C user personas #PMF18

🌐 Tweet übersetzen



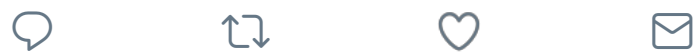




**pintofcarling** @pintofcarling · 10 Std.

Now a shameless pitch of SAP product and practices. This is becoming better and better every minute [#pmf18](#)

[Tweet übersetzen](#)



[Diesen Thread anzeigen](#)



**Olav Dreier** @UpfrontThinker · 10 Std.

If you want to identify the decision maker in a room ask „can we prepone lunch?“ see who everyone looks at [@BeSchulze](#) [#PMF18](#)

[Tweet übersetzen](#)



[Diesen Thread anzeigen](#)



**pintofcarling** @pintofcarling · 10 Std.

Bert is explaining us his cv live in PMF, apparently he is interviewing for a new job here in Zurich. Fascinating stuff [#pmf18](#)

[Tweet übersetzen](#)



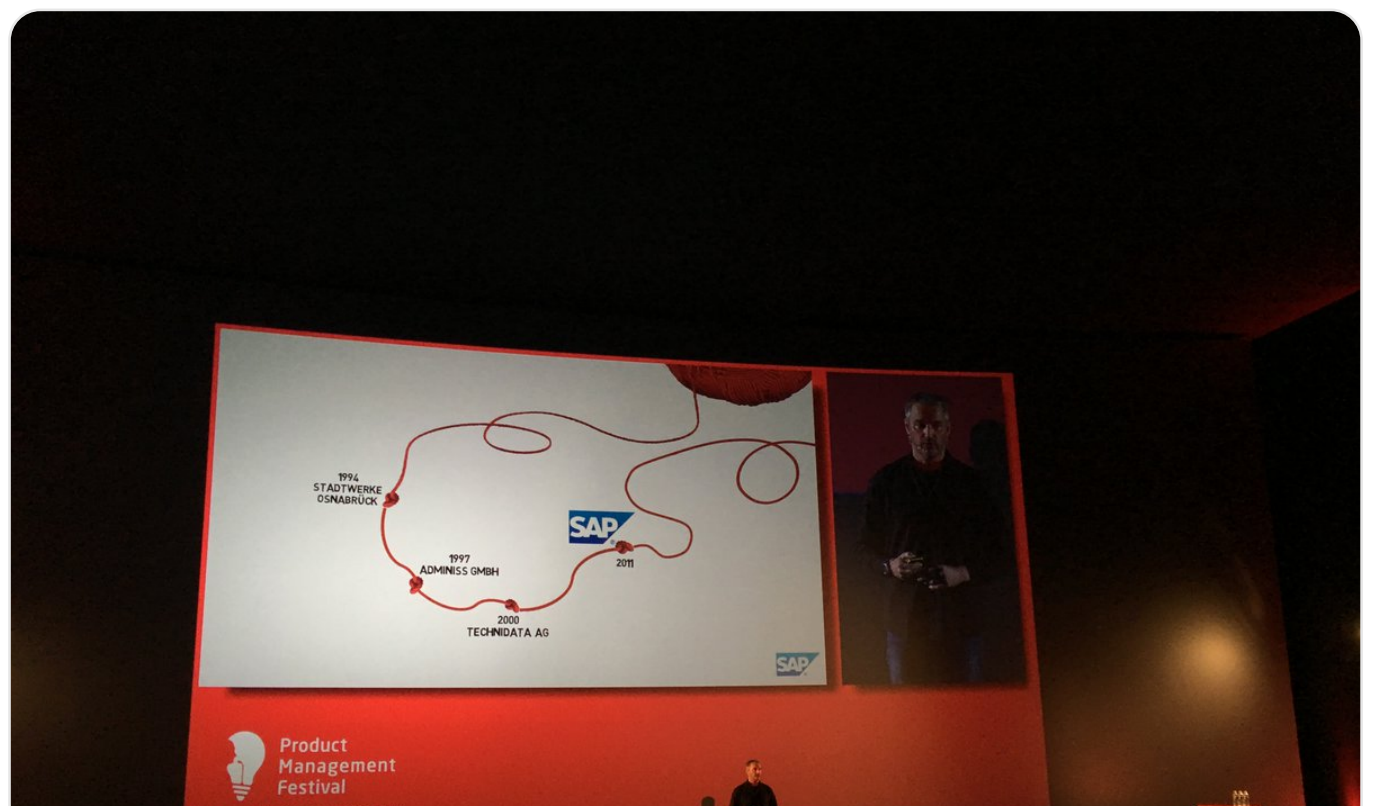
[Diesen Thread anzeigen](#)



**Olav Dreier** @UpfrontThinker · 10 Std.

Seeing the name of my „small“ hometown in the keynote by [@BeSchulze](#) [@ProdMgmtF](#) surprises me [#PMF18](#)

[Tweet übersetzen](#)







1   ↺   ❤️   ||

[Diesen Thread anzeigen](#)



**ibo Training GmbH** @ibo\_training · 10 Std.

Die Eröffnungs-Key-Note zum Thema Herausforderungen im B2B2C-Markt. Spannung steigt.

#pmf18 #b2b2c



💬   ↺   ❤️   ✉️



**Prod Mgmt Festival** @ProdMgmtF · 10 Std.

@BeSchulze on stage with the morning keynote on PM's #transformation challenge toward B2B2C #pmf18

🌐 [Tweet übersetzen](#)







**Paul Herwarth v. B.** @pherwarth · 10 Std.

Day 2 starts with a Keynote by @BeSchulze, @SAP. #PMF18

🌐 Tweet übersetzen



❤️ Prod Mgmt Festival und 1 weiterer gefällt das



**Ravi Sapata** @YoursProductly · 10 Std.

A 1000 PMs meditated together for 5 minutes! ❤️ #pmf18

🌐 Tweet übersetzen



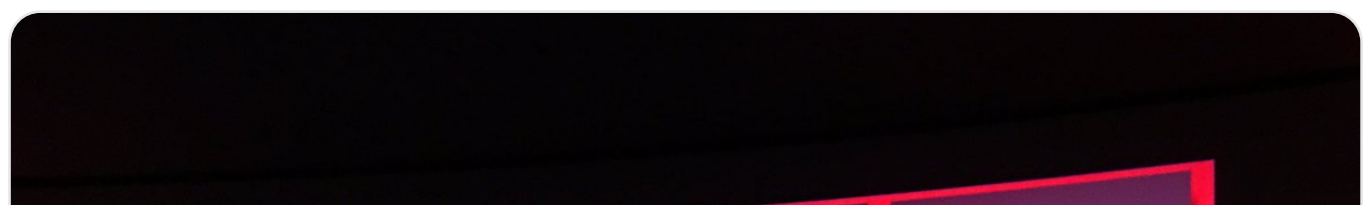
❤️ Adrian Zwingli gefällt das



**Willie Lok** @willielok · 10 Std.

#Mindfulness to help the hangover #pmf18 @ProdMgmtF

🌐 Tweet übersetzen







🗨️ ↻️ 4 📧



**Prod Mgmt Festival** @ProdMgmtF · 10 Std.

@AZwingli kicking off day two of #pmf18 .Are you ready for another day full of interesting speeches and networking? #ProdMgmt

🌐 Tweet übersetzen



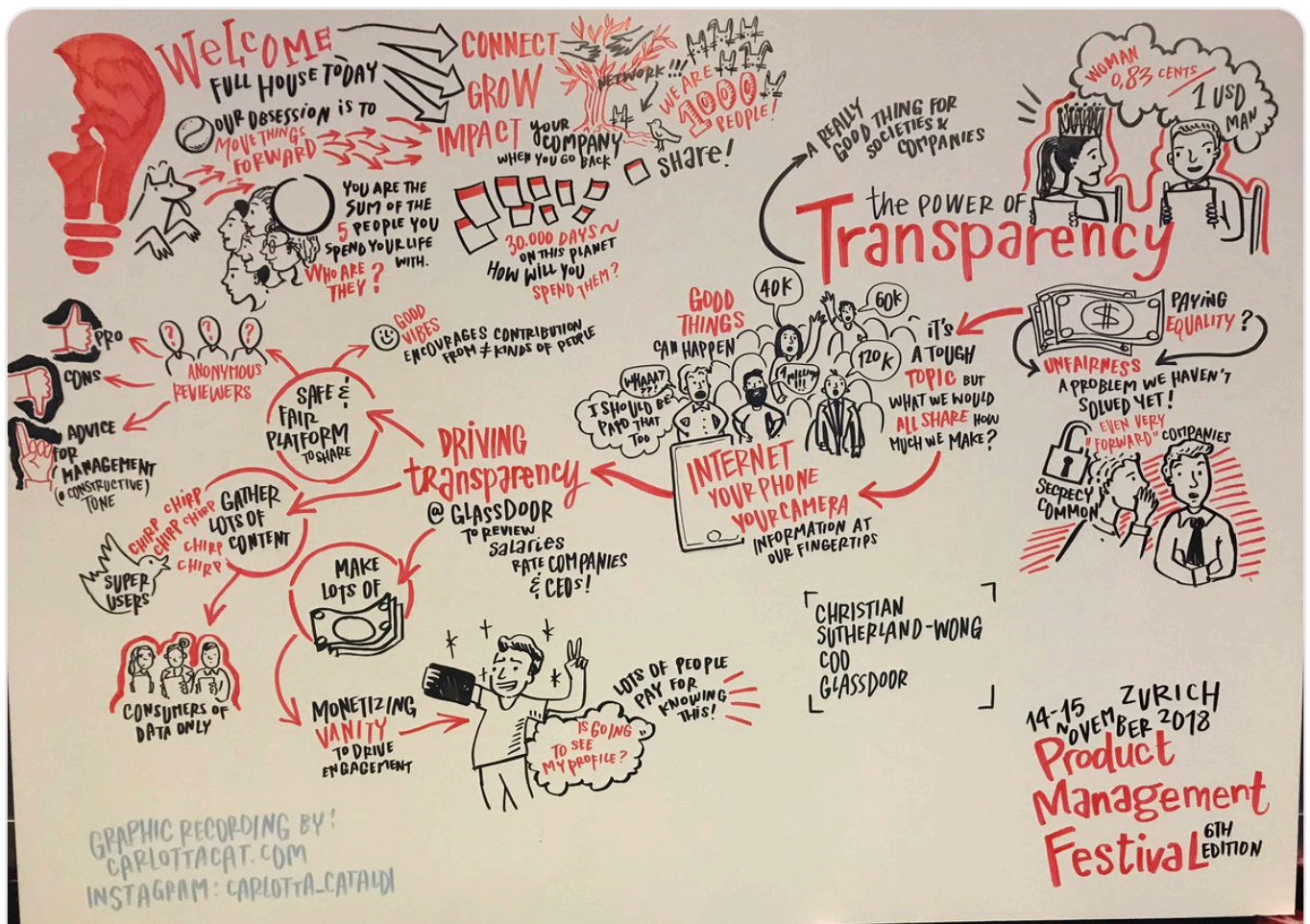
🗨️ ↻️ 1 4 📧



**Stephanie May** @StephMay2 · 10 Std.

Looking forward to day 2 of Product management festival! Check out the awesome graphic recording of the start of day 1 by @BasuraNinjaBcn #pmf18 #transparency

🌐 Tweet übersetzen





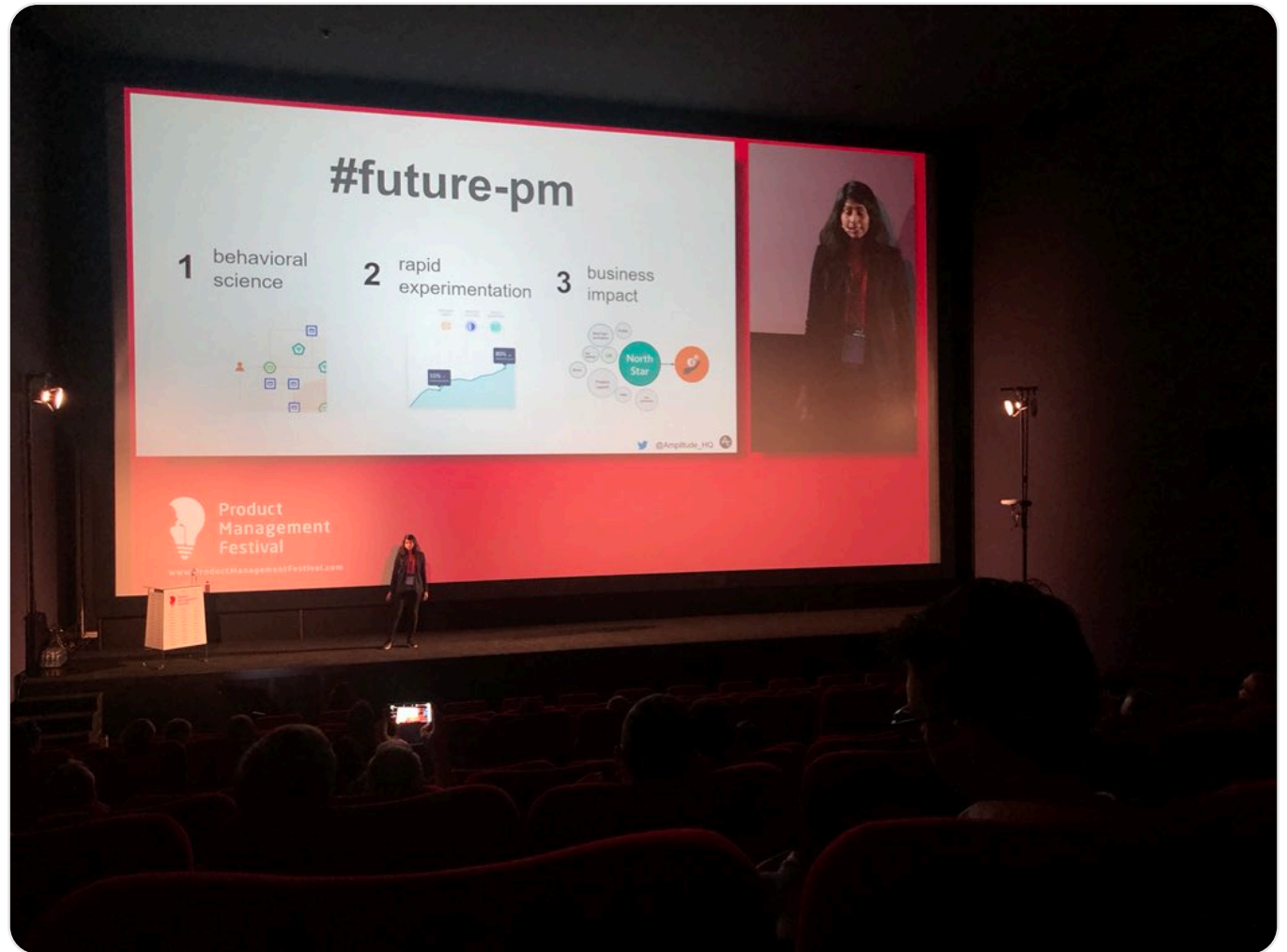
🗨️ ↻️ ❤️ 2 ✉️



**Hanne Van Briel** @hanne\_van\_briel · 10 Std.

Don't ship features for the sake of it, but measure impact and customer value - Build for growth #amplitude #PMF18

🌐 Tweet übersetzen



🗨️ ↻️ 1 ❤️ 1 ✉️



**Gunther Zajic** @zajic12 · 10 Std.

Day 2 #PMF18



🗨️ ↻️ ❤️ ✉️



**Christoph Tempich** @CTempich · 10 Std.

My personal collection of tweets related to #pmf18. Focusing on #dataproducs #ai #ml #prodmgmt ⚡ "Product Management Festival 2018 Zürich"

🌐 Tweet übersetzen

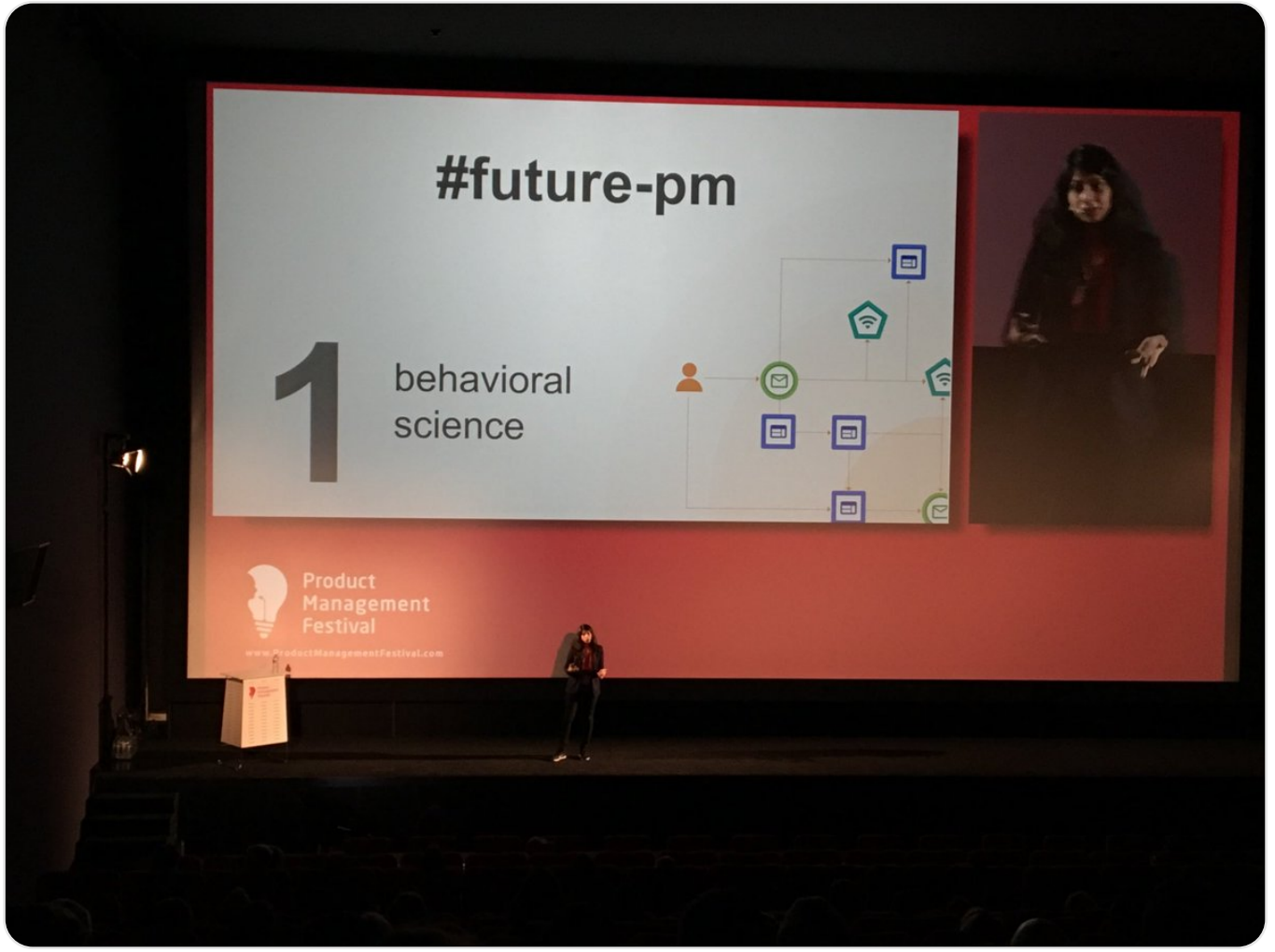


🗨️ ↻️ 2 ❤️ 2 ✉️

**Zeix AG** @zeix · 10 Std. ⌵  
**zeix** Heute lieber raus zur Inspiration statt interner Sitzung? Viel zu sagen haben die Experten heute beim [#PMF18](#) in ZH. Z.B. erklärt [@sibylle\\_p](#) um 11h Wege zur besten [#UXStrategy](#).

🗨️ ↻️ ❤️ 1 ✉️

 **Pradeep Fernando** @PradeepFernando · 10 Std. ⌵  
Day 2 kicking off [#PMF18](#)



🗨️ ↻️ ❤️ 1 ✉️

 **Tobi Camp** @tobi\_camp · 10 Std. ⌵  
The latest craze right around the corner of [@ProdMgmtF](#). Hand harvested products. [#PMF18](#) [#productmanagement](#)

[🌐 Tweet übersetzen](#)







🗨️ ↻ 1 ❤️ 📧



**Toon Peters** @phalox · 11 Std.

#PMF18 day 2: 200min a day spent with technology. These are the 200min of people's lives we work for. Do you want to have an impact too? We're looking for new #po and #pm at @NextthinkNews. 📣 Get in touch! 📣 #newjob

🌐 Tweet übersetzen



🗨️ ↻ ❤️ 2 📧



**Prod Mgmt Festival** @ProdMgmtF · 11 Std.

Rise and Shine - good morning and welcome to our pre-session with @sandhya on building product for growth #pmf18 #ProdMgmt

🌐 Tweet übersetzen





🗨️ ↻️ ❤️ 2 📧



**ibo Training GmbH** @ibo\_training · 11 Std.

Auf geht es zum 2. Tag des [#PMF18](#)

Langsam füllt es sich!



🗨️ ↻️ ❤️ 1 📧



**Algolia** @algolia · 11 Std.

Every great find starts with great search! 🔍 Find us for Day 2 of [#PMF18](#) to learn how search accelerates user engagement and retention. @ProdMgmtF

🌐 Tweet übersetzen



🗨️ 1 ↻️ ❤️ 4 📧



**Maja Schreiner** @majaschreiner · 11 Std.

[fastcompany.com/90265244/the-f ...](https://www.fastcompany.com/90265244/the-f...)

[#inspiration](#) [#PMF18](#) [#Zurich](#)





**Prod Mgmt Festival** @ProdMgmtF · 13 Std.

Many thanks to our partners, who make the breaks between two speeches super interesting with their booths @ **#PMF18** : @eDreams\_ODIGEO @Google @Appsee.com @Nike @Zalando @booking.com Amplitude @applause

Tweet übersetzen



**Prod Mgmt Festival** @ProdMgmtF · 13 Std.

On who are the next billion #users and how to build for them. Also sharing 3 specific characteristics she looks for when hiring: #EnergyManagement, #HandlingAmbiguity, #drafting with teammates.

@minal\_9 @YouTube #PMF18 #keynote #keynotespeaker #conference #ProductManagement

Tweet übersetzen







**Prod Mgmt Festival** @ProdMgmtF · 13 Std.

Sharing lessons learnt from developing a #machinelearning product in an iterative fashion. @Avinav\_tweets @facebook #PMF18 #conference #ProductMgmt

🌐 Tweet übersetzen



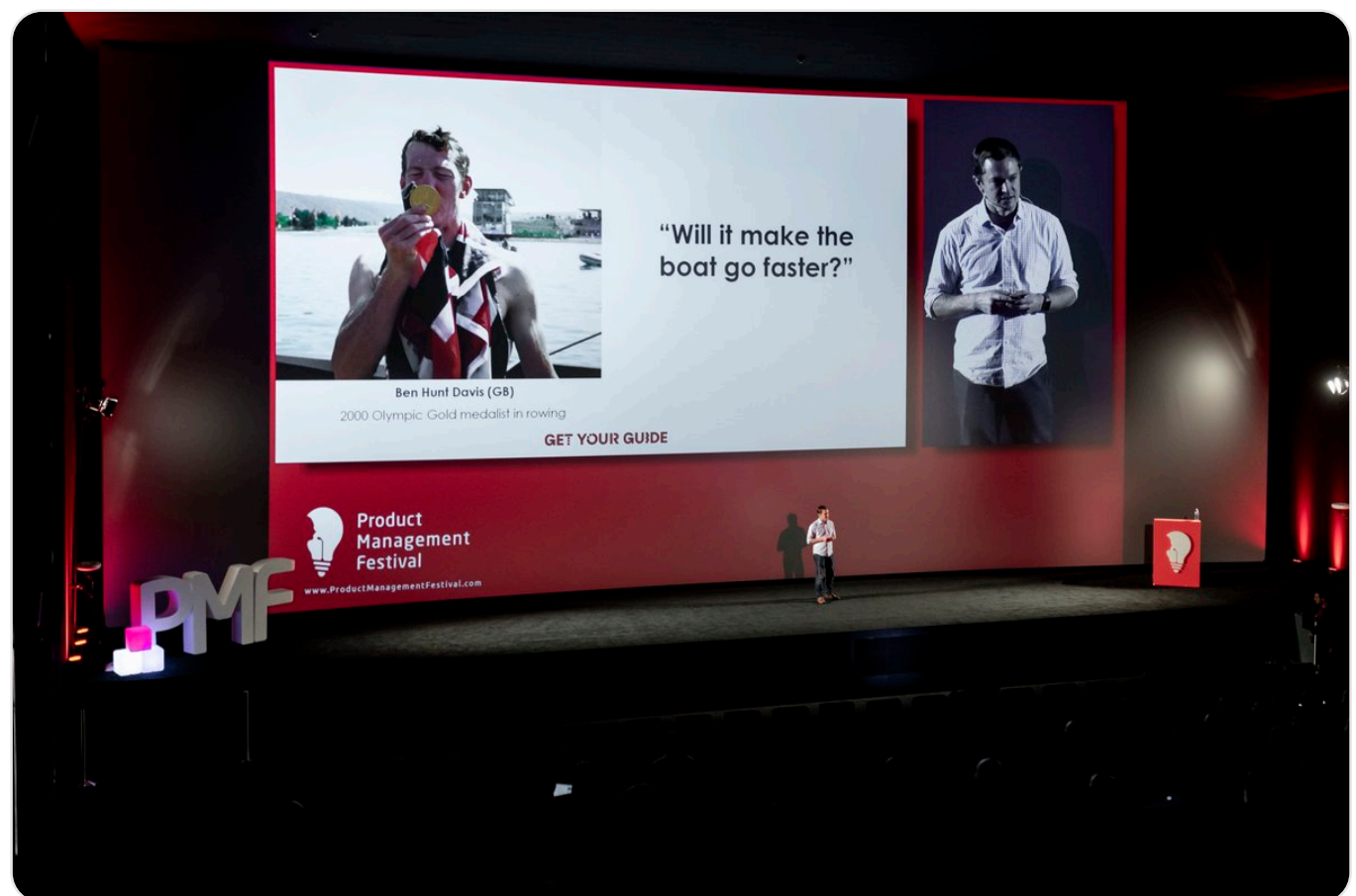
♥️ Adrian Zwingli gefällt das



**Prod Mgmt Festival** @ProdMgmtF · 13 Std.

@emartinsek talked about what makes a great #ProductManager, why #leadership is more important than expertise @ #PMF18 #conference #zürich

🌐 Tweet übersetzen



**Prod Mgmt Festival** @ProdMgmtF · 13 Std.

Sharing a framework for measuring meaningful metrics and How to use metrics to inspire action and iterate to improve your products. @isha\_mehta\_ #atlassian @Atlassian #PMF18

🌐 Tweet übersetzen







🗨️ ↻️ ❤️ 5 📧



**Gunther Zajic** @zajic12 · 18 Std.

Great first day at the Product Management Festival 2018 in Zurich. [#PMF18](#)

🌐 Tweet übersetzen



🗨️ ↻️ ❤️ 📧



**Büşra Coşkuner** @\_beesea\_ · 19 Std.

Many thanks for the great organization 🙌🙏❤️ going to bed too late, need my beauty sleep to be fit for the pre-session tomorrow morning 😴 Good night dear PMF-team, hope you can get a bit of sleep. See you tomorrow 🙌 [#PMF18](#)



**Prod Mgmt Festival** @ProdMgmtF

Wow over 900 #ProductManagers from 38 countries and 335 companies @ #PMF18 !  
[#ProdMgmt](#) [#conference](#)

🌐 Tweet übersetzen

🗨️ ↻️ ❤️ 2 📧



**Büşra Coşkuner** @\_beesea\_ · 19 Std.

@[isha\\_mehta\\_](#) and Josephine Lee from @[Atlassian](#) I mentioned already when I was running to the next talk but want to say again: great talk! thank you for sharing the framework you used for finding the right metric to measure, I will definitely try that out 🙌👍 [#PMF18](#)

🌐 Tweet übersetzen

🗨️ ↻️ ❤️ 1 📧



**Büşra Coşkuner** @\_beesea\_ · 19 Std.

Best metaphoric visualization (in their case real training example) of a vision, MVP and the best product in the end. Thank you for the great analogy



@helenazelem and Paul Taylor from @ASOS #PMF18

Tweet übersetzen



1 4



**Marina Schaller** @Marina\_Schaller · 20 Std.

Had an amazing day at #pmf18!

Tweet übersetzen

1

Prod Mgmt Festival und 1 weiterer gefällt das



**Ravi Sapata** @YoursProductly · 21 Std.

The one reason I will continue going to @ProdMgmtF every year is because it humbles you. It tells you to demand more from yourself and become a better version of yourself. It tells you to strive harder to earn a place on that stage. #pmf18

Tweet übersetzen

1 7



**Ravi Sapata** @YoursProductly · 21 Std.

Don't miss the keynote by @michaelperry tomorrow. I heard him speak so passionately at the AMA today that I can bet he is gonna kill it on stage. Michael has been recognized as Forbes top 30 under 30 in Marketing and Inc Magazines top 10 influencers in the Chatbot space. #pmf18

Tweet übersetzen

1 3



**Ravi Sapata** @YoursProductly · 22 Std.

At PM conferences, what really works for the audience is when speakers share real product stories instead of theories and concepts that are already available in books. Share what is not there in books. #pmf18

Tweet übersetzen

3



**Gezgin Anne** @GezginAnne · 22 Std.

Today... #PMF18 Product management Festival in #Zurich

@ProdMgmtF

Tweet übersetzen














**Cliff des Ligneris** @cdesigneris · 22 Std.

Enjoyed the first day mingling with you all. See you tomorrow Product People of [#pmf18](#)



**Prod Mgmt Festival** @ProdMgmtF

Wow over 900 #ProductManagers from 38 countries and 335 companies @ #PMF18 !  
#ProdMgmt #conference

 Tweet übersetzen



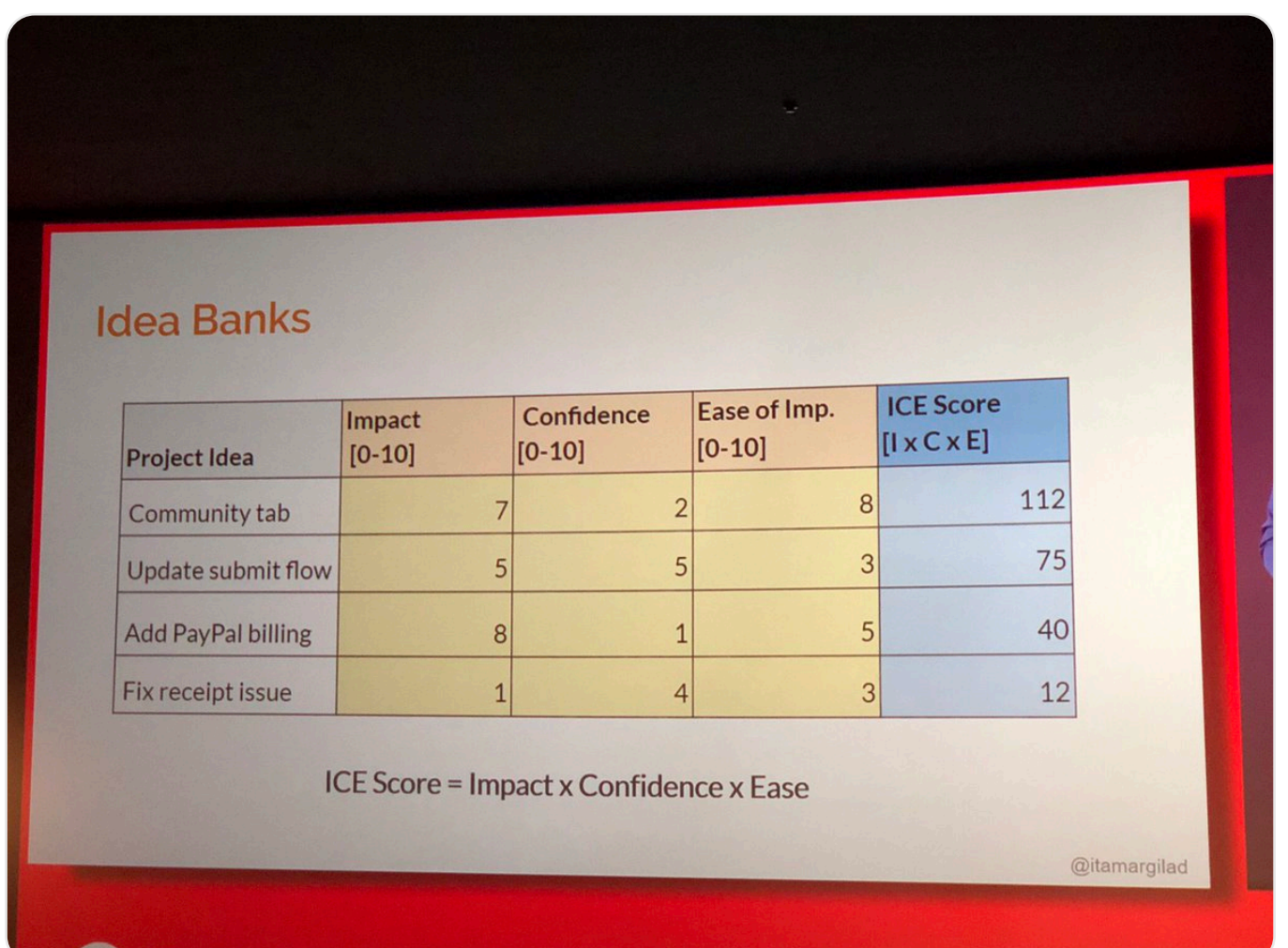
 2
 



**Gadi Lahav** @gadilahav · 22 Std.

ICE: Impact, Confidence, Effort. Great framework to prioritise by [@ItamarGilad](#).  
[#pmf18](#) [#GIST](#)

 Tweet übersetzen



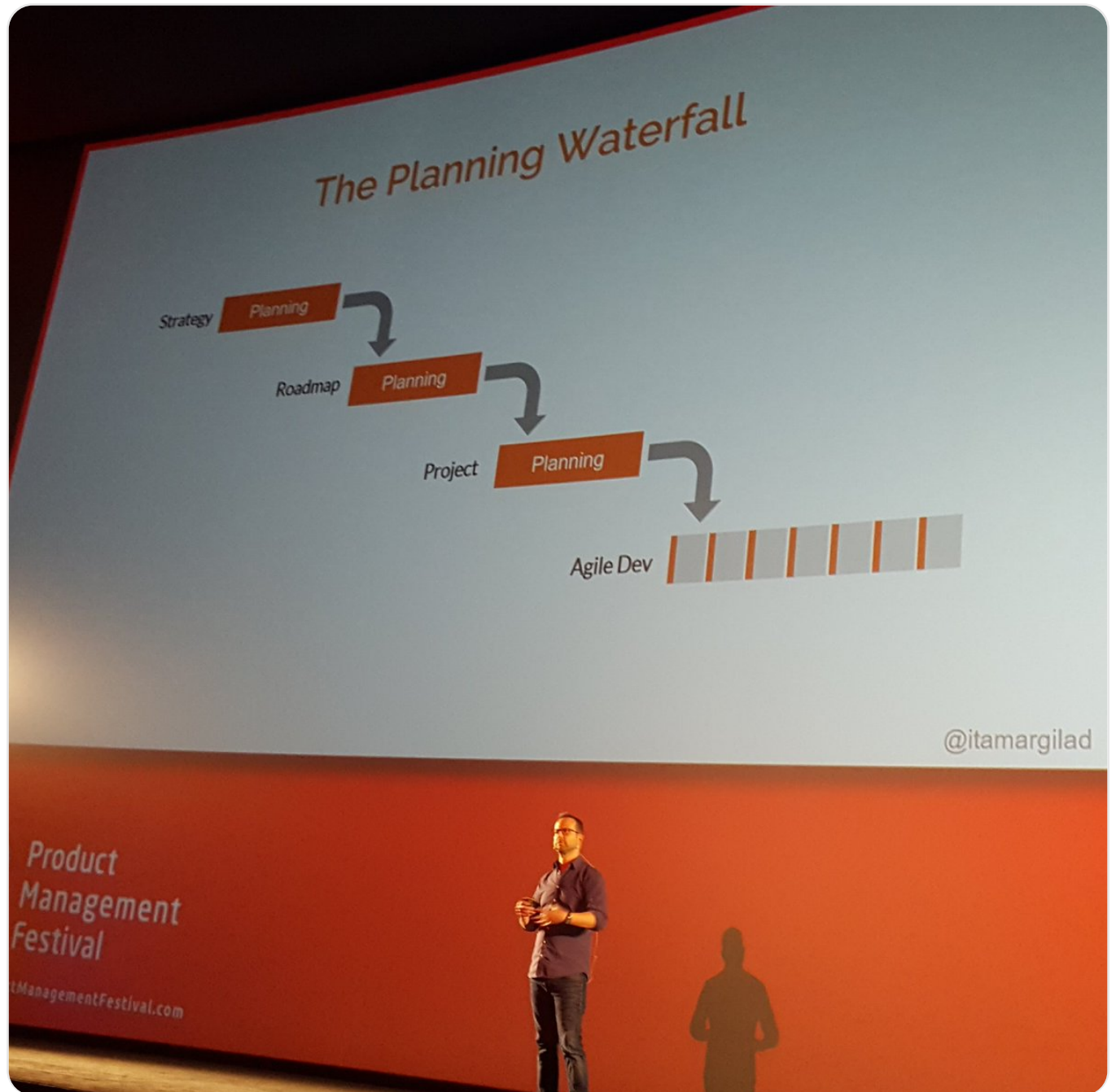




**Magdalena Baumgärtel** @mcs\_stone · 23 Std.

#pmf18 #zürich Product Management at its best @Carsten\_1909 @Krumbe76 @maykel\_84

Tweet übersetzen



**Tobi Camp** @tobi\_camp · 23 Std.

Great first day at the @ProdMgmtF. Inspiring talks, good networking and a thriving evening event. Simply #profect @inform\_software #PMF18

Tweet übersetzen



**Juliet Ruhe** @juliet\_ruhe · 24 Std.

#PMF18







**Optimizely** @Optimizely

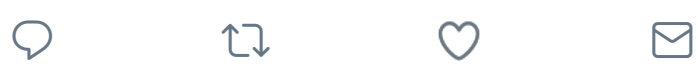
Visit us at #PMF18 booth 4 this week to learn how you can start building better products by implementing product experimentation, enjoy a game of Pac-Man and enter to win our raffle. [optimize.ly/2PSGdRW](https://optimize.ly/2PSGdRW)



**Timo Wagenblatt** @TimoWagenblatt · 14. Nov.

#PMF18 looking forward to this exciting session tomorrow!

Tweet übersetzen



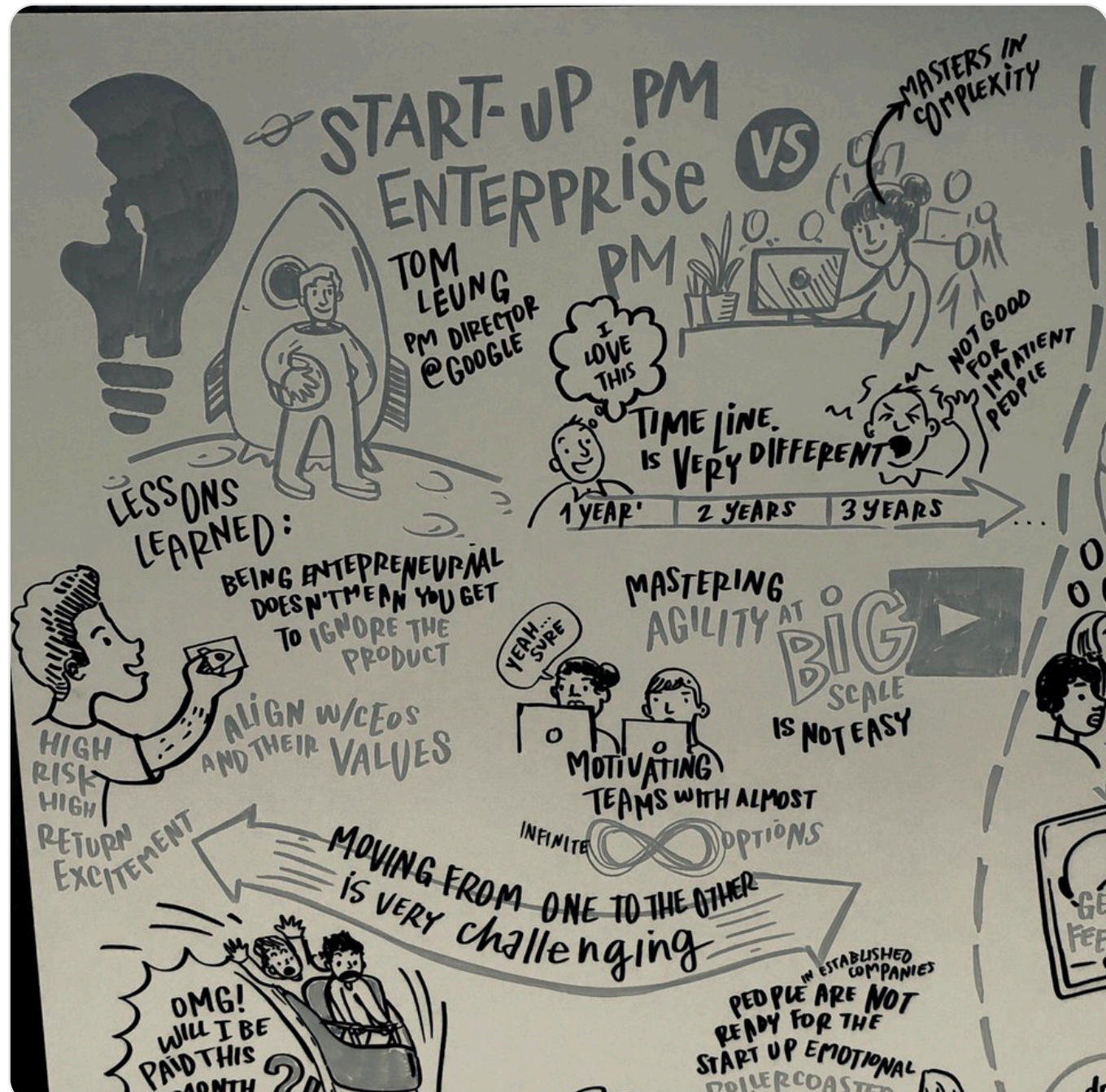
Adrian Zwingli gefällt das



**Antonio Grgic** @tonigrhic · 14. Nov.

Product Manager in a Start-Up vs Enterprise: an awesome graphic recording from a great speech at Product Management Festival #PMF18

Tweet übersetzen



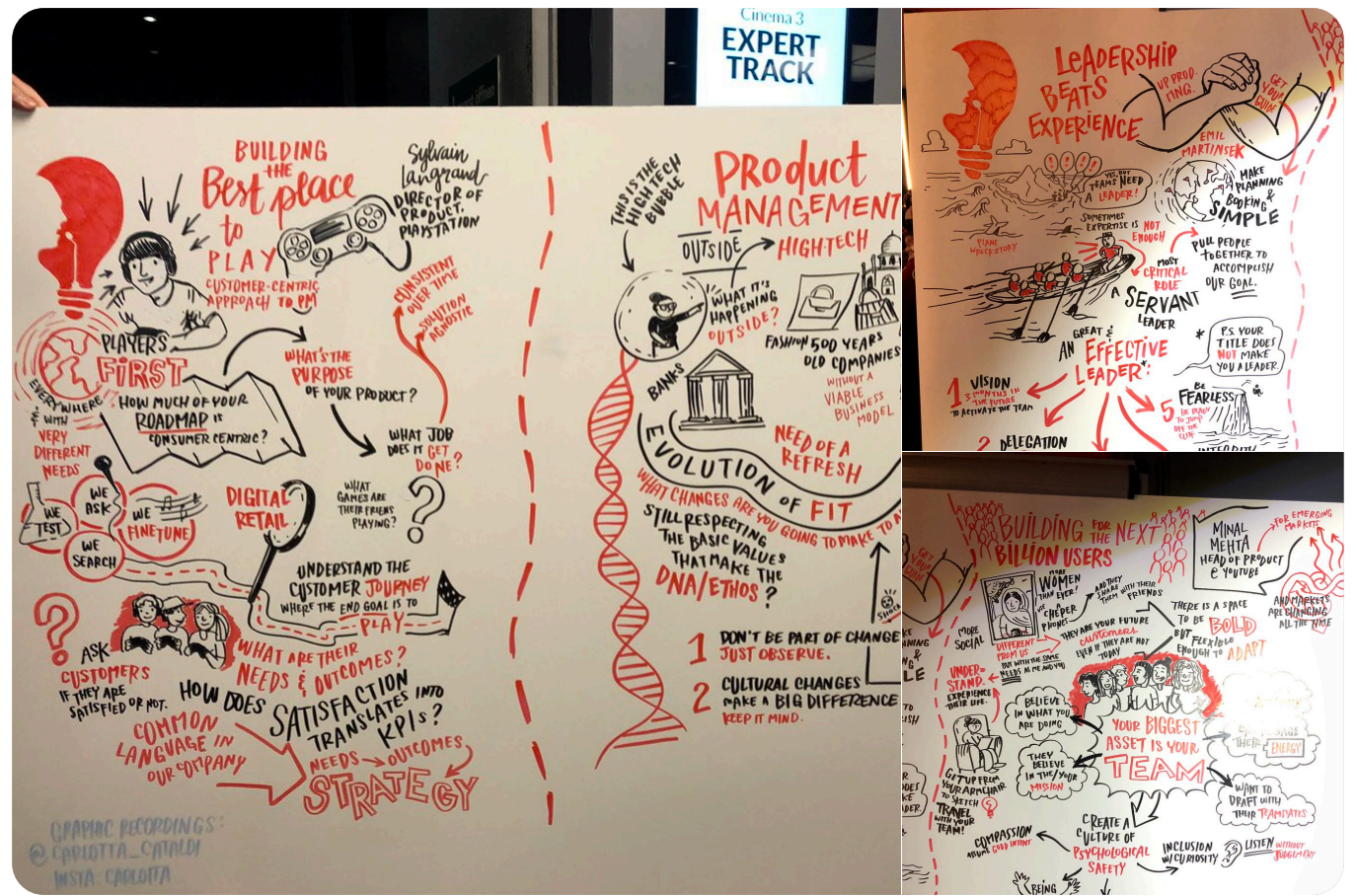




Krassi Hristova @krassihristova · 14. Nov.

Carlotta did an incredible job visualizing all the Main Track talks. Here're the last few! Which ones do you like the most? #PMF18 #productmanagement #learning

Tweet übersetzen



Jelena Laketić @thebabymonster · 14. Nov.

so many things that we are using 2day came out of the innovative solutions built for the users that r part of #NBU (next billion users) world.. so, 'when u build 4 NBU, u build for the world', minal mehta from @YouTube @ProdMgmtF #PMF18 @Google

Tweet übersetzen

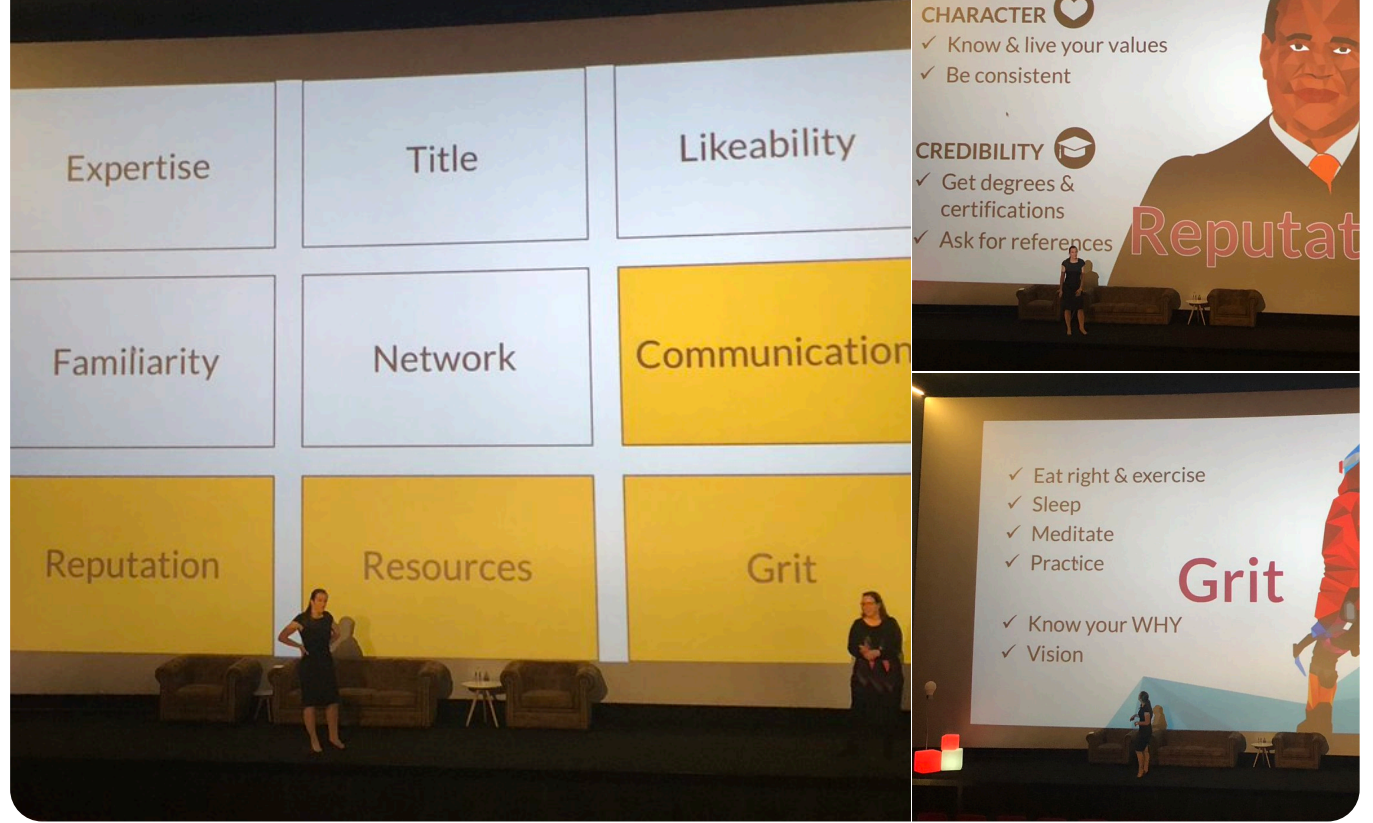


Jelena Laketić @thebabymonster · 14. Nov.

influence by using and improving your nine power sources, another great and v useful session @ProdMgmtF by @wolfandheron 's @KaraMari and @BossLady\_Wolf my personal favorites: #reputation and #grit #PMF18

Tweet übersetzen





1



**Alexandra Lung** @LungAlexandra · 14. Nov.

Do you know girls can do anything? Great inspiring talk by Minal Mehta on building for the next billion users at [#PMF18](#)

Tweet übersetzen



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Wow over 900 [#ProductManagers](#) from 38 countries and 335 companies @ [#PMF18](#) !

[#ProdMgmt](#) [#conference](#)

Tweet übersetzen

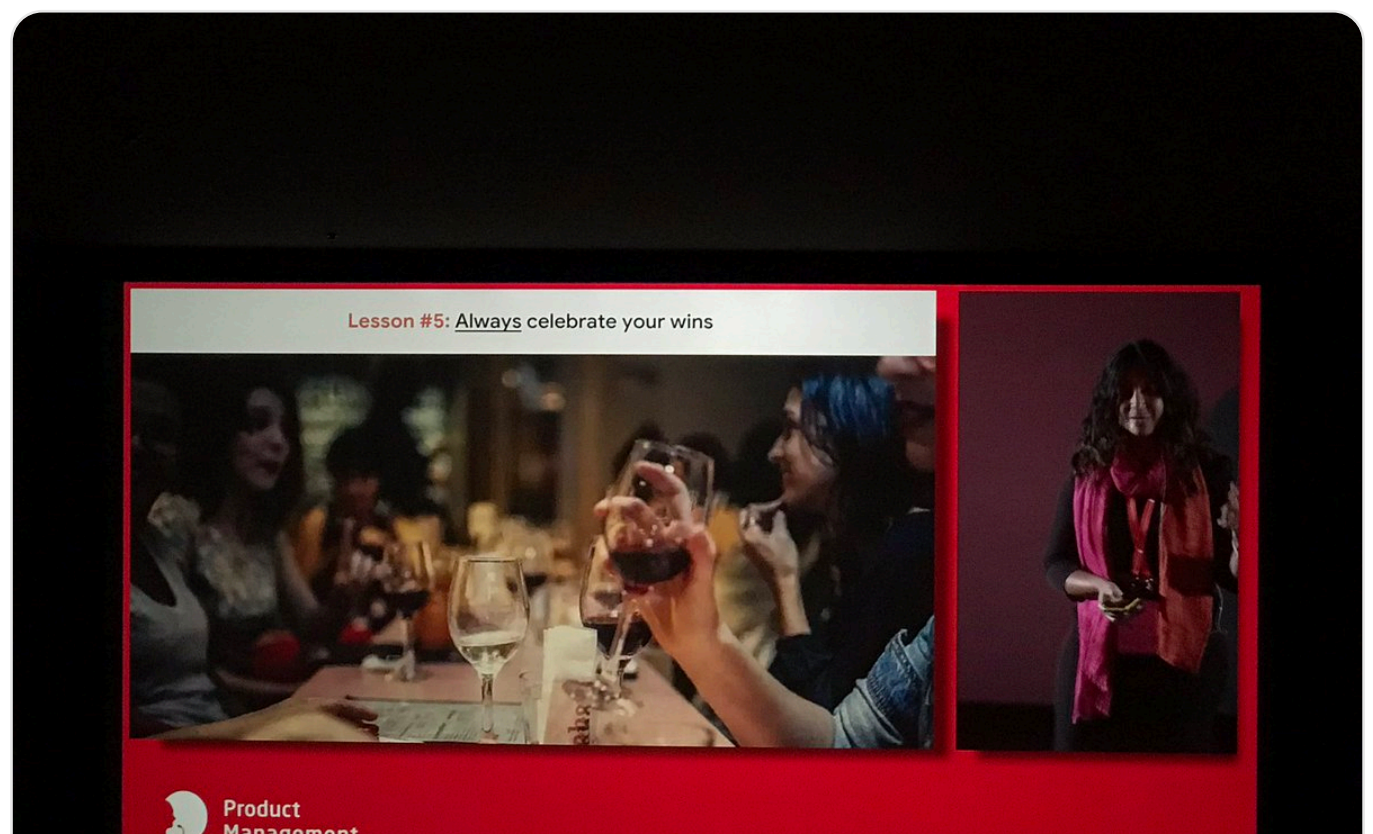


3
 10



**Thormen** @Thormen2 · 14. Nov.

Yeah-great advice [#PMF18](#)







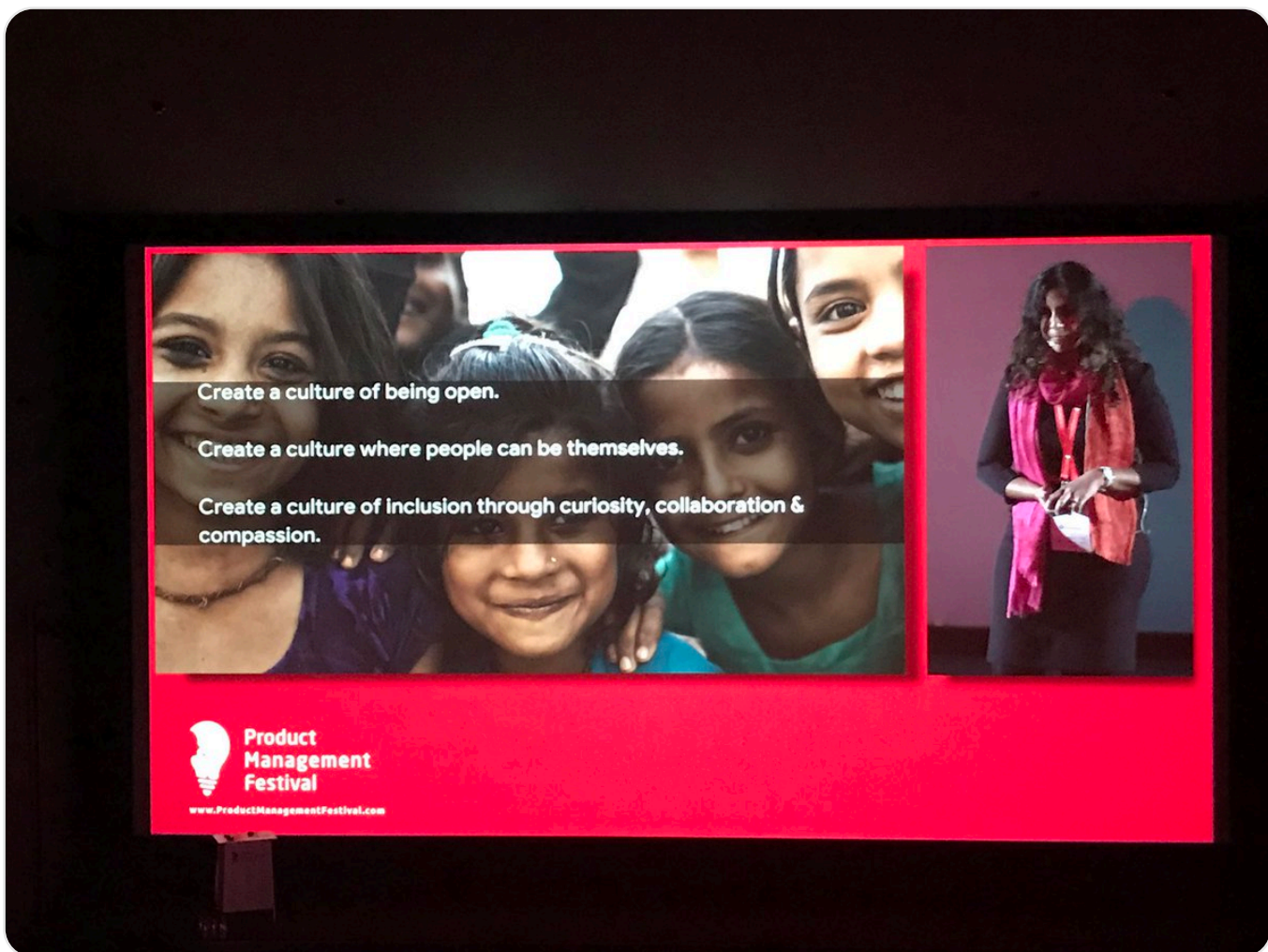
🗨️ ↻ ❤️ 1 ✉️



**Thormen** @Thormen2 · 14. Nov. ⌵

Not for the first time today -as ProductManager it is key to influence the working culture-in a good way for the team to feel save [#PMF18](#)

🌐 Tweet übersetzen



🗨️ ↻ ❤️ ✉️



**Holiday Extras Tech** @hxtechteam · 14. Nov. ⌵

Hearing about creating a great team culture based on openness, care and inclusion is giving us all of the feels [#pmf18](#)

🌐 Tweet übersetzen



🗨️ ↻ ❤️ 1 ✉️



**Thormen** @Thormen2 · 14. Nov. ⌵

If you want to build products really for users-especially if your target group is outside your (kn)own location - meet them with curiosity about their lives where they live to learn about their needs [#PMF18](#)

🌐 Tweet übersetzen





**Schulze, Bert O.** @BeSchulze · 14. Nov.

Minahl Mehta, Head of Products, Emerging markets: Find people who believe in what you are doing, empower ambiguity, find people who can manage their energy and are teamplayers [#PMF18](#)

Tweet übersetzen



**Applause DACH** @ApplauseDach · 14. Nov.

On Stage: Jörg Heilmann über [#Crowdtesting](#) & Kundennähe. [#PMF18](#)  
[#ProductManagementFestival](#) Schaut auch gerne an unserem Stand in Halle 6 vorbei!







🗨️ ↻️ ❤️ 2 ✉️



**Markus Meixner** @daidalos\_io · 14. Nov. ▼

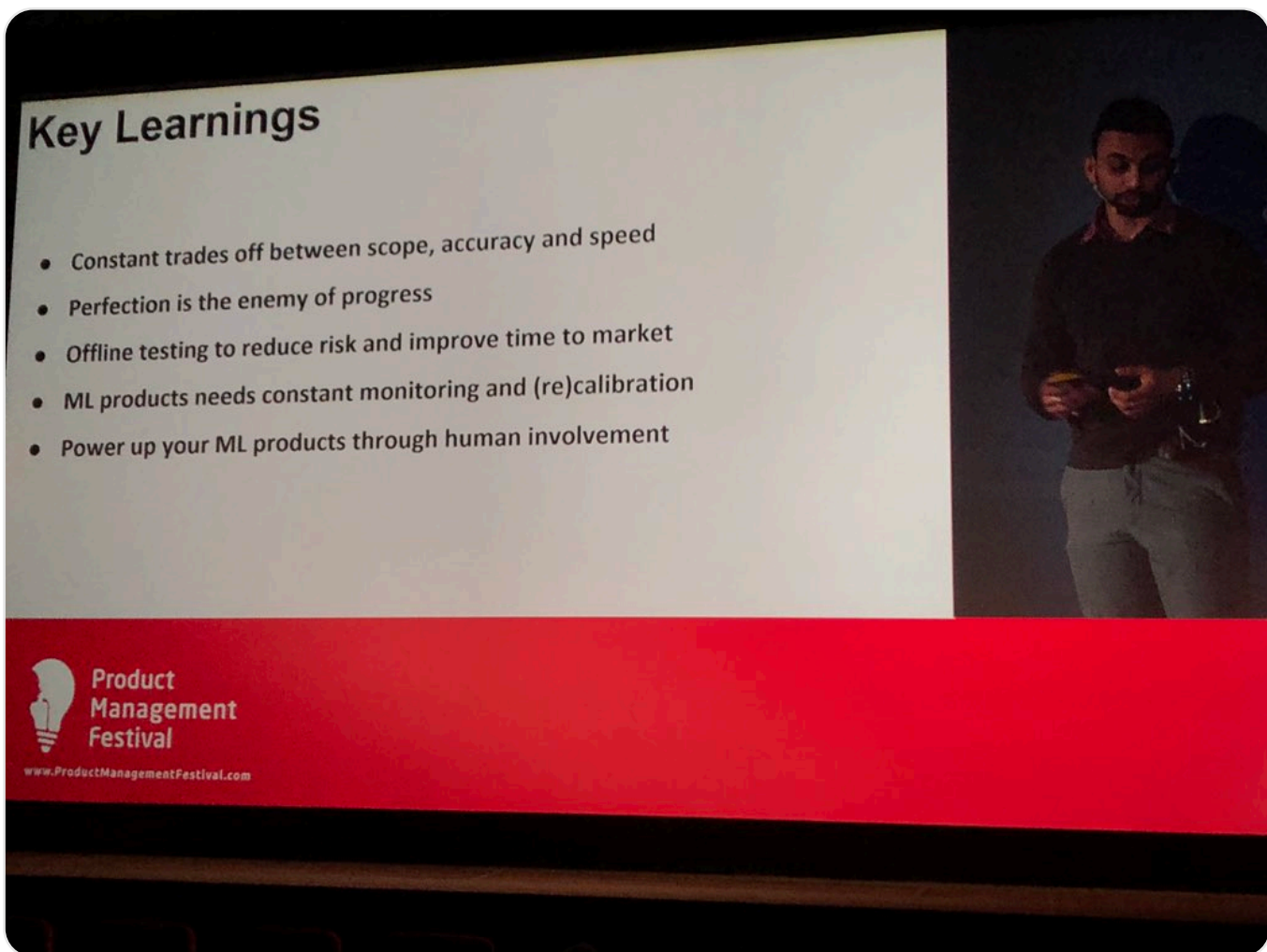
Key learnings if you build [#MachineLearning](#) product:

1. constant trade-off betw scope, accuracy & speed
2. perfection is the enemy of progress
3. offline testing to reduce risk
4. ML products need constant monitoring/calibration

... [#pmf18](#) [#pmf](#)

By Avinav pashine [@ProdMgmtF](#)

🌐 Tweet übersetzen



🗨️ ↻️ ❤️ 1 ✉️



**Holiday Extras Tech** @hxtechteam · 14. Nov. ▼

Closing keynote at the [#pmf18](#) The Next Billion Users

🌐 Tweet übersetzen





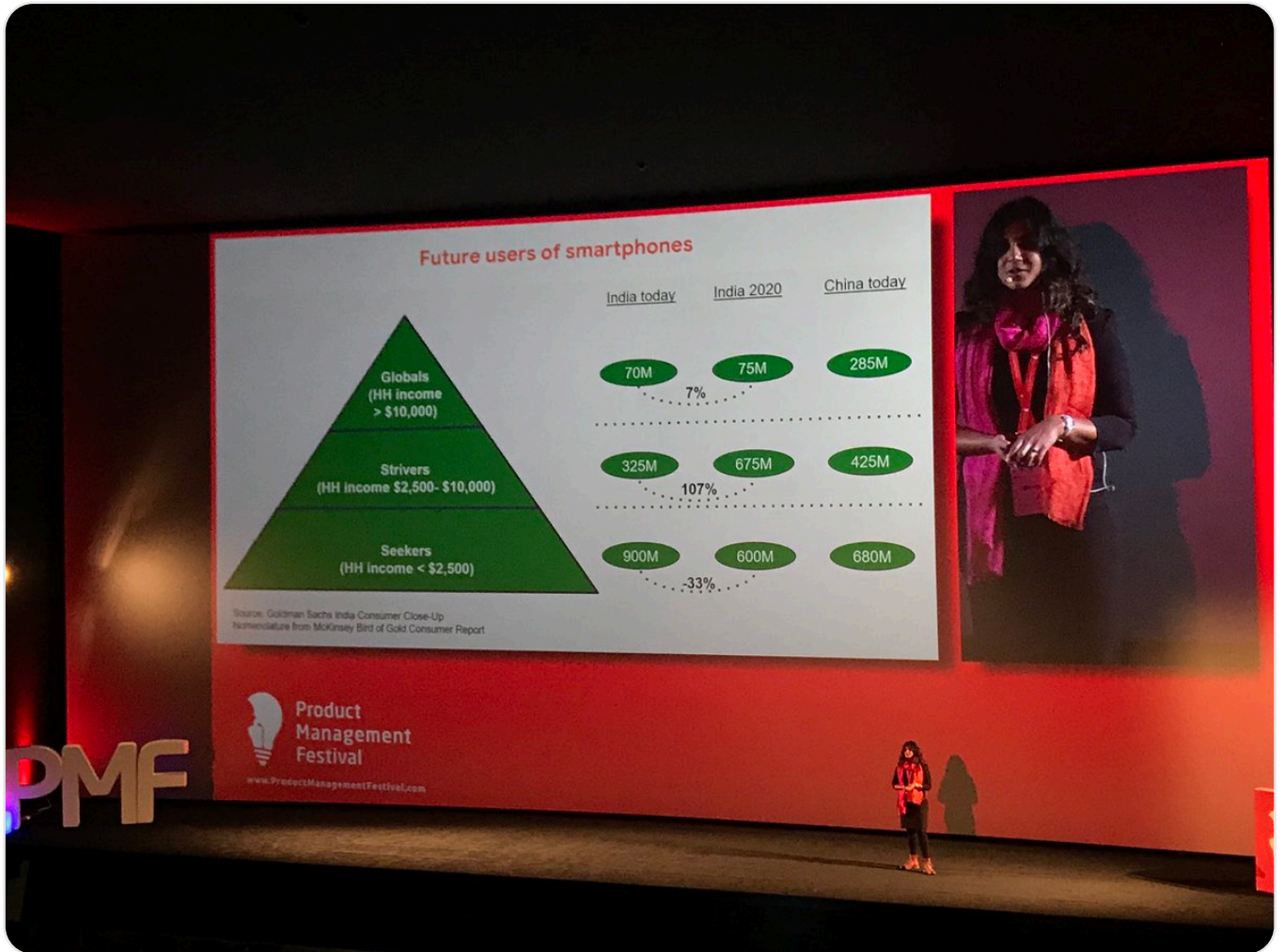
🗨️ ↺️ ❤️ 1 ✉️



**Mostafa @ #PMF18** @MostafaNageeb · 14. Nov.

I wonder how this look for Egypt #PMF18

🌐 Tweet übersetzen



🗨️ ↺️ 1 ❤️ 1 ✉️



**Schulze, Bert O. @BeSchulze** · 14. Nov.

The next billion #google users, Minahl Mehta, Head of Products, Emerging markets, share her vision : There will be more female users than ever #PMF18 [pic.twitter.com/OQAorA2thj](https://pic.twitter.com/OQAorA2thj)

🌐 Tweet übersetzen

🗨️ ↺️ ❤️ 2 ✉️



**mareK Claussen** 🎵 @funkymc · 14. Nov.

Data is Crack #PMF18



🗨️ ↺️ ❤️ 1 ✉️



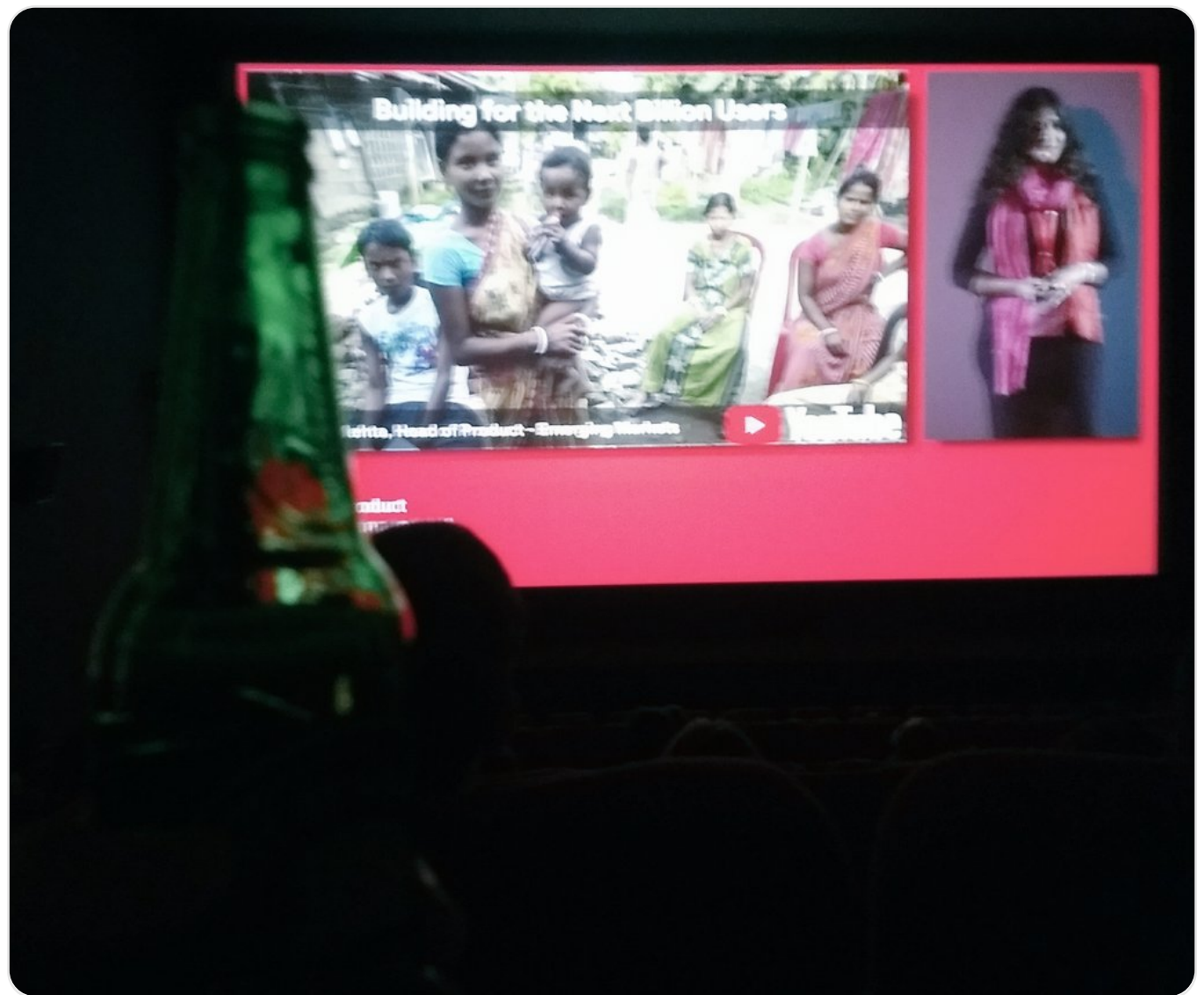
**Teen Peters @phalox** · 14. Nov.





Florian Peters @phalox · 14. Nov.  
Last keynote of today, with a beer! How to create products for the millions (aka developing, but also developed world) #PMF18

Tweet übersetzen



🗨️ ↻️ ❤️ 1 📧



Antonio Grgic @tonigrvic · 14. Nov.  
Think about it! #PMF18



🗨️ ↻️ ❤️ 2 📧



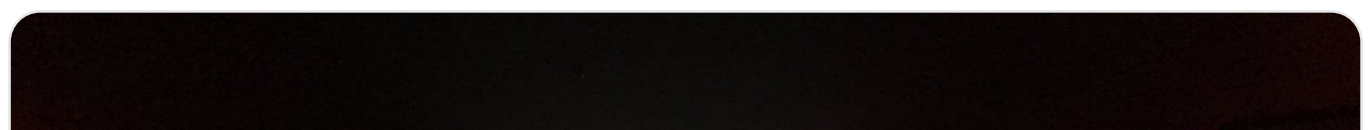
ibo Training GmbH @ibo\_training · 14. Nov.  
Wird #Youtube die nächste Milliarde User knacken? Um dieses Thema dreht sich die letzte Key-Note des 1. Tages #pmf18.

🗨️ ↻️ 1 ❤️ 6 📧



Pradeep Fernando @PradeepFernando · 14. Nov.  
Essential values of a leader #PMF18

Tweet übersetzen







🗨️ ↻️ ❤️ 3 ✉️



**Optimizely** @Optimizely · 14. Nov.

Visit our team at [#PMF18](#) booth 4 this week to enter our raffle, play a game of Pac-Man, and learn about the benefits of product experimentation.

🌐 Tweet übersetzen



🗨️ ↻️ ❤️ ✉️



**Stefan Ritter** @stefanritter · 14. Nov.

[#PMF18](#) join my session tomorrow at 1 pm in the [#B2B](#) track!

🌐 Tweet übersetzen





1 4

Prod Mgmt Festival und 1 weiterer gefällt das



**Mostafa @ #PMF18** @MostafaNageeb · 14. Nov.

Interesting insight from an ex-Zalando colleague [#pmf18](#)

Tweet übersetzen



3



**Willie Lok @willielok** · 14. Nov.

APIs are products too! [@ProdMgmtF](#) [#pmf18](#)

Tweet übersetzen



2



**Prod Mgmt Festival @ProdMgmtF** · 14. Nov.

Patrick Williamson about how AI as the product impacts product management at

[@aragoGmbH](#)

[#PMF18](#) [#conference](#) [#ProductManagement](#)

Tweet übersetzen





🗨️ 2 ❤️ 3 ✉️



**Lijntje Zandee** @LijntjeZandee · 14. Nov.

Interactive and creative session with @JAF\_Designer and @milez #pmf18

🌐 Tweet übersetzen



🗨️ 1 ❤️ 2 ✉️

❤️ Adrian Zwingli gefällt das



**Itamar Gilad** @ItamarGilad · 14. Nov.

Thanks, Jelena, I enjoyed talking to like-minded PMs in #pmf18



**Jelena Laketić** @thebabymonster

in his talk @ProdMgmtF, @ItamarGilad shared #GIST, interesting and v logical approach toward planning that cld break silos in the organization and help connect teams better toward mutual goals..i'll definitely explore this...

🌐 Tweet übersetzen

🗨️ 1 🔄 2 ❤️ 7 ✉️



**Mostafa** @ #PMF18 @MostafaNageeb · 14. Nov.

Atlassian's goals signals metrics framework. Interesting. And well designed presentation BTW. #pmf18

🌐 Tweet übersetzen





2
 3



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Sharing real-life takeaways from his experience at [#LinkedIn](#) and [#Facebook](#): timing is everything, prepare for change, hiring is critical and culture is bedrock [@facebook](#) [@markhull](#) [#PMF18](#) [#conference](#) [#ProdMgmt](#)

[Tweet übersetzen](#)



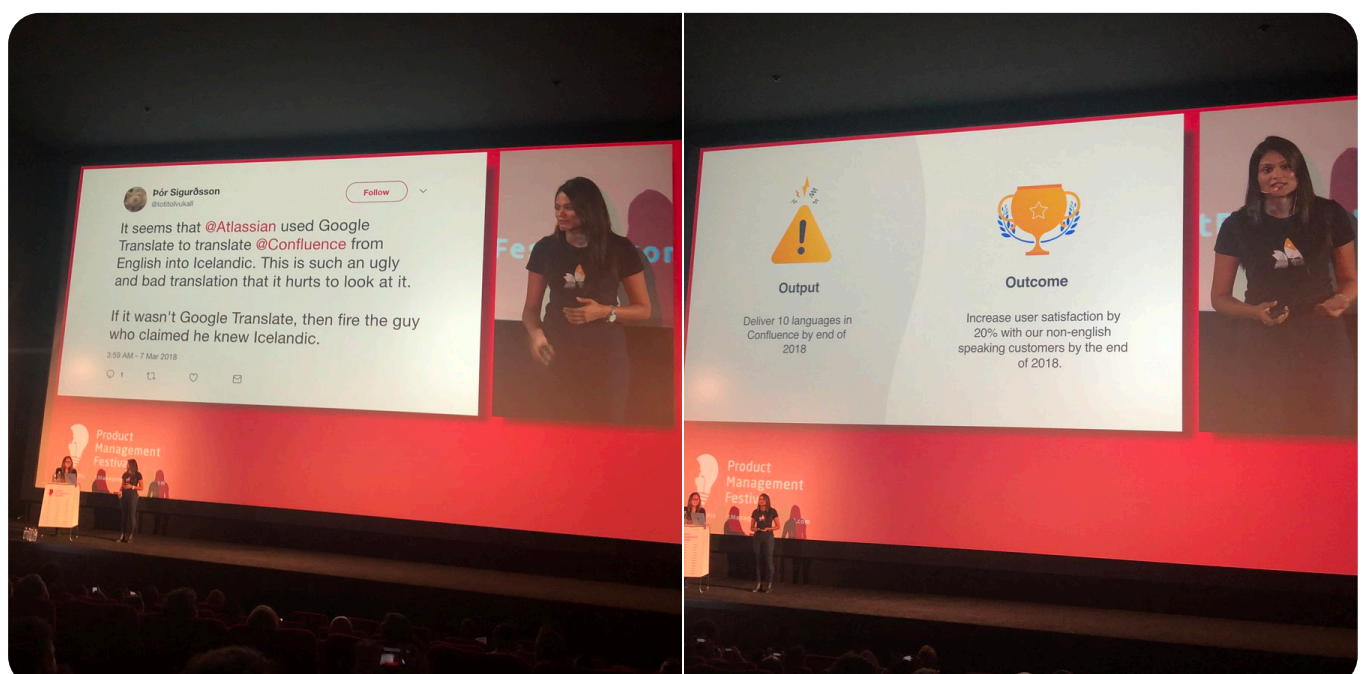
2
 8



**Paul Herwarth v. B.** @pherwarth · 14. Nov.

Very open and honest sharing of lessons learned by [#Atlassian](#) PMs at [#PMF18](#). Make sure you focus on Outcome not Output.

[Tweet übersetzen](#)







1

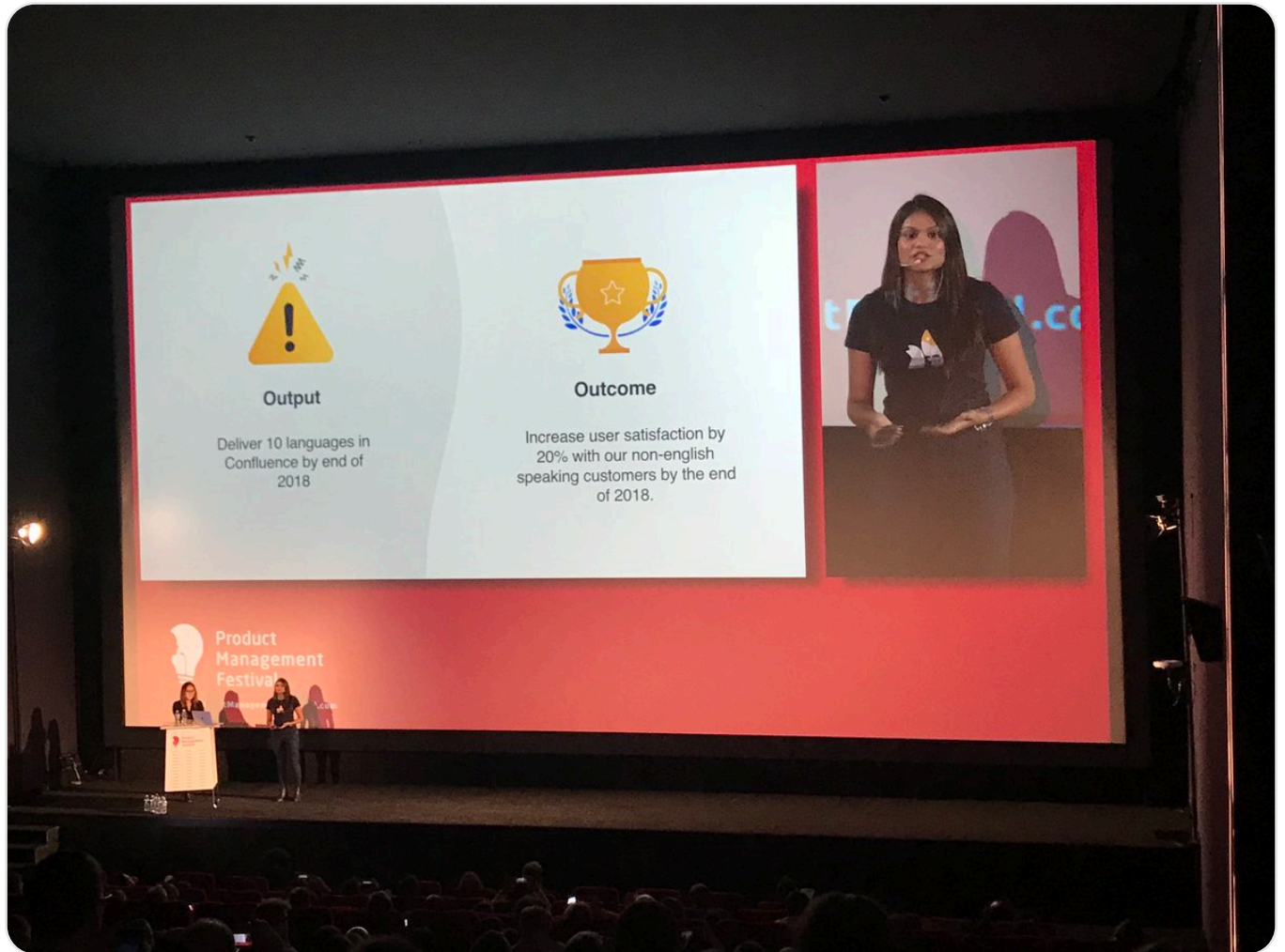
4



**Mostafa @ #PMF18** @MostafaNageeb · 14. Nov.

This is my biggest problem with most people and especially in the German culture. I call it action driven and not result driven. Output vs outcome sounds nicer. [#PMF18](#)

[Tweet übersetzen](#)



1

3

4



**Pradeep Fernando @PradeepFernando** · 14. Nov.

Nailing metrics [#PMF18](#)



1



**mobiquityincEU @mobiquityincEU** · 14. Nov.

Bas Giltay aced it at Product Management Festival. [👍#zurich\\_switzerland](#)  
[#Philips](#) [#wearable](#) [#PMF18](#)

[Tweet übersetzen](#)







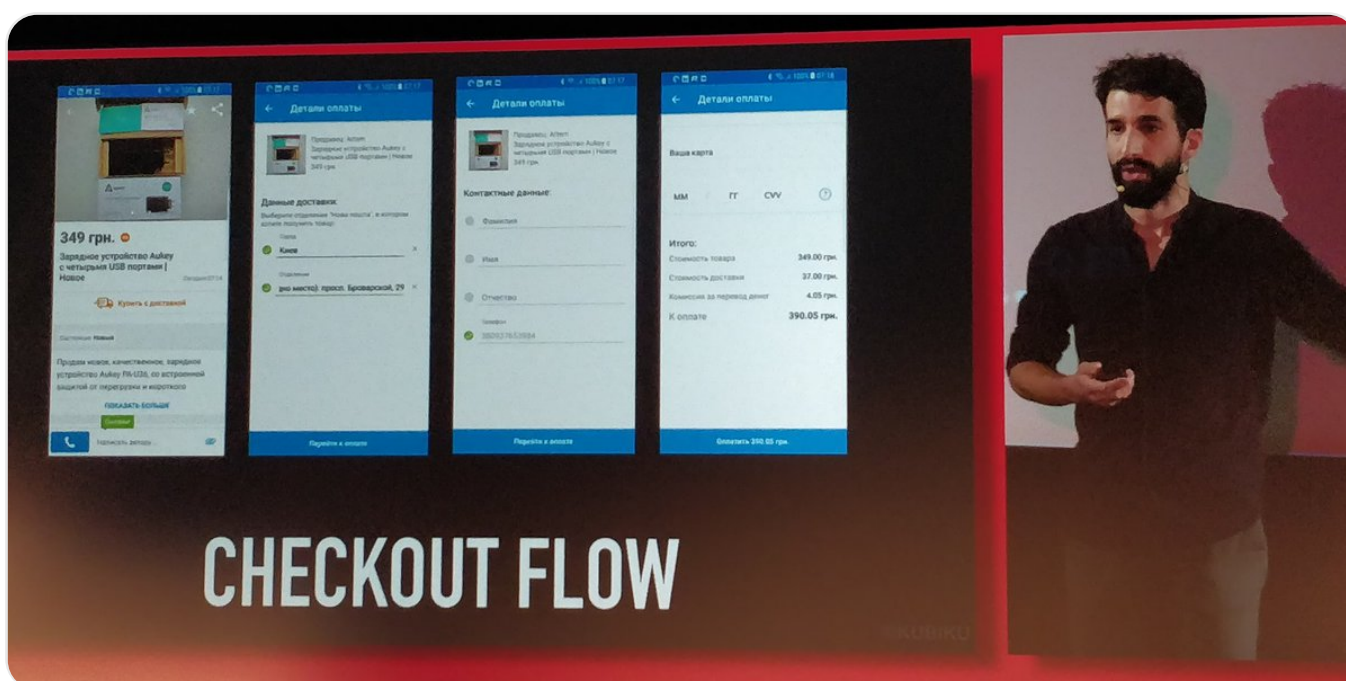
1 2



**Xavier Albareda** @xalbarda · 14. Nov.

Attending the Product Management Festival in Zurich. What an awesome line up we got and several different stages! [#pmf18](#) [#product](#) [#productmanagement](#)

Tweet übersetzen



1 2



**Jelena Laketić** @thebabymonster · 14. Nov.

how can u make your chatbot stand out? some points by amr le-shimi and @afathalla from @zalando : understand ur customer journey, focus on specifics, unique value that u r bringing and personalize it 🤖🗨️ @ProdMgmtF #PMF18 @ZalandoTech #zalando

Tweet übersetzen



1



**Femergy** @Femergy\_com · 14. Nov.

Attending Product Managent Festival! @ProdMgmtF #PMF18 learning and doing more!

Tweet übersetzen









**Christoph Tempich** @CTempich · 14. Nov.

In case you liked my talk and are wondering how to teach those insights to your team. I have a training for you [#PMF18](#) [#prodmgmt](#) [#ai](#) [#ml](#) [#training](#)

Tweet übersetzen

**Product Management Training für Data Scientists**  
 Das Training vermittelt die Verfahren des Produktmanageme...  
 inovex.de

Diesen Thread anzeigen



**ibo Training GmbH** @ibo\_training · 14. Nov.

Auch Computerspiele können als Beispiel für gutes [#Produktmanagement](#) und [#CustomerExperience](#) dienen. [#playstation](#) auf dem [#PMF18](#)

**Sylvain Langrand**  
 Director of Product Management, PlayStation

**Building the Best Place to Play: Sony PlayStation's Customer-centric Approach to Product Management**



**Stephanie May** @StephMay2 · 14. Nov.

Validated learning to make sure "we are building the right thing, before we build the thing right"

[#PMF18](#) [#prodmgmt](#) [#ASOS](#) [#validatedlearning](#) [@helenazelem](#) [@mrpaultaylor](#)

Tweet übersetzen



**Ravi Sapata** @YoursProductly · 14. Nov.

[#PMF18](#)

**INFLUENCE = ( POWER ) ( PATHWAY )**

**The Nine Power Sources**

**EXPERTISE** What you know and can do.  
**COMMUNICATION** Your ability to communicate



<b>FAMILIARITY</b>	powerfully and effectively.
<b>LIKEABILITY</b>	Your familiarity, trust, and experience with another person.
<b>TITLE</b>	Your ability to attract others to you by causing them to like you.
<b>TITLE</b>	Your formal role or authority in a group, organization, or community.
<b>RESOURCES</b>	Your control of financial, natural, and information resources.
<b>NETWORK</b>	The breadth and quality of your connections with other people.



 2
 



**Stephanie May** @StephMay2 · 14. Nov.

Interesting talk from @ASOS\_Careers on Validated learning- three types validation:

- Customer - feature desirability
- Finance - revenue, cost & net impact
- Technology - tech implications

#pmf18

 Tweet übersetzen



 1
 



**Nikkel Blaase** @JAF\_Designer · 14. Nov.

#pmf18 🙌





 1
 

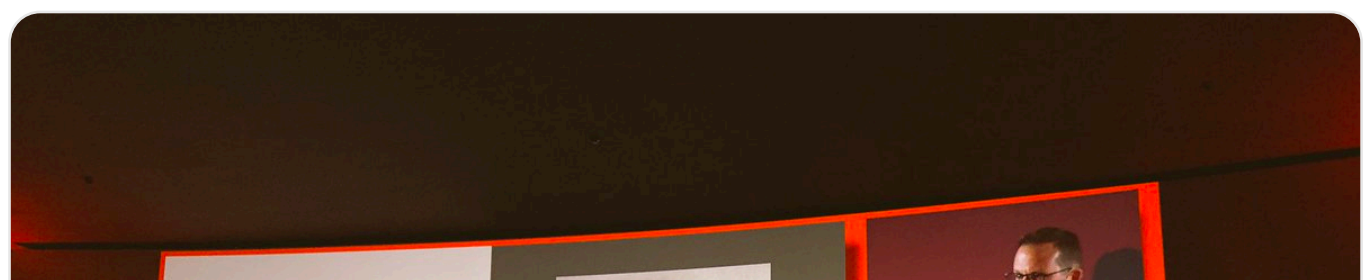


**Markus Meixner** @daidalos\_io · 14. Nov.

„No plan survives first contact with the enemy.“ And this is probably the same for every great product idea until it hits the market. #PMF18

#productmanagment thanks for the talk about GIST framework @ItamarGilad

 Tweet übersetzen







🗨️ ↻️ 1 📧



**Jakub Uniejewski** @kubiku · 14. Nov.

“Don’t give yourself excuses not to test with real users, it’s the only way you can verify if your ideas are right” @ItamarGilad at @ProdMgmtF. So simple, so right, so often neglected #PMF18

🌐 Tweet übersetzen

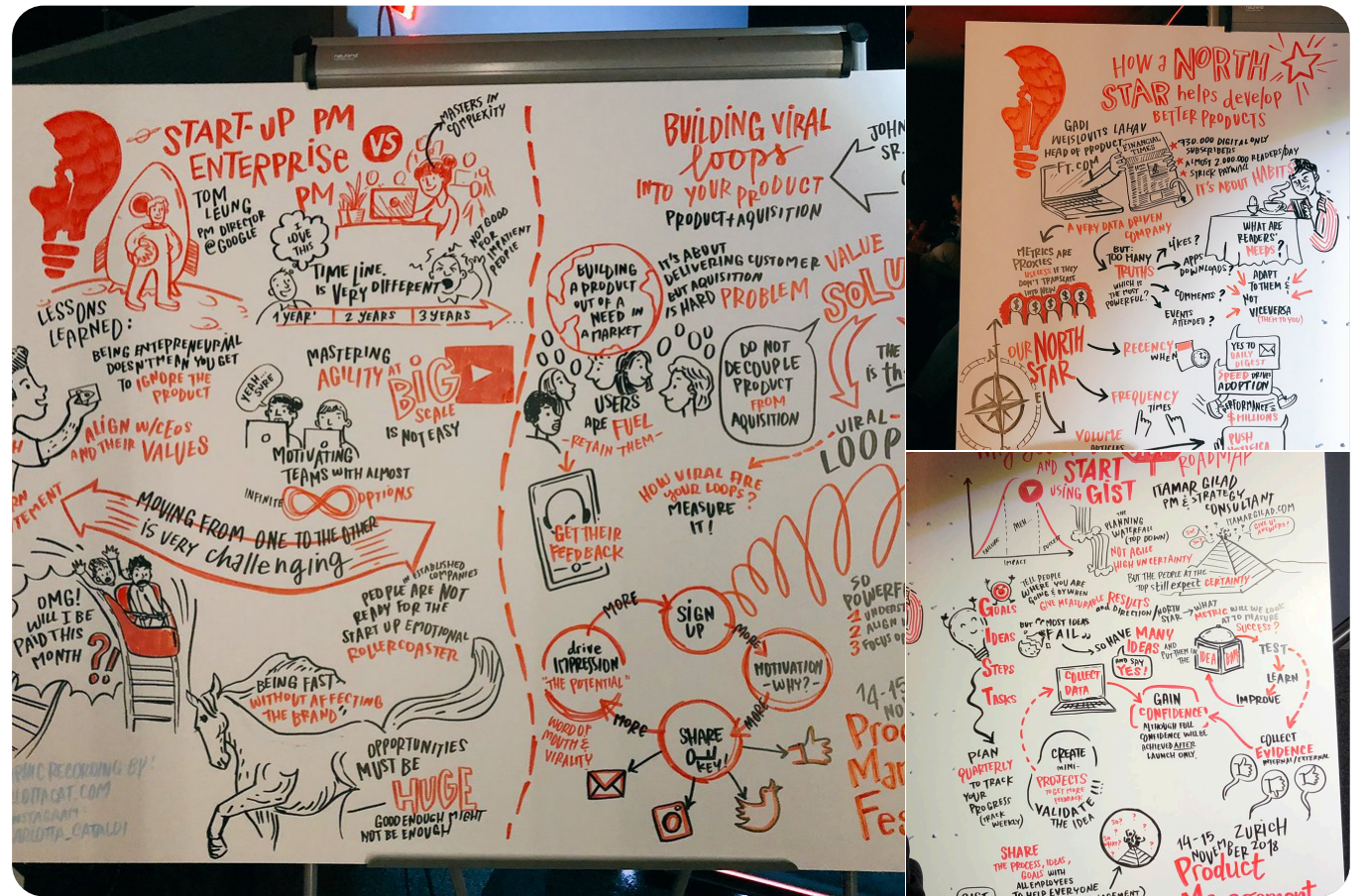
🗨️ ↻️ 1 📧



**Krassi Hristova** @krassihristova · 14. Nov.

Need more spark notes from today’s #PMF18 sessions on #productmanagement? Well, here are a few more 😊

🌐 Tweet übersetzen



🗨️ ↻️ 2 📧

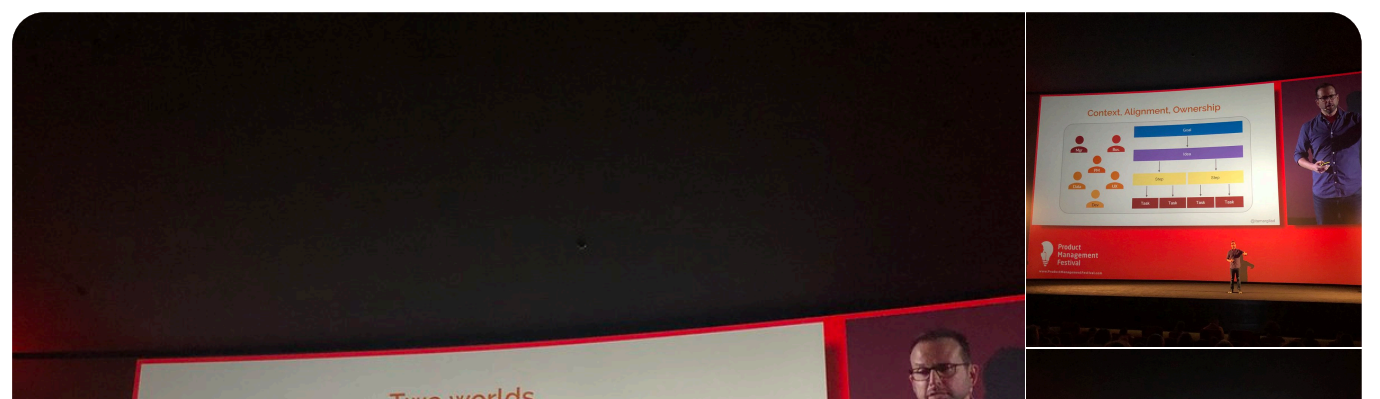
♥️ Adrian Zwingli gefällt das



**Jelena Laketić** @thebabymonster · 14. Nov.

in his talk @ProdMgmtF, @ItamarGilad shared #GIST, interesting and v logical approach toward planning that cld break silos in the organization and help connect teams better toward mutual goals..i'll definitely explore this further 2 find out more 🧑🏻💻 @ProdMgmtF #PMF18

🌐 Tweet übersetzen







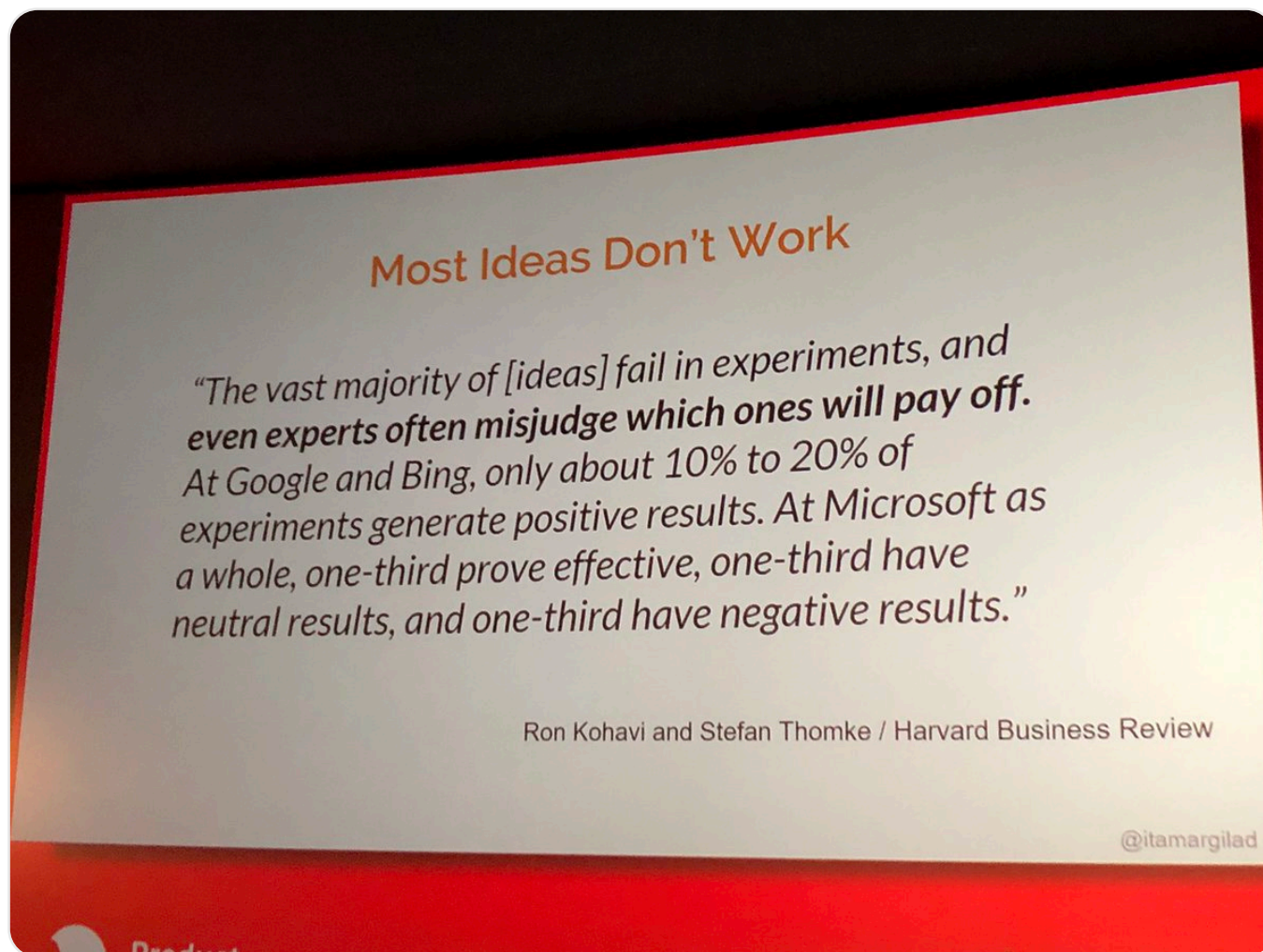
🗨️ 3 ❤️ 4 ✉️



**Markus Meixner** @daidalos\_io · 14. Nov.

Your idea will most likely fail. So what. #productmanagement #pm #productmanagementfestival #PMF18

🌐 Tweet übersetzen



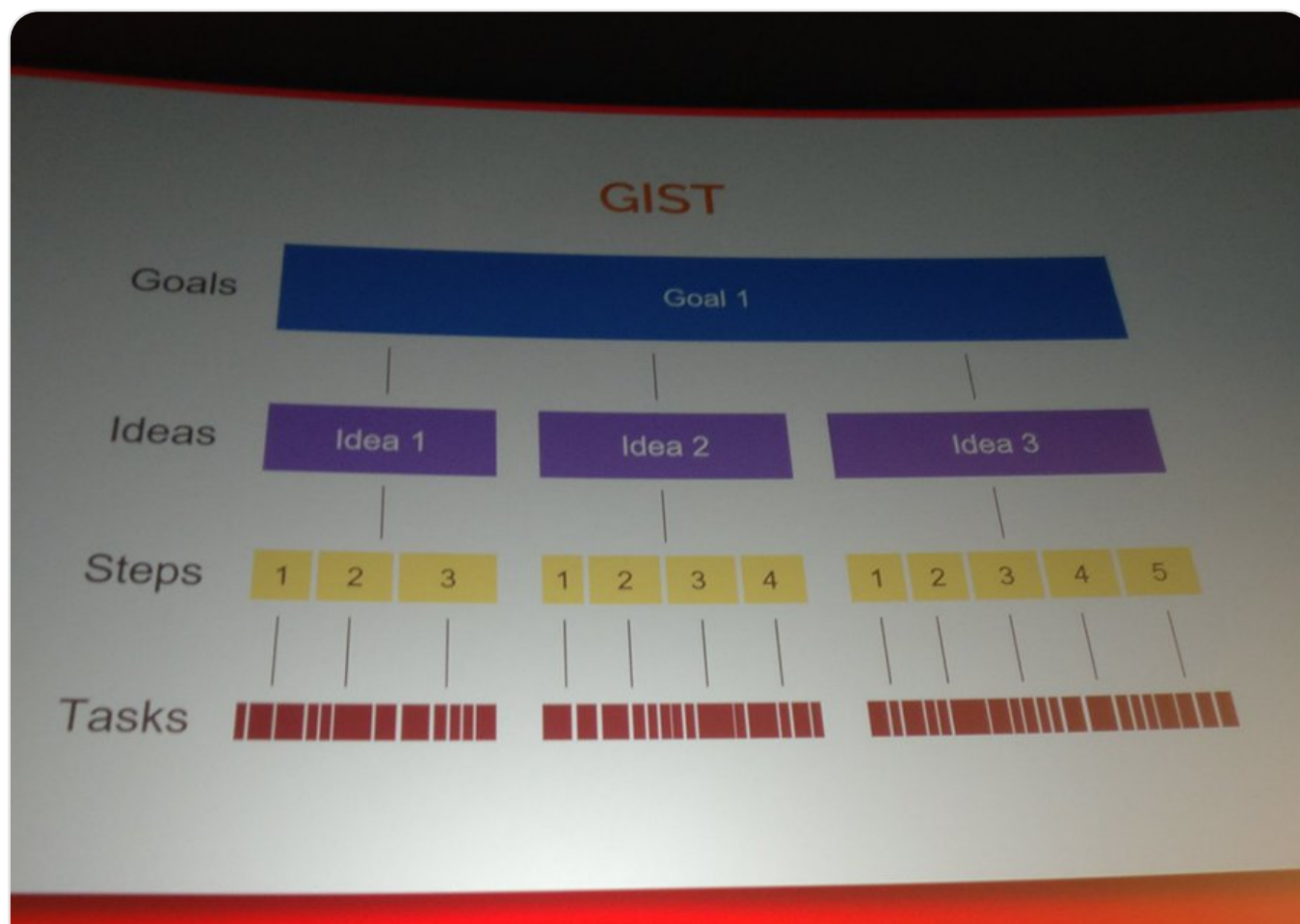
🗨️ 5 ❤️ 6 ✉️



**Emilie Ringwald** @Milouchkette · 14. Nov.

I love the GIST methodology presented by @ItamarGilad at the @ProdMgmtF #PMF18

🌐 Tweet übersetzen





Product Management  
Festival



**Tom Leung** @toml · 14. Nov.

Startup versus Bigco #productmanagement in one picture courtesy of #PMF18

Tweet übersetzen



**Christian Strunk** @Strunkchristian · 14. Nov.

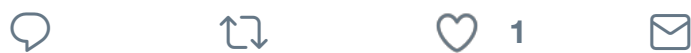
GIST:

Goals, Ideas, Steps, Tasks.

A great alternative to roadmaps.

I'm super impressed and will try it out for my side projects #PMF18

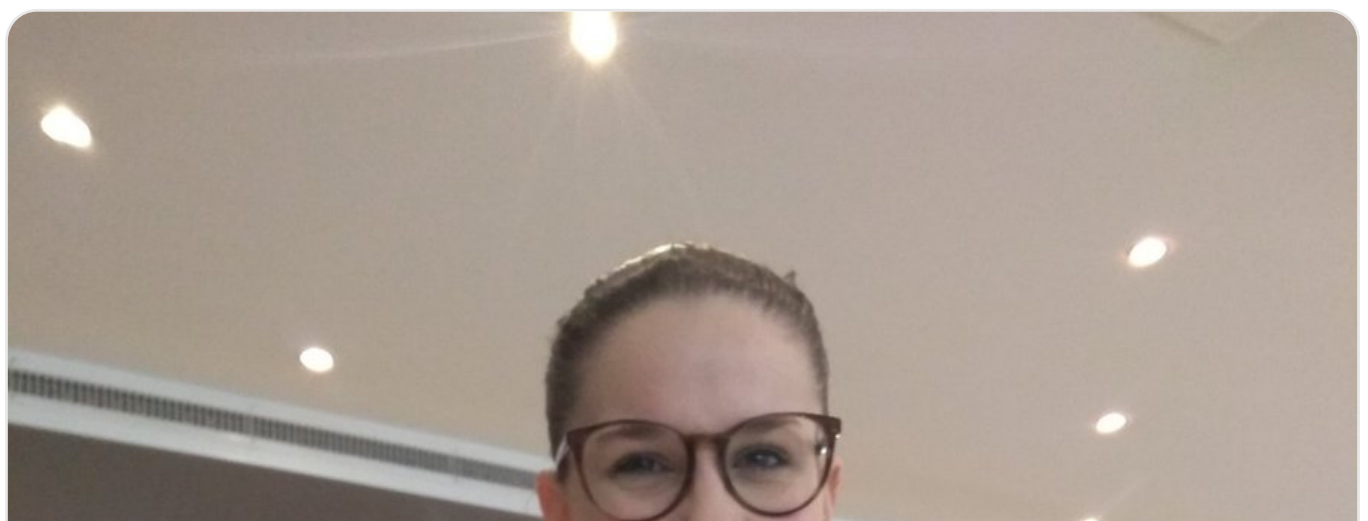
Tweet übersetzen



**KP** @Kamptel · 14. Nov.

#pmf18 -delicious Swiss chocolates@exhibition area

Tweet übersetzen







🗨️ ↻️ ❤️ 0 ✉️



**Applause DACH** @ApplauseDach · 14. Nov.

Nicht verpassen! Unser Solotion Consultant Jörg Heilmann spricht heute um 15.50 Uhr im Track+\* zum Thema [#Crowdtesting](#) & [#CustomerExperience](#).  
[#PMF18](#) [#ProductManagementFestival](#)

**Schedule - Product Management Festival | Defining the ...**

This year's feastival...

[productmanagementfestival.com](http://productmanagementfestival.com)

🗨️ ↻️ ❤️ 1 ✉️

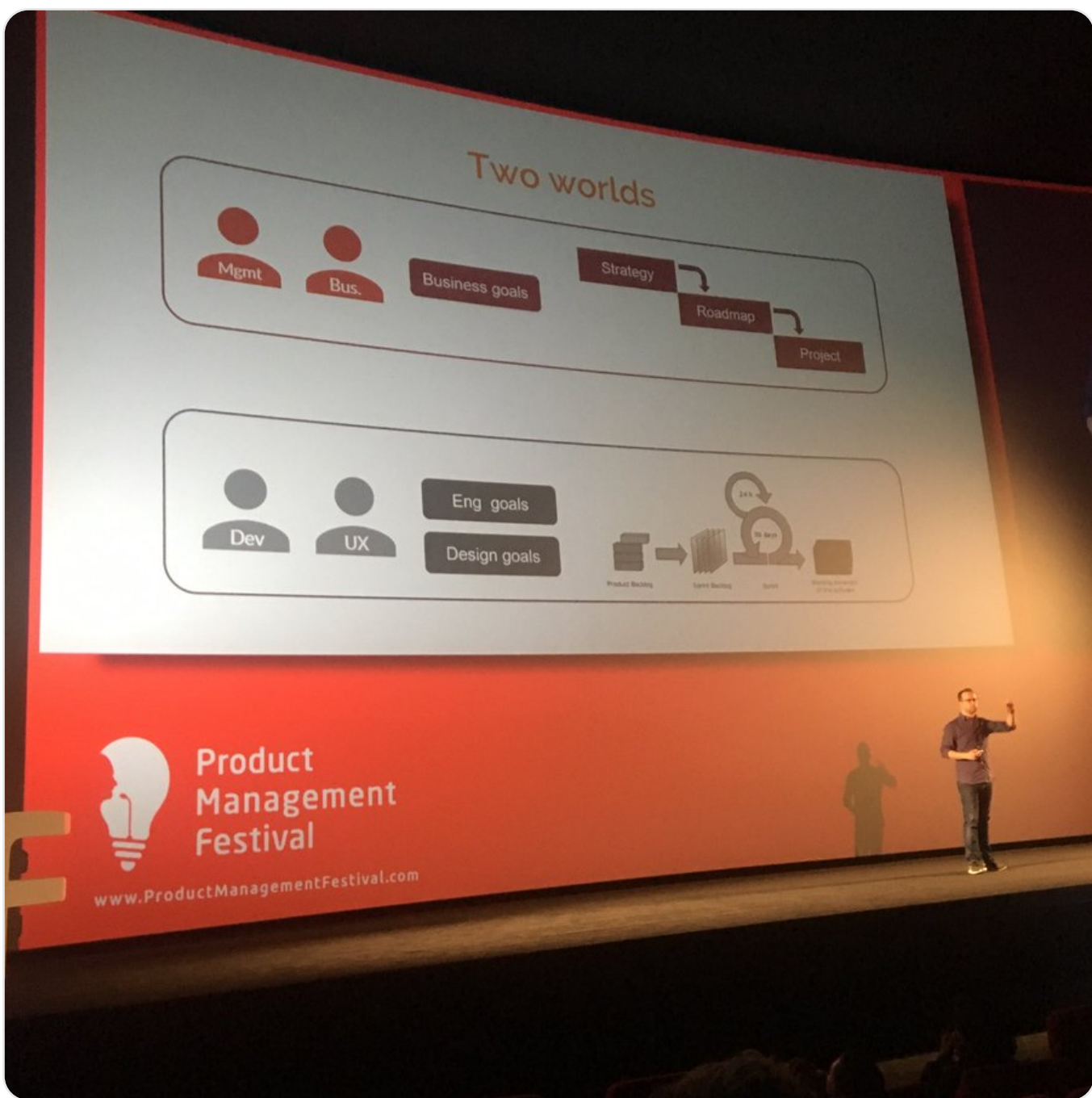
📍 Prod Mgmt Festival gefällt das



**Christina** @ChristinaLatha · 14. Nov.

Very insightful day so far [@ProdMgmtF](#) [#PMF18](#) [#Zurich](#)

🌐 Tweet übersetzen



🗨️ ↻️ ❤️ 3 ✉️

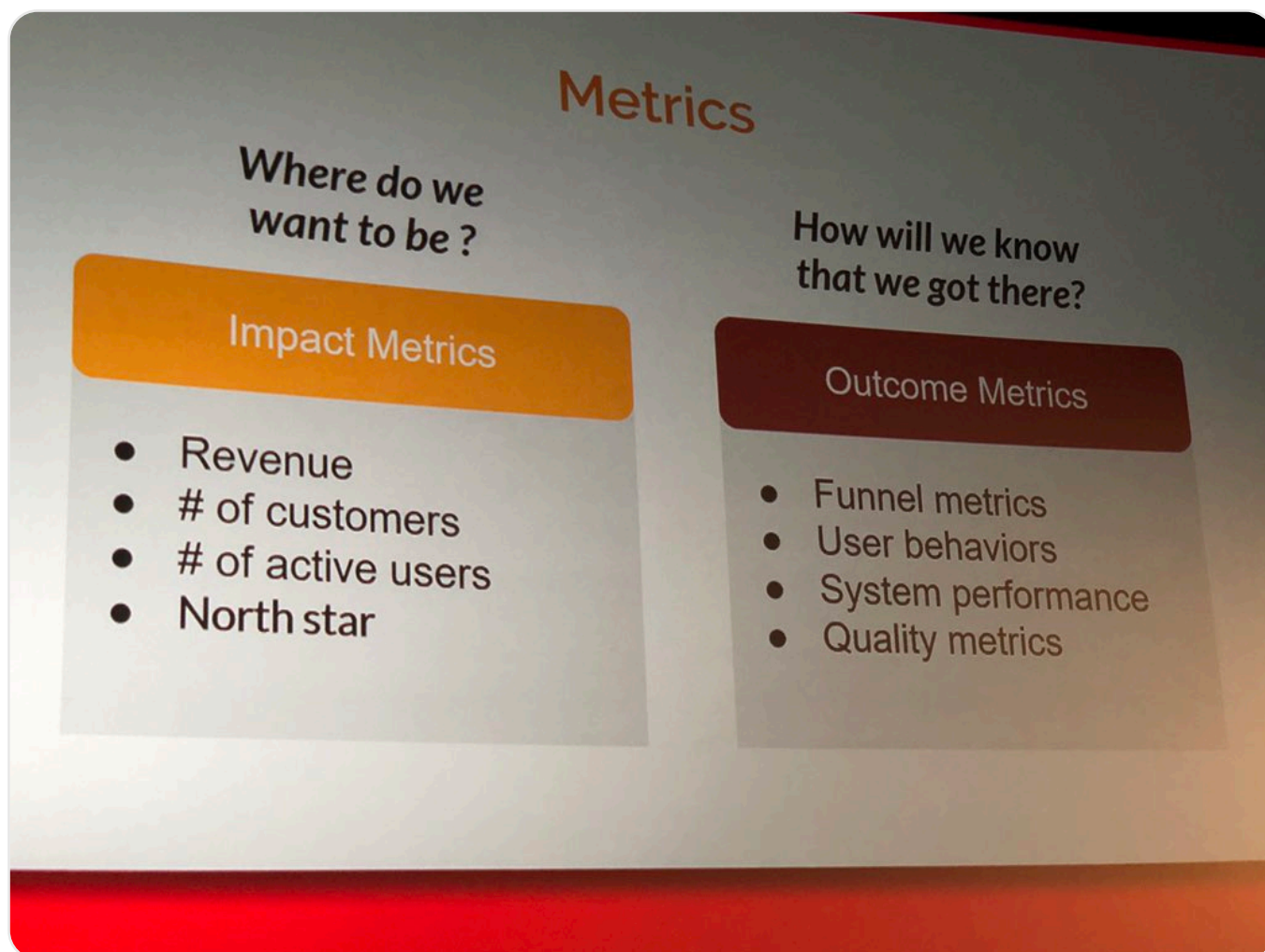




**Kevin Lancashire** @KevLancashire · 14. Nov.

Objectives

#PMF18 #itamargilar #gist



**Lindsey Wilkojc** @LindsWilkojc · 14. Nov.

@asos smashing it @ProdMgmtF in Zurich 🙌🙌🙌 #PMF18

#productmanagement #validatedlearning

[Tweet übersetzen](#)



**Mostafa** @ #PMF18 @MostafaNageeb · 14. Nov.

One attendee is asking him a question. She works for Instagram 😊 #PMF18

[Tweet übersetzen](#)



[Diesen Thread anzeigen](#)



**Nikkel Blaase** @JAF\_Designer · 14. Nov.

About to get ready for our upcoming interactive session at #pmf18. Join us in the Papiersaal.

[Tweet übersetzen](#)





🗨️ 1 ❤️ 3 ✉️



**Mostafa @ #PMF18** @MostafaNageeb · 14. Nov.

Gonna attend a Q&A with a Facebook product director. I hope it doesn't turn into a fake news/GDPR Q&A. [#PMF18](#)

🌐 Tweet übersetzen

🗨️ 1 ↻️ 1 ❤️ 1 ✉️

[Diesen Thread anzeigen](#)

♥️ Adrian Zwingli gefällt das



**Luciemclean @luciemclean** · 14. Nov.

One of our [@CreditSuisse](#) speakers on our hardware stage [@AnnaMarkmann](#) is joining us on her birthday to tell the story of their connected piggy bank. Happy birthday Anna! [#pmf18](#)

🌐 Tweet übersetzen







🗨️ 1 ❤️ 3 ✉️



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Woow! Such an amazing work and an unforgettable picture of [#PMF18](#) from [@BasuraNinjaBcn](#)  
[#Art](#) [#ProcustManagement](#) [#conference](#) [#simplicity](#)

🌐 Tweet übersetzen



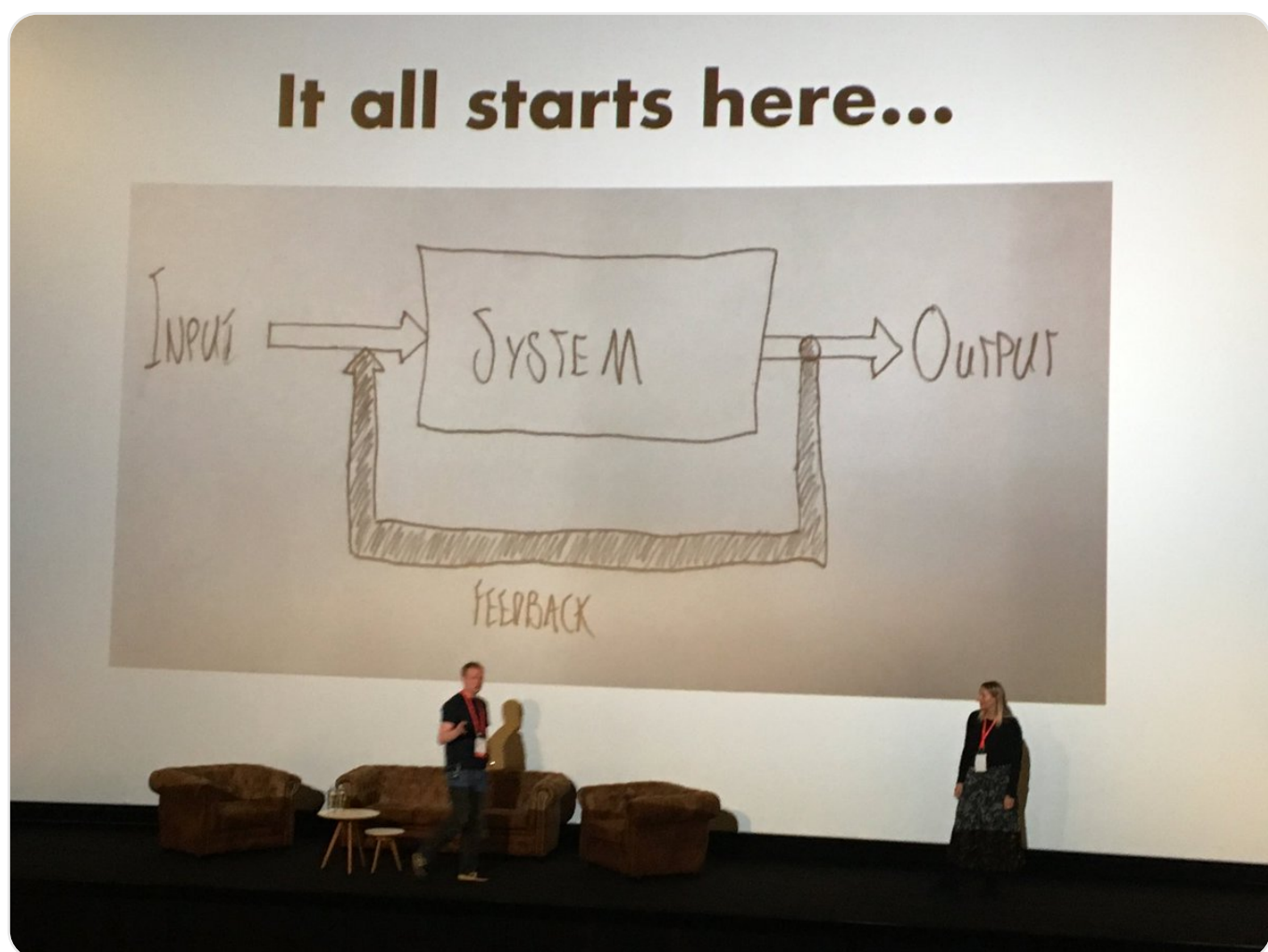
🗨️ 1 ❤️ 4 ✉️



**Pradeep Fernando** @PradeepFernando · 14. Nov.

Control Systems at [#PMF18](#) !!! College memories!

🌐 Tweet übersetzen



🗨️ 1 ❤️ 1 ✉️



**Pradeep Fernando** @PradeepFernando · 14. Nov.

"There are a million and one problems to solve but..." [#PMF18](#)

🌐 Tweet übersetzen





🗨️ 1 ❤️ 3 ✉️



**Paul Herwarth v. B.** @pherwarth · 14. Nov.

The GIST Planning Framework, alternative to traditional product roadmaps. Talk by @ItamarGilad. #PMF18

🌐 Tweet übersetzen



🗨️ 🔄 ❤️ ✉️



**Paul Herwarth v. B.** @pherwarth · 14. Nov.

Great talks and great people so far at #PMF18

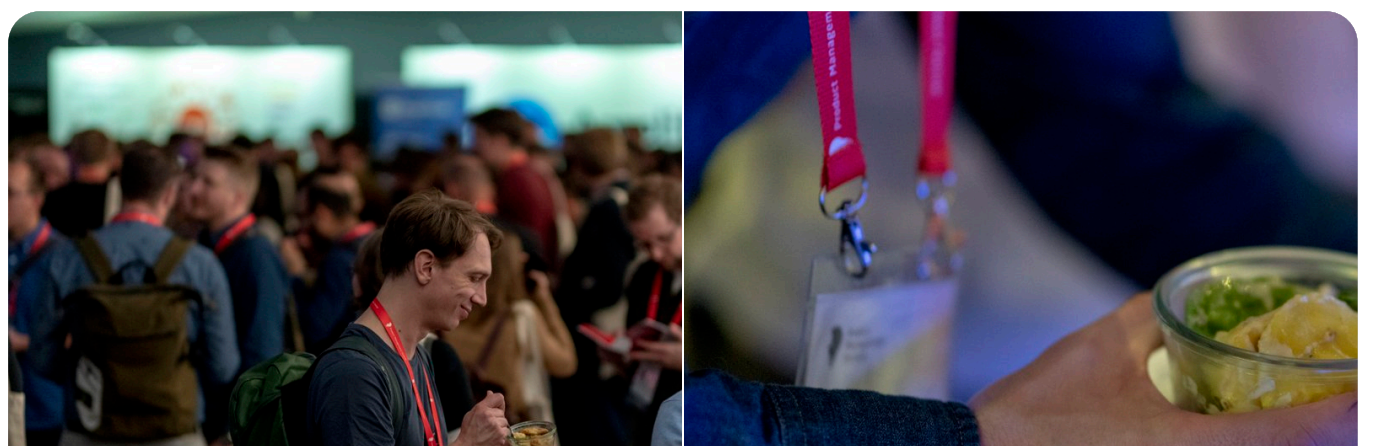
🌐 Tweet übersetzen

🗨️ 🔄 ❤️ ✉️



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Lunch time at #PMF18







🗨️ ↻️ ❤️ 4 📧



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

@johnpkoenig about the different types of viral loops and how to select and model a loop to maximise growth based on learnings from @typeform  
#PMF18 #conference

🌐 Tweet übersetzen



🗨️ 1 ↻️ ❤️ 7 📧



**ibo Training GmbH** @ibo\_training · 14. Nov.

Schöne Pause auf dem #PMF18 .  
Netzwerken bei leckerer Schokolade und tollen Gesprächen.



🗨️ ↻️ ❤️ 📧



**luciemclean** @luciemclean · 14. Nov.

The catering for our conference includes a chocolatier. Running events in Switzerland rocks! #PMF18



**Prod Mgmt Festival** @ProdMgmtF

You must try these pieces of chocolate at the Max Chocolatier stand. Take part also in the competition and create your own chocolate. Visit #mytrufflefantasy #PMF18 #maxchocolatier

🌐 Tweet übersetzen

🗨️ ↻️ 1 ❤️ 3 📧



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

You must try these pieces of chocolate at the Max Chocolatier stand. Take part also in the competition and create your own chocolate. Visit #mytrufflefantasy



#PMF18 #maxchocolatier

Tweet übersetzen



🗨️ ↺️ ❤️ 5 📧



**Simon Kauth** @hakuts · 14. Nov.

At #PMF18 training for new product managers in Switzerland: there is a great CAS on value driven PM at FHNW...

Tweet übersetzen

**CAS Wertorientiertes Product Management**

Produktmanagement von A bis Z: Strategie, Praxis und Lead...

fhnw.ch

🗨️ ↺️ ❤️ 📧



**Christoph Tempich** @CTempich · 14. Nov.

Worth of a North Star to evaluate metrics. By PM of FT. #pmf18 #kpi



🗨️ ↺️ ❤️ 1 📧



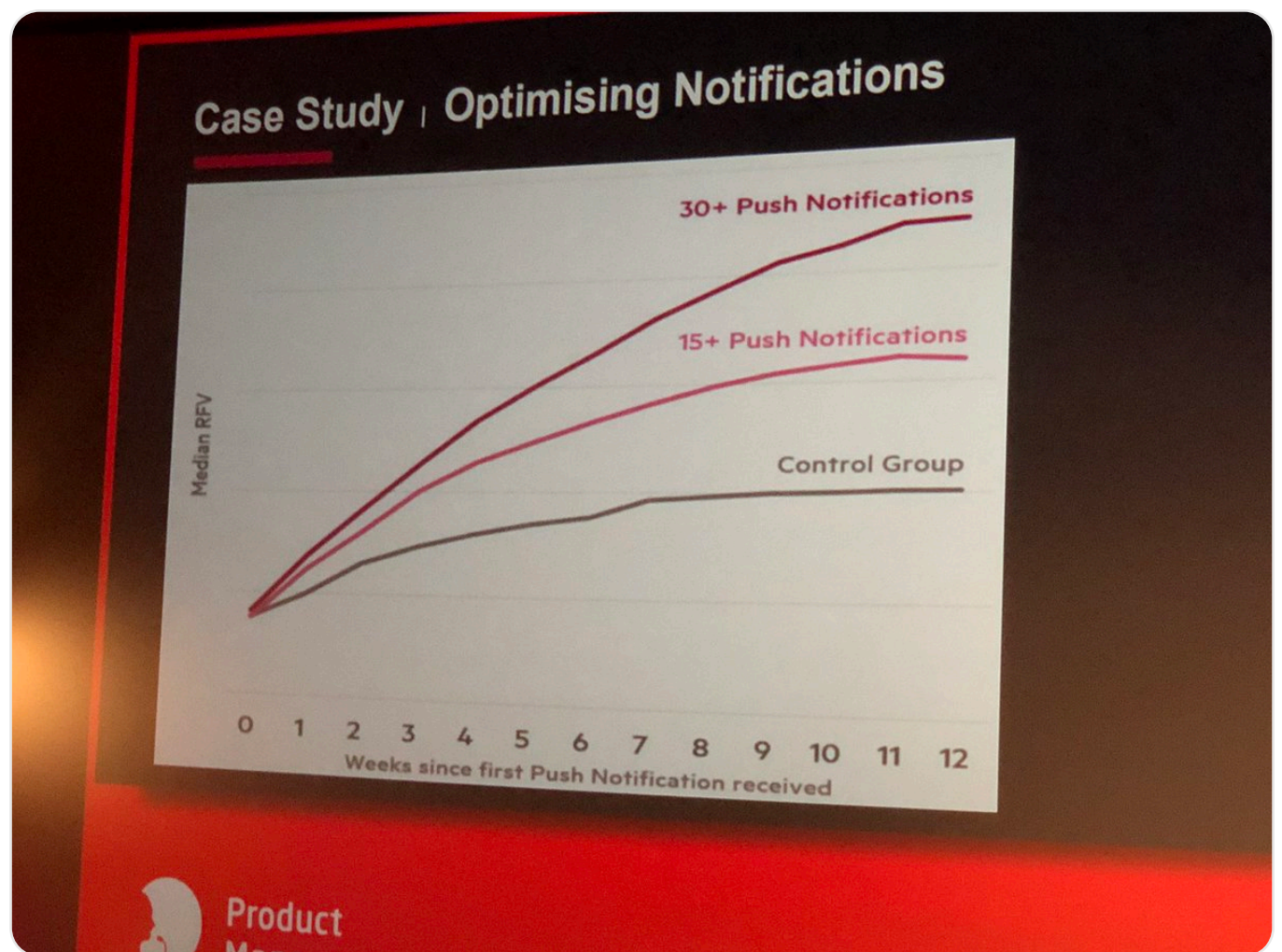
**Kevin Lancashire** @KevLancashire · 14. Nov.

Most effective use of Push notifications

#PMF18 #ft #Gadilahav

Tweet übersetzen





Product Management

Product Management



**Schulze, Bert O.** @BeSchulze · 14. Nov.

Find your north star by Gadi Weislovits Lahav from [FT.com](#) Advice for [#PMF18](#)

Tweet übersetzen



Product Management Festival

Product Management Festival



**Olav Dreier** @UpfrontThinker · 14. Nov.

Find your North Star metric [#PMF18](#)

Tweet übersetzen







1 1 2

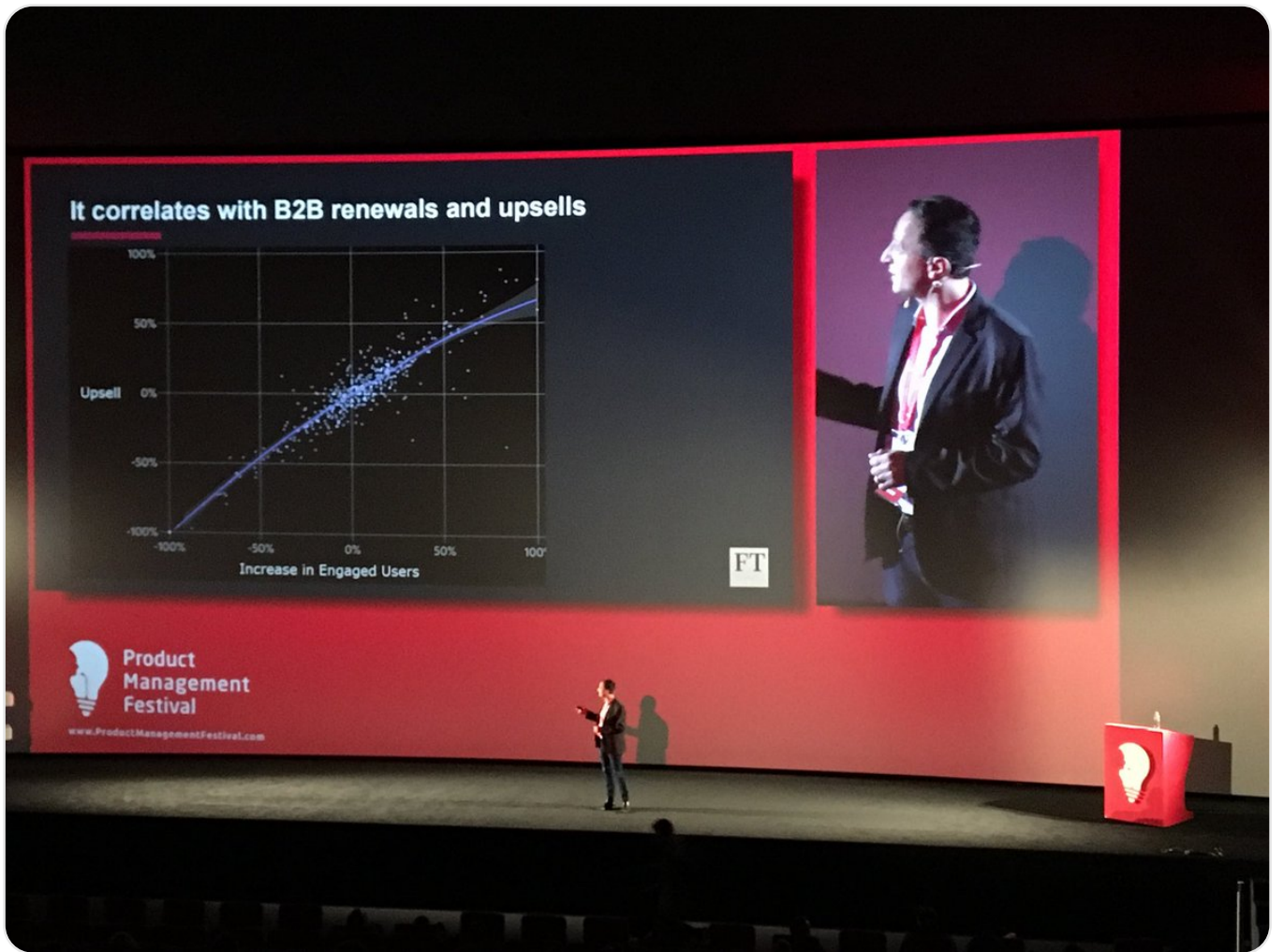
[Diesen Thread anzeigen](#)



**Pradeep Fernando** @PradeepFernando · 14. Nov.

Being data-driven at @FT #PMF18

[Tweet übersetzen](#)



1 4



**Toon Peters** @phalox · 14. Nov.

Intro to data science for products... Trade of between precision and recall.

#PMF18

[Tweet übersetzen](#)



2 5



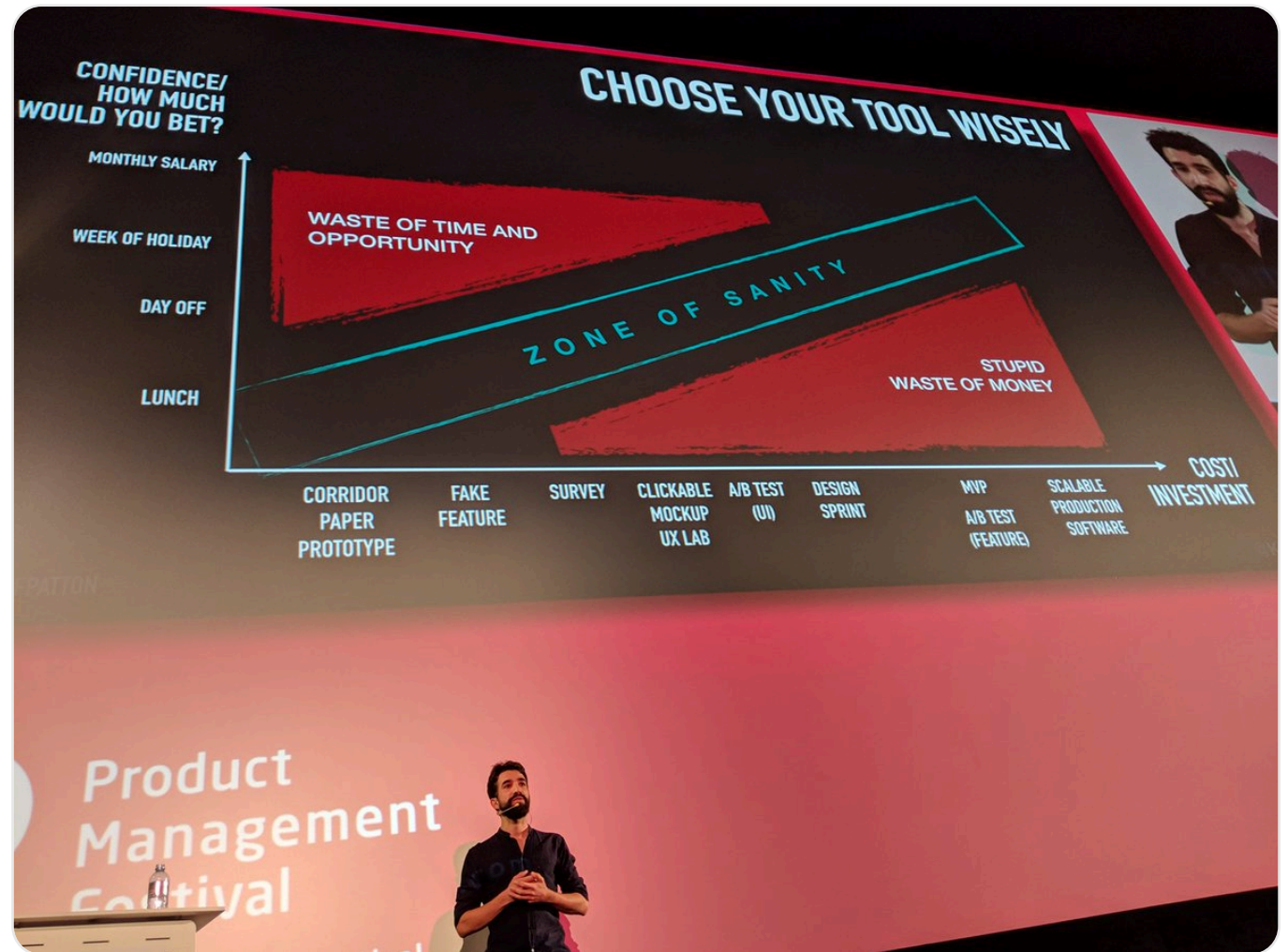
**Christoph Lange** @christoph\_la · 14. Nov.





Christoph Lange @christoph\_la · 14. Nov. Very cool tool to decide on what to test on what level #PMF18 by @kubiku

Tweet übersetzen



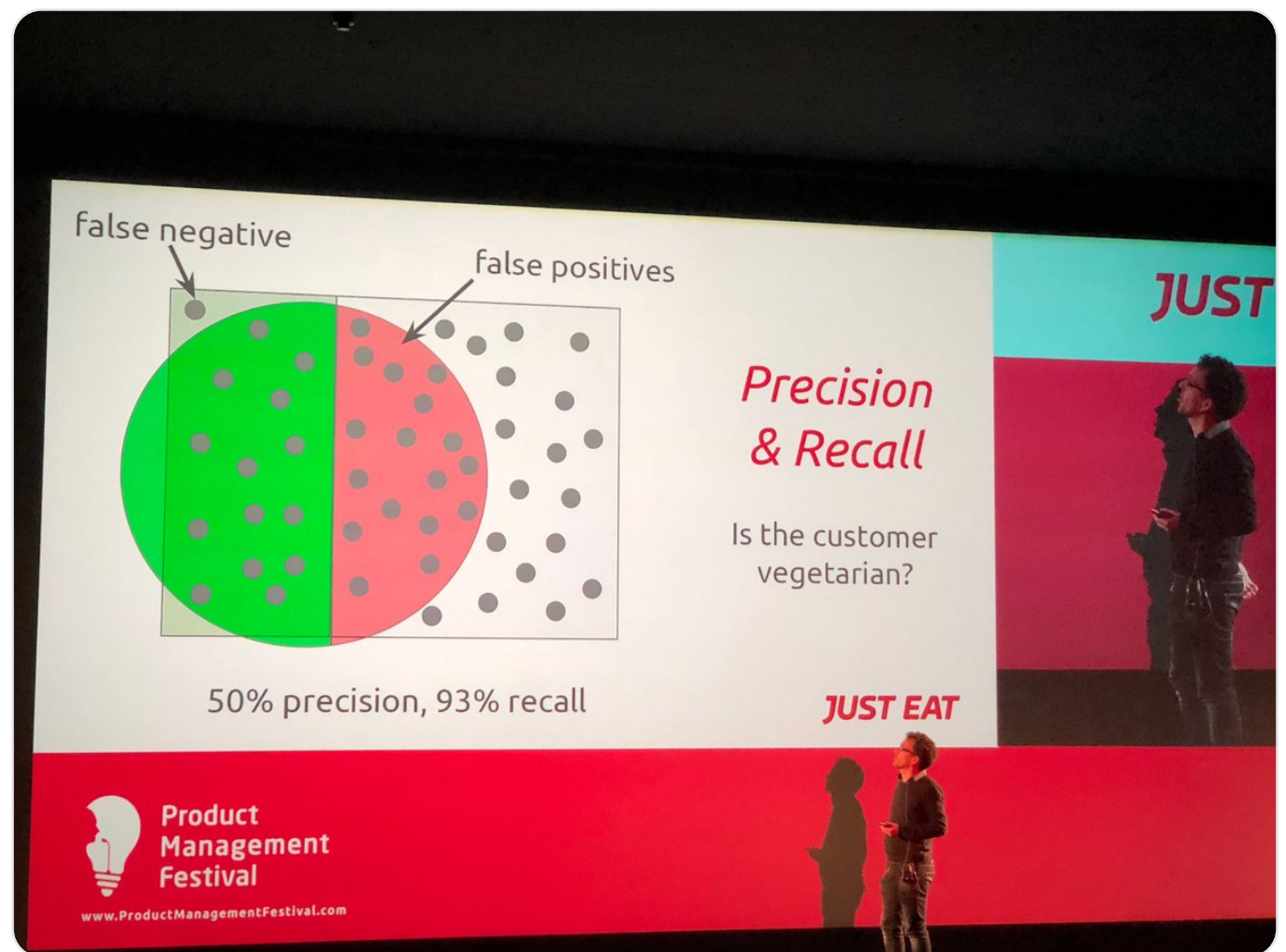
1 4 13



Sibylle Peuker @sibylle\_p · 14. Nov.

„Never ever offer meat to a vegetarian.“ Simon Poole from Just Eat shows that you have to know your users to decide if to optimize for recall or precision in an AI Algorithm. At #PMF18

Tweet übersetzen



1

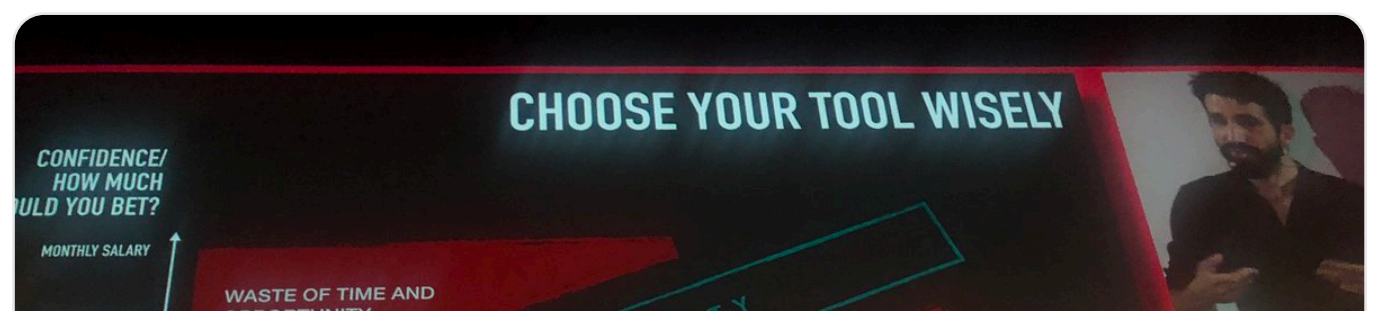
Adrian Zwingli gefällt das



Michał Parkoła @michalparkola · 14. Nov.

Stay in the zone of sanity while experimenting with your product #PMF18 @kubiku

Tweet übersetzen







1 2



**Elise (crackle)** @elise\_morgan2 · 14. Nov.

#PMF18 excellent talk by Simon Poole - using AI to solve problems for hungry customers at @JustEatPLC #wearejusteat

Tweet übersetzen

Diese Medien können sensibles Material enthalten. Deine [Medieneinstellungen](#) sind so konfiguriert, dass du informiert wirst, wenn Medieninhalte sensibel sein könnten.

Anzeigen

1 1



**Schulze, Bert O.** @BeSchulze · 14. Nov.

Create a north star for your product as measures are only proxies and have various and conflicting truth, The #FinancialTimes north star #FT #pmf18

Tweet übersetzen

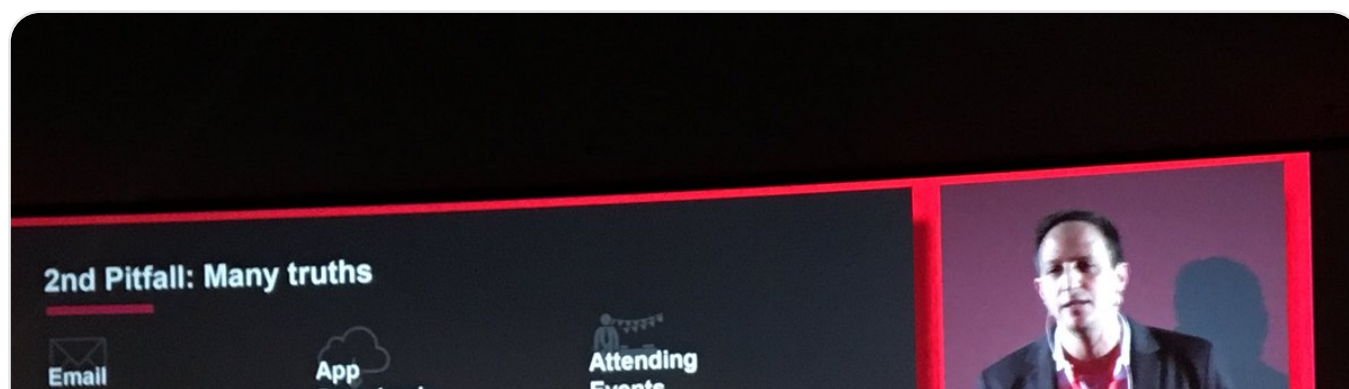


1 2



**Pradeep Fernando** @PradeepFernando · 14. Nov.

Too many truths! #PMF18 #LifeofaPM







🗨️ 1 ❤️ 5 ✉️



**Olav Dreier** @UpfrontThinker · 14. Nov.

Metrics are only proxies for what you are actually trying to achieve [#PMF18](#)

🌐 Tweet übersetzen

🗨️ 1 ↻️ ❤️ 📌

[Diesen Thread anzeigen](#)



**Tim Herbig** @herbigt · 14. Nov.

[#PMF18](#) attendees: Make sure to check out the interactive session on Product Discovery from my buddies [@JAF\\_Designer](#) and [@milez](#) in the afternoon!

🌐 Tweet übersetzen

🗨️ ↻️ 1 ❤️ 1 ✉️



**Kevin Lancashire** @KevLancashire · 14. Nov.

Metrics are proxies.

[#PMF18](#) [#ft](#) [#Gadilahav](#)

🌐 Tweet übersetzen



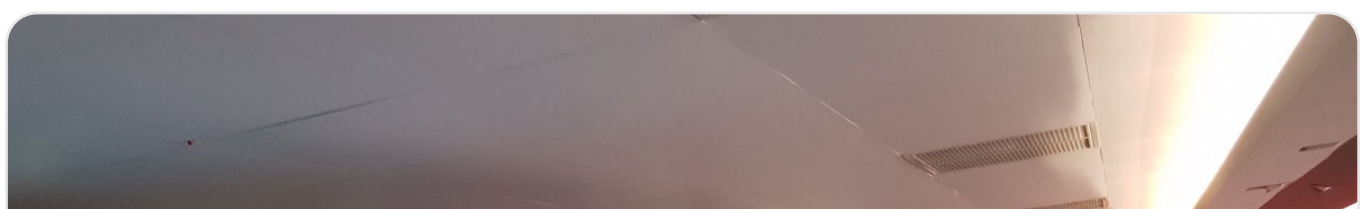
🗨️ ↻️ 1 ❤️ 2 ✉️



**Marina Schaller** @Marina\_Schaller · 14. Nov.

Maybe too crowded at [#pmf18](#)?

🌐 Tweet übersetzen







1   ↺   ❤️   ✉️



**Lijntje Zandee** @LijntjeZandee · 14. Nov.

Interesting talk by Bas Giltay on hacking sleep [#pmf18](#)

🌐 Tweet übersetzen

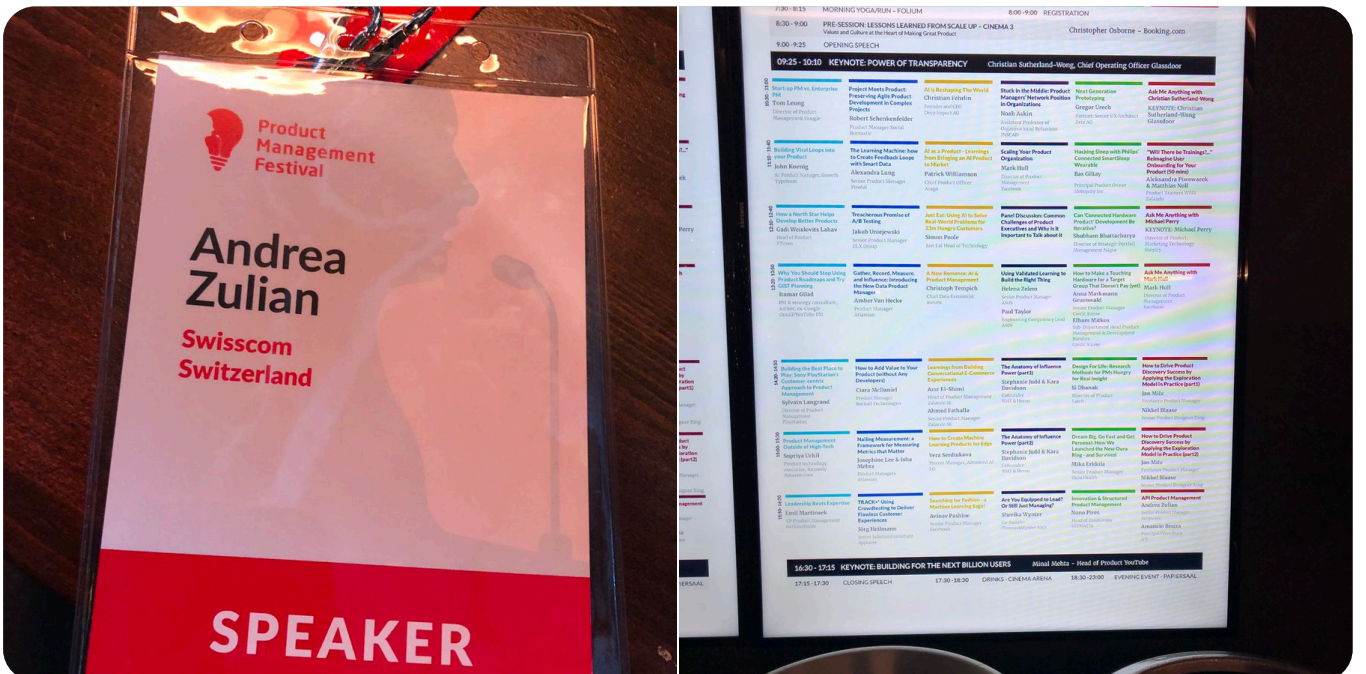


💬   ↺   ❤️   ✉️



**Andrea Zulian** @winnitude · 14. Nov.

Here we are! [#APIproductmanagement](#) [#api](#) [#digital](#) [#PMF18](#) [#productmanagement](#) [#conference](#) [#zurich](#) @AmancioBouza



💬   ↺ 2   ❤️   ✉️



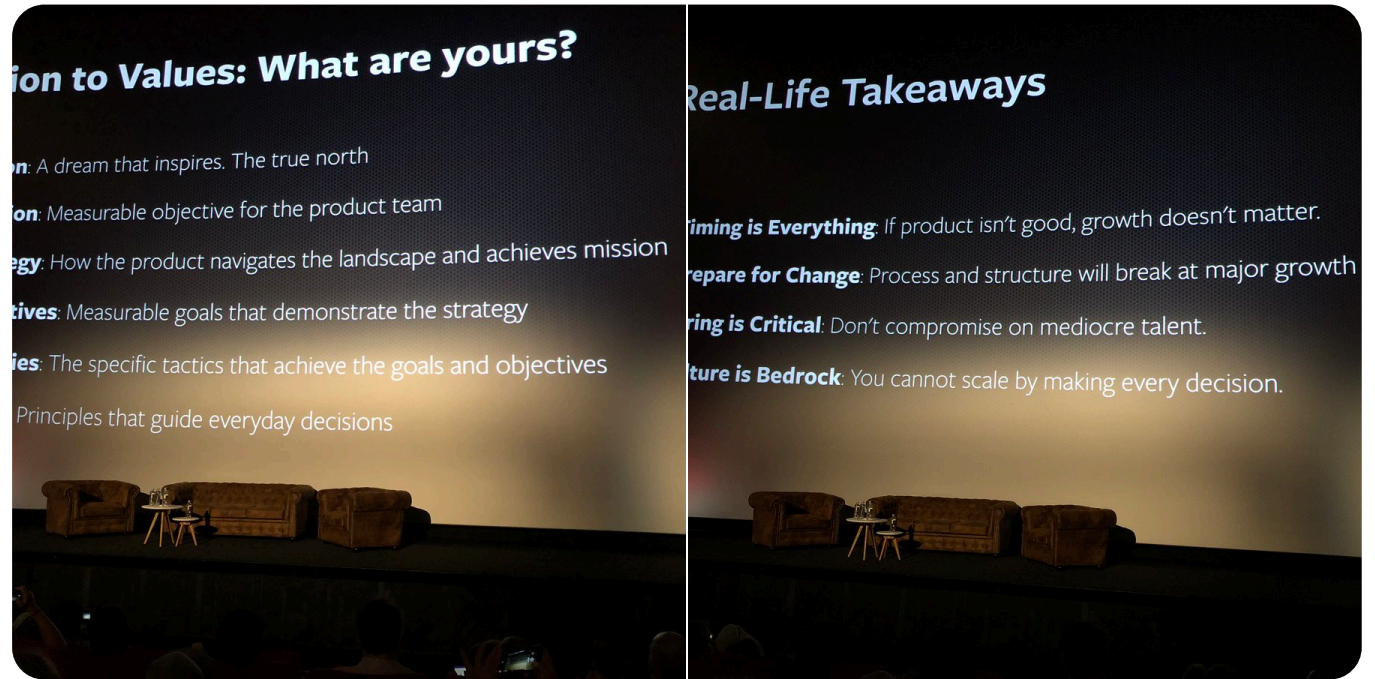
**Jelena Laketić** @thebabymonster · 14. Nov.

connect vision 2 values and don't forget about them while scaling the product



organization, good set of advices and takeaways from @markhull @facebook  
#PMF18 @ProdMgmtF

Tweet übersetzen



🗨️ ↺️ ❤️ 2 ✉️



**Simon Kauth** @hakuts · 14. Nov.

browse through that great benchmark report on Product Management Craft at #PMF18. Thanks for compiling this and providing deep insight on digital product management ([productmanagementfestival.com/survey/](https://productmanagementfestival.com/survey/))

Tweet übersetzen

🗨️ ↺️ 1 ❤️ 2 ✉️



**Holiday Extras Tech** @hxtechteam · 14. Nov.

Great talk on creating feedback loops to learn about customer problems at #pmf18 @LungAlexandra

Tweet übersetzen



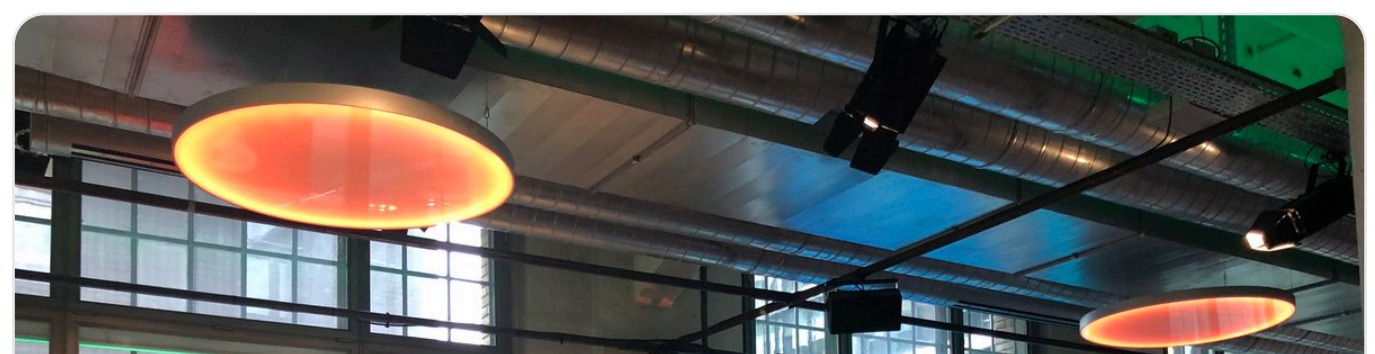
🗨️ ↺️ 1 ❤️ 2 ✉️



**Tom Elsten** @tomelsten · 14. Nov.

Bas Giltay rockin' it at #PMF18 . #smartsleep

Tweet übersetzen







Navid @navidoooh · 14. Nov.

Wow #PMF18



Christoph Tempich @CTempich · 14. Nov.

The data workshop idea when interviews and prototypes were inclusive

@LungAlexandra #PMF18

Tweet übersetzen





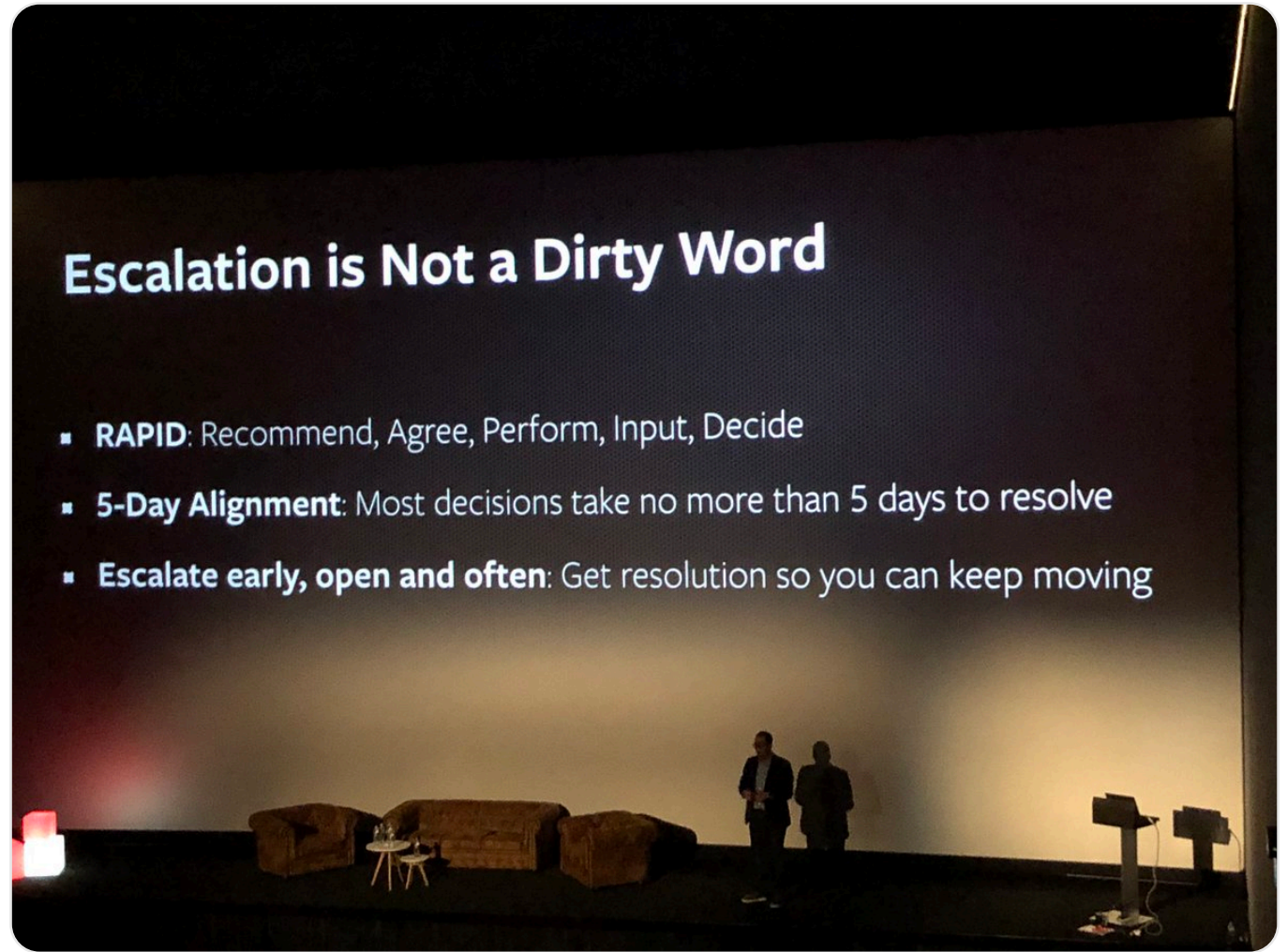
Diesen Thread anzeigen



**Kevin Lancashire** @KevLancashire · 14. Nov.

\* Decision making at scale #PMF18 #markhull #Facebook

Tweet übersetzen



**Krassi Hristova** @krassihristova · 14. Nov.

Full house for our very own @markhull and his talk on Scaling Your Product Org at #PMF18

Tweet übersetzen



**Luciemclean** @luciemclean · 14. Nov.

Great advice from @basgiltay on launching hardware products - the market for products which claim medical benefits is complex so start with lifestyle as your intended use and keep it simple #pmf18

Tweet übersetzen



**Krassi Hristova** @krassihristova · 14. Nov.





Krassi Hristova @krassihrstova · 14. Nov.  
#PMF18 Start-up PM vs Enterprise Session Takeaways @ the Product Management Festival

Tweet übersetzen



1 1 9

Diesen Thread anzeigen

Adrian Zwingli gefällt das



Reto Maduz @rmaduz · 14. Nov.

Wow! You need to try these truffles at the booth of Max Chocolatier  
#mytrufflefantasy #PMF18 #maxchocolatier

Tweet übersetzen







🗨️ ↻️ ❤️ 3 ✉️



**mareK Claussen** 🎵 @funkymc · 14. Nov.

The (simplified) Formular to find how the viral loop works for your product.  
[#PMF18](#)

🌐 Tweet übersetzen

📊

## THE VIRAL COEFFICIENT

$$\frac{\# \text{ OF USERS} * \# \text{ OF KEY ACTIONS} * \% \text{ CONV. RATE}}{\# \text{ OF USERS}}$$

🗨️ ↻️ ❤️ ✉️



**Hanne Van Briel** @hanne\_van\_briel · 14. Nov.

Direct client feedback is crucial - not (only) via proxies [#PMF18](#)

🌐 Tweet übersetzen

The **best kind of feedback**  
you can receive comes directly  
from an **actual user**

Product Management Festival  
www.ProductManagementFestival.com

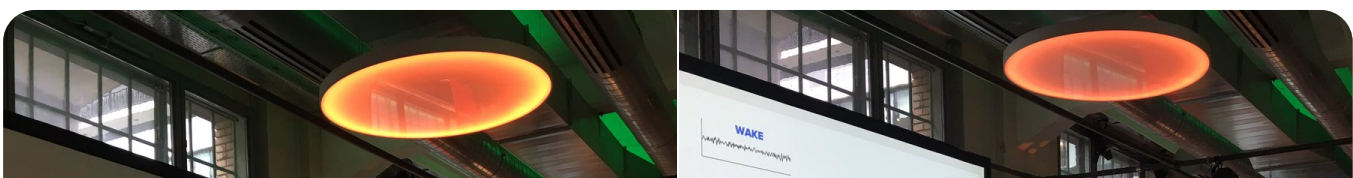
🗨️ ↻️ ❤️ 6 ✉️



**Liam Darmody** @LiamDarmody · 14. Nov.

Bas Giltay currently talking about "Hacking Sleep with Philips' Connected SmartSleep Wearable" at [#PMF18](#) [#ProdMgmt](#)

🌐 Tweet übersetzen







🗨️ ↻️ ❤️ 2 📧



**Mostafa @ #PMF18** @MostafaNageeb · 14. Nov.

I want to meet some of the people tweeting on the hashtag but their DMs aren't open [#openyourDMs](#) [#PMF18](#)

🌐 Tweet übersetzen

🗨️ 1 ↻️ ❤️ 1 📧



**Kevin Lancashire** @KevLancashire · 14. Nov.

1. Focus on real people problems and jobs to be done 2. Learn as fast as possible through multiple iterations 3. Share tribal knowledge 4. Acknowledge the gaps 4. Keep teams small [#PMF18](#) [#markhull](#) [#facebook](#)

🌐 Tweet übersetzen

🗨️ ↻️ ❤️ 📧



**Elise (crackle)** @elise\_morgan2 · 14. Nov.

[#PMF18](#) Really enjoying [@johnpkoenig](#) chat on viral loops. Engaging presentation, but great breakdown on value and examples!

🌐 Tweet übersetzen

Diese Medien können sensibles Material enthalten. Deine [Medieneinstellungen](#) sind so konfiguriert, dass du informiert wirst, wenn Medieninhalte sensibel sein könnten.

**Anzeigen**

🗨️ 1 ↻️ ❤️ 1 📧

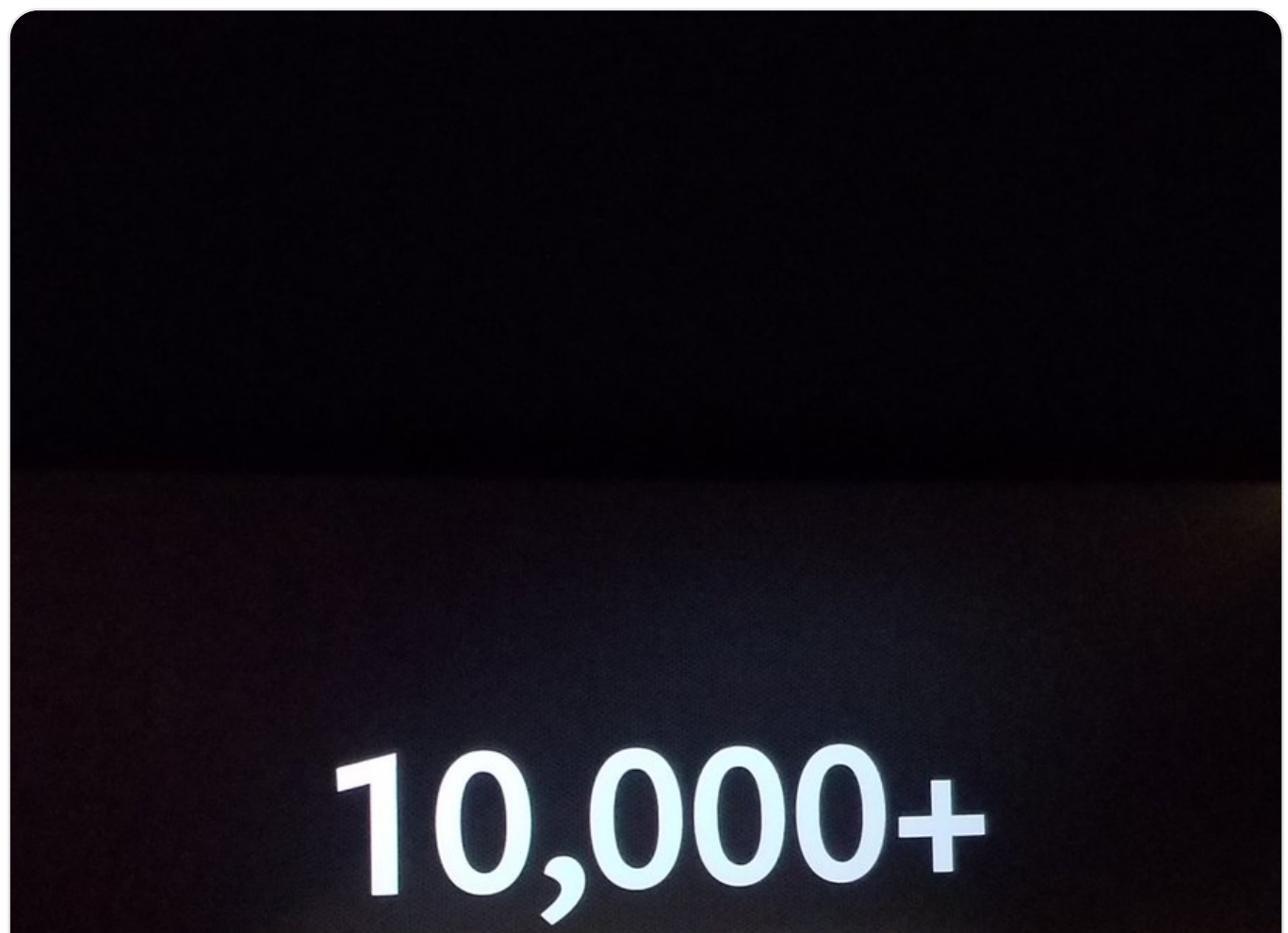


**Bedo** @hamzza · 14. Nov.

10k experiments running at any giving time on [@facebook](#)  
That's way your Facebook looks different then of your friend

[#PMF18](#)

🌐 Tweet übersetzen







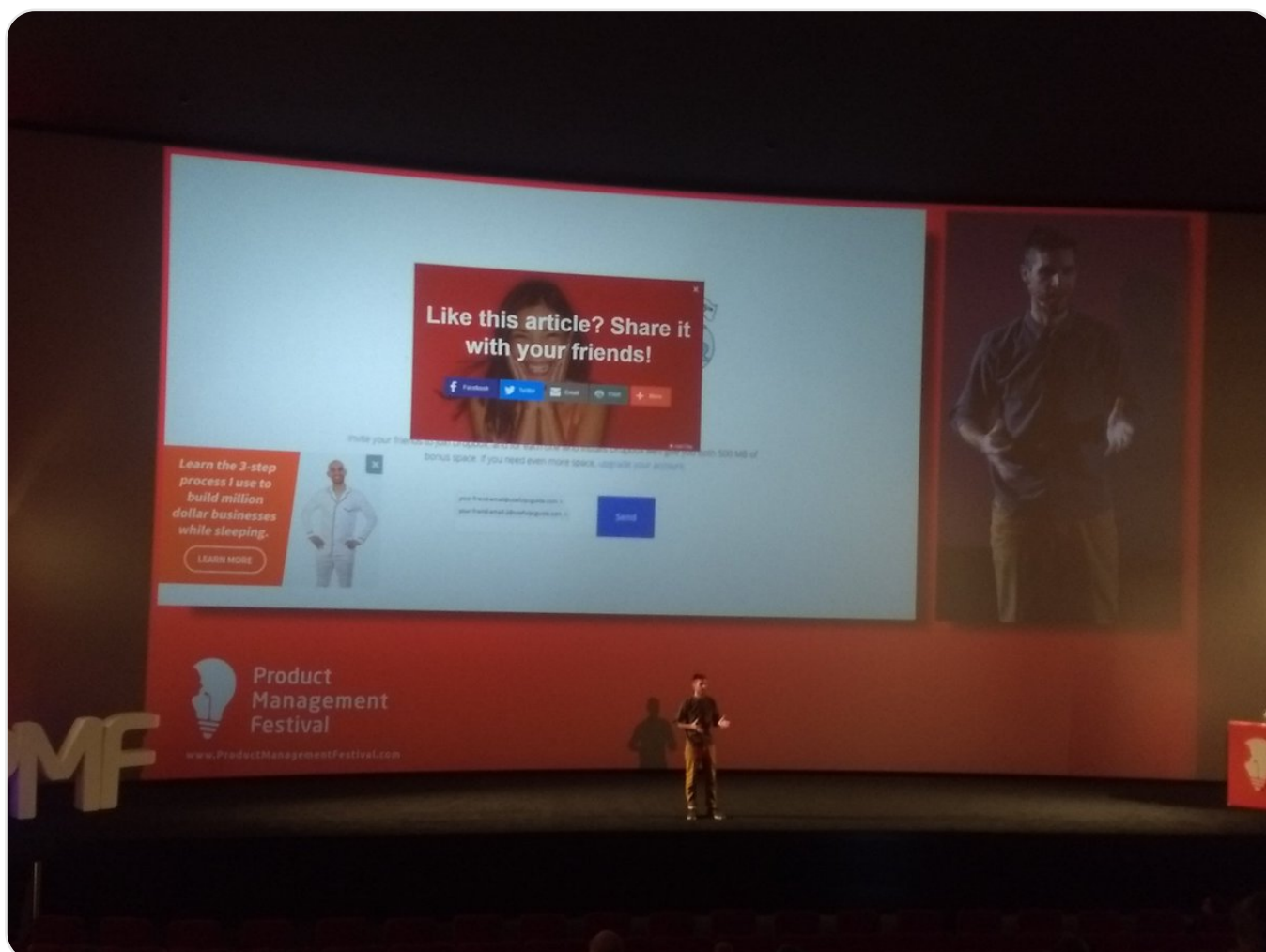
🗨️ ↻️ ❤️ 2 ✉️



**Toon Peters** @phalox · 14. Nov.

Using loops (referral programs) on products does work! Design it into your products [#PMF18](#)

🌐 Tweet übersetzen



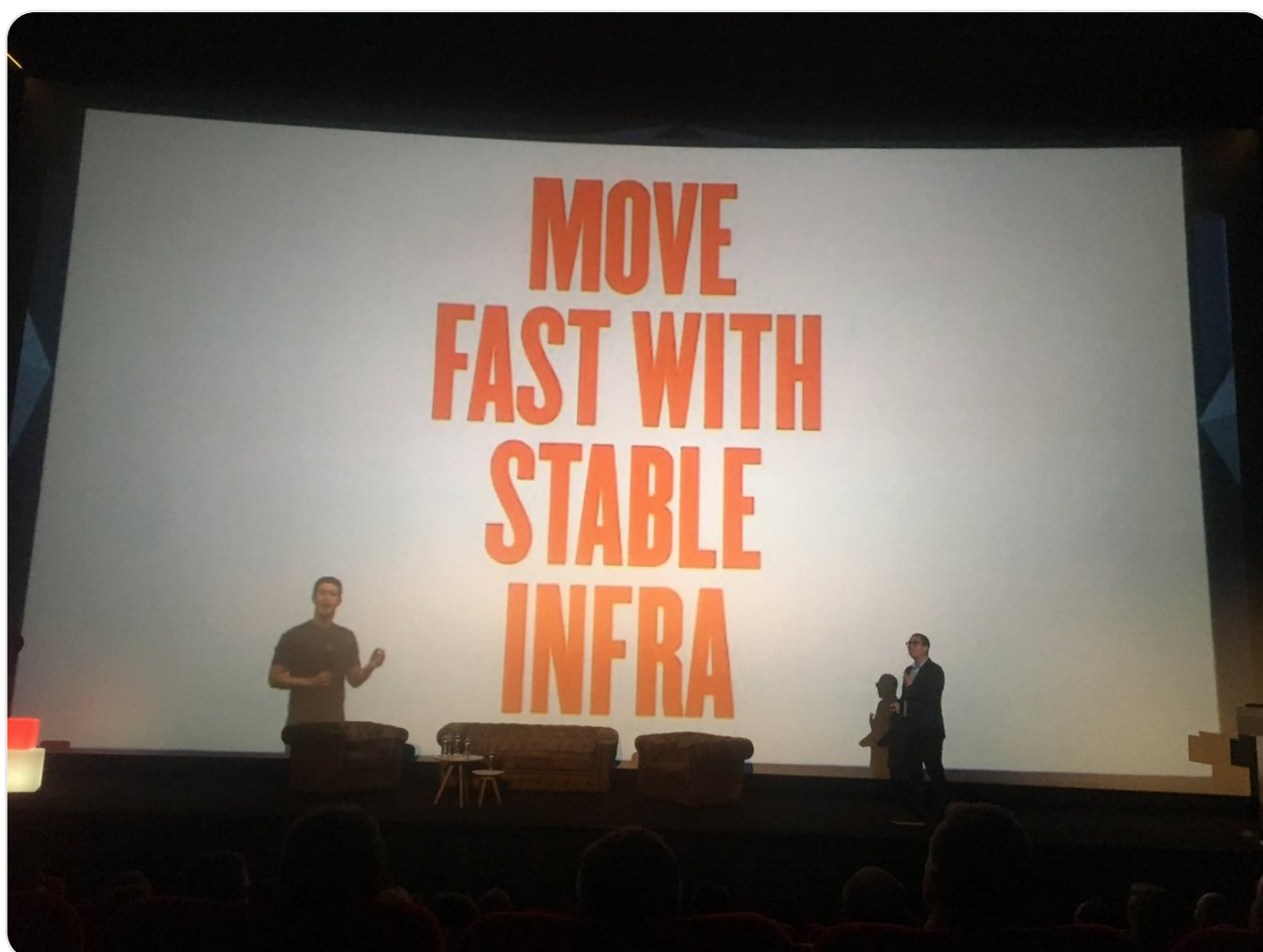
🗨️ ↻️ ❤️ 1 ✉️



**Pradeep Fernando** @PradeepFernando · 14. Nov.

Big company problems...even at FB [#PMF18](#)

🌐 Tweet übersetzen



🗨️ ↻️ ❤️ 3 ✉️



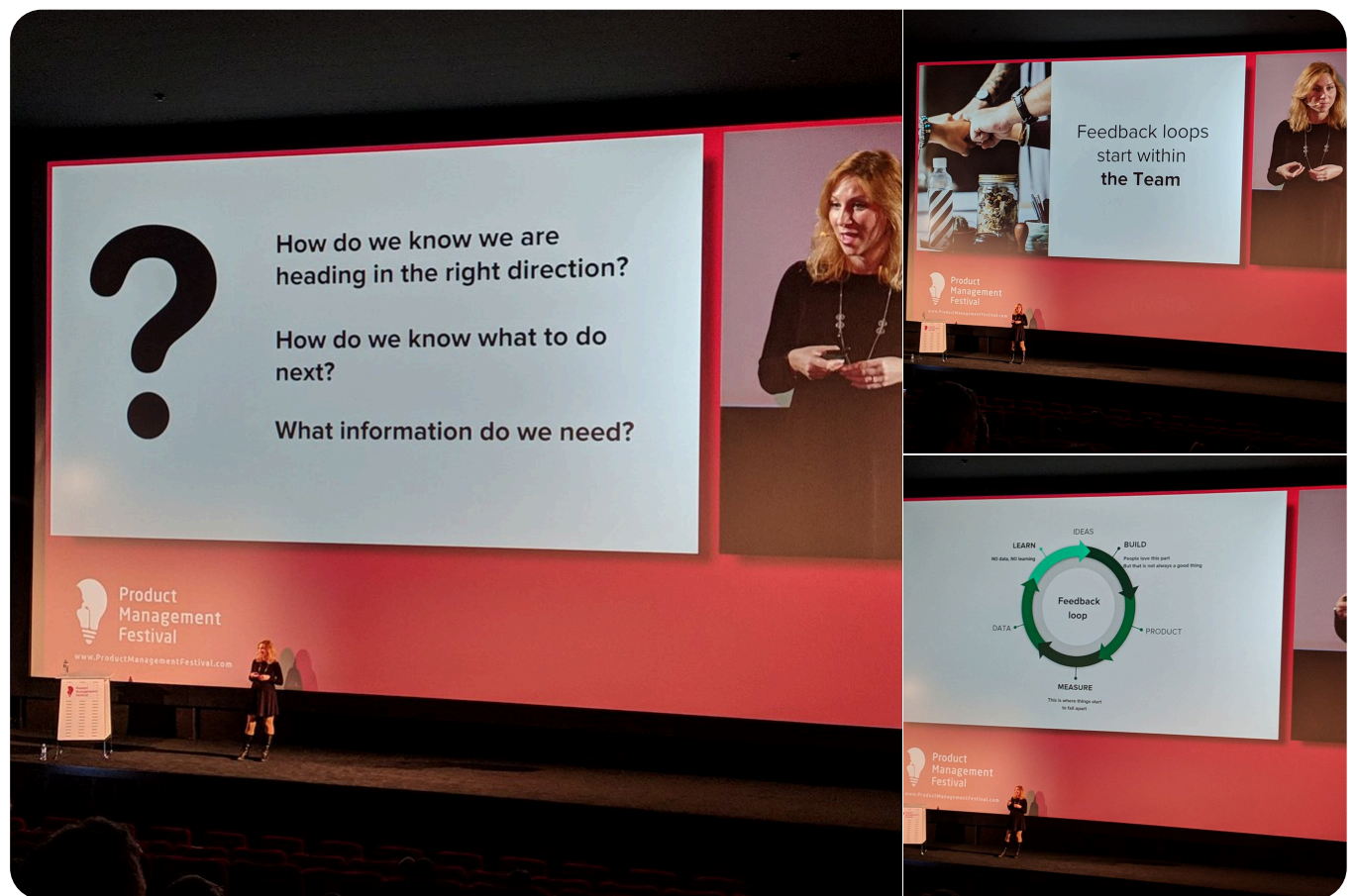
**Christoph Tempich** @CTempich · 14. Nov.

Deep dive into designing feedback loops with [@LungAlexandra](#) [#pmf18](#). 1. Team, 2. Culture, 3. Build program loops



learn, 2. Culture, 3. Build measure learn

Tweet übersetzen



1 5



Trendsmap Switz @TrendsSwitz · 14. Nov.

#pmf18 is now trending in Switzerland

[trendsmap.com/r/CH\\_xcceiw](https://trendsmap.com/r/CH_xcceiw)

Tweet übersetzen

#pmf18 - Trending in Switzerland

2018-11-14 10:13 UTC · CH\_xcceiw

- #DeepImpact inspiring market view for Product Managers. Scaring exercise of tactical weapon lesson on #AI #PMF18 @ProdMgmtF <https://t.co/RCVKWRbHsG> @BeSchulze
- Key takeaways from the #PMF18 Opening Keynote #productmanagement @ProdMgmtF <https://t.co/z4MnNtCPM> @krassihristova
- Let's see what's the difference #PMF18 <https://t.co/xZeHZOdZrY> @hamzza
- Joining amazing people this week at #PMF18 !!! Looking forward to connecting and learning from other PMs. <https://t.co/3yBiuP3iuG> @MarianaTibuh
- Day one! Hang with me & @davekilljoy at @ProdMgmtF — we're designers trying to blend into a sea of <https://t.co/3yBiuP3iuG> @katbuilt
- Joining amazing people this week at #PMF18 !!! Looking forward to connecting and learning from other <https://t.co/3yBiuP3iuG> @MarianaTibuh

1



ibo Training GmbH @ibo\_training · 14. Nov.

Wie kann man Systeme in seinem Unternehmen skalieren? Interessante Fragestellung für den nächsten Vortrag des #pmf18 #skalierung #agil

1 1



Cliff des Ligneris @cdesligneris · 14. Nov.

Alexandrea Lung makes mouth-watering cookies and feedback loops. Small corrections along the way are grand #pmf18

Tweet übersetzen







1 4



**Pradeep Fernando** @PradeepFernando · 14. Nov.

Who is a Product Manager? #PMF18

Tweet übersetzen



1



**Franny Dörig** @Frannyleinchen · 14. Nov.

#PMF18



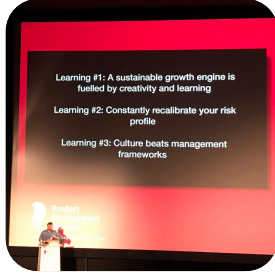
1



**Thormen** @Thormen2 · 14. Nov.

#PMF18





**Thormen @Thormen2**  
 Already great Start of the PMF with Chris Osborne from booking - growth only works if you maintain your creative core and constantly manage your portfolio risks

🗨️ ↻️ ❤️ ✉️



**Prod Mgmt Festival @ProdMgmtF · 14. Nov.**  
 @endowzoner about how to cope with a huge set of internal and external dependencies @ #PMF18.  
 #productmanagement #conference #ProdMgmt

🌐 Tweet übersetzen



🗨️ ↻️ ❤️ ✉️



**Jelena Laketić @thebabymonster · 14. Nov.**  
 #productManager 's influence in the organisation is function of their social capital.. explore #brokerage, #innovate 🧐👩! excellent talk from @naskin at #PMF18 @ProdMgmtF #productMgmt

🌐 Tweet übersetzen



🗨️ ↻️ 1 ❤️ 2 ✉️

♥️ Adrian Zwingli gefällt das



**Liam Darmody @LiamDarmody · 14. Nov.**  
 #PMF18 Zurich is now in full swing with 1,000+ attendees and a fantastic lineup of #prodmgt speakers 🙌

🌐 Tweet übersetzen







2
 4



**Christoph Tempich** @CTempich · 14. Nov.

Work through exponential growth, face recognition use cases, robotics, emotions, and outlook to #ai by @fehrlin #PMF18. Thanks.

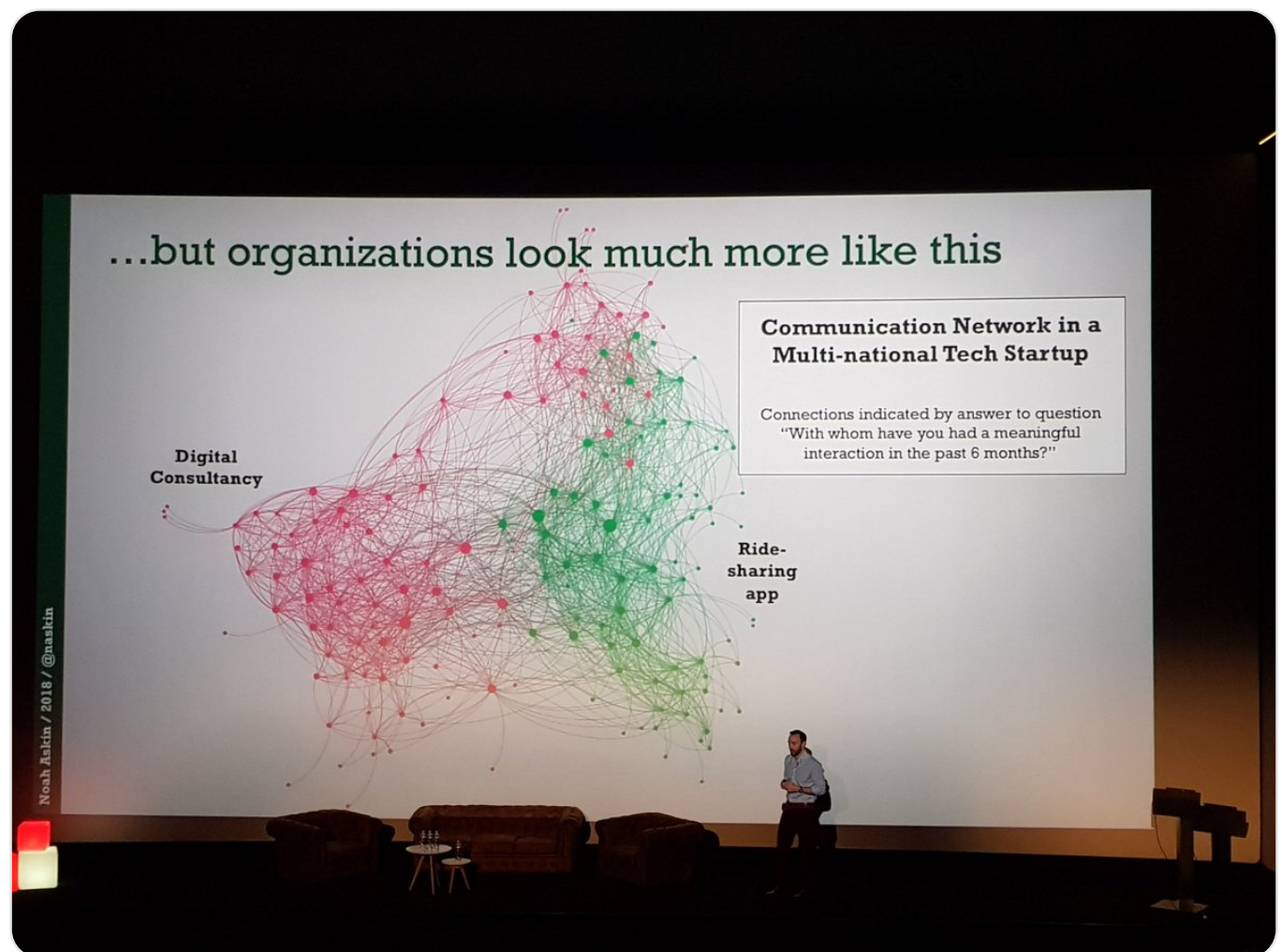
Tweet übersetzen



**RainerU** @71rhino · 14. Nov.

Best talk for a long time. Thanks Noah @naskin #PMF18

Tweet übersetzen



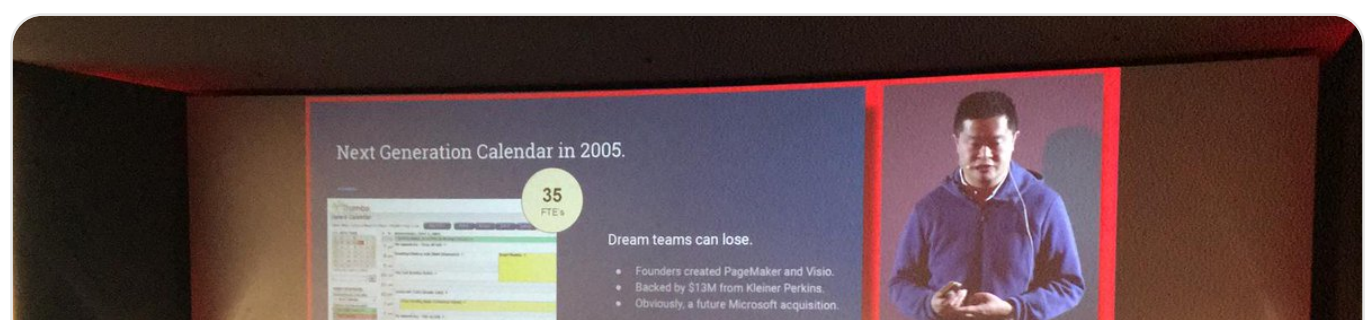
2
 2
 7



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Launching big products with big impact takes big patience. @toml #PMF18 #productmanagement #conference #zurich

Tweet übersetzen







2 1 6



**Sven Lenaerts** @svenlen · 14. Nov.

Innovation comes disproportionately from people bridging separate groups.

You need brokers in your organization: people who connect groups, industries, ideas.

Get out there and meet new people & ideas.

[#PMF18](#)

Tweet übersetzen

1



**Alexandra Grigore** @Alex\_Simprints · 14. Nov.

Tom Leung @toml @google talks about preparing yourself for the emotional and physical rollercoaster of working in a startup. But rollercoasters are fun! [#PMF18](#) @ProdMgmtF

Tweet übersetzen



1 1 3



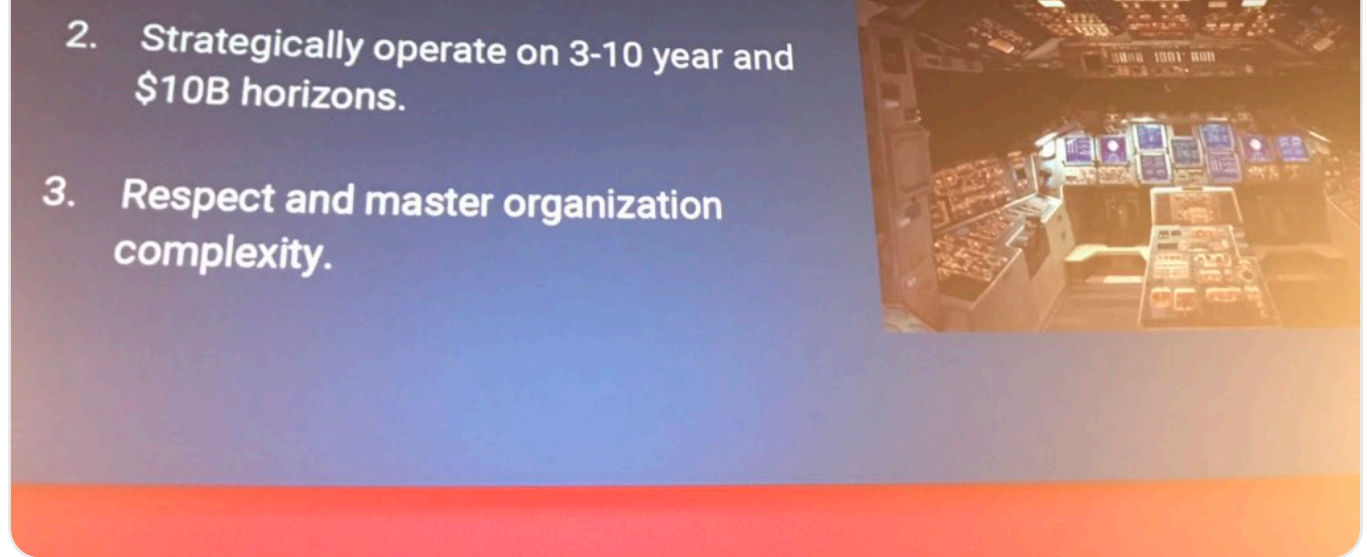
**Marta Brazo** @MartaBRB · 14. Nov.

Bigco PM vs startup PM: Very inspiring....! Thanks @toml [#pmf18](#)

Tweet übersetzen







1   ↺   1   ✉

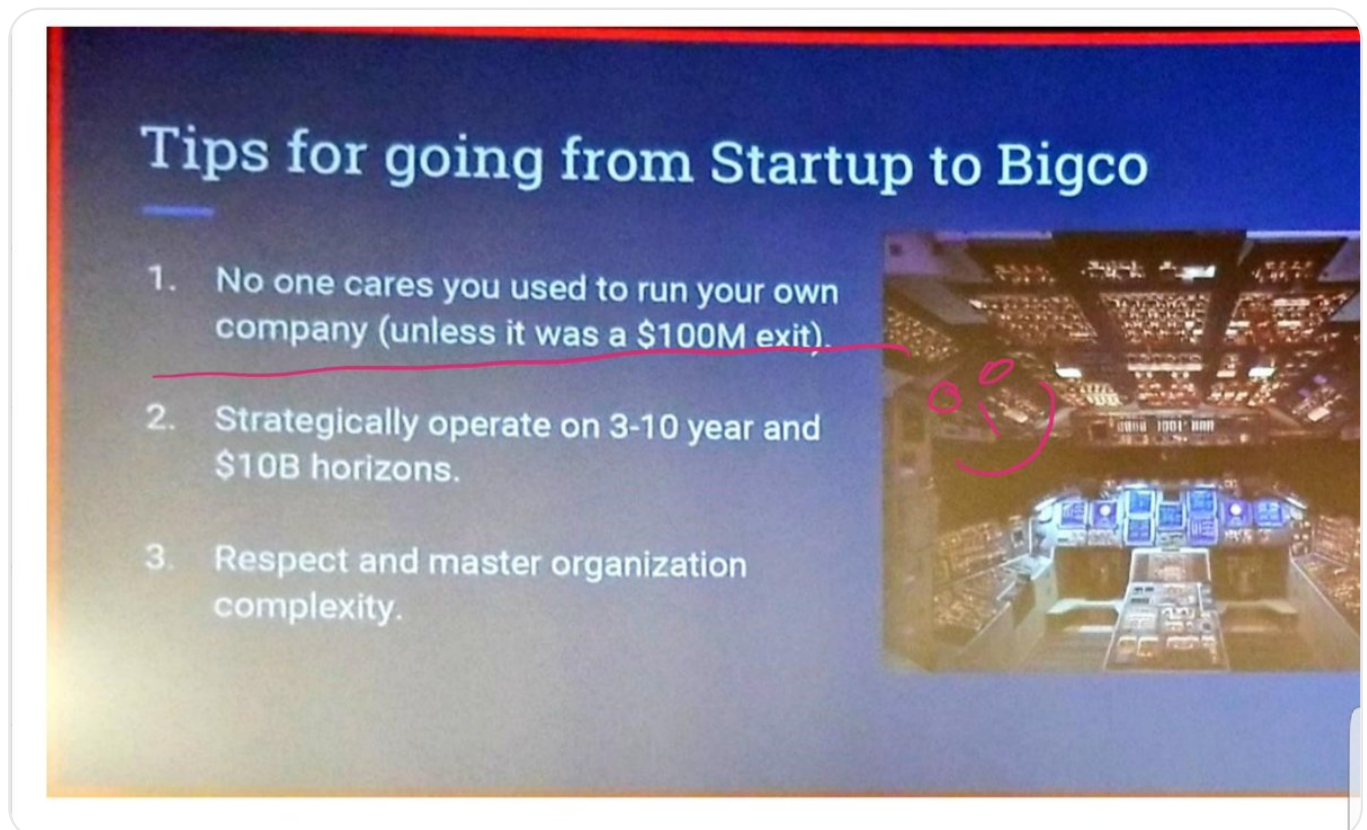


**Bedo @hamzza** · 14. Nov.

Nobody cares you have been a CEO at [#bigco](#) 🤖

[#PMF18](#)

🌐 Tweet übersetzen



✉   ↺   5   ✉



**Optimizely** ✓ @Optimizely · 14. Nov.

After adapting the game to appeal to players on various devices, today's Pac-Man has grown up from the childhood version. Stop by our booth at [#PMF18](#) to play while learning about product experimentation.

🌐 Tweet übersetzen



✉   ↺   1   ✉



**Emilie Ringwald @Milouchkette** · 14. Nov.

Moving from big companies to small ones can be very challenging, emotionally and physically, according to [@toml](#), Product management director at [@Google](#) [#PMF18](#)

🌐 Tweet übersetzen





**Schulze, Bert O.** @BeSchulze · 14. Nov.

Christian Fehrlein on The superfast (exponential) rise of AI in robotics or at analysing a contract #PMF18

Tweet übersetzen



**Kevin Lancashire** @KevLancashire · 14. Nov.

#tomleung #YouTube #PMF18



**Holly Bowman** @la\_berrylicious · 14. Nov.

Anyone wanna help me make the ultimate #PMF18 drinking game? Any time anyone says a buzzword DRINK (coffee) and post it on Twitter. My first one is: DESIGN THINKING #pmf2018buzzwords

Tweet übersetzen

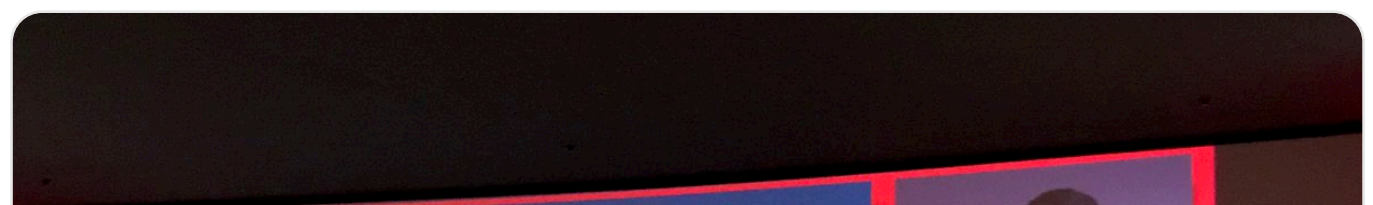
Diesen Thread anzeigen



**Mostafa** @ #PMF18 @MostafaNageeb · 14. Nov.

"only product market fit and repeatable growth matter" #PMF18

Tweet übersetzen







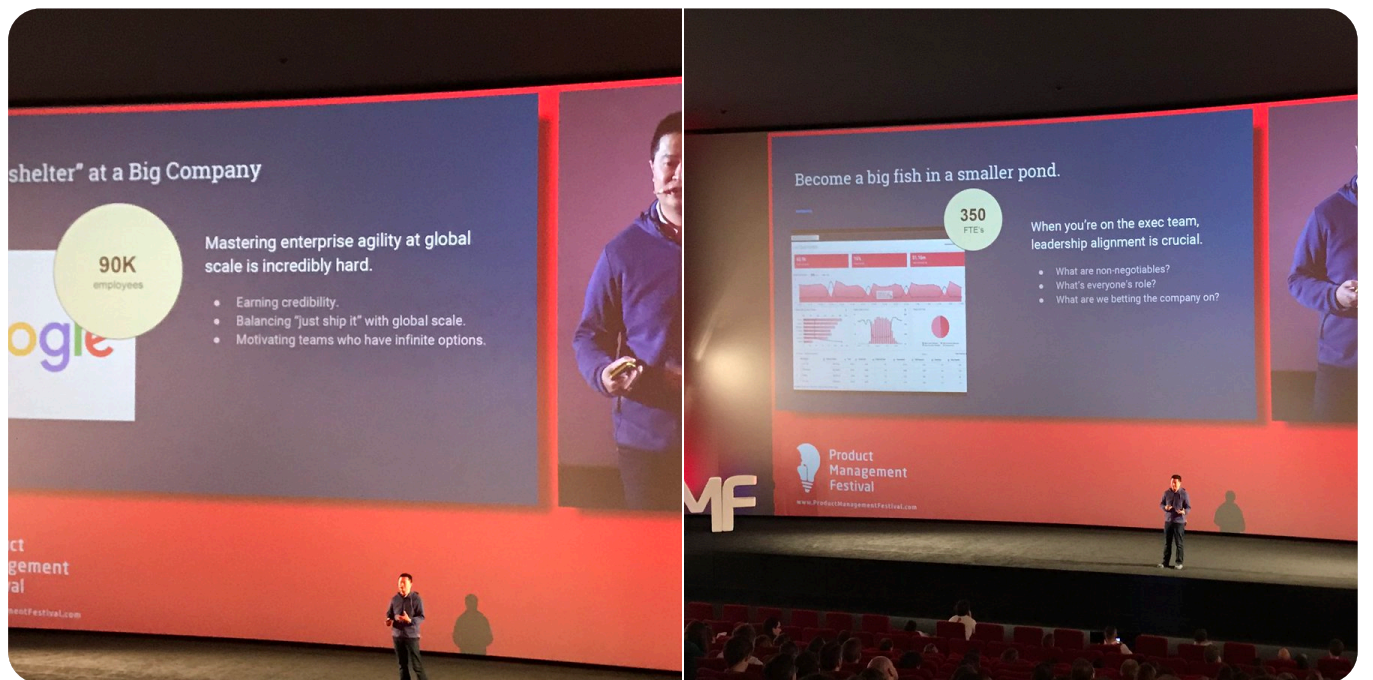
1 2 1

[Diesen Thread anzeigen](#)



**Mostafa @ #PMF18** @MostafaNageeb · 14. Nov.

This talk is good [#PMF18](#)



1



**Pradeep Fernando @PradeepFernando** · 14. Nov.

Product Management in Startup v Enterprises [#PMF18](#)

[Tweet übersetzen](#)



1

Prod Mgmt Festival und 1 weiterer gefällt das





Krassi Hristova @krassihristova · 14. Nov.

Key takeaways from the #PMF18 Opening Keynote #productmanagement @ProdMgmtF

Tweet übersetzen



9 17



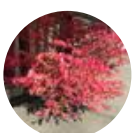
Hanne Van Briel @hanne\_van\_briel · 14. Nov.

Back in the days - inboxes Hotmail vs Gmail #pmf18

Tweet übersetzen



1 2



Vroni Hänggi @Friederike2015 · 14. Nov.

#PMF18



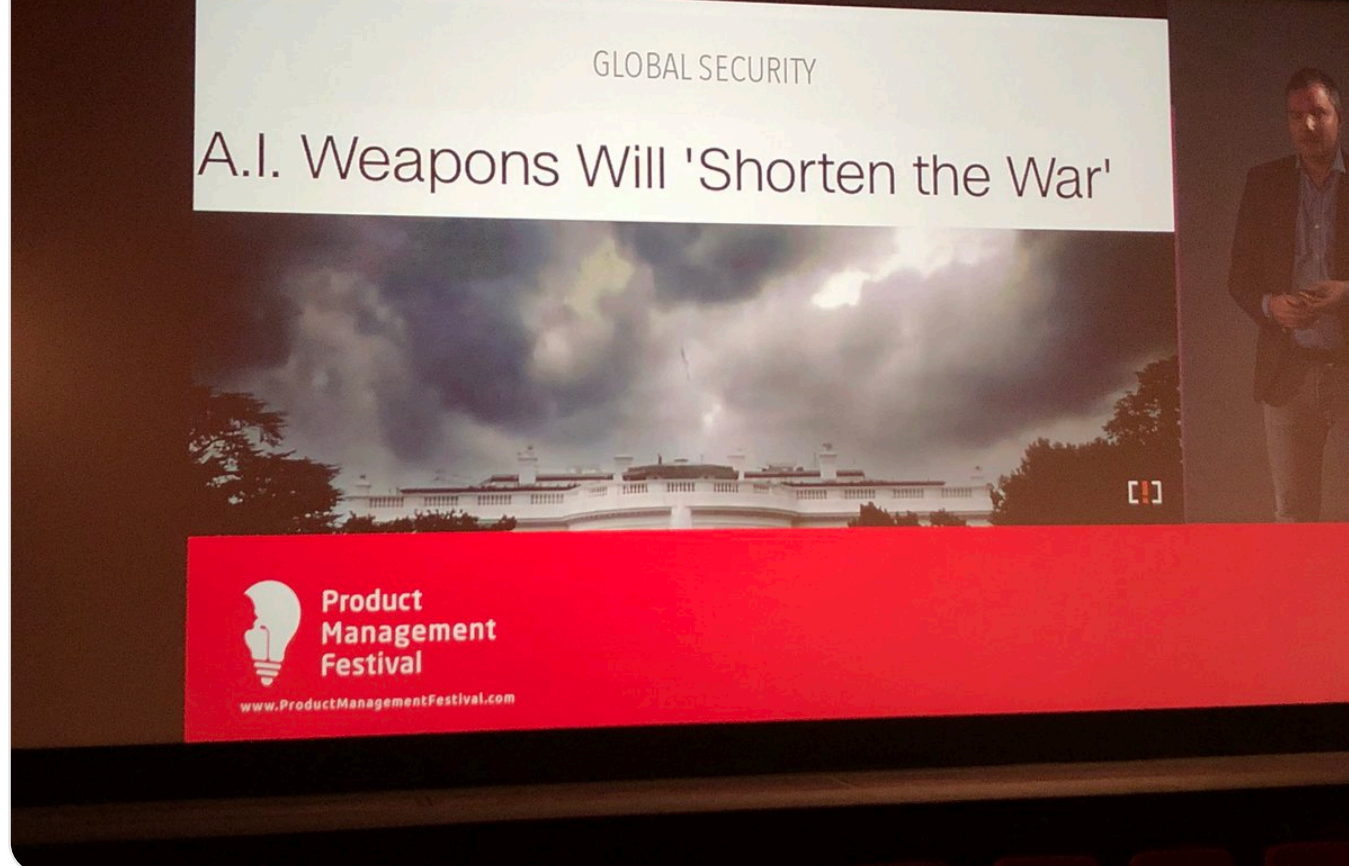
Schulze, Bert O. @BeSchulze · 14. Nov.

#DeepImpact inspiring market view for Product Managers. Scaring exercise of tactical weapon lesson on #AI #PMF18 @ProdMgmtF

Tweet übersetzen







1 2



**Emilie Ringwald** @Milouchkette · 14. Nov.

Companies monetize vanity, like on [@LinkedIn](#) where people pay to see who viewed their profile. From the COO of [@Glassdoor](#) #PMF18

Tweet übersetzen

1 2

Adrian Zwingli gefällt das



**Bedo** @hamzza · 14. Nov.

Let's see what's the difference 🤔

#PMF18

Tweet übersetzen



1 1

Prod Mgmt Festival und 1 weiterer gefällt das



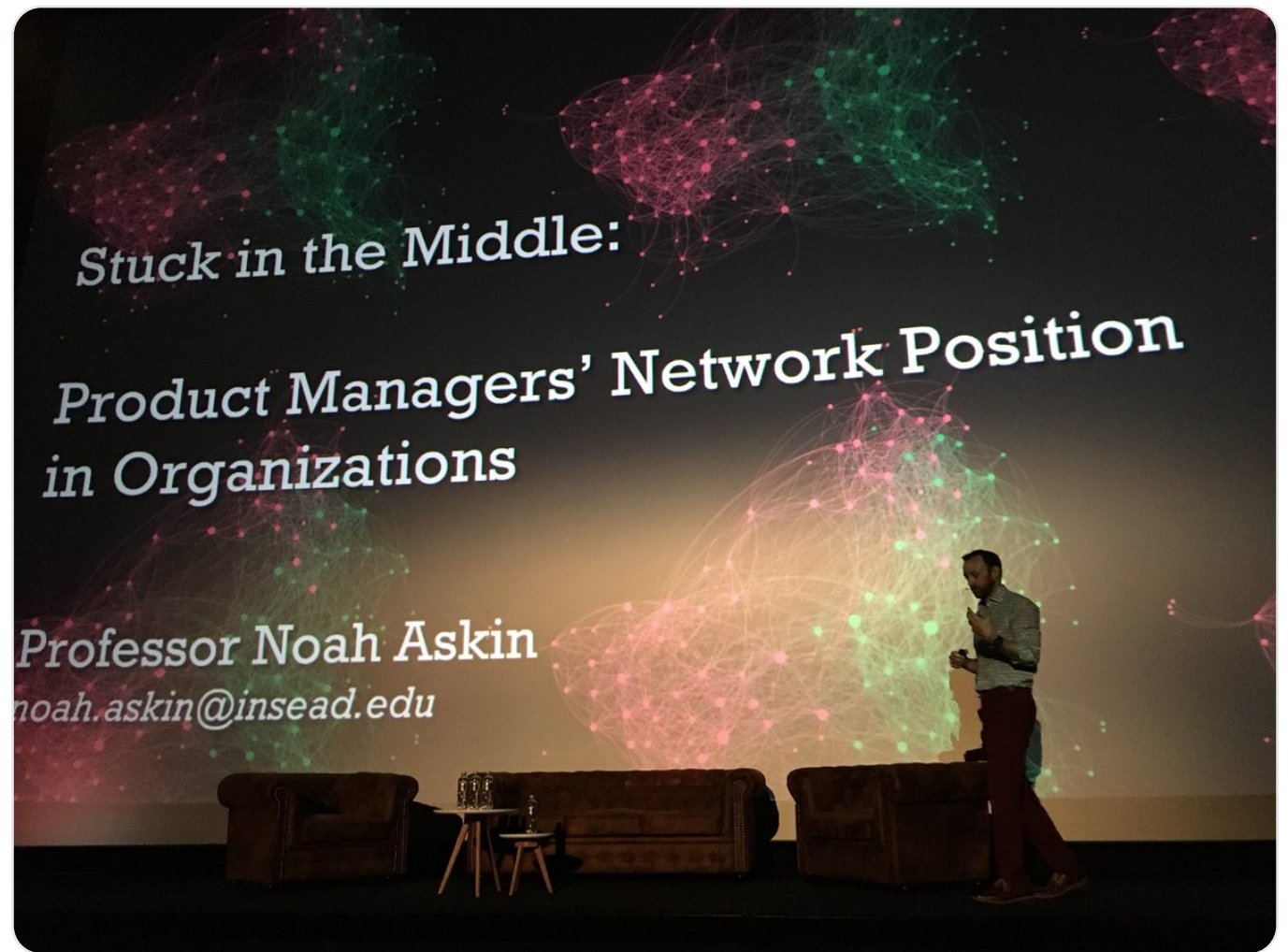
**Cliff des Ligneris** @cdesligneris · 14. Nov.

Prof. Askin of INSEAD about PMs in Orgs (as networks). Not all as organised as



we think 😊 #pmf18

🌐 Tweet übersetzen



💬 1    ↻ 3    ❤️ 7    ✉️



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Enjoy the #CoffeeBreak! We hope you have interesting meetups and discussions. #PMF18

#networking #conference #ProductManager

🌐 Tweet übersetzen



💬    ↻    ❤️ 3    ✉️



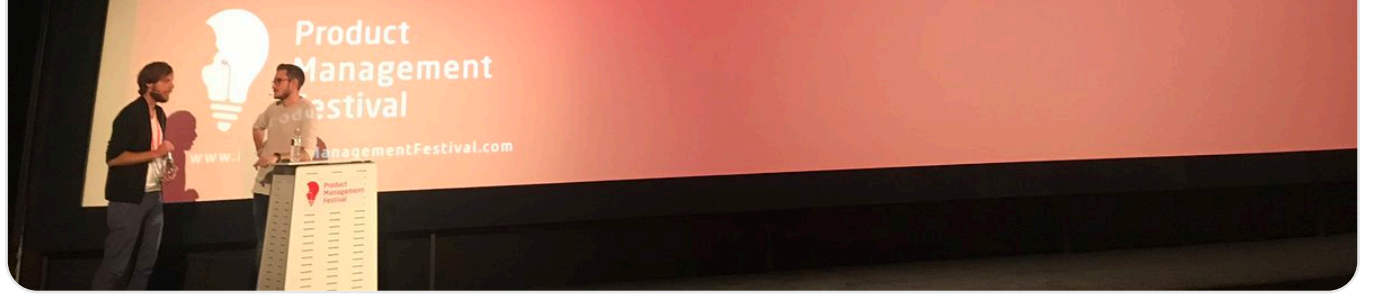
**MarianaTibuh** @MarianaTibuh · 14. Nov.

Joining amazing people this week at #PMF18 !!! Looking forward to connecting and learning from other PMs.

🌐 Tweet übersetzen







1 4



**Timo Wagenblatt** @TimoWagenblatt · 14. Nov.

#PMF18 Noah Askin - always inspiring! [lnkd.in/fRTZbWX](https://lnkd.in/fRTZbWX)

Tweet übersetzen

1



**Cliff des Ligneris** @cdesligneris · 14. Nov.

Stoked to be at #pmf18 today

Tweet übersetzen

1



**Emilie Ringwald** @Milouchkette · 14. Nov.

At the #PMF18 with the @BlaBlaCar\_FR team! @ProdMgmtF

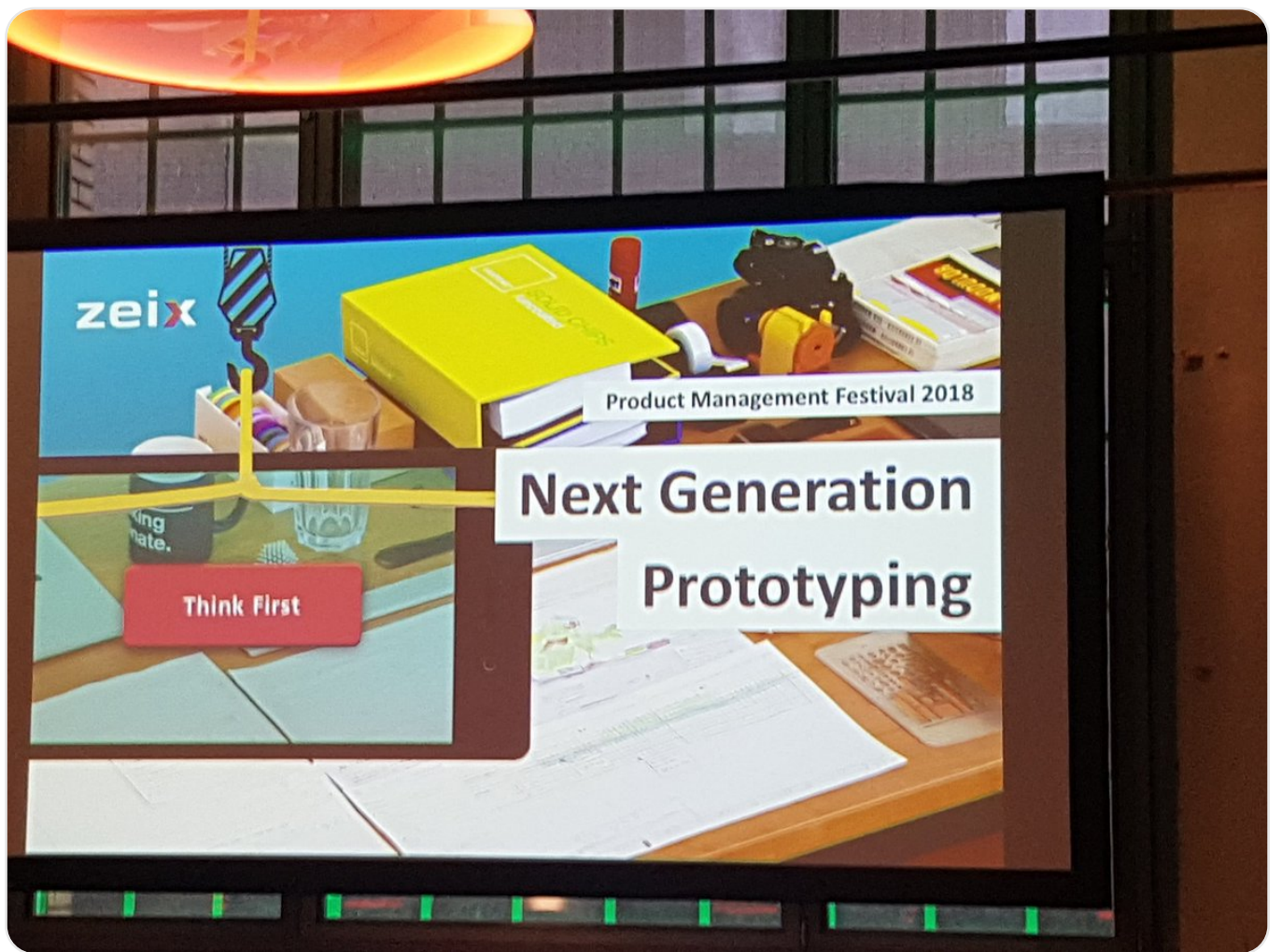
Tweet übersetzen

1



**ibo Training GmbH** @ibo\_training · 14. Nov.

Weiter mit dem sehr spannenden Programm des #pmf18 . Nun mit neue Möglichkeiten im #Prototyping und #Entwicklung .



2



**Gunther Zajic** @zajic12 · 14. Nov.

What's your tennis ball? #PMF18

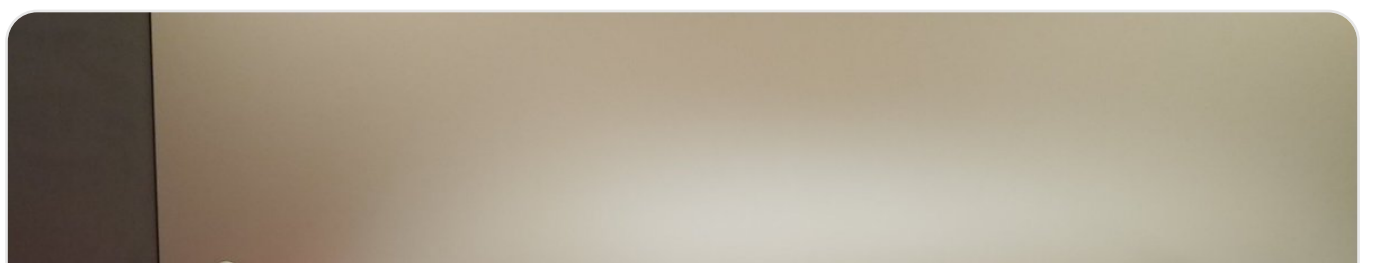
Tweet übersetzen

1



**Eric Gervais** @eric\_gervais · 14. Nov.

Cozy stage setup! #PMF18







**kalinay\_v** @kalinay\_v · 14. Nov.

Anybody from Czech republic, Slovakia or Poland at [#pmf18](#) ?  
Would like to have a chat with you. I am working for [LMC.eu](#) : [Jobs.cz](#),  
[Teamio.com](#), [Seduo.cz](#), [Atmoskop.cz](#), [pracazarogiem.pl](#)

Tweet übersetzen



**Toon Peters** @phalox · 14. Nov.

More than 1000 [#productowners](#) and [#productmanagers](#) at [#PMF18](#)

Tweet übersetzen



**Giovanni** @giovanni\_i · 14. Nov.

Excited to moderate the Leadership track at [#PMF18](#), kicking off with [@naskin](#) and [@markhull](#) this morning!

Tweet übersetzen



**Sven Lenaerts** @svenlen · 14. Nov.

Glassdoor has built a business model based on the power of transparency. Transparency in salaries helps to solve information asymmetry: your employer has more power as it has more information than you during salary negotiations.

[#PMF18](#)

Tweet übersetzen



**Shubham Bhattacharya** @shubhamb1212 · 14. Nov.

'[#Glassdoor](#) Best Places' to work generate better economic returns [#PMF18](#)

Tweet übersetzen





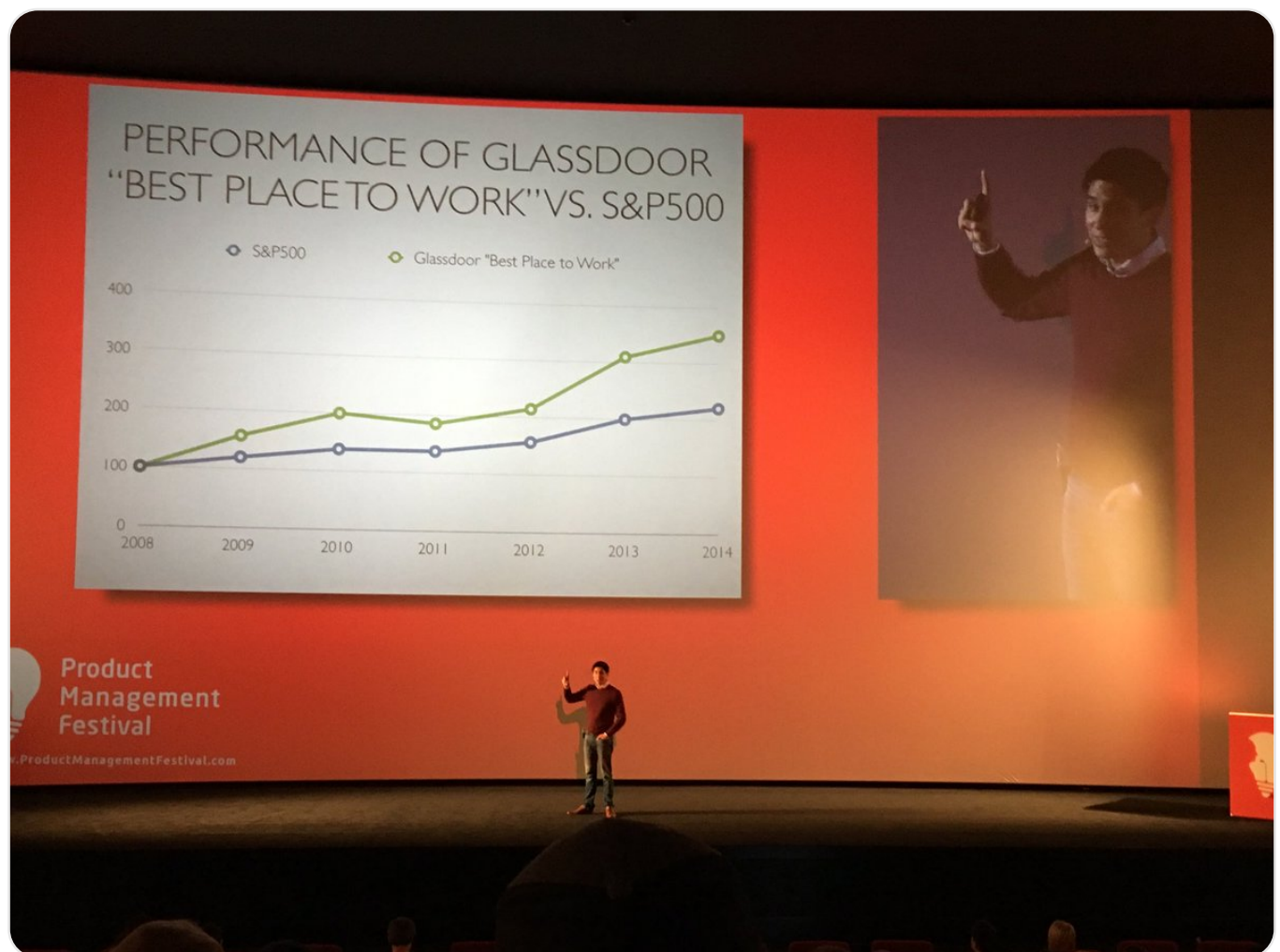
🗨️
🔄
❤️ 1
✉️



**Iulia Jacobsson** @IuliaJac · 14. Nov.

If you need more reasons to make your organization a great place to work...  
[#pmf18](#)

🌐 Tweet übersetzen



🗨️
🔄
❤️
✉️



**Kevin Lancashire** @KevLancashire · 14. Nov.

Monetizing vanity [#PMF18](#) [#ChristianSutherlandWong](#)

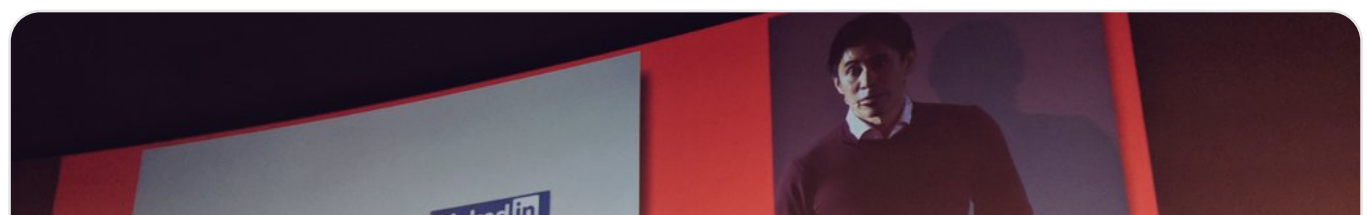
🗨️
🔄
❤️ 1
✉️



**Katrina Bautista** @katbuilt · 14. Nov.

How does a product 'monetize vanity'? It's questions like these that I've rarely thought about, that I was hoping to hear at a conference outside of my main discipline 🤔 "Literally people around the world pay LinkedIn to see who has viewed their profile." [#pmf18](#)

🌐 Tweet übersetzen







🗨️ ↻ 4 ❤️ 13 ✉️



**Pradeep Fernando** @PradeepFernando · 14. Nov.  
Vanity Pays! #PMF18

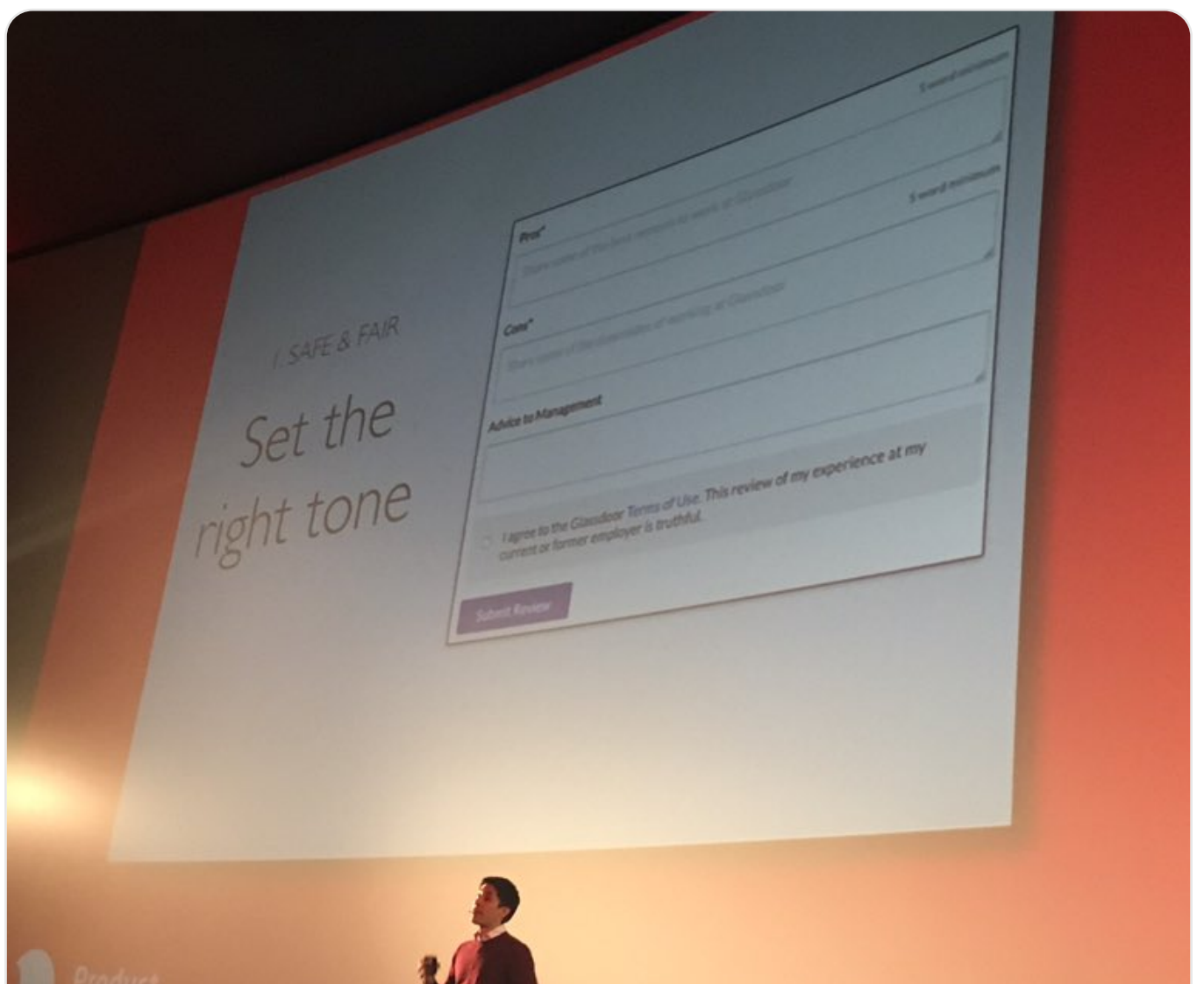


🗨️ ↻ ❤️ ✉️



**Luciemclean** @luciemclean · 14. Nov.  
Loving the work that @Glassdoor have put into their contribution form to courage fair and constructive feedback about employee experiences. Christian Sutherland-Wong sharing insights at the first keynote of #PMF18

🌐 Tweet übersetzen







🗨️ ↻️ ❤️ 1 ✉️



**Toon Peters** @phalox · 14. Nov. ⌵

Nice typo, gives it a special touch! Find the walking code-on-black t-shirt on [#PMF18](#) please retweet!

🌐 Tweet übersetzen

🗨️ ↻️ ❤️ 2 ✉️

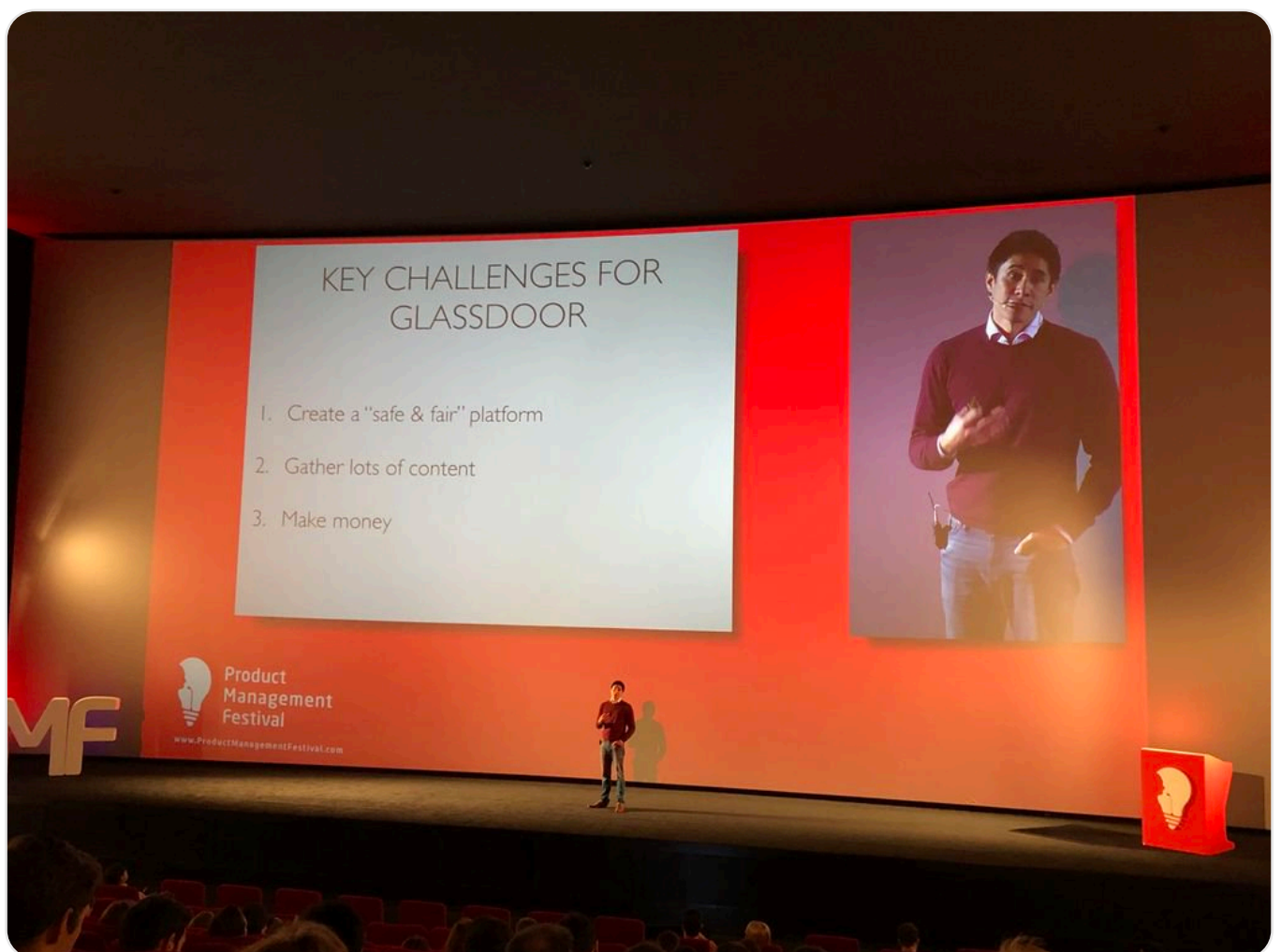
[Diesen Thread anzeigen](#)



**Shubham Bhattacharya** @shubhamb1212 · 14. Nov. ⌵

Insights from Glassdoor about the business of [#transparency](#) at the keynote @ProdMg [#PMF18](#) [#ProductManagement](#)

🌐 Tweet übersetzen



🗨️ ↻️ 1 ❤️ 1 ✉️



**Katrina Bautista** @katbuilt · 14. Nov. ⌵

This concept of using platforms to combat information asymmetry and bringing balance back to negotiations [#mademethink](#). I feel like this is a great bar to set for platform designers — does this UX give symmetrical info-power to the underserved side (often the user)? [#pmf18](#)

🌐 Tweet übersetzen





Adrian Zwingli gefällt das



**Simprints** @Simprints · 14. Nov.

@Alex\_Simprints, our Director of Innovation, sharing great ideas from the @ProdMgmtF festival #PMF18

#Management #WednesdayWisdom



**Alexandra Grigore** @Alex\_Simprints

“Culture beats any management framework” (Christopher Osborne, Director of Product @bookingcom ) Building a culture of personal responsibility is the most important in driving success #PMF18 @ProdMgmtF

Tweet übersetzen



1



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Sharing on how @Glassdoor changed our working life by giving the power of transparency to employees. How transparency is good for people, companies and product managers. #PMF18 @Google

Tweet übersetzen



1



10



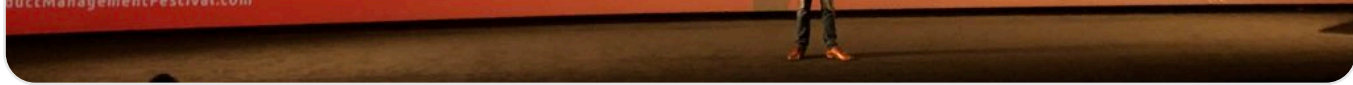
**Veselina Hristova** @Freudelina · 14. Nov.

What about putting our salaries in an excel sheet and send it to our peers? #transparency #salary #productmanager #productowner #PMF18

Tweet übersetzen







🗨️ ↺️ ❤️ 📧



**Shubham Bhattacharya** @shubhamb1212 · 14. Nov.

And the day begins @ProdMgmtF #PMF18

🌐 Tweet übersetzen



🗨️ ↺️ ❤️ 2 📧



**Hannah Zambrano** @HannahKZambrano · 14. Nov.

#pmf18 2 days of product management. Bring it on!

🌐 Tweet übersetzen



🗨️ ↺️ ❤️ 📧



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Welcome speech by board member @AZwingli at #PMF18. Have an interesting and successful day!

#conference #ProdMgmt @Google @Nike @UBS @Zalando @swissairlines @Optimizely @bookingcom @applause @algolia @Appseecom @auth0 @eDreams\_ODIGEO @swissq @SAP

🌐 Tweet übersetzen







1 11



**Paul Herwarth v. B.** @pherwarth · 14. Nov.

We're sharing salary information within our 150 employee company and it worked out as well. 👍 @ChrisLeeSW #PMF18

Tweet übersetzen

2



**Mostafa @ #PMF18** @MostafaNageeb · 14. Nov.

The sound is bad. Echo and sounds funny. #PMF18

Tweet übersetzen



1

Prod Mgmt Festival gefällt das



**Jakub Uniejewski** @kubiku · 14. Nov.

At Product Management Festival in Zurich today? Join my talk on learnings from mistakes in a/b testing and bumpy road towards experimentation and product discovery.

And come by and say hi!

#PMF18 #abtesting #experimentation

Tweet übersetzen



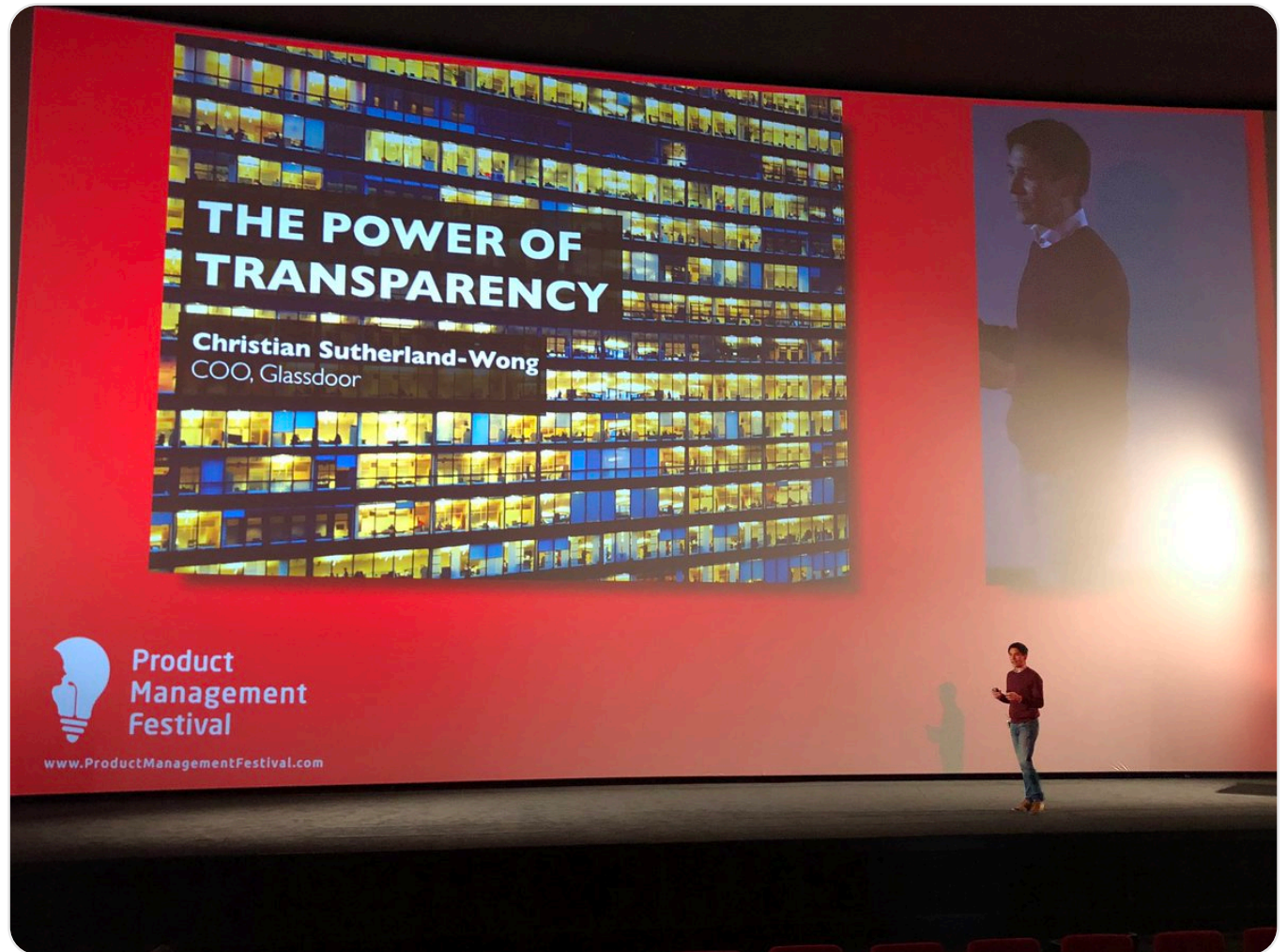
1 1 7



**Paul Herwarth v. B.** @pherwarth · 14. Nov.

First keynote at #PMF18 by @ChrisLeeSW about "The Power of Transparency".

Tweet übersetzen

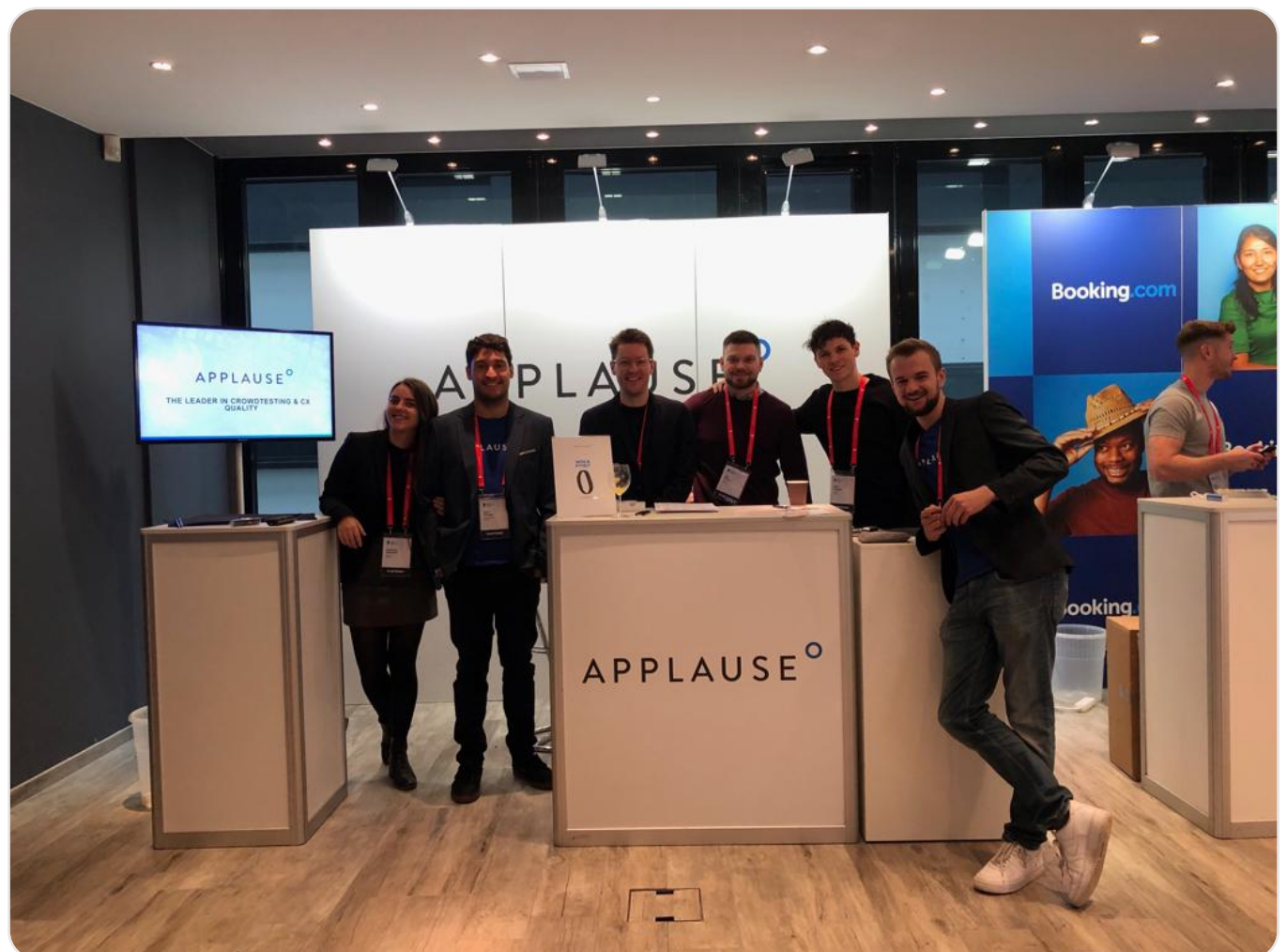


2



**Applause DACH** @ApplauseDach · 14. Nov.

Und los geht's! Schaut gerne vorbei in Halle 6 für Austausch & Best Practices zu #QA #Crowdtesting #DigitalExperience. #pmf18 #ProductManagementFestival



4



**Sven Lenaerts** @svenlen · 14. Nov.

First up, session from Booking:

1. Creativity and learning is required for a sustainable growth strategy – creativity fuels experiments
2. OKRs & data can lead to tunnel vision, which can make that small issues (bugs etc) creep into the product

#PMF18



Tweet übersetzen



2

9



**ibo Training GmbH** @ibo\_training · 14. Nov.

Spannende Eröffnungs-Key-Note, wie wichtig und mächtig [#Transparenz](#) im Unternehmen ist. [#pmf18](#)



1

3



**Schulze, Bert O.** @BeSchulze · 14. Nov.

Popcorn and an entertaining talk from [#Glassdoor](#) Christian Sunderland-Wong at the cinemas Zürich PMF Event about the Power of Transparency [#PMF18](#) [@ProdMgmtF](#)

Tweet übersetzen



1

3



**Mostafa @ #PMF18** @MostafaNageeb · 14. Nov.

Long day ahead [#PMF18](#)

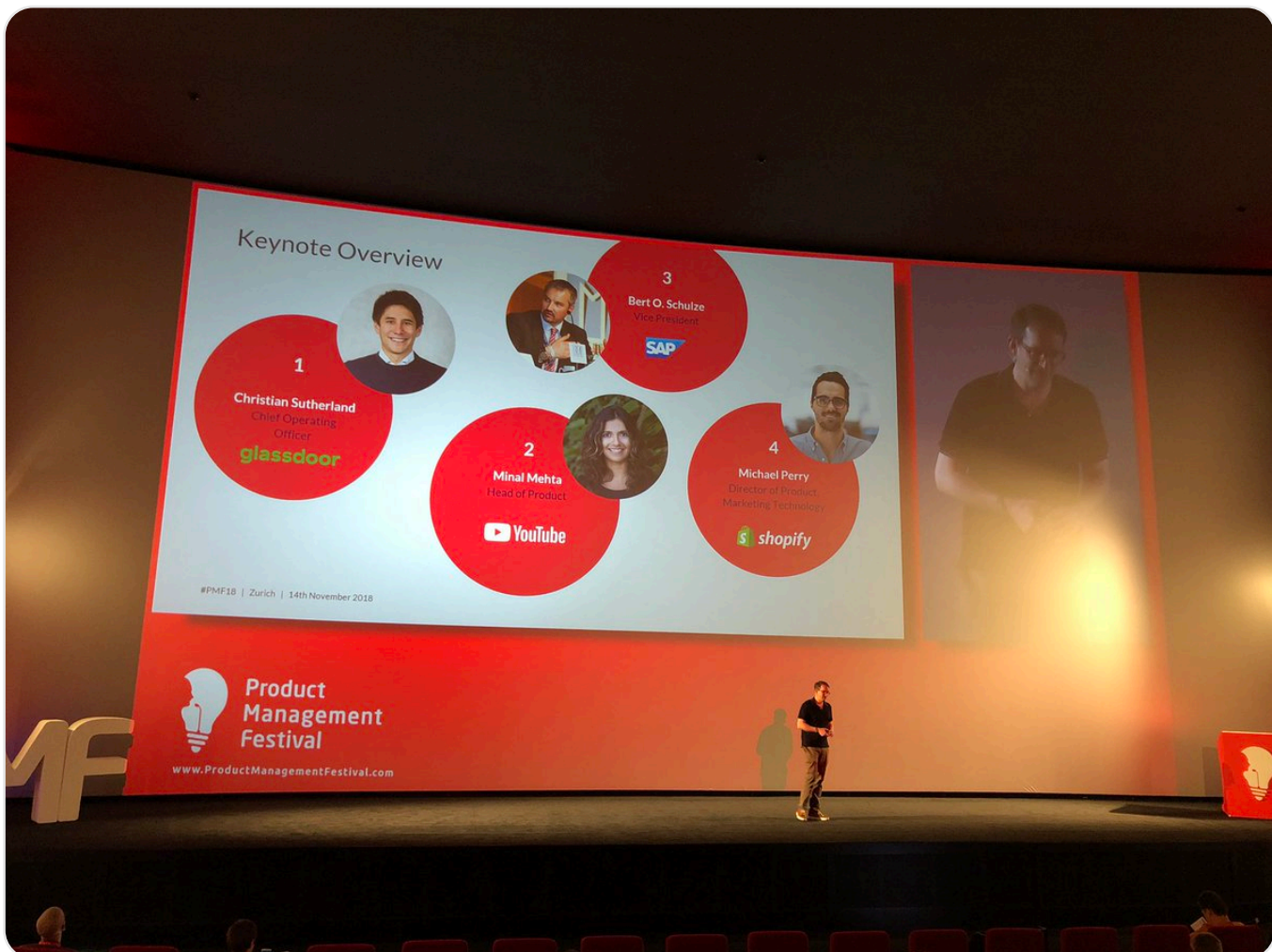


**Paul Herwarth v. B.** @pherwarth · 14. Nov.

Day 1 at [#PMF18](#) starts right now.



Tweet übersetzen



Adrian Zwingli gefällt das



**Paul Herwarth v. B.** @pherwarth · 14. Nov.

Arrived yesterday and had a nice evening in Zürich. Now **#PMF18** starts and we're looking forward to two great days! Lots of discussion about product management. **#prodmgmt**

Tweet übersetzen



**Toon Peters** @phalox · 14. Nov.

**#PMF18** looking for a **#po** or **#pm** job in an awesome company? Congrats talk to me for opportunities in **#lausanne** and **#madrid** **#productmanagement**

Tweet übersetzen



[Diesen Thread anzeigen](#)

Prod Mgmt Festival und 1 weiterer gefällt das



**Andrin v. Rechenberg** @andrinvr · 14. Nov.

**#PMF18** off to a great start!

Tweet übersetzen







1 8



**Karol Jarkovsky** @kentico\_karolj · 14. Nov.

Welcome Zurich, let [#PMF18](#) begin!

[Tweet übersetzen](#)



2

[Diesen Thread anzeigen](#)



**Vince Van Grootel** @VinceVanGrootel · 14. Nov.

Just kicked-off [#PMF18](#) with a great talk about lessons learned from scale up by Christopher Osborne from [@bookingcom](#). Excited to learn from all the inspiring product leaders

[Tweet übersetzen](#)

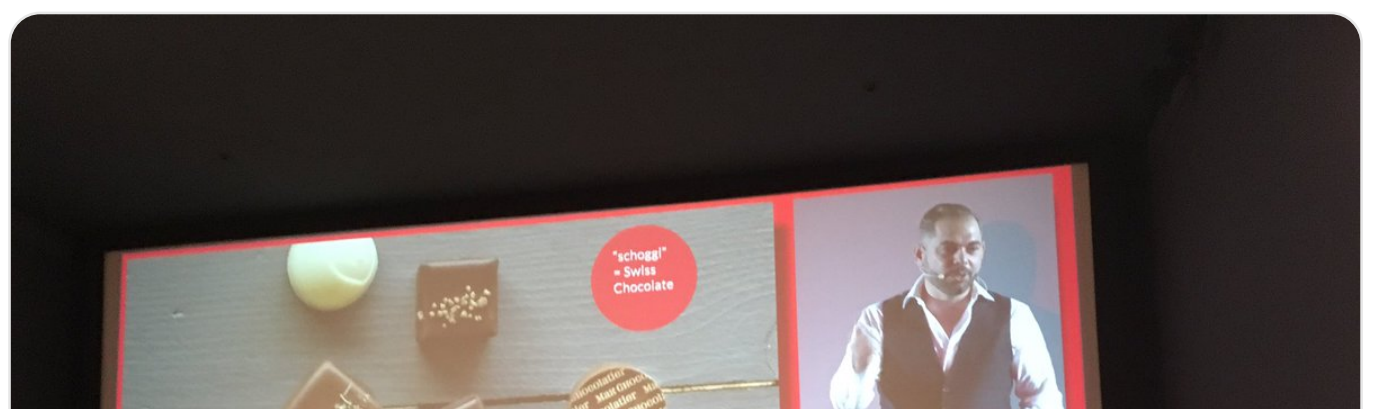
1



**Willie Lok** @willielok · 14. Nov.

There are chocolates everywhere [#winner](#) [#pmf18](#) [@ProdMgmtF](#)

[Tweet übersetzen](#)







**Holiday Extras Tech** @hxtechteam · 14. Nov.

Good morning from Zurich! @DearCalamity and @Shes\_Vertical are at #pmf18 to Connect. Grow. Impact.

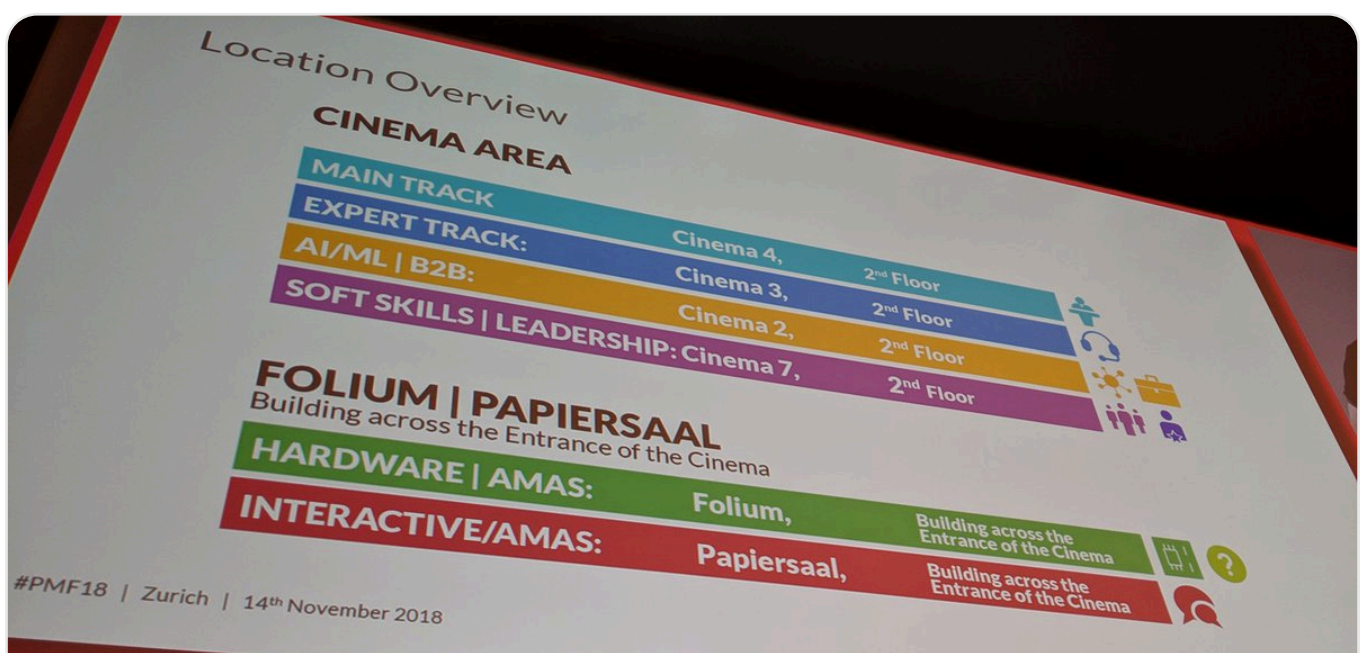
[Tweet übersetzen](#)



**Christoph Lange** @christoph\_la · 14. Nov.

Biggest #PMF18 ever is now starting with 6 stages, > 80 speakers, 1000+ attendees. Great things to come over the next two days

[Tweet übersetzen](#)







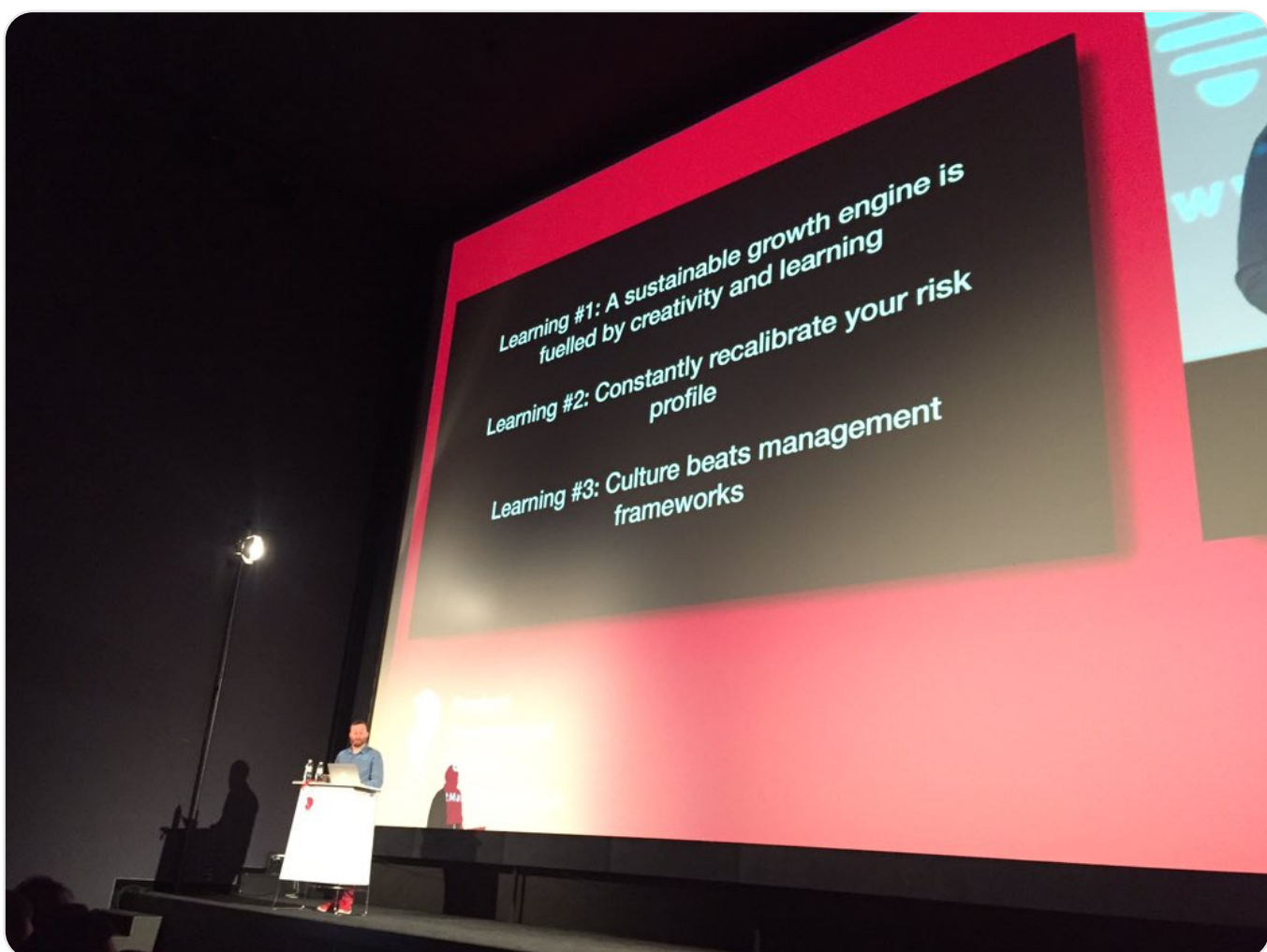
🗨️ 2 ❤️ 13 ✉️



**Alexandra Grigore** @Alex\_Simprints · 14. Nov.

“Culture beats any management framework” (Christopher Osborne, Director of Product @bookingcom ) Building a culture of personal responsibility is the most important in driving success #PMF18 @ProdMgmtF

🌐 Tweet übersetzen



🗨️ 1 ❤️ 6 ✉️



**Olav Dreier** @UpfrontThinker · 14. Nov.

As a #ProdMgmt chase that ball, influence your inner circle, and choose your 30000 days on this planet wisely #PMF18

🌐 Tweet übersetzen



🗨️ 1 🔄 1 📺

[Diesen Thread anzeigen](#)





**Garry Krugljakow** @GarryKrug · 14. Nov.

Day 1 representing @vairade at @ProdMgmtF #PMF18

Tweet übersetzen



1

3



**giulianidasio** @giulianidasio · 14. Nov.

Warming up at #PMF18 @SchibstedSpain



**luciemclean** @luciemclean · 14. Nov.

#PMF18 is underway in Zurich. Our biggest yet. Bring it on!

Tweet übersetzen



5



**Shubham Bhattacharya** @shubhamb1212 · 14. Nov.





Time for another event. Getting together with another [#productmanagement](#) community at [#pmf18](#)

[Tweet übersetzen](#)



1 3



**Timo Wagenblatt** @TimoWagenblatt · 14. Nov.  
[#PMF18](#) just kicked off [lnkd.in/f3ypjQ6](https://lnkd.in/f3ypjQ6)

1



**Karol Jarkovsky** @kentico\_karolj · 14. Nov.  
Kicking off [@ProdMgmtF](#) [#PMF18](#) talking about what drives and motivates PMs. Looking forward amazing 2 days. If you're around let's talk.  
[#Productmanagement](#) [#PM](#) [#ProductDevelopment](#)

[Tweet übersetzen](#)

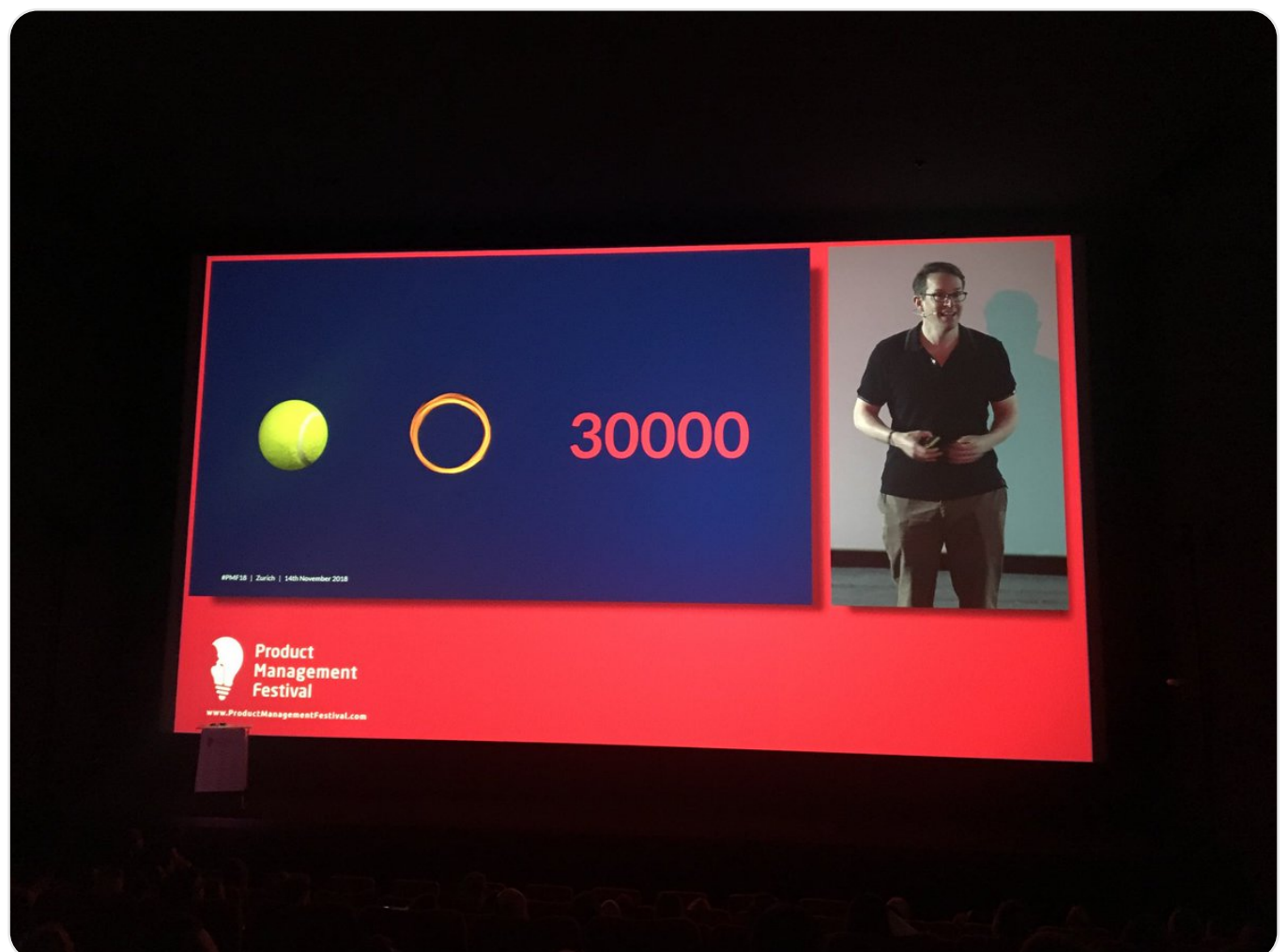
1 1 2

[Diesen Thread anzeigen](#)



**Pradeep Fernando** @PradeepFernando · 14. Nov.  
What's the relationship here? [#PMF18](#)

[Tweet übersetzen](#)







**Katrina Bautista** @katbuilt · 14. Nov.

Day one! Hang with me & @davekilljoy at @ProdMgmtF — we're designers trying to blend into a sea of product managers... learning about the other sides at #PMF18

Tweet übersetzen



**produktbezogen** @produktbezogen · 14. Nov.

Blg shout out to everybody at #PMF18. Have an awesome time, meet new interesting people, learn something new, then share it again!

Tweet übersetzen



**Giovanni** @giovanni\_i · 14. Nov.

Great to see Christian among amazing lineup of speakers this year!! #PMF18



Tweet übersetzen



**Miro Remias** @kentico\_miro · 14. Nov.

@Kentico is traveling back in time with #pmf18 to times when #czechoslovakia existed. Great times! @ProdMgmtF How did you know I am working in Czech Republic and I am Slovak? :) Best combo!

Tweet übersetzen







1    1    2    1



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Kicking-off [#PMF18](#) with a talk from Lessons Learned From Scale Up - Values and [#Culture](#) at the Heart of Making Great from [@bookingcom](#) [#conference](#) [#ProdMgmt](#)

Tweet übersetzen

1    3    1



**Chitrak Gangrade** @ChitrakGangrade · 14. Nov.

[#PMF18](#) let's go!



1    1    2    1





**Sven Lenaerts** @svenlen · 14. Nov.

I'll be at [#PMF18](#) over the next 2 days, learning from some exceptional product leaders. :)

[Tweet übersetzen](#)



**mareK Claussen** @funkymc · 14. Nov.

Looking forward to an exiting [#PMF18](#)

[Tweet übersetzen](#)



**Hanne Van Briel** @hanne\_van\_briel · 14. Nov.

Excited to meet some other great Product Managers and speakers to learn and share experiences! [#pmf18](#)

[Tweet übersetzen](#)

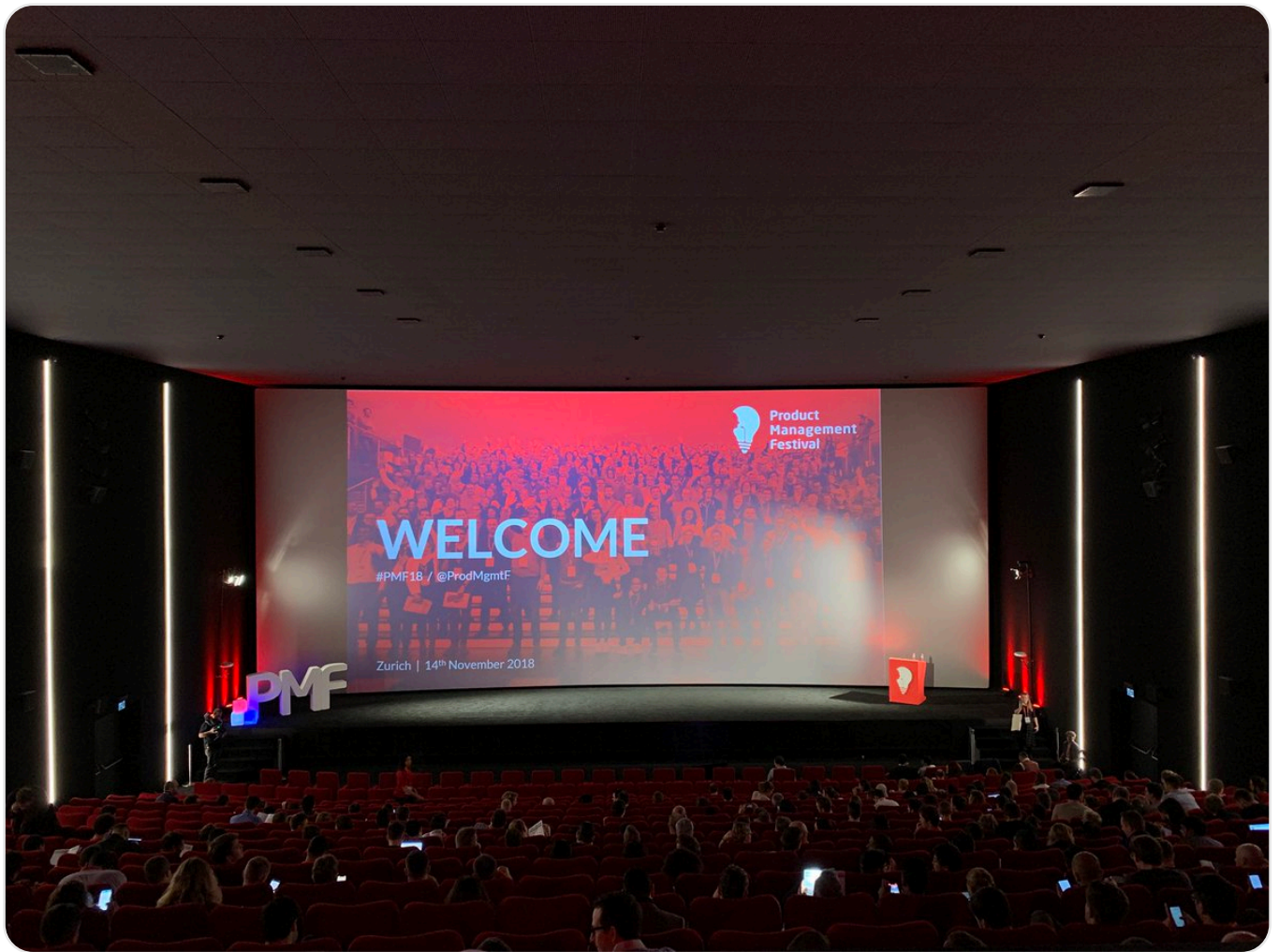






Robert Hingston @hingston\_robert · 14. Nov.

#PMF18



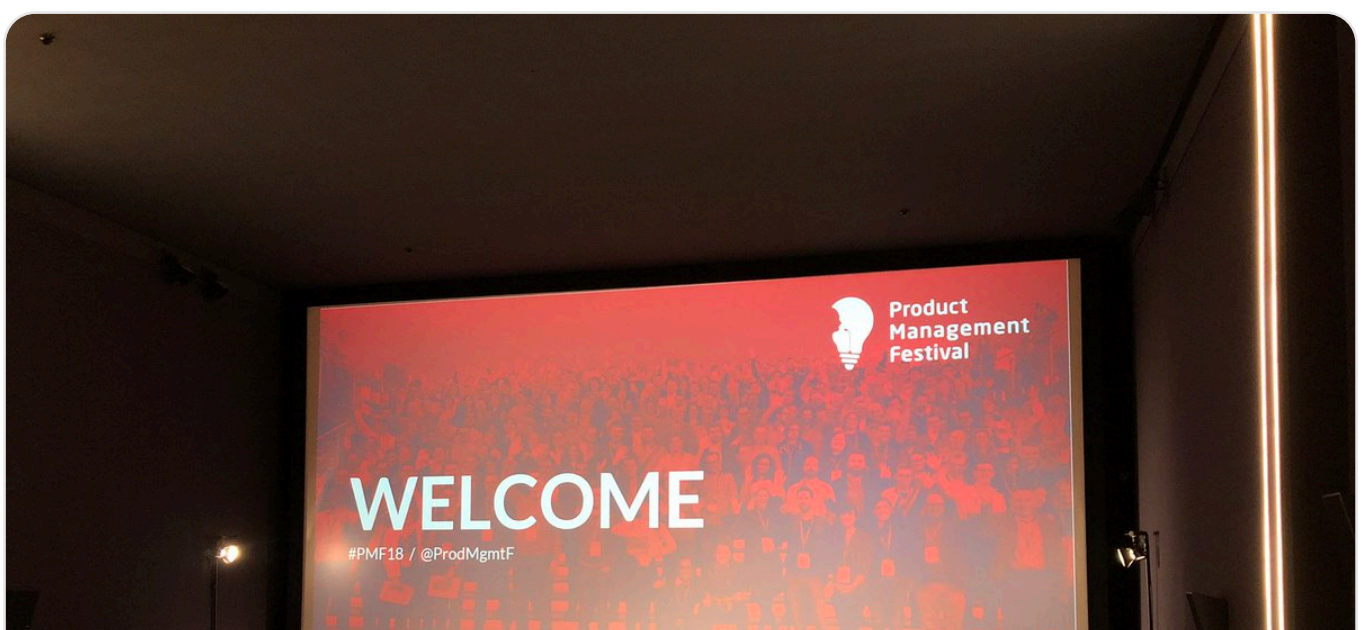
Jan Ruske @janruske · 14. Nov.

#pmf18 here we go! With @joinmetronomnow #productLove



Alvaro Bello @abello84 · 14. Nov.

#pmf18







**Jules Skopp** @zmetak · 14. Nov.

#PMF18 Kicking off and already met some old friends. Great way to start the day. Looking forward for the keynote. @ProdMgmtF @mmajtaz

Tweet übersetzen



**Marina Schaller** @Marina\_Schaller · 14. Nov.

Ready 2 go #pmf18



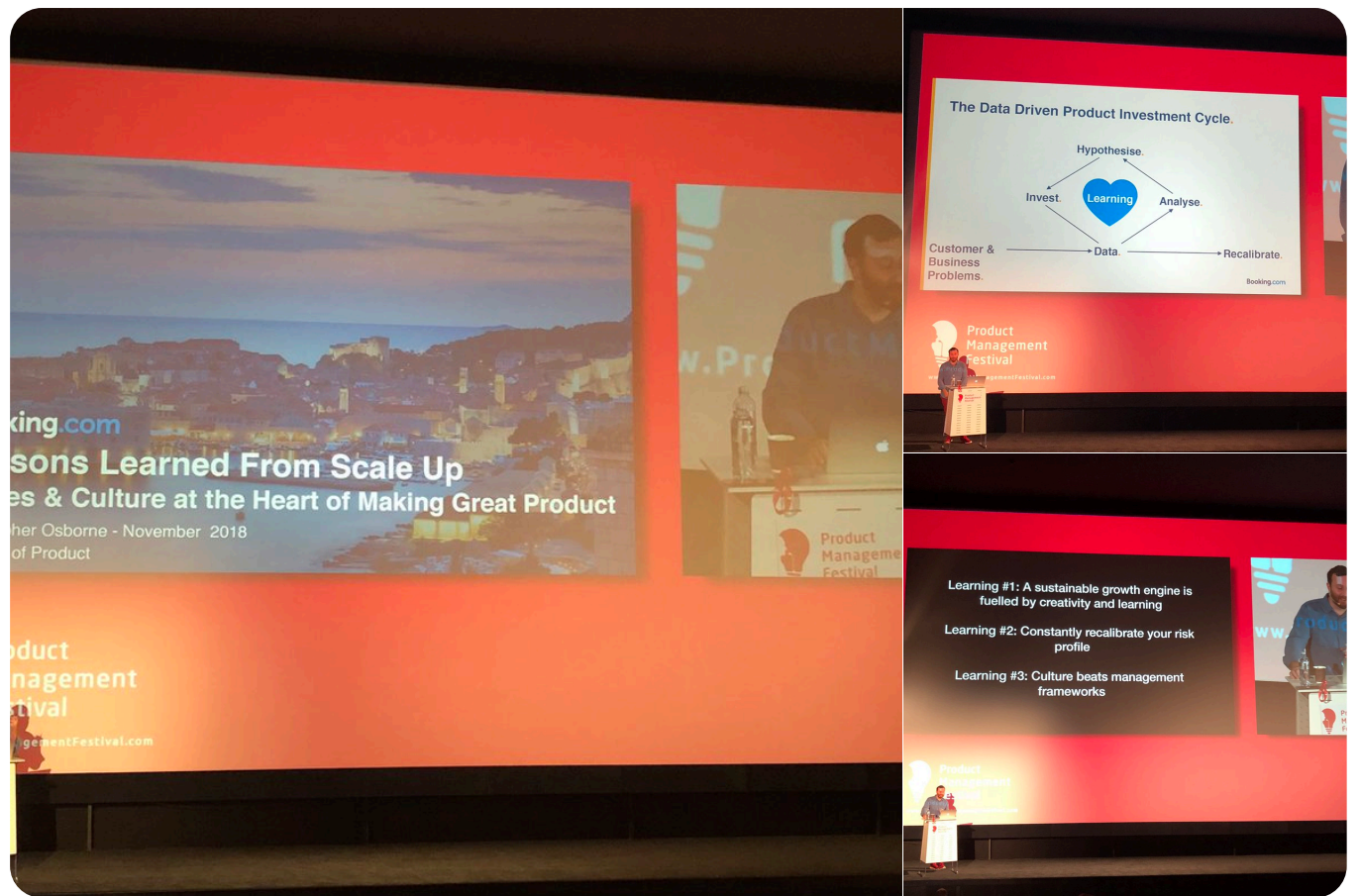
**Jelena Laketić** @thebabymonster · 14. Nov.

'no matter what your role was before, essentially, as company grows, you will become portfolio manager' christopher osborne of @bookingcom .. excellent



pre-session for early 🍪 at #PMF18 !!@ProdMgmtF-

[Tweet übersetzen](#)



[Comment](#) [Retweet](#) [Like](#) 1 [Message](#)



**Alexandra Lung** @LungAlexandra · 14. Nov.

Come see my talk about how to create a learning machine within your product at #PMF18 this morning! And...find out what baking cookies and product management have in common. 🍪 😊

[Tweet übersetzen](#)

[Comment](#) [Retweet](#) [Like](#) 2 [Message](#)



**Pradeep Fernando** @PradeepFernando · 14. Nov.

Kicking off Product Management Festival 2018 #PMF18

[Tweet übersetzen](#)



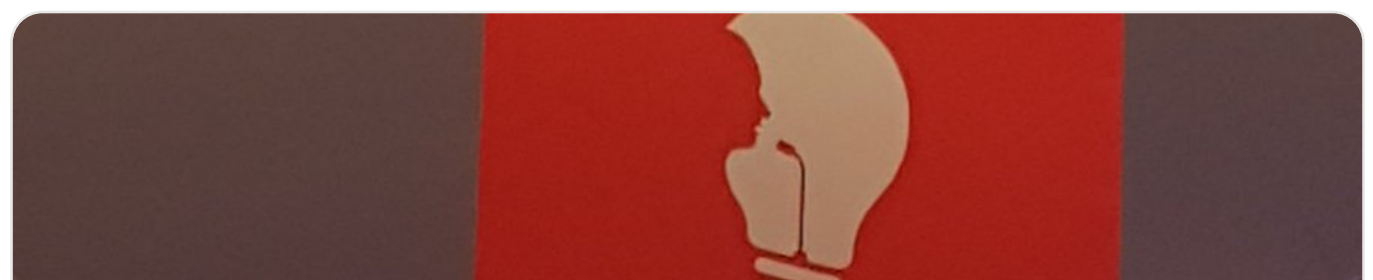
[Comment](#) [Retweet](#) [Like](#) 1 [Message](#)



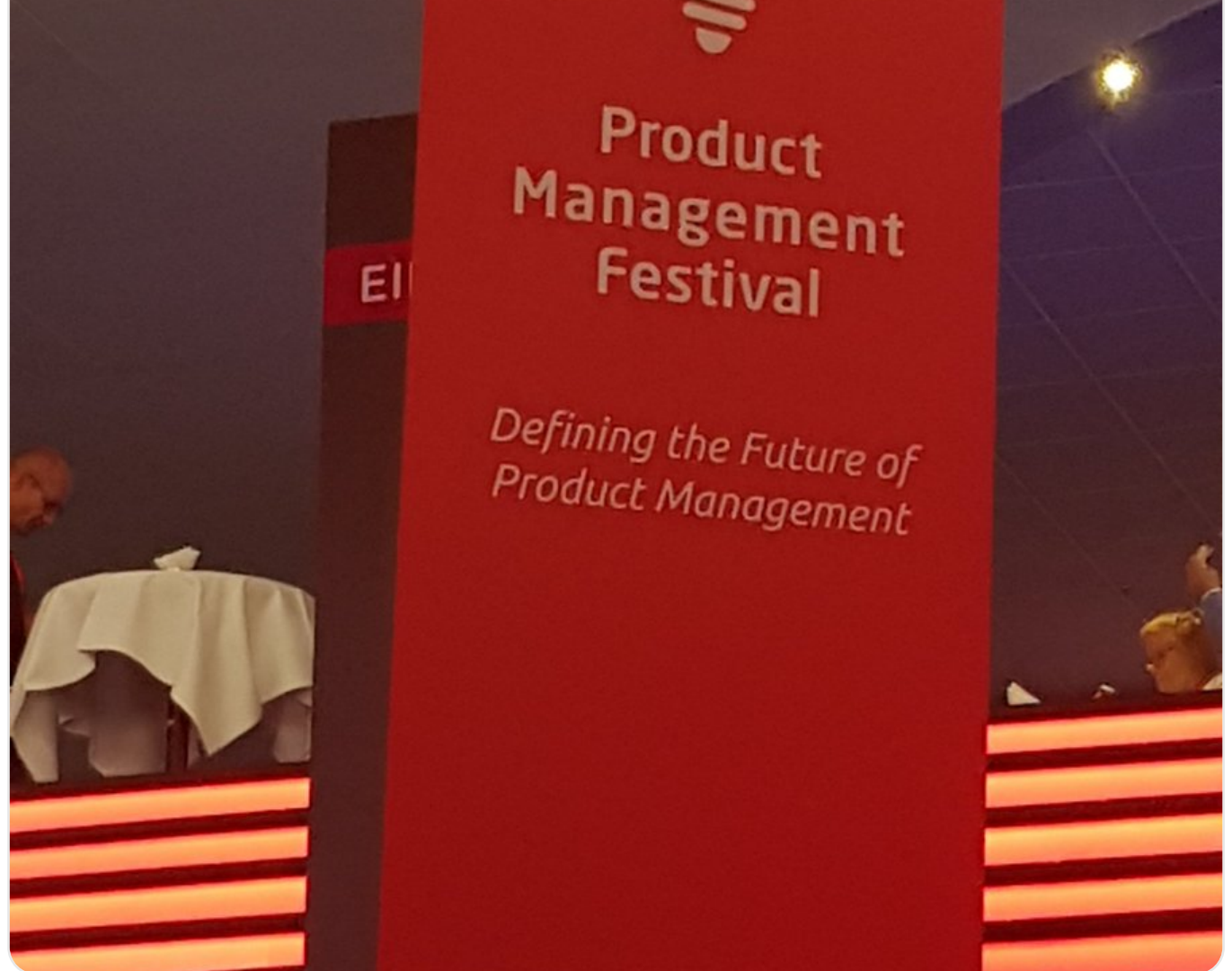
**ibo Training GmbH** @ibo\_training · 14. Nov.

Es geht los, das #pmf18 .

Ich freue mich auf viele neue Inhalte und Anregungen.







🗨️ ↻️ ❤️ 1 📧



**Ravi Sapata** @YoursProductly · 14. Nov.

It's about to begin. #PMF18



🗨️ ↻️ ❤️ 1 📧



**Christoph Tempich** @CTempich · 14. Nov.

I will share my perspective on building products based on data using AI today @ProdMgmtF . AI & ML Track Cinema 2. 13:20 #pmf18 #prodmgmt #dataproducs #AI #ML #DataScience

🌐 Tweet übersetzen

**Product Management Festival 2018**  
 Unsere Experten halten auf den wichtigsten Branchenverans...  
 inovex.de

🗨️ 1 ↻️ 3 ❤️ 7 📧

[Diesen Thread anzeigen](#)



**Willie Lok** @willielok · 14. Nov.

Good morning #pmf18 #productmanagement #booking





🗨️ ↻️ ❤️ 1 ✉️



**Robert Hingston** @hingston\_robert · 14. Nov.

On our way to #PMF18, @ProdMgmtF can't wait to meet with more Product leaders and discuss how to maximise the role of PM for product success!

🌐 Tweet übersetzen

🗨️ ↻️ ❤️ 1 ✉️



**Toon Peters** @phalox · 14. Nov.

@NextthinkNews checking in at #pmf18 @ProdMgmtF



🗨️ ↻️ ❤️ 1 ✉️



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Welcome everyone! Registration is now open. #PMF18 starts at 8.30 with the Pre-Session in Cinema 3. Get yourself a boost and enjoy your coffee. #coffeetime #ProductManager #conferenceday #butfirstcoffee

🌐 Tweet übersetzen







🗨️ ↻ 4 📧



**Stephanie May** @StephMay2 · 14. Nov.

Great Women in Product event last night, now off to Product Management Festival! [#pmf18](#) [#prodmgmt](#) [#productmanagement](#)

[🌐 Tweet übersetzen](#)



🗨️ ↻ 1 📧 5



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Let's start the day with some yoga and running session together before we jump into [#PMF18](#).

[#morningworkout](#) [#productmanagement](#) [#conference](#) [#sport](#)

[🌐 Tweet übersetzen](#)

🗨️ ↻ 1 📧 3



**Marina Schaller** @Marina\_Schaller · 14. Nov.

On my way to [#pmf18](#) 😊

🗨️ ↻ 📧



**Prod Mgmt Festival** @ProdMgmtF · 14. Nov.

Good morning. Today is the day! Have a safe journey. [#PMF18](#)

[#productmanagement](#) [#conference](#) [#zurich](#) [#goodmorning](#)



#productmanagement #conference #zürich #goodmorning

Tweet übersetzen



4 7



**Johanna Käble** @JKaelble\_RE · 14. Nov.

..on my way to [#pmf18](#)!!



**Prod Mgmt Festival** @ProdMgmtF

#PMF18 begins in a few hours! Are you ready? We are waiting for you in @ArenaCinemasZH !

#speakers #productmanagement #conference

1 3

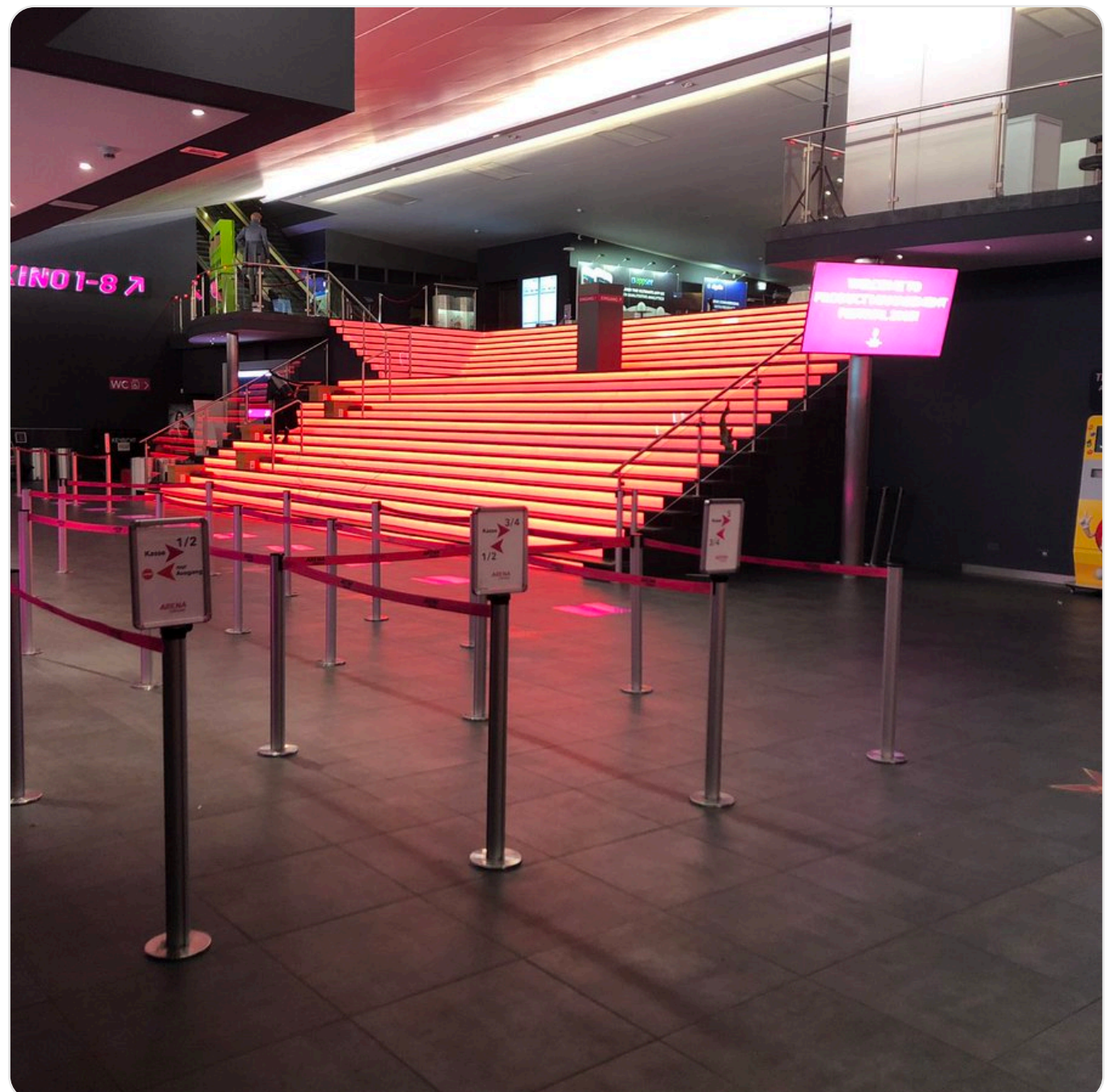
Prod Mgmt Festival gefällt das



**Nina** @nrajcic · 14. Nov.

Off to the Product Management Festival - looking forward to two interesting days full of interesting Talks and many meetings [@ProdMgmtF](#) [#pmf18](#)

Tweet übersetzen



1 5

Johanna Käble gefällt das





Prod Mgmt Festival @ProdMgmtF · 14. Nov.

#PMF18 begins in a few hours! Are you ready? We are waiting for you in @ArenaCinemasZH!

#speakers #productmanagement #conference

Tweet übersetzen



1 7



Nicole Thompson @nicolehudspith · 13. Nov.

Join us at #PMF18 and watch our talk!

r booth at #PMF18 and ac-Man experimentation arn about product tation.



Optimizely @Optimizely

Visit us at #PMF18 booth 4 this week to learn how you can start building better products by implementing product experimentation, enjoy a game of Pac-Man and enter to win our raffle. optimize.ly/2PSGdRW

Tweet übersetzen

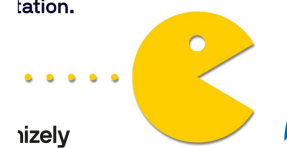
2



martijn @martijnbeijk · 13. Nov.

#PMF18

r booth at #PMF18 and ac-Man experimentation arn about product tation.



Optimizely @Optimizely

Visit us at #PMF18 booth 4 this week to learn how you can start building better products by implementing product experimentation, enjoy a game of Pac-Man and enter to win our raffle. optimize.ly/2PSGdRW



Miro Remias @kentico\_miro · 13. Nov.

How to measure product success? Start with customer first mindset, understand their needs, measure NPS, that is it! #thankyou @Google for hosting the executive summit in #zurich, @Prodmgmtf for organizing and having @Kentico. Looking forward to hear from product leaders at #PMF18

Tweet übersetzen







🗨️ ↻️ ❤️ 7 📧



**Prod Mgmt Festival** @ProdMgmtF · 13. Nov. ▼

Coffee break at the Product Executive Summit. As part of **#PMF18** VPs, CPOs and Heads of Product met today at Google HQ to discuss the future of product management. 💡 **#PMF18**

[ow.ly/rPvi50jGpxo](https://ow.ly/rPvi50jGpxo)

🌐 Tweet übersetzen



🗨️ 1 ↻️ ❤️ 3 📧



**Tom Leung** 🎥 🇺🇸 🇨🇦 🇨🇭 @toml · 13. Nov. ▼

Giving a talk about startup versus enterprise **#productmanagement** tomorrow at **#PMF18** in Zurich. With 30 minutes total wondering how much time I should do with slides versus q&a.

🌐 Tweet übersetzen

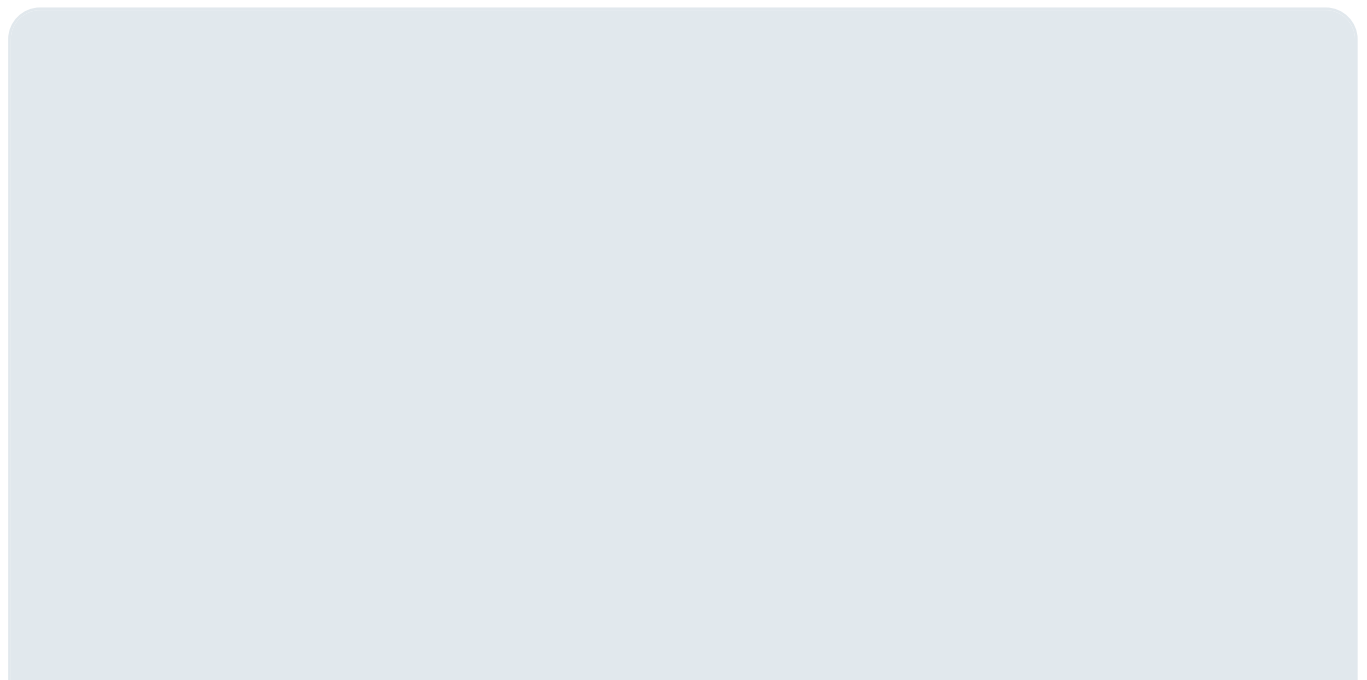
🗨️ 2 ↻️ ❤️ 11 📧



**Luca Criscuolo** @LoloABe · 13. Nov. ▼

Amazing time at the Product Executive Summit at Google Zürich as part of **#pmf18**, an inspiring gathering of global product leaders

🌐 Tweet übersetzen



**Luca Criscuolo, Ph.D. on LinkedIn: "Amazing time at the Product Exe..."**

November 13, 2018: Luca Criscuolo, Ph.D. posted images on LinkedIn

[linkedin.com](https://www.linkedin.com)





**Itamar Gilad** @ItamarGilad · 13. Nov.

Looking forward to presenting #GISTplanning tomorrow at the Product Management Festival. #pmf18. If you're already practicing GIST or just interested, come and say hi.

Tweet übersetzen



1

2



**Tobias QK** @tequeko · 13. Nov.

#PMF18 @ProdMgmtF Executive Summit: nice mission of the conference itself - nothing less than: Amplify the impact of product management globally..

Tweet übersetzen



1



**Schulze, Bert O.** @BeSchulze · 13. Nov.

Timo & Adrian walking us through first insights at Executive Event prior #PMF18 Great event, outstanding organisation by amazing Julia & Grace, Chapeau

Tweet übersetzen



4



**Gadi Lahav** @gadilahav · 13. Nov.

...

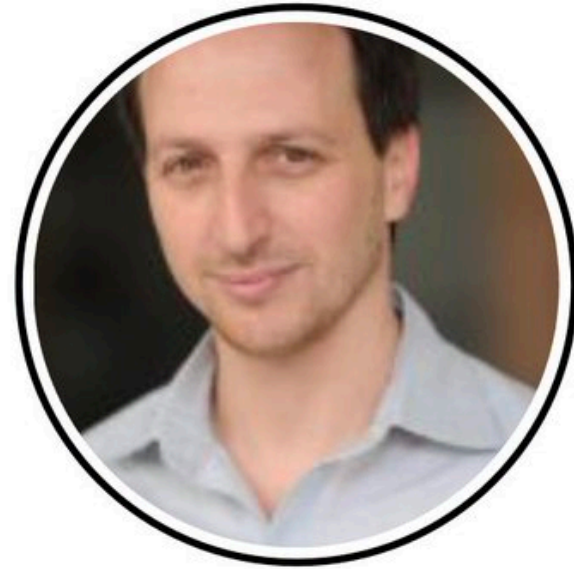


Super excited to speak tomorrow at Product Management Festival about North Star metric and how we use it at the [@FT](#) [@ProdMgmtF](#) [#PMF18](#)

[Tweet übersetzen](#)



**Product Management Festival**



**Gadi Weislovits Lahav**

Head of Product



**Tobi Camp** @tobi\_camp · 13. Nov.

Team [@inform\\_software](#) heading to [@ProdMgmtF](#). Excited to learn, share and connect. [#pmf18](#) [#productmanagement](#)

[Tweet übersetzen](#)







**Amr El-Shimi** @the\_shimi · 13. Nov.

Looking forward to presenting tomorrow in Zürich at the Product Management Festival with @afathalla #pmf18 #productmanagement [lnkd.in/dy3BvH4](https://lnkd.in/dy3BvH4)

Tweet übersetzen



Prod Mgmt Festival gefällt das



**Shubham Bhattacharya** @shubhamb1212 · 13. Nov.

On the way to #Zurich. Speaking tomorrow @ProdMgmtF at #PMF18. Excited to share and learn. #productmanagement

Tweet übersetzen



**Gunther Zajic** @zajic12 · 13. Nov.

On the way to #PMF18



**Andreas Creten** @andreascreten · 13. Nov.

On my way to Zürich for @ProdMgmtF. On Thursday I will share some insights from our years of experience in brownfield projects during my talk "Transforming legacy into success".

The venue looks awesome, I can not wait to hit that stage.

#pmf18 #legacysystems #publicspeaking

Tweet übersetzen





1 2 7



**Shubham Bhattacharya** @shubhamb1212 · 13. Nov.

Flying in today to #Zurich. Excited to join the #ProductExecutiveSummit at #GoogleHQ Zurich office. Look forward to interact with others at the speaker's dinner. And then an exciting days (13th & 14th) at #PMF18 which is now #SoldOut!

Tweet übersetzen

**Can 'Connected Hardware Product' Development Be Iter...**  
 Hardware products typically undergo a linear development p...  
[productmanagementfestival.com](http://productmanagementfestival.com)

3



**Andreas Slotosch** @slotosch · 12. Nov.

Who else is at the #pmf18 in #zurich this week?

Tweet übersetzen



5



**Optimizely** @Optimizely · 12. Nov.

Visit us at #PMF18 booth 4 this week to learn how you can start building better products by implementing product experimentation, enjoy a game of Pac-Man and enter to win our raffle. [optimize.ly/2PSGdRW](http://optimize.ly/2PSGdRW)

Tweet übersetzen

**Stop by our booth at #PMF18 and enter our Pac-Man experimentation raffle to learn about product experimentation.**

4



**Shubham Bhattacharya** @shubhamb1212 · 12. Nov.

'Connected Devices' are a big part of our daily life! Explore more about developing Digital Products iteratively! Look forward to see you at #PMF18 [buff.ly/2RA10uJ](http://buff.ly/2RA10uJ)

Tweet übersetzen





mobiquityincEU @mobiquityincEU · 12. Nov.

This Wednesday, our very own Bas Giltay will be presenting "Hacking Sleep with Philips' Connected SmartSleep Wearable" at Product Management Festival @ProdMgmtF. Check out the details here. #PMF18 bit.ly/2qFqsCO

Tweet übersetzen



Prod Mgmt Festival @ProdMgmtF · 10. Nov.

#PMF18 is taking place in the beautiful city of #Zurich. For ideas on what to do after an exciting day at #PMF18 (if you still have some energy left), check out the Zurich city guide at [ow.ly/4d3a50jAyJG](http://ow.ly/4d3a50jAyJG) #prodmgmt

Tweet übersetzen



John Cumming @johndcumming · 9. Nov.

New @northernminer podcast ft Rick Howes of Dundee Precious Metals in keynote on mining innovation [northernminer.com/news/the-north...](http://northernminer.com/news/the-north...) #mining #innovation Plus Walter Siggelkow of #pmf18 sponsor Hard-Line

Tweet übersetzen







🗨️ ↻️ 3 ❤️ 4 ✉️



**Shubham Bhattacharya** @shubhamb1212 · 9. Nov.

5 more days to go! All set for #pmf18 #productmanagement



**Shubham Bhattacharya** @shubhamb1212

Looking forward to speaking at a #ProductManagement event in Zurich in November. Having worked with hardware before - keen to share and know more from others as well! Read more at [bit.ly/SB\\_PMF18](http://bit.ly/SB_PMF18) #pmf18

🌐 Tweet übersetzen

🗨️ 1 ↻️ 1 ❤️ 2 ✉️



**Prod Mgmt Festival** @ProdMgmtF · 9. Nov.

At #PMF18 next week we'll hear Emil Martinsek from GetYourGuide speak about the importance of the leadership aspect in the Product Manager's role. We can't wait! #prodmgmt [ow.ly/wHva50jDf2J](http://ow.ly/wHva50jDf2J)

🌐 Tweet übersetzen



🗨️ ↻️ ❤️ 2 ✉️



**Willie Lok** @willielok · 8. Nov.

Looking forward to #pmf18 next week!

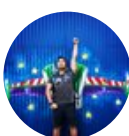


**Katrina Bautista** @katbuilt

Starting to buzz with the energy of pre-conf talk excitement! @davekilljoy & I are running a Design Sprint workshop at #pmf18 in Zurich, Switzerland. There will be SO MUCH WHITEBOARDING! Come hang: ...

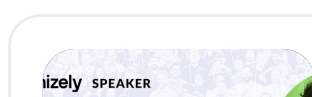
🌐 Tweet übersetzen

🗨️ ↻️ ❤️ ✉️



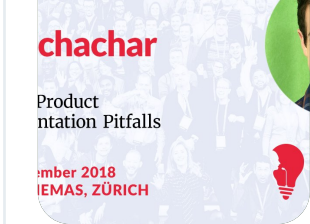
**jeff\_optimizely** @JOptimizely · 8. Nov.

#pmf18



**Optimizely** @Optimizely





Product Management Festival is going to be bigger and better than ever this year! We'll be there to speak on avoiding product pitfalls. Use promo code DISCOUNT-SPEAKER for 20% off tickets. #pmf18 ...



**Katrina Bautista** @katbuilt · 8. Nov.

Starting to buzz with the energy of pre-conf talk excitement! @davekilljoy & I are running a Design Sprint workshop at #pmf18 in Zurich, Switzerland. There will be SO MUCH WHITEBOARDING! Come hang: [productmanagementfestival.com/conference/cus...](http://productmanagementfestival.com/conference/cus...)

Tweet übersetzen



**Prod Mgmt Festival** @ProdMgmtF · 8. Nov.

#PMF18 has sold out! Stay tuned for edition 2019! [productmanagementfestival.com](http://productmanagementfestival.com)

Tweet übersetzen



**Karina R. Jensen** @DrKarinaJensen · 8. Nov.

Will you be global launch ready in Zurich Nov 14-15? Look forward to speaking and joining the Product Management Festival in Switzerland next week! Let me know if you would like to attend so that I can give you discounted tix, hope to



see you there! #pmf18

Tweet übersetzen



**GLOBAL MINDS NETWORK** SPEAKER  
Create. Communicate. Captivate.

# Karina R. Jensen

Are You Global Launch Ready?  
Moving from Concept to Market

14-15 November 2018  
ARENA CINEMAS, ZÜRICH

Product Management Festival

1 3



Lina Spevak @LinaSpevak · 7. Nov.

#pmf18



**Optimizely** @Optimizely

Product Management Festival is going to be bigger and better than ever this year! We'll be there to speak on avoiding product pitfalls. Use promo code DISCOUNT-SPEAKER for 20% off tickets. #pmf18 ...

1



Prod Mgmt Festival @ProdMgmtF · 7. Nov.

Join us next week at #PMF18 to hear a Machine Learning Saga! Avinav Pashine from FB will share the challenges his team faced and the lessons they learned during the development of a Search product.

[ow.ly/56Ny50jBXAZ](https://ow.ly/56Ny50jBXAZ) #prodmgmt

Tweet übersetzen



SPEAKER

# Avinav Pashine

Searching for Fashion – a Machine Learning Saga!

14-15 November 2018  
ARENA CINEMAS, ZÜRICH

Product Management Festival

1

Adrian Zwingli und 1 weiterer gefällt das



John Koenig @johnpkoenig · 7. Nov.

Come see me next week on the main stage at the Product Management Festival Zürich talking about building growth levers into your product. #PMF18

[productmanagementfestival.com/zurich/](https://productmanagementfestival.com/zurich/)

Tweet übersetzen



# BUILDING VIRAL LOOPS INTO YOUR PRODUCT



u