

#ProductCon San Francisco: The AI Conference for Product Leaders

Hosted by Product School

October 8th 2025

I attended the Virtual Event

<https://www.youtube.com/watch?v=W-XKuLnu9Kw>

My Takeaways:

- Many of the talks seem paid for by the sponsors, i wish sponsored talks were disclosed
- Are there other tracks for those in person?
- If I had to choose, I preferred the Women in Product event

 Women In Product 2025 Notes

Resources:

-  Speaker Slides SF25
- https://productschool.com/resources?utm_source=ringcentral&utm_medium=events&utm_campaign=productcon_event_productcon_sanfrancisco_2025

Expo Hall

- Cisco
- Mixpanel
- Great Question
- Revo
- Lucid
- Alloy
- Boomi
- Optimal
- Amplitude
- Dovetail
- Miro
- Atlassian Jira Product Discovery
- Contentsquare
- Product School

Tools Mentioned:

- ChatGPT
- Claude
- Cursor
- Replit
- Loveable
- V0
- Bolt
- N8n
- Comet by perplexity ai
- Granola AI
- <https://supermemory.ai/>

Why Growth Playbooks Are Crumbling—and What's Next

Traditional SEO-driven moats are collapsing as AI-powered answer engines reshape discovery. Elena will explain how product leaders can adapt by building AEO strategies that secure visibility in the new ecosystem. She'll share frameworks for structuring data, creating defensible feedback loops, and partnering with model providers to build sustainable moats.

Elena Verna

Head of Growth at Lovable

<https://www.linkedin.com/in/elenaverna/>

NOTES

Transforming Your Product Team from AI-Curious to AI-Native

Boards expect more than experimentation with AI—they want measurable business outcomes. Carlos will present a roadmap for evolving teams from AI-curious to AI-native, where agents, governance, and human talent are orchestrated to drive revenue and reduce cost.

Carlos Gonzalez de Villaumbrosia

Founder & Chief Executive Officer at Product School

<https://www.linkedin.com/in/villaumbrosia/>

NOTES

The Velocity Advantage: How AI-Native Teams Ship Products Fast and Safe

Since June, Vercel has shipped 300+ AI features. Aparna will share how small AI-native teams achieve this pace safely, using Slack-native decision-making, open-...

Aparna Sinha

SVP of Product at Vercel

<https://www.linkedin.com/in/apsinha/>

NOTES

From Core to Platform: Leading Product Expansion Without Losing Focus

The Product Podcast

As AI reshapes how teams collaborate, the real challenge for product leaders is knowing when and how to expand beyond their core product. In this conversation, Andrey will share lessons from scaling Miro beyond whiteboarding—what worked, what nearly broke, and how AI changes the calculus for timing expansion. Expect an unfiltered discussion about balancing core focus with platform bets, structuring teams for adjacent innovation, and avoiding the trap of chasing every AI trend.

Carlos Gonzalez de Villaumbrosia

Founder & Chief Executive Officer at Product School

<https://www.linkedin.com/in/villaumbrosia/>

Andrey Khusid

Chief Executive Officer at Miro

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NOTES

Building a Product Culture of Ownership around User Impact, Not Shipping Features

In an environment where real-time changes are critically important, a command-and-control model of leadership won't succeed. Lisa will share how product leads at Dow Jones build a

culture of ownership where success is measured by the impact on end users, not just features shipped. She'll dive into navigating stakeholder expectations, translating user needs into a unified vision, and frameworks leaders can implement to maximize accountability across their organizations.

Lisa Kamm

Head of Product at Dow Jones

<https://www.linkedin.com/in/kamml/>

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Building Security-by-Design in AI Products

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Organizations ship their org charts

Create a platform based organization

You don't just acquire technology, you acquire people and culture

Security by design

What holds ai back?

Infrastructure constraint

Trust deficit

-security and safety or productivity, but now need both, won't use ai they don't trust

Data gap

-not everyone organized to leverage their data

Everyone needs to rethink the tech stack

Released ? today that allows multiple datacenters to behave as one

Architecture shift

Security even more important

Non deterministic (ai)

Trying to build predictable systems on non predictable systems

Data gaps being used as excuses, what do you do?

Actually look into the concern expressed

Partner with security partner to make it safe to use

Initially saas, concerned

New industries for security emerged

Common substrate for security
Every saas player partnered
You can't build it yourself
Have an open ecosystem and partner
Durable, viable, trusted

If you don't understand the macro trends you won't make choices that give you step trend advantage

You need to partner with chatgpt that is a new way people discover

How do you keep a finger on the pulse

Learning to learn is the biggest skill right now

Get out of the baggage that experience brings

I spend time with my student interns and i learn a lot from them because they approach things differently

Older: search engine, younger: companion rubber ducking

Lunch presentation-AWS

MoodChef example

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Replit?

Save your prompts

Openai to frame ai

Generate code?

Feed into google colab

Gave url to see what product looks like

Panel Discussion: Enterprise AI Adoption to Drive ROI

Enterprise leaders will share what actually drives ROI in AI adoption—when to build vs. buy, how to govern without slowing down, and which metrics withstand executive and CFO scrutiny.

Divya Sabade

AI Product Leader at Product School

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Sean Tindale

Chief Product & Technology Officer at Optimal

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SK Krishnamurti

Vice President of Product at Dovetail

<https://www.linkedin.com/in/srinivaskrishnamurti/>

Sean Collins

VP of Product at Boomi

<https://www.linkedin.com/in/seanpcollins23/>

Tanya Littlefield

VP of Growth Marketing at Amplitude

NOTES

- Super powers:
 - Curiosity, turn it up to 11
 - AI tiger teams
 - Context is key
- What metrics or framework do you use to convince leadership that ai analytics are roi positive
 - Internal
 - Adoption, will they actually use this
 - Efficiencies gained
 - External
 - Level of certainty right now is very slim, it's about testing and experimentation

- As growth markers we use 10% for test and learn and it could fall flat, do same with ai, get finance team on board
- Customer intelligence, unstructured data, data close pilot to payback
 - If you don't gamble you can't win, but if you gamble you won't for sure win
 - Pilots to paid examples
 - Customer fintech
 - Voice of customer program
 - Nps, tickets
 - >100thousand tickets a month
 - The time to analyze was too much
 - Only quarterly, but growing rapidly
 - Less than an hour key topics and themes and trends
 - Can do monthly or faster now
 - Internal
 - Rule 100% engineers need to use ai, now everyone does it, 20-30% uptick in shipping
 - Designers now fixing bugs too
 - Support team also fixing bugs now too
- Scaling these pilots
 - Roadblocks, compliance, integration, trust
 - Biggest blockers
 - Connectivity and acquisition of data
 - Trust
 - Be able to validate data is quality
 - Trust of letting go as you make it autonomous
 - Validation to establish the trust
- Leadership demands projections, how do you sell experiments internally without overpromising
 - Experimentation culture is important and essential
 - How do you speak the language of the senior stakeholders on the projects, often thinking risk
 - Flip conversation from fail fast to here is how we are going to learn X, and reduce risk
 - What are we going to learn as a result of this as the focus, not accomplish
- AI isn't a workflow enabler, build and deliver
 - Dovetail integrated with gons, how does this accelerate roi
 - Customer intelligence every interaction with a customer has insights
 - Market insights (competitors, value prop) from prospects
 - CS talk to customers, insights on product, NPS
 - Example launched 3 new products
 - What are the feedback
 - Would have to talk to everyone
 - Dovetail agents end of each week look through all conversations and get key challenges and resonating and not

- Gew in podcast format
 - Way to keep track on market without me having to do the work
 - Spend 25-30% of time talking to customers, otherwise no idea what you are asking for
- Analytics tell us what happened, ai tells us what to do next
 - How is it evolving toward autonomous decision making
 - Bring qualitative and quantitative together
 - No silos by type of data
 - Predictive analytics has required data scientists and complex work
 - AI provided the data is in a good place in the first place, you can get there faster
 - Session replay parties - how are customers actually using it
 - AI can go through all the data and recap it for us, faster and smarter review by humans
 - Perfect world will help you build experiments
 - We keep a human as a review before launch
 - Without right prompts and information ai won't get you there right now
 -
- Value is nothing without trust, EU AI act
 - How to do responsibly, guardrails
 - When requirements unclear balance with guardrails and governance
 - Requirements unclear, customers don't know what is possible
 - Experimentation, right guardrails up front with experimentation culture
 - What do we need to do with pii, what are the boundaries, what can and can't we do with the data
 - Extract those requirements, test not try
 - We have great prototyping technology now, lean into vibe coding, right shifting instead of left shifting now
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- When integration touches sensitive data., what practices rely on before scaling
 - EU example
 - Data residency and sovereignty
 - Data governance
 - Authorization and authentication, who will be using the ai or agents, but also user experience what is the context can you use system based authentication or need to know specific user?
 - Make sure honored all the way down into the data if user based
- Buzzword game
 - Where shift in next 3-5 years
 - Contextual knowledge and orchestration
 - Tied to customer journey and experience
 - Hyper personalization, experiences that are precise to your customer
- Let's push beyond the hype and deliver value

Design, Product, Engineering: Blurring the Lines in the AI Era

The Product Podcast

AI is collapsing boundaries between design, product, and engineering. Dylan and Carlos will dig into what this means for product leaders: how to integrate AI agents into creative workflows without losing trust, how to set guardrails when AI is generating strategic IP, and how leaders can restructure orgs to manage both speed and quality.

Carlos Gonzalez de Villaumbrosia
Founder & Chief Executive Officer at Product School
<https://www.linkedin.com/in/villaumbrosia/>

Dylan Field
Co-founder and CEO of Figma
<https://www.linkedin.com/in/dylanfield/>

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If you spend time making a mockup (figma make) bring them to the table then work with designer to see what to refine and how far can we push it
Good enough is no longer enough, it's now mediocre

Been our thesis, at figma, that design is at the top of the value stack for software
Exponential rise in software
With the curve going vertical b/c it's easier to make software, how do you differentiate
Design, craft pov, brand marketing, all needs to connect and work together
Understand constraints of the business, objectives of business
If you can't join everything and express it joyfully you will lose

Everyone needs to care about design
If you can get to credibility, evaluate idea on terms, not b/c it doesn't look right

2/3 of user base not designers at figma

Design is non deterministic and non obvious, that's the art and science and opportunity

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OpenAI dev day

You can figma outside figma
How to unlock more ease of usage
Figjam - invoke through chatgpt
Ai changed the way we need to think about the surfaces you are on
No longer just owned experiences
Broaden the scope (MCP) of where people can interact
Dev mode and devmode mcp
Faster speed
Launched connectors to pull i notion - pull in jira data for example
Iterate back and forth
Make our tools more broadly available and pull more users in
We are open on the partnership side as many partners and integrations

You can convert it into code eventually?
How are you thinking about that
Eliminate the gap between imagination and reality
We want to be able to go idea to product
Whiteboardings etc available, we try to make it fun

Ways to delight customer?
Started with figma design
Then added figjam
Making change 1 product to 2 is hard
What's hard is adjusting the whole company to support both products

Every new product is ways people were using figma, 5% of people were doing it as
slides/presentations
Maker week, company hackathon, made figma slides

You can make assumptions about a user, but then you need to validate you can be wrong

Orchestrating Agents at Scale to Turn Complexity into a Competitive Advantage

Walmart operates across 18 countries, with scale, diversity, and legacy systems. Tim will show how the company uses agent orchestration to turn these challenges into strengths, enabling faster delivery and impactful outcomes at enterprise scale.

Tim Simmons
SVP & Chief Product Officer at Walmart International
<https://www.linkedin.com/in/tim-simmons-85472/>

NOTES

Problem solvers to ai orchestrators

Letting you learn with me

How we are harnessing the power of AI, can't keep up with it right now

Leverage our complexity and make it a strength

Many brands, languages, try to translate real time

We used to let everyone do their own solutions, trying now to change that

Mexico is our largest market, they didn't trust the center, slow, don't listen

Watermelon status, green outside red inside

Lacked trust

Mexico and canada have been migrated, two largest markets

Using ai - what do they want, when, how often

Learning is the most important skill

Global customer insights dashboard

1- AI Translation Platform (WTP)

22 languages

Not just words but intent

Human in the loop - linguists and culture experts look at anomalies, and updating a rule to make system smarter

20ms translations in 15 languages currently

2-Telos orchestrator

Project manager -10-15 specialized agents

On top of our-rag?

They are leaning from our global customer insights dashboard, our jira, ?

Ai-powered product management: a journey of 100x efficiency

Had it help write user stories

It was fast and accurate

We are building specialized agents all along the journey

32 weeks down to 8

Have specific agents looking for hallucination

Implementing Customer-Facing Agentic Experiences into Your Product

Digital interactions are becoming conversational, with Gartner forecasting 70% of customer interactions shifting to assistants by 2028. Rachel will share lessons from building agentic experiences at Contentsquare and Loris, including how to select the right problems, design for trust, and measure value.

Rachel Obstler

SVP of Product at Contentsquare

<https://www.linkedin.com/in/rachelobstler/>

NOTES

Amazon forced people to pay attention to load time, recommendations, search
This impacted other companies

ChatGPT will impact products the same way

5 things we learned when we added chat and agent experience and Agentic support

1. Problems not solutions
 - a. Made a list, find the intersection
 - i. Problems our customers have
 - ii. Things IIm are good at
 - b. Were able to transform the customer onboarding journey to minutes/seconds
2. Make deliberate investment
3. Prioritize agility
 - a.
4. Transparency and Trust
 - a. Users don't like black boxes, tell them how they got there
5. Measure, Learn, and Improve
 - a.

Planning > Plans: The Importance of Embracing Speed Now More than Ever

Traditional roadmaps can't keep pace with AI-driven product cycles. Rob will share how Slack treats planning as a living process, embedding agentic workflows, aligning teams with adaptive governance, and balancing speed with sustained quality.

Rob Seaman

Chief Product Officer at Slack

<https://www.linkedin.com/in/seamanrob/>

NOTES

Roadmaps are not what we need right now

Makes people nervous

It's the wrong thing for this time

We need to be planning for outcomes

Treat plans as hypothesis

Test through rapid prototyping

So much more democratized than it used to be and much faster than before

How do we make sure people are working on the right things?

Leverage product principles to guide day to day product decisions

Need to have

Mission

North star vision

Outcome goals

Light planning

Product principals

Product principals

- What
 - Fundamental propositions that serve as the foundation for product decision making
- When
 - Principals exist to inform execution rather than roadmapping or strategy planning
- Why
 - Standard product principals help us align across functions and elad to better and faster product decisions
- How
 - Use them to evaluate your tams work. Use then in informal debate and formal settings

Scaling decision making is the single biggest speed gain.

Slack Product Principals

- Don't make me think
 - We might have more clicks instead of click reduction but more comprehension
 - People come to the product with specific intentions. At any given moment, the choices laid out before users should be clear. When people are left to puzzle over too many things at once, it saps their energy and enthusiasm. They will give up. We guide them with familiar patterns and ensure the path is clear, so they gain comfort, confidence, and fluency.
- Be a great host
 - Simply building a great product is not enough. We aim to understand our users, their context, environment, and their intent and deliver designs that surpass their expectations.
- Prototype the path
 - We do not presume ourselves to be so smart that we can predict from static images or written briefs what something will feel like to interact with or to use. When our work is live and in our, and our users' hands, we can postulate, debate, prototype, test, and move with greater speed and impact. We look at what works, we look at what doesn't, we learn from it all, and we keep moving.
 - Start with a small team and a problem or idea
 - Start with what you want to learn
 - Create quick and dirty prototypes as fast as Possible
 - Get to the next hill
 - Feel good tossing code
- Seek the steepest part of the utility curve
 - Keep in mind the relationship between your effort and the value customers receive is highly nonlinear. If we spread ourselves too thin, we'll only end up with a product that's uniformly mediocre.
- Take bigger bolder bets
 - There are no limits other than the ones we impose on ourselves. We don't constrain ourselves to small tweaks that can be easily executed or easily measured. And when we believe something can and should be better on a fundamental level, we change it.

Key Takeaways:

- Plan for outcomes, not features — start treating plans as a series of hypotheses
- Embrace prototyping through ambiguity so you can learn faster and adapt faster
- Leverage product principles to guide fast-paced, day to day product decisions

External Links:

- <https://slack.design/articles/why-your-organization-needs-product-principles/>
- https://www.linkedin.com/posts/thenanyu_if-you-are-an-engineer-and-you-are-pretty-acti-vity-7373066703314006016--m4g/
- <https://komoroske.com/slime-mold/>
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Closing

Virtual Audience Chat

Favorite Quotes

Jennifer Simpson

"Turn your curiosity up to an 11" - Sean Tindale

Catie Bass

"Fun is our differentiator"

(That was Dylan Field)

Jason Brazeal

n-dimensional compass for your spaceship

Leila Sahebjamee

"Problem, not solution" Rachel Obstler

Jonathan Ulloa

hyper user personalization as a key AI product ROI investment over the next five years

Muhammad Romman Nadeem

Don't throw AI on your customers!

Full Chat Good Quotes

Aguinaldo mayorga

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10:36

Focusing solely on velocity will lead to focusing on output rather than outcome, so a better positioning would be to focus on velocity of valuable outcomes.

Muhammad Romman Nadeem

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10:50

Leaders expect employees to use AI for work, but when it comes to change, there very leaders show resistance. Ai also requires a mindset change.

Clarissa Mata

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10:52

It's not easy to know when to pull out from AI and pivot to doing it manual until fluency is achieved. AI is not a free lunch and time can get wasted trying to get the right prompt. I've heard from leaders that this is one of their hesitations. So we should show what we are doing and how, with metrics, what time was shaved off with the tools.

Sumit Shekhar

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12:31

I found that Granola AI does a great job in terms of recording the audio/transcript on your machine (I have been using it for some time, and can't complain), instead of waiting for recordings, etc. I can throw the Speaker Slides on top of this and I have the entire Product Con on my machine for pleasure watching at my own time.

Pilar Castillo Vilchez

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12:32

Great insight: Don't solve noise, solve need

And then the app shut off the chat 30 minutes after the talks ended :(