



<http://bit.do/pca21-sched>

Time	Room	Category	Session Name / Presenter	Level
10am	Red Oak	Careers	1 - Recession-Proof Your Career - Thom Singer	Essentials
	Live Oak	Prod Developmt	40 - The Achilles' Heel of Agile Teams' Value - Daniel Walsh	Essentials
	Magnolia A	Go-to-Market	11 - Grassroots and Word of Mouth Marketing Campaign Strategies - Anna Westbrook	Entrepreneur
	Magnolia B	Go-to-Market	43 - Is your marketing as agile as your development? - Lani Dame	Essentials
	Pecan	Careers	36 - How to Survive Your First Year as a PM - Adam Tao	Essentials
11am	Red Oak	Go-to-Market	21 - Why Your Product Doesn't Sell (from a Product Manager turned Salesperson) - Paul Young	Advanced
	Live Oak	Careers	28 - 50 Shades of Product Management - Mike Trujillo	Essentials
	Magnolia A	Prod Strategy	3 - Post revenue in 6 months with 6 people, in an enterprise b2b tech startup - Omar Paul	Entrepreneur
	Magnolia B	Prod Developmt	2 - Design/Test/Launch - Design Thinking and the Art of Product Management - Dave Angelow	Essentials
	Pecan	Mktg Execution	47 - 8 Mistakes Killing Your SEO (and How to Fix Them) - Amanda Powell	Essentials
Noon	LUNCH & RECRUITING ROUNDUP			
1pm	Red Oak	Prod Developmt	18 - What Engineers Love About Great Product Managers - Dan Corbin	Advanced
	Live Oak	Careers	22 - The Tao of No - Kathleen Ryner	Essentials
	Magnolia A	Prod Strategy	33 - Product pricing considerations - Jay Kruemcke	Essentials
	Magnolia B	Market Analysis	48 - Design Thinking for Work and Play - Karen Kelvie	Essentials
	Pecan	Go-to-Market	41 - Using a Customer Value Journey to Create a Moment of Magic that Skyrockets Sales - Craig Andrews	Advanced
2pm	Red Oak	Careers	5 - How Product Managers Become Powerful - Donna Imam	Advanced
	Live Oak	Careers	30 - The Employment Puzzle - How to Control Your Job Search and Thrive in a Gig Economy - Chip Sampson	Essentials
	Magnolia A	Prod Developmt	12 - Taming Cross-Functional Chaos in Product Development with Empathy - Holly Ann Custard	Advanced
	Magnolia B	Prod Strategy	26 - Determining Your Next Move to Achieve Product-Market Fit - Rajesh Nerlikar	Entrepreneur
	Pecan	Go-to-Market	17 - Marketing Myth Busting - 9 common marketing myths and the truth behind them - CK Kumar	Essentials
3pm	Red Oak	Careers	7 - The Art of Persuasion - Thomas Umstattd Jr.	Essentials
	Live Oak	Prod Strategy	29 - Superstar Product Leaders Don't Prioritize with Spreadsheets - Roger L. Cauvin	Advanced
	Magnolia A	Prod Developmt	4 - Microservices, Serverless, Blockchain... Oh My! - Drew Bixby	Essentials
	Magnolia B	Go-to-Market	32 - An American in Paris: Global GTM Faux Paus - Summer Daoud	Advanced
	Pecan	Careers	31 - Agile for Managers - An Inquiry - Ned Horvath	Advanced
4pm	Red Oak	Closing Ceremony and Best Presentation Awards		