



<https://bit.ly/pca-sched>

| Time | Room | Session Name |
|------|------------|--|
| 10am | Red Oak | 40 - Break into Any Career - Donna Imam |
| | Pecan | 2 - 5 Anti-patterns of Modern Product Management - Reza Shirazi |
| | Live Oak | 18 - Flip your site strategy: Moving from demographics to psychographics - Annie Hardy |
| | Cypress | 11 - Life of the Lone Wolf - Will Scott |
| | Magnolia B | 30 - Monetize Your Data! Wait, That Means Data is a Product... - Paul Teich |
| 11am | Red Oak | 10 - Product Job Club: The Smarter Way to Build Your Network & Accelerate Your Career - Dan Corbin |
| | Pecan | 36 - What Product Managers Should Know about Productizing Machine Learning - Lynn Pausic |
| | Live Oak | 32 - The importance of challenging your assumptions - Ross Weems |
| | Cypress | 15 - Creating an Agile Life Sprinting Around the World - Dan Balcauski |
| | Magnolia B | 24 - Exploring the Enneagram : Implications for Product Design and UX - Les Wilson |
| Noon | | LUNCH (serve in Magnolia A, eat in Red Oak) |
| 1pm | Red Oak | 14 - Data Science for Product Managers and Marketers - Roger L. Cauvin |
| | Pecan | 9 - The Black Art of Valuing Stories - Demystified - Scott Killen |
| | Live Oak | 8 - Where do I begin?? I need stories now!! - Betsy Stockdale |
| | Cypress | 35 - Beating out the Competition for that Product Job - Mark Stephan |
| | Magnolia B | 31 - Closing the Gap - MVP to Market & Scale - Tanja Horan |
| 2pm | Red Oak | 25 - How to successfully manage your team from a robotics perspective - Andrea Hernandez |
| | Pecan | 41 - Increase Your Velocity With Agile Communication - Karen Kelvie |
| | Live Oak | 17 - Monolith to Microservices to Serverless... and back - Drew Bixby |
| | Cypress | 34 - How Opinion Surveys & Focus Groups Are Killing Your Business - Craig Andrews |
| | Magnolia B | 33 - Create the Ultimate Product Management Learning Guide - Brennan Dell |
| 3pm | Red Oak | 7 - Writing Your Unique Story to Shift Careers - Danika Schmidt |
| | Pecan | 42 - How we cut a product team's costs 31% and improved quality, speed, and happiness by 25%+ each - Isaiah McPeak |
| | Live Oak | 22 - Untangling the MVP in Lean Product Validation - Tom Evans |
| | Cypress | 6 - The Break-In: Finding Your Way Into Product Management - Tobin Abraham |
| | Magnolia B | 26 - Software product pricing considerations - Jay Kruemcke |
| 4pm | Red Oak | Closing Ceremony and Best Session Awards |