

Attention..... Software and Technology Companies.....

The Software Skillnet and the Irish Software Association in partnership with Dublin Institute of Technology are hosting a

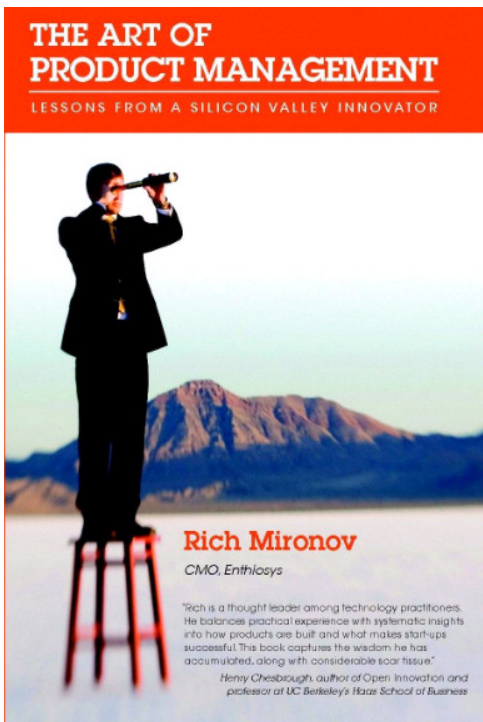
FREE SEMINAR by US Product Management Guru - Rich Mironov *Veteran technology strategist and author of 'The Art of Product Management'*

Wednesday, January 18th 2012
from 5.30pm to 7.30pm
IBEC, Confederation House,
84/86 Lower Baggot Street, Dublin 2

At this seminar Rich will address the topic of:

Agile product management

As recognition grows that market risk typically outweighs technical risk, the role of the product manager is one of increasing significance for Irish-based software companies. Software Skillnet in conjunction with DIT's Postgraduate diploma in Product Management is privileged to invite you to this seminar addressing compelling questions around agile product management and how that aligns with product ownership.



Rich Mironov is the author of "*The Art of Product Management*" and since 2002 he has been writing "Product Bytes," a blog on product strategy, technology and product management read by C-level product champions around the world. He writes and consults in the areas of agile product management, product ownership, and how to build commercially successful products with agile development teams.

Rich will host an open forum on agile product management and product ownership for those getting to grips with the challenge of working in an agile environment.

- What implications are there for day to day management?
- Do management roles need to change?
- Where now for product strategy?
- How do we derive market requirements?

The talk will be followed by what promises to be a very active Q&A session.

Booking is Required

Places are limited and will be allocated on a first come first served basis. For more information and **to book your place contact Susan Kelly at susan@isa-skillnet.com or call 086-8067200.**