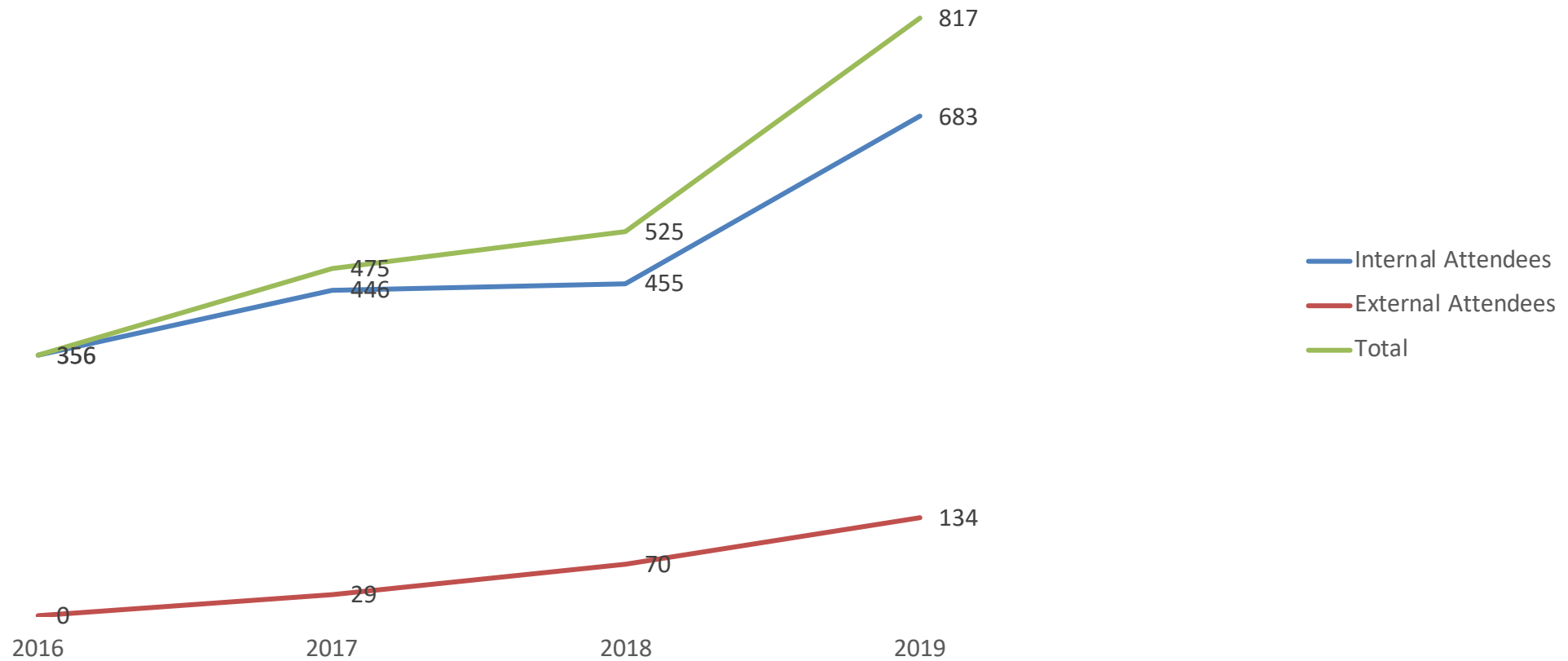




Welcome to productDNA
Minneapolis 2019!

Biggest productDNA to date!



Thank you to the organizers!



Jess Bottensek
Head of Logistics



Matt Roscoe
Head of Communications



Tim Cahill
Head of Volunteers



Mark Sullivan
Head of Media



Matt Bjornson
Head of Speakers

Thank you to our volunteers!



Jana Worrall

Chris Diller

Erin Sylvester

Jordan Schlichting

Amanda Trafton

Bette Geyer

Lauren Anderson

Katharine Nelson

Stacia Marlett

Bill Volkmeier

Maria Bernardy

Carrie Simi

Travis Klinker

Joshua Sumner

Sandip Sengupta

Catherine Parker

Allison Yem

Corwin Diamond

Denise Eng

Rasool Gafar Dudekula

M Kuznetsov

Matt Perron

Melissa Holland

Raghavendra Deshpande

Doug Timothy

Natalie Bourbeau

Kin Wong

Swetha KN

Andrea Renaud

Shaymein Ewer

Shilpa Chakilam

Matthew Schillerstrom

Gabe Schenz

Teresa Blossom

Melissa Jamison

Sudha Maradana

Sarah Dean

Ana Bahr

Greg Tornoe

Seppie Sevcik

Kevin McMurphy

Carolina Clement

Nicole Liang

James Bell

Katie Roach

Denise Mogren

Nick Doty

Todd Hagen

Bryan Blumenschein

Touchsavong Saatsy

Stuart King

and more...



Need Help? Ask any of our volunteers in our green productDNA t-shirts!

Thank you to our speakers!



8:00 AM	Registration & Breakfast Registration - Entrance of Building E, West side of Campus Breakfast - Auditorium, NCE-1920 and NCE-1420				
8:30 AM	Kickoff and Opening Remarks Auditorium, NCE-1920 and NCE-1420				
8:50 AM	Morning Keynote – Bringing New Brands and Products to Life Alexis Kantor & Nadine Stecklarski (Target) Auditorium, NCE-1920 and NCE-1420				
9:30 AM	Break				
9:40 AM	High-performing Multi-disciplinary Teams Mike Stringer (IDEO) Auditorium	Open Source Journey Christopher DiBona (Google) NCE-1920	OKRs in the Real World Neil Fasan (Target) NCE-1420	Evolution of the Pinterest Shopping Product Tim Weingarten (Pinterest) NCE-1410	Enterprise Product Orchestration Steve Massine (Target) NCE-1530
10:20 AM	Break				
10:30 AM	How to use Data to build your Product Strategy Justin Bauer (Amplitude) Auditorium	Dual Track Agile @ Target Jimi Van Gulder (Target) NCE-1920	Product Strategy & You Wonjin Kim (Samsung) NCE-1420	Scrum & Dynamic Work Design Avi Schaefer (Scrum Inc.) NCE-1410	Guest eXperience Center (GXC) Tour Todd Hagen & Denise Morgen (Target) GXC
11:10 AM	Break				
11:20 AM	Meet the Target Product Council Panel (Target) Auditorium	Target's Journey from Project to Product Funding Jeremy Moede & Heather Mitchell (Target) NCE-1920	Vulnerability in Engineering Brianna McCullough (Target) NCE-1420	Compliance in an Agile World Kimberly Sutch (Target) NCE-1410	
12:00 PM	Lunch				
1:10 PM	Afternoon Keynote - How to use Jobs-to-be-Done Innovation Methods Jay Haynes (ibex, LLC) Auditorium, NCE-1920 and NCE-1420				
1:50 PM	Break				
2:00 PM	The Game has Changed Jeff Patton (Jeff Patton and Associates) Auditorium	How Much Will It Cost And When Will It Be Done? How Bad Questions Give You Bad Software (And what To Ask Instead) Collin Flynn (Livefront) NCE-1920	Designing High Functioning Engagements with Designers Panel (Target) NCE-1420	Machine Learning Enabling Incident Data Accuracy Barbara Winn & Blake Wasung (Target) NCE-1410	Guest eXperience Center (GXC) Tour Todd Hagen & Denise Morgen (Target) GXC
2:40 PM	Break				
2:50 PM	Digital's New Working Model Panel (Target) Auditorium	Embracing the language of data, even when uncertain Dave Mathias (Beyond the Data) NCE-1920	Accelerating Item Ingestion through Machine Learning Jorge Trujillo & Cole Stegler (Target) NCE-1420	What are OKRs? Melinda Pappas & Michael Gardner (Target) NCE-1410	
3:30 PM	Social & Happy Hour (Drink tickets can be picked up from 3-5pm at the Registration/Info Table, ID Required) Great Hall & Patio			Guest eXperience Center (GXC) Tours (3pm & 4pm) Todd Hagen & Denise Morgen (Target) GXC	

productDNA 2019 Themes



amplifying product strategy

Everyone wants their product to have a good strategy, but what does a good strategy look like? Whether it is defining a vision, measuring value, making informed data-driven decisions, or discovering what to invest in next, a winning strategy is essential to every product.



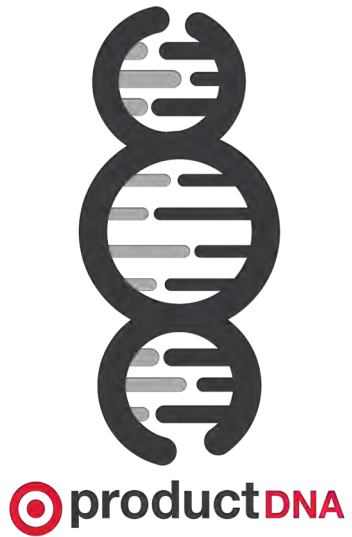
building high-performing teams

A product is only as successful as the team behind it. The right composition of skills across people, process, data, and technology are essential to enabling product teams to deliver on their outcomes. Products need to work together collectively as one team across the organization to provide a great experience for our guests.



crafting great products

Bringing a product from an idea in our heads to reality is really hard, and also exciting. Leveraging techniques to form great ideas, promote thought diversity, construct hypotheses, conduct well-designed experiments, and more is needed on every product team.



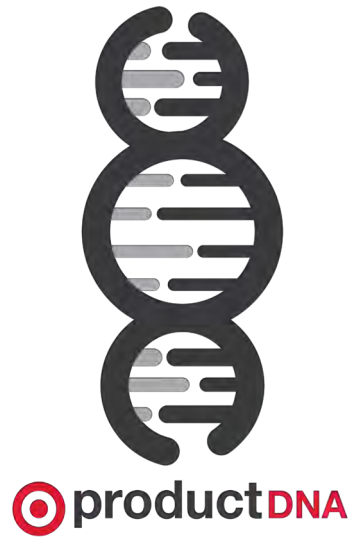
If posting on social media,
use:
#productdna

Abide to your organization's Social Media Guidelines at all times.



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Please provide feedback on
whiteboard in Great Hall!



productDNA Minneapolis 2020

June 18, 2020