

## **Theory vs. Practice of Product Portfolio Management – views from real life of a major corporation (Industry Keynote)**

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**Abstract:** Have you ever discussed the topic of necessity having a comprehensive portfolio Management for classical IT products, -services and -solutions? Or still more: Implementing that task? This is the mission that Patrizia and her staff have been working on since end of 2021 – during Corona, big organizational changes and new working models like agile, scrum or right now SAFe. And not only are they working on conceptual tasks, but also implementation and future operation, additionally Marketing for the products and starting to build up more quality in their processes. This presentation shows why and how they want to do this, where there are still issues and how they try to change this: tackling the challenges to change an old traditional automotive company into a very modern innovative data-driven automotive software enterprise.

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