

Software Product Management: from opinions to data-driven experimentation (Academic Keynote)

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Abstract: With the digitalization of industry and society, product management of digital technologies such as software, data and AI is rapidly becoming critically important. Digitalization offers new tools for product managers to increase the return on investment of R&D including DevOps, DataOps and MLOps. These fast feedback loops allow product managers to adopt a much more experiment- and data-driven approach, e.g. using A/B testing and other experimental approaches. Product management is at the transition point from “what to build” to “what outcomes to accomplish”. The keynote addresses this transformation, the challenges that one has to address while transitioning, the benefits as well as the new techniques available. The talk will share numerous examples from industry based on our research in the context of Software Center (www.software-center.se), a collaboration between 15 international companies and 5 Swedish universities focused on accelerating the digital transformation of the European software intensive industry.

Keywords: Software Product Management, experiments, data-driven

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