

How world-class product teams are winning in the AI era



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**70% of digital
transformations fail 🔥**



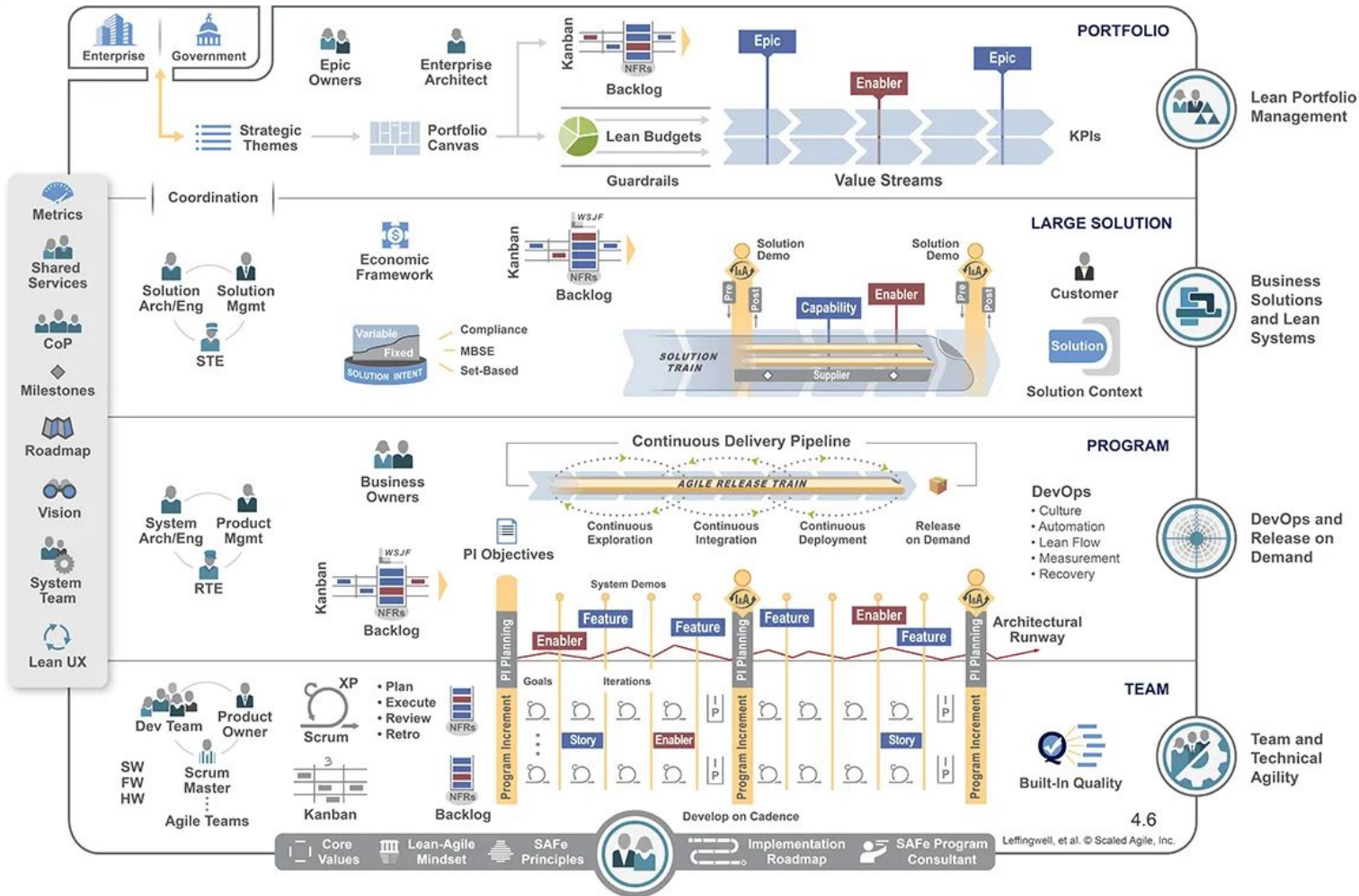
The way most
companies have
been doing “digital
transformation”
is obsolete





Agile







Product-led





FREEMIUM

PLG

FREE TRIAL





Quiz time!



What's the main reason why most digital transformations fail?

- 1) Lack of clear strategy
- 2) Lack of team skills
- 3) Poor implementation of new tools & processes



The “winner” is...

Lack of clear strategy

(aka lack of CEO support)



**Your mission is to
make your company
win in the AI era**





**Winners and losers
are being defined now**

Meet some of the winners





**Every company is
a digital company already**





Digital
transformation
is more **about**
people than
technology





Success in digital transformation results from frequent smaller iterations rather than a big one-time push



3 Product Trends

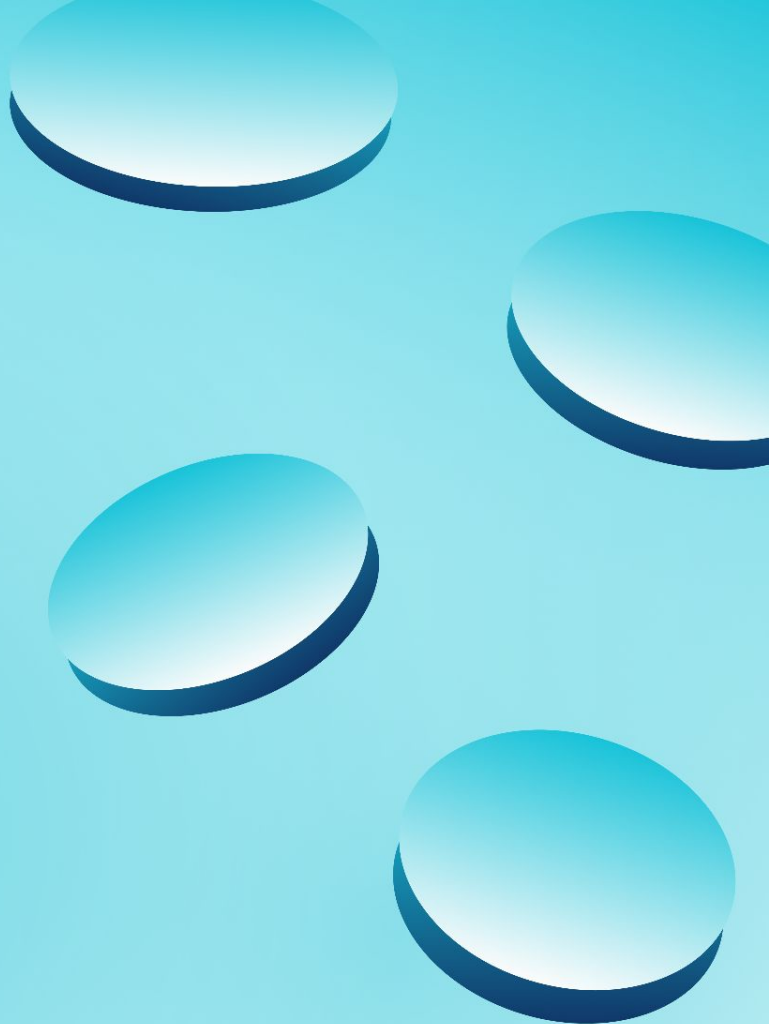


Source: The Future of Product Report by Product School

TREND #1

**Product teams
are contributing to
revenue growth.**

Not just adding value





**You cannot fake an excellent
customer experience**

Before

**Build something
users love**



Now

**Build something
users love AND
pay for**





Product and GTM teams
(Marketing, Sales, Customer Success)
are best friends



Leveraging product as a distribution channel

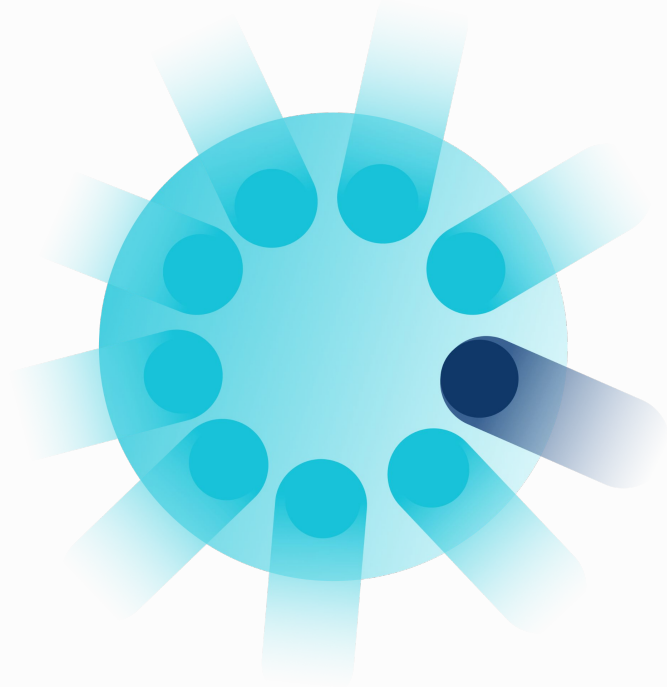
is not mutually exclusive with other
marketing channels



Having a bottom-up product motion

is not mutually exclusive with
a top-down **sales** motion





Proactively flagging customers who need attention

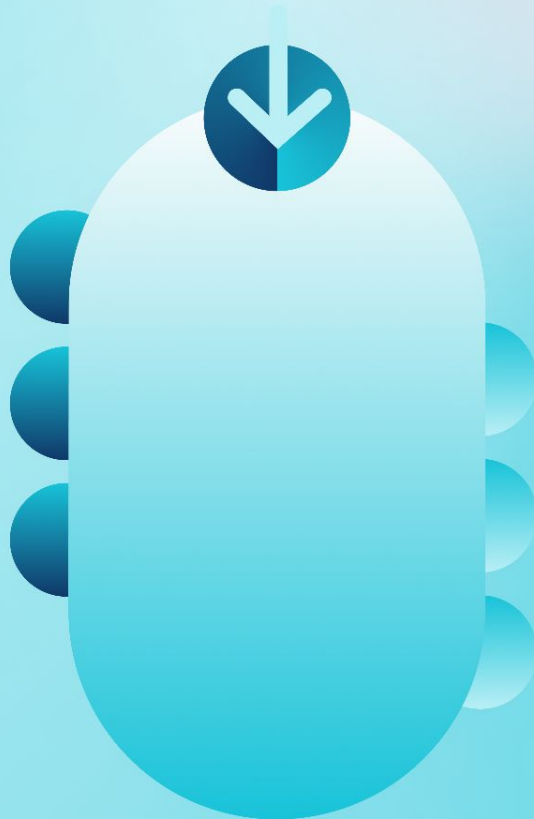
is not mutually exclusive with
other expansion initiatives
leveraged by **customer success**



TREND #2

**Product teams are
sitting at the
intersection of
Tech & Business.**

Not just under Tech



The rise of the CPO

More than

50%

Chief Product Officers
in Fortune 100



**Flatter career ladder
AND more people
managers acting as
player/coaches**



**Product is doing
more discovery
and go-to-market**



BEFORE



NOW



TREND #3

**Product teams
are doing more
with less people
and more AI**

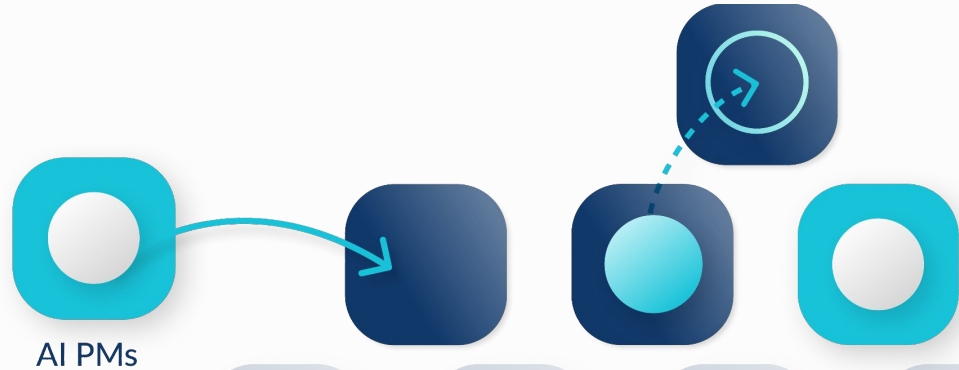


Less undercovered project management roles

- Agile Coach
- Scrum Master
- Product Owner



**PMs who effectively utilize AI
are replacing a significantly
larger number of their
counterparts who don't**





Main

Use Cases





Turning Session Replays into Learnings





Ben Edelstein
ben@logrocket.com



July 14, 4:27pm EDT
259 events - 0:04:09



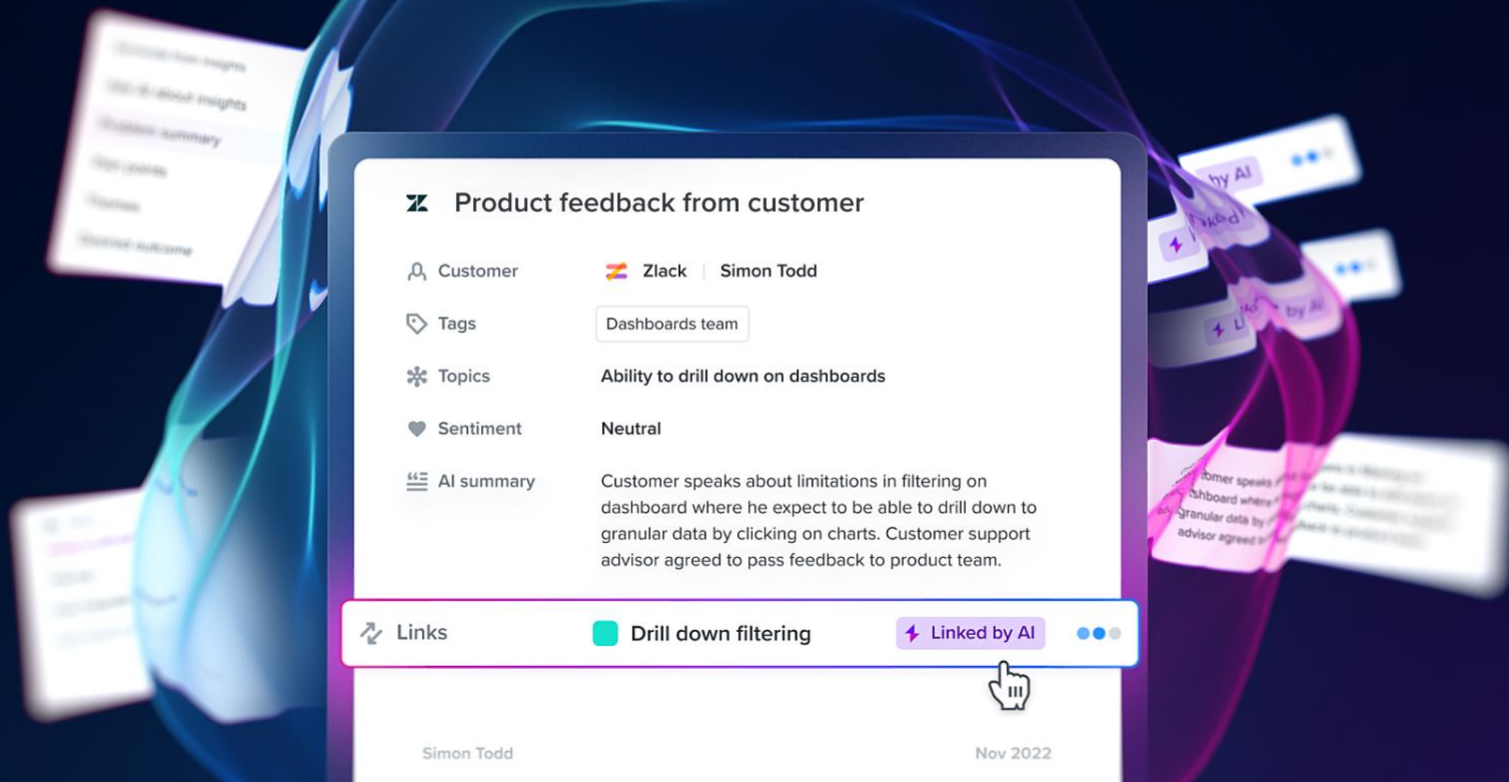
LogRocket Galileo AI

Turning User Feedback into Feature Ideas



Productboard AI

Intelligently summarize feedback and links it to related feature ideas





A circular graphic featuring two pie charts. The top-left pie chart is light blue with a white wedge removed. The bottom-right pie chart is dark blue with a light blue wedge removed. A dashed grey line forms a circle around the central text, and a solid light blue arc is positioned on the left side of the dashed circle.

Adoption

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Universal search built for Product School

Connect your help center and offer search, navigation, and AI-answers.

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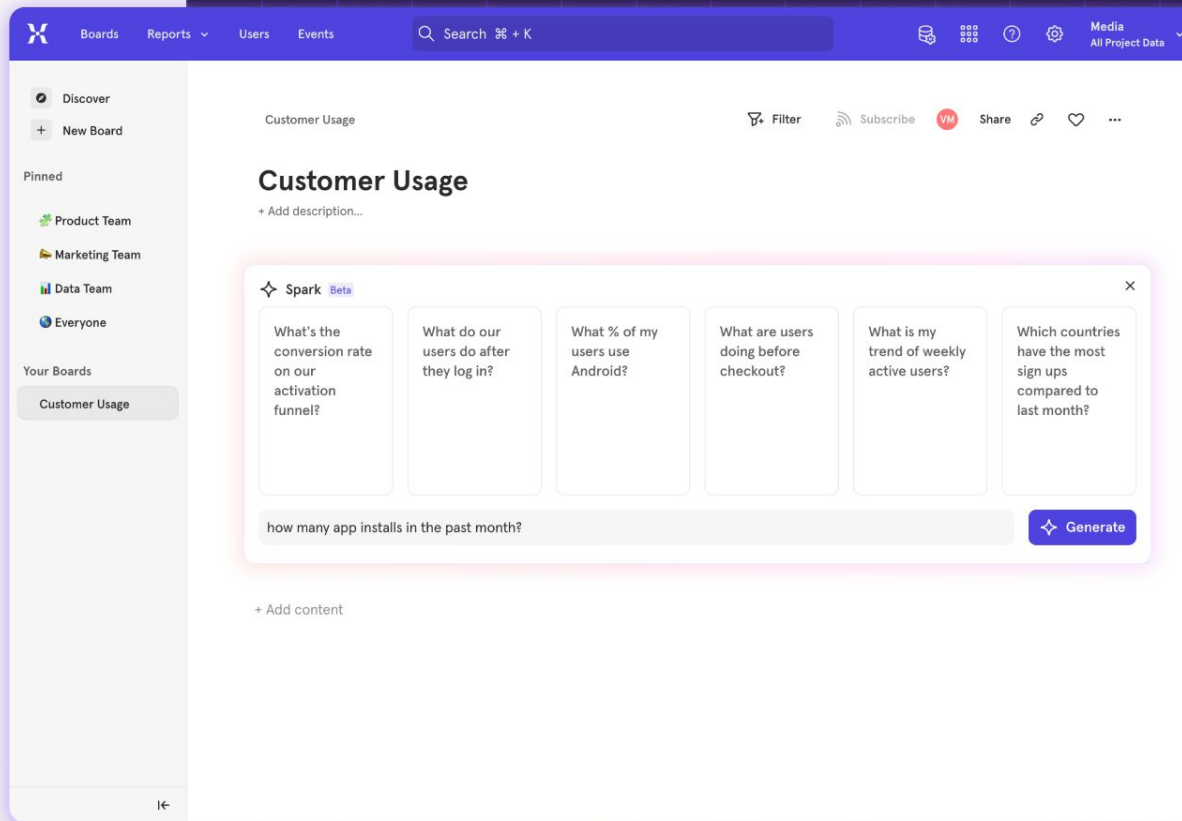
Turning Data into Insights





GET YOUR QUESTIONS ANSWERED

Chat with your data



**Building your
own Surveys,
PRDs, etc.**



Welcome to Sprig, Carlos

 Customize

AI Insights

IN SUMMARY

TREND #1

Product teams are contributing to **revenue growth**, not just adding user value

TREND #2

Product teams are sitting at the **intersection of Tech and Business** teams, not just under Tech

TREND #3

Product teams are doing more with **less people and more AI**



The slide features a light gray background with large, abstract geometric shapes on the left and right edges. These shapes are composed of triangles in dark blue, medium blue, and light blue. The text is centered in the middle of the slide.

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are being defined now**

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 **We're here to help you**





Accelerate Revenue Growth with Training For Your Product Team

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