

Petersen Product Strategy



Overview of Services | 2022

What We Do

Product Strategy & Roadmap Development - set, document, and communicate the direction

Discovery, Design, & Build Best Practices - teach the team to find high value work, break it down, and deliver effectively

Product Organizational Planning - what level, how many, and when do you hire given your growth plan

Product Manager Hiring, Coaching & Development - find the right candidates, keep them engaged and get them ready to move up to the next role

Advisor - provide outside perspective to the existing leadership team on the day-to-day decisions

Client Profiles

Seed round SaaS startup focused on IT management solutions

Series B FinTech startup bringing institutional class investments to SMB retirement accounts

Series B SaaS startup leveraging AI-powered personality assessments to improve sales

Series B SaaS-based employee corporate social responsibility engagement platform

Series D SaaS business catering marketplace

Global non-profit helping to provide clean water to the developing world

Series C Medical Device & Software Services company

PE-Backed software provider in the industrial project controls space

Sample Prior Engagements

Work with CEO and senior executives to form a product strategy that is used to quickly prioritize existing projects and form a long-range roadmap

Provide product management guidance for data science team

Develop and articulate company-level OKRs with CEO and senior executive team

Lead job search for company's first product team leader including writing the JD, development of an case assignment, candidate selection, conducting screening interviews, and guiding candidate selection

Work with sales and business leaders to organize existing materials, research, and direction in to a cohesive product strategy to improve alignment, clarity, and execution within the company

Coach individual contributor product managers on business leadership, communications and stakeholder management

Client Testimonials

"We needed guidance and hands-on help evaluating product talent. Not only did Chris provide muscle and careful judgement, he transferred years of expertise by educating us upfront on what a great process looks like. We hired a truly exceptional candidate, and greatly enjoyed the process."

Aaron White - Chief Architect, Vendr (formerly CTO Blissfully)

"Chris did a tremendous job getting up to speed quickly, provided a practical evaluation of what next steps would be required, and then put the building blocks in place to improve. He was comfortable with difficult conversations but also was very open when it was his opinion not an irrefutable fact. The team all enjoyed working with him and we made tremendous progress in a very short time."

Susan Hunt Stevens, CEO, WeSpire

"Jess and Chris were able to jump in and help us with everything from getting strategic alignment at the executive level to translating stakeholder needs into actionable development projects and managing them to deliver results."

"If you need help getting clarity on your Product & Development priorities and mapping the path from strategic initiatives to actual results, I recommend hiring Petersen Product!"

Erin DeCesare, CTO, EzCater

"Chris ran a product management and planning workshop for our digital team, and it was outstanding. He brought a breadth of knowledge of the best practices in product management, culled from his experience and several great resources. We've already benefited from his teaching as we plan for the coming year. He also had the time to tailor the workshop to our needs, helping us plan and present our roadmap in a way that will help us avoid the date-driven traps we've fallen into. I appreciate Chris' experience as a product leader who knows what a great product organization looks like and how to grow, from startup to enterprise."

Joe Ranft, VP Product & Design, Allurion



Chris Petersen

View full work professional
history on [LinkedIn](#)

15 years + industry experience, 10+ years
in product management

Prior role was VP of Product for a public
company with \$450M in revenues

10+ new product launches

Deeply involved in corporate strategy
development and 8 acquisitions

Hired 20+ product managers, interviewed
hundreds

Led large (25+) global teams of product
managers and UX designers



Jess Petersen

View full work professional
history on [LinkedIn](#)

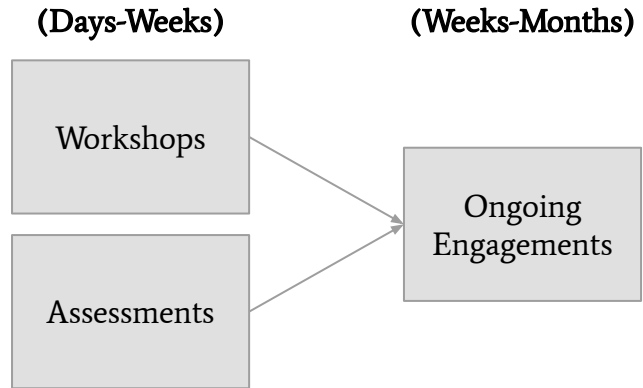
20 years + industry experience across
Engineering, UX and Product

Employee #6 at Carbonite; helped grow
the company from \$0 to \$50M ARR by
building product, UX and engineering
disciplines from the ground up

First VP Product at Hopper travel app;
developed and launched initial iOS and
Android apps to acquire first 1M
downloads

Co-Founded Pepperlane, a community
and coaching platform for moms building
businesses

How We Work



Often the best way to get started is via an introductory package with a narrow scope:

- Deliver a best practices workshop on a particular topic
- Provide an assessment of the product strategy & roadmap
- Assess product organization maturity and capability levels of individuals on the team

These introductory packages will provide a set of findings and recommendations, which we can help you to implement via an optional ongoing engagement.

Introductory Packages

Introductory packages have a fixed price for a set amount of hours and deliverables.

Full Day / Half Day Workshops - Go deep on a predetermined topic and come away with an outside perspective and a prioritized list of findings:

- Best Practices & Application
- Product Strategy & Vision
- Product Development Processes & Execution
- Product Development Org / Planning

Product Strategy & Roadmap Assessment - Get an outside view on your plans, pressure test your assumptions, and get recommendations on new areas to explore (2-3 weeks elapsed time)

Product Organizational Assessment - If you are looking to up-level your product team, you can get a multi-point plan including org structure, hiring plans, budgeting, and coaching plans for individual product managers (3-4 weeks elapsed time)

Ongoing Engagements

When lots of things need to be moved forward simultaneously, or if just you need someone to jump in and deal with whatever comes up:

Retainer - You pay a fixed price per week for a minimum block of hours, and faster and off-hours responses

If you're not sure how much help you need:

Minimum Commitment + Hours Worked - Best for recruiting engagements and some coaching engagements where estimation of required hours is difficult

If you just want a sounding board:

Advisory Services for Senior Leaders - get access to a few hours a month to talk through ideas and situations you are dealing with whenever you need

Contact

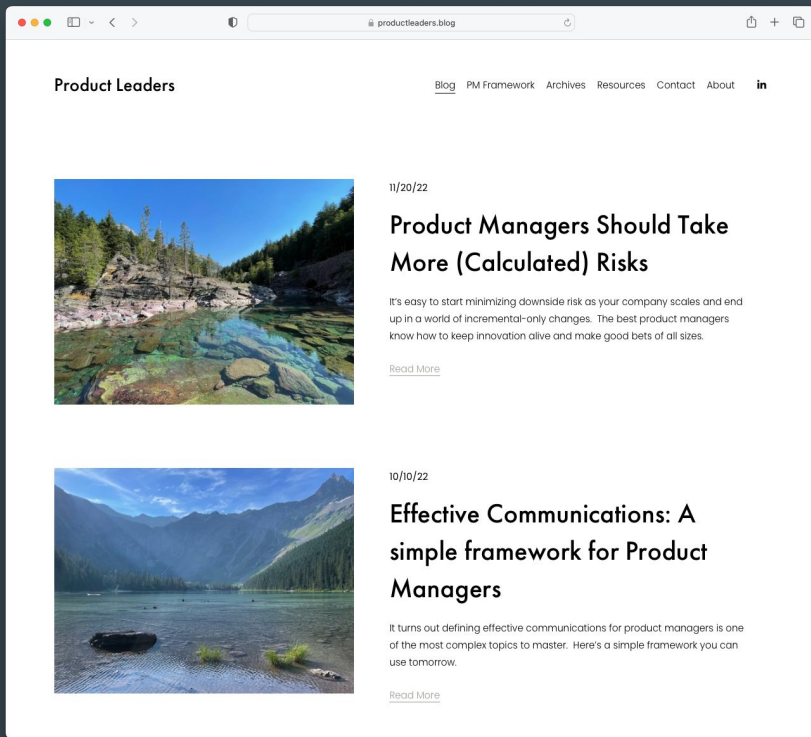
contact@petersenproduct.com

Schedule a free consultation meeting today to discuss your business, the challenges you are facing, and how we may be able to help.

We look forward to meeting you!

-Chris & Jess

Product Leaders - a great resource for you and your team



Our blog covers important product management topics:

- Product strategy development & execution
- The skills necessary to be an excellent product manager
- Improving decision making & judgement
- Building and leading product teams
- Product Manager coaching & development

www.productleaders.blog