

The INSEAD logo is a dark green circle containing the word "INSEAD" in white, serif, all-caps font. A white horizontal line with a small upward-pointing curve at its center is positioned below the text.

INSEAD

Executive  
Education

The THIGA logo features the word "THIGA" in a bold, black, sans-serif font. The letter "A" is replaced by a stylized green triangle pointing upwards.

THIGA

# INSEAD Product Leadership Programme

Welcome to the INSEAD **Product Leadership Programme** (PLP), a cutting-edge initiative designed to redefine leadership in the dynamic realm of product management. Formerly known as the Product Management Executive Programme (PMEP), our revamped programme encompasses a holistic approach, catering to the diverse needs of product leaders, tech leaders, and executives alike.

PLP is crafted to transcend traditional boundaries, offering a comprehensive curriculum that blends advanced leadership strategies and product mastery. Whether you're a seasoned product leader aiming for new heights, a tech leader seeking skill expansion and assurance, or an executive navigating the intersection of business and technology, PLP provides a transformative learning experience.

Over 5 days, the programme empowers leaders to shape the future of products, navigate complexities with confidence, and become catalysts for innovation in a rapidly evolving landscape.

## Key benefits

- **Leadership Mastery:** Gain advanced leadership insights that propel your career to new heights
- **Product Expertise:** Deepen your understanding of product intricacies, ensuring you're not just a manager but a true product leader
- **Career Advancement:** Propel your career forward, unlocking new trajectories and opportunities
- **Global Perspective:** Engage with a diverse cohort, gaining insights from various industries and regions to foster a global perspective
- **Networking Opportunities:** Forge valuable connections with industry professionals, enhancing your network beyond the classroom.

## Why should you attend this programme?

As product executives advance in their careers, the type of responsibilities they face grow and a standard PM education and learning on the job becomes insufficient at this point. Part of the programme will involve real cases from leading digital companies. Attendees will learn from the leading tech companies how they organise, lead, and run PM from an executive's standpoint.

## Participant profile

The programme is designed to benefit:

- Chief Product Officer, Vice President of Products, Head of Products or equivalent levels of responsibility who desire further personal and career development
- Senior level product management leaders transitioning to executive product management roles.

The Business School  
for the World®

## Programme content

Through guest lecturers from leading technology companies, cases, group activities and feedback and action planning, you will have opportunities to explore how leadership works. You will learn how PM executives have maximised their impact within their own organisations and how they have led and developed a sustainable product team.

### Product Leadership

Product management executives at the top technology companies present on topics that are critical to your success such as:

- Scaling the PM organisation
- Managing a product portfolio
- Building a product strategy and managing growth

### Leadership Development

INSEAD professors use group activities, cases and live examples to help attendees personally and professionally develop through topics such as:

- Acknowledging and developing your leadership style
- Leading without formal authority
- Understanding and using networks
- Harnessing the power of company culture
- Communicating with a board

### Personalised Action Plan

Programmes are not effective unless you have a way of tying them all together. Our programme includes dedicated sessions that enable you to combine all the lessons learned and synthesise them into a personalised action plan.

“The INSEAD Product Leadership Programme has a more senior-level focus, so it’s an opportunity to interact with other product leaders facing similar challenges.”

SVP Digital Products, ASCAP

“There have been so many moments of inspiration.... It’s the kind of inspiration where you know it can transform the life of the company, my team, and myself.”

Head of Product, Tiquets.com

## Programme director



Noah Askin

*Assistant Professor of Organisational Behaviour*

### Tuition fee\*

€9,200<sup>(1)</sup> for Fontainebleau session  
(excluding VAT consideration and accommodations)

### Date, length and location

- **23–27 June 2025:** INSEAD Campus – Fontainebleau (5 days)

## Contact us

For further information on the programme, contact:  
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[www.insead.edu/executive-education/partner-programmes/product-management-executive](http://www.insead.edu/executive-education/partner-programmes/product-management-executive)

\*Fee subject to change. VAT/GST shall apply at prevailing rates according to prevailing laws and regulations.

<sup>(1)</sup>**Please note that INSEAD Alumni are eligible for a 30% Alumni discount on the programme fee.**