

*the* Vanderbilt Executive Development Institute

# MANAGING NEW PRODUCT & SERVICE DEVELOPMENT

A two-day program that will help you lead your most essential operations—the development of your products and services

Your products and services are the most important things your organization creates. So it follows that how you design and develop these products is one of your most strategic functions. Many companies spend years and millions of dollars developing products that fail, while some of the best companies launch highly successful products efficiently and cost-effectively.

Become a knowledgeable and informed decision maker who drives growth for your organization. Through this interactive program, you'll learn strategies for designing products and services that beat the competition. Using an actual hands-on design and development project as part of a cross-functional team, you will learn the skills to make informed decisions about design-related issues and manage the process successfully. (No technical knowledge is required other than a basic understanding of business fundamentals.)

## The Bottom Line Value to You and Your Organization

You'll learn ideas and techniques you can apply right away, including:

- How to manage the design and launch processes successfully
- Methods for applying these processes to products/services of all types and target audiences
- Strategies to balance marketing, operational and other considerations involved in developing and launching products and services

*“You’ll get the right tools and tactics for soliciting customer feedback and using it in product development as well as the understanding of behaviors behind user responses to an item, product, environment, etc.”*

## Your Instructor\*

### David Owens, PhD

*Clinical Professor of Business Strategy and Innovation  
 Faculty Director, Executive Development Institute  
 Vanderbilt Owen Graduate School of Management*

David Owens's research has been featured in the *New York Times*, the *Wall Street Journal*, the *London Guardian* and NPR's



*Marketplace*. His work in the area of business strategy, innovation process and product development has included engagements with NASA, LEGO and Bristol-Myers Squibb. He has also

performed product design consulting work for a variety of firms including Daimler Benz, Apple Computer and Coleman Camping. Most recently, while on leave from Vanderbilt University, Owens served as CEO of Griffin Technology Inc., the largest consumer electronics firm in the MP3/iPod accessory market space.

\*Program content and faculty subject to change; check website for details.



*“This course is an absolute must if you’re involved with product management and development. You’ll learn an insightful and an abundant amount of information to apply on the job.”*

# Managing New Product and Service Development – Sample Program Schedule\*

	Day 1	Day 2
AM	<ul style="list-style-type: none"> <li>• Product Development Process</li> <li>• Understanding User Needs</li> </ul>	<ul style="list-style-type: none"> <li>• Concept Generation and Testing</li> <li>• Prototypes and Prototyping Strategy</li> </ul>
PM	<ul style="list-style-type: none"> <li>• Opportunity Identification</li> <li>• Setting Specifications</li> </ul>	<ul style="list-style-type: none"> <li>• Market Launch</li> <li>• Product Planning</li> </ul>

*Classes typically run from 8:00 AM to 4:30 PM (Central). Breaks are scheduled in AM, PM and for lunch. Schedule is subject to change.*

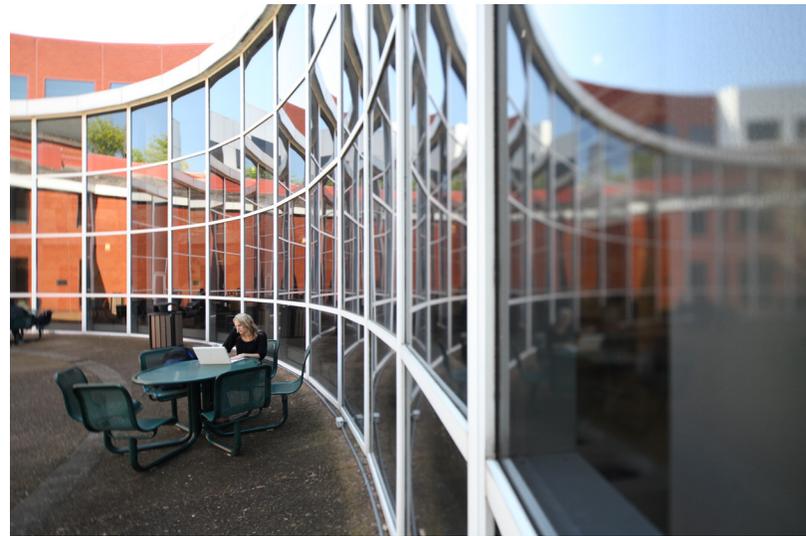
## Who Should Attend

- Entrepreneurs
- Product development professionals
- Product managers
- Marketing professionals
- R&D managers

## Cost

\$1,980

Cost includes tuition, instructional materials, continental breakfast and lunch (all days).



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## About the Vanderbilt Executive Development Institute

The Vanderbilt Executive Development Institute at the Owen Graduate School of Management offers proven and practical programs to help individuals and organizations refresh, engage and strengthen management expertise. Open Enrollment Programs for individuals are short, highly focused programs in areas of Leadership, Management and Strategy. Custom Programs for organizations are custom-built and are uniquely tailored to help each client tackle a specific organizational need or to achieve its developmental goals for established and emerging leaders.

Conveniently located near downtown Nashville, Vanderbilt Owen Graduate School of Management is ranked as a top institution by *BusinessWeek*, the *Wall Street Journal*, *U.S. News & World Report*, *Financial Times* and *Forbes*.

Visit our website for more information regarding programs and schedules, faculty biographies, online registration and maps and directions.

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