

# PRODUCT MANAGEMENT MASTERCLASS

by **Nikita Maheshwari**  
Director of Product Management at Nutanix, USA

## WHEN

November 16, 2018  
9:30AM - 05:30PM

## WHERE

Academic Building 1/201,  
IIT Gandhinagar  
Palaj, Gandhinagar 382 355

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IIT GANDHINAGAR



## ABOUT THE PROGRAM

During this introductory workshop on product management, explore tools and tactics product managers use to launch products that people love. The workshop will touch upon the basics of product management, how to build a successful career as a product manager, and the tools and tactics to be successful in any product management role. Whether you are starting your own company or joining a large company as a product manager, you will learn how to identify markets, prioritize features and capabilities, and build a world-class product management team.

## ABOUT THE SPEAKER



Nikita Maheshwari is Director of Product Management at Nutanix, an enterprise software company in Silicon Valley building leading hyper-converged solutions. At Nutanix, she leads the software-only offering - managing product roadmap, go to market strategy, and partnerships with global server vendors. Nikita joined five years ago as employee 250

and has deeply been involved from its early days, from helping with the Nutanix IPO to shaping its transformation into a software-centric company in 2017. Prior to Nutanix, Nikita was a consultant with McKinsey Consulting focusing on enterprise technology and go to market strategy. Nikita is also the founder of Move Up, a 501(c)(3) that is dedicated to find jobs and start small businesses for under-served women. Nikita is a graduate of University of California, Berkeley where she studied economics.

## AGENDA

|             |   |
|-------------|---|
| 09:30-09:45 | Introductions & Expectations  |
| 09:45-10:30 | Product Mgmt 101 (Basics, Importance in Today's Organizations, Career Path, Qualities of Excellent PM teams)  |
| 10:30-11:15 | Group Case Exercise: Choose your favorite software product (how do you know a product is designed well? What would you improve)   |
| 11:15-11:30 | Break   |
| 11:30-12:15 | Understanding & Sizing a Market - Interactive Exercise  |
| 12:15-01:15 | Product Life Cycle Mgmt - From Day Zero, to Launch, to \$100M   |
| 01:15-02:30 | Lunch break   |
| 02:30-03:15 | Guest Speaker: B V Jagadeesh (Power of good PM teams in his entrepreneurship journey & importance of building product mgmt teams in India)  |
| 03:15-04:00 | Group Case Competition (6 teams): <ul style="list-style-type: none"> <li>• Groups will be given a case to write a MVP (minimum viable product)</li> <li>• Size the market</li> <li>• Write a PRD</li> <li>• Price the product</li> <li>• Choose 2 representatives to present (10 min presentation + Q&amp;A)</li> </ul> |
| 04:00-04:15 | Break   |
| 04:15-05:15 | Group Case Presentations & Judging  |
| 05:15-05:30 | Feedback and conclusion   |

## REGISTRATION AND SELECTION

Registrations can be done at

<https://goo.gl/forms/2SEtJqnOgS3BMzyY2> | **LAST DATE: NOVEMBER 8**

Selected participants will be informed by **NOVEMBER 10**.

## CONTACT

**Anand Pandey**

Assistant Manager (Commercialization)  
IIT Gandhinagar Innovation and  
Entrepreneurship Center  
Email: [iiec@iitgn.ac.in](mailto:iiec@iitgn.ac.in)