

Transform Into Top Quartile Product  
Orchestrators

# CHIEF PRODUCT OFFICER PROGRAMME

*Programme by IIM Indore*



## Igniting Forward-Thinking CPOs: Beacon of Innovative Product Directions

Product Management Market size is projected to reach **USD 34.2 Billion** by 2030, growing at a **CAGR of 6.6%** during the forecast period 2024-2030.

\*Verified Market Research

In 2023, 30% of Fortune 1000 companies had a Chief Product Officer, doubling from 15% the previous year. Forecasts indicate this figure could hit 70% by 2027, marking substantial growth. A decade ago, this role was predominantly confined to the technology sector, underscoring its rapid expansion across industries.

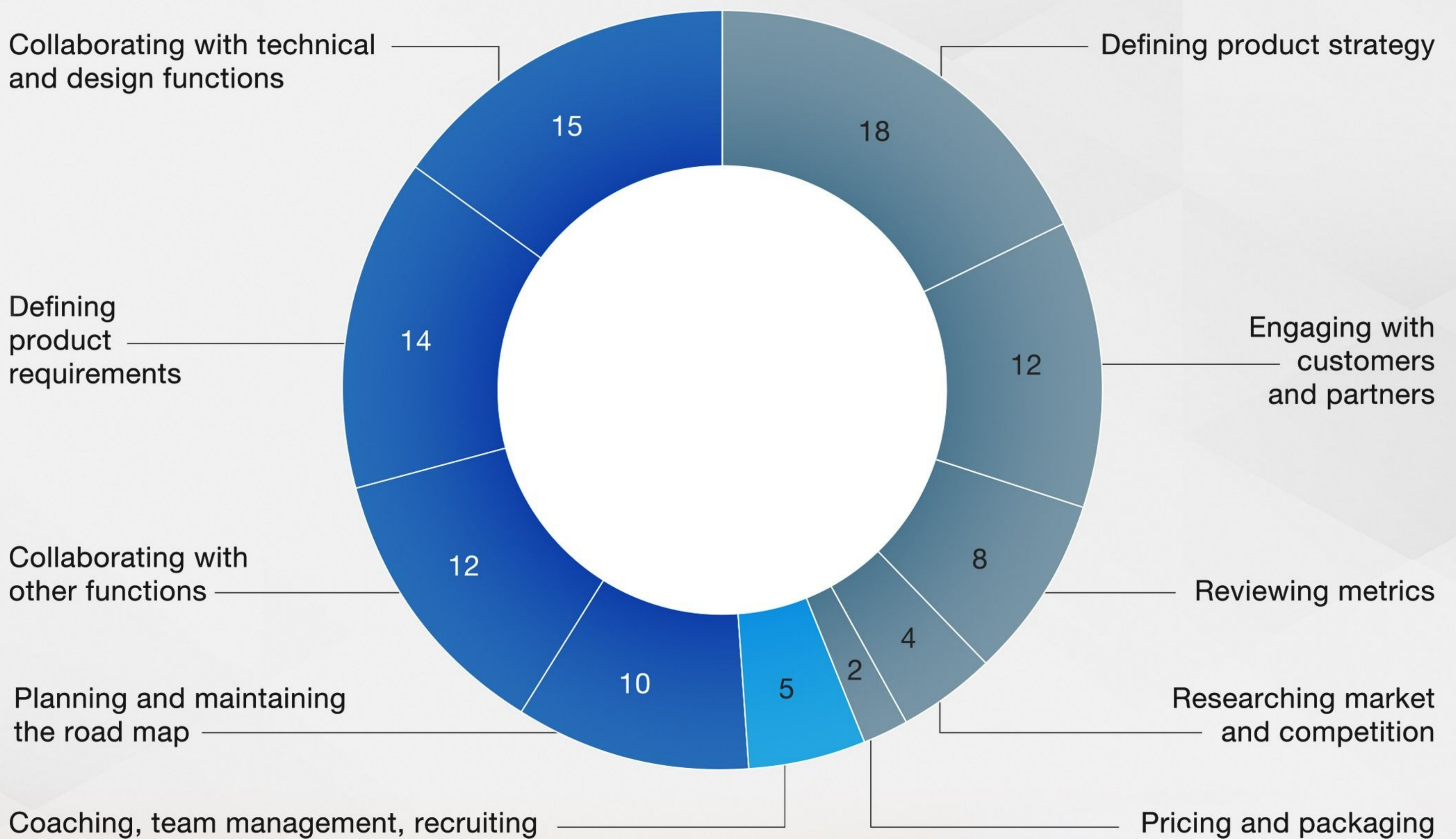
\*2023 CPO Insights Report - Products That Count and Capgemini

**70%** of CPOs will have P&L ownership by 2028.

\*Tech Crunch

# Top-funnel Product Managers Spend Time Across A Range Of Critical Areas And Influence Every Part Of The Product

Typical time spent by product managers, average % of time spent on each activity across respondents



\*McKinsey&Company

**PRODUCT  
MANAGEMENT**

# Key Challenges Faced by the Product Industry and Way Forward for CPOs

## CHALLENGES

## WAY FORWARD FOR CPOS

### Market Competition

- Innovation: Invest in continuous product innovation to stay ahead of competitors.
- Unique Value Proposition: Develop and emphasize a strong unique value proposition for products.
- Differentiation: Focus on differentiating products through unique features, quality, and branding.

### Customer Expectations

- Customer Insights: Utilize data analytics to understand and predict customer needs and preferences.
- Personalization: Offer personalized product experiences to enhance customer satisfaction.
- Feedback Loops: Implement robust feedback mechanisms to incorporate customer insights into product development.

### Resource Allocation

- Efficient Budgeting: Prioritize and allocate resources effectively to high-impact areas.
- Cross-Functional Teams: Foster cross-functional collaboration to optimize resource usage.
- Lean Methodologies: Adopt lean methodologies to improve efficiency and reduce waste.

## Technological Changes

- Continuous Learning: Stay updated with the latest technology trends and integrate relevant advancements.
- Tech Partnerships: Form strategic partnerships with technology providers to leverage cutting-edge solutions.
- Scalability: Design products with scalability in mind to adapt to technological advancements.

## Cross-Functional Collaboration

- Integrated Teams: Promote integrated teams with clear communication channels.
- Collaborative Tools: Use collaborative tools and platforms to enhance teamwork and productivity.
- Aligned Objectives: Ensure alignment of objectives across departments to achieve common goals.

## Regulatory Compliance

- Stay Informed: Keep abreast of regulatory changes and ensure products comply with industry standards.
- Risk Management: Develop robust risk management strategies to handle regulatory challenges.
- Compliance Training: Conduct regular compliance training for product teams.

## Scaling Challenges

- Modular Design: Develop products with a modular approach to facilitate scaling.
- Market Entry Strategies: Formulate strategies for entering and expanding in new markets.
- Scalable Infrastructure: Invest in scalable infrastructure to support growth.

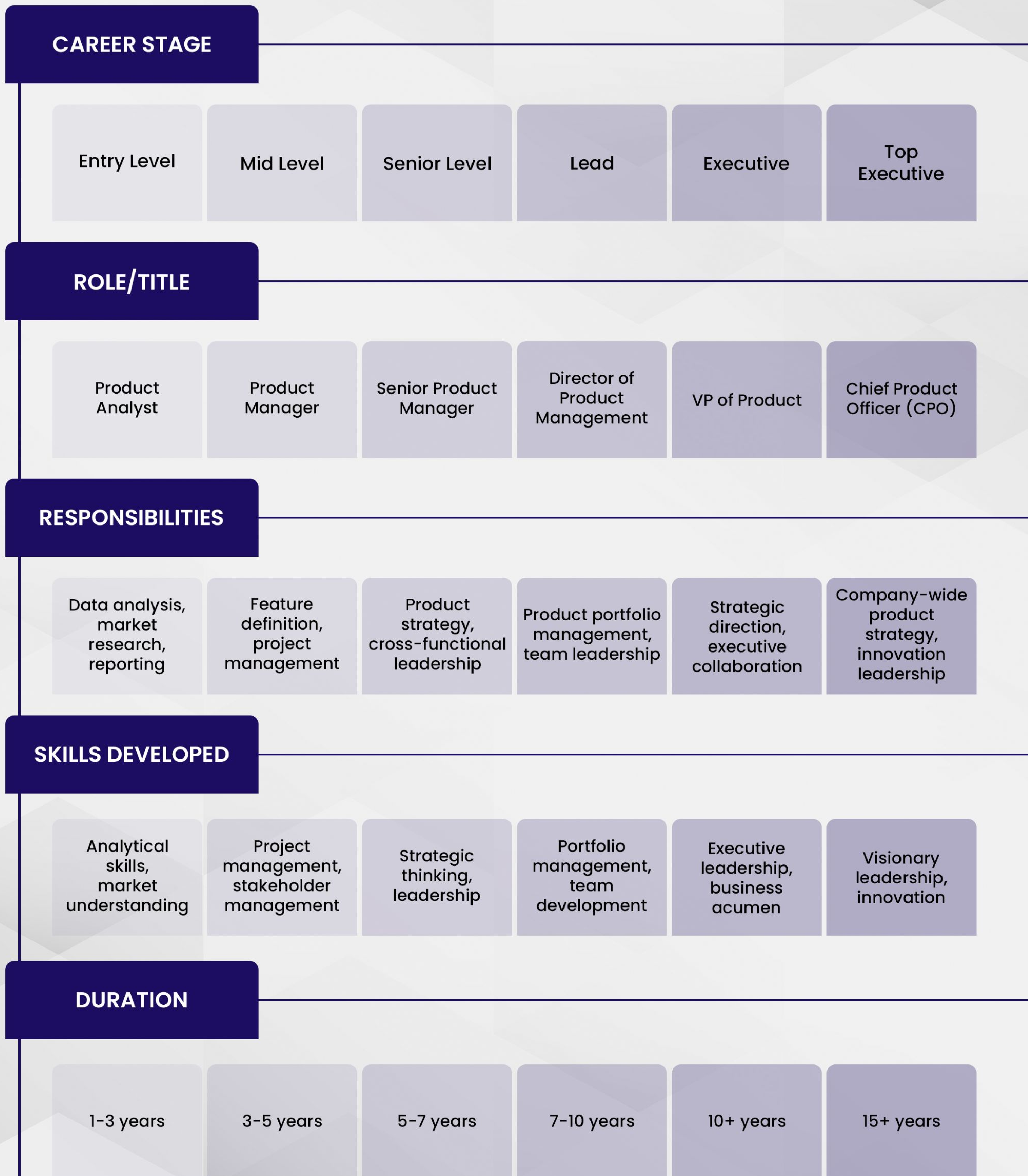
## Talent Acquisition and Retention

- Attractive Work Environment: Create a work environment that attracts and retains top talent.
- Skill Development: Offer continuous learning and development opportunities for employees.
- Competitive Compensation: Provide competitive salaries and benefits to retain skilled professionals.

Chief Product Officers (CPOs) are pivotal in steering companies toward groundbreaking successes. By embracing innovation and strategic foresight, CPOs can transform into top quartile orchestrators. They must harness data-driven insights, foster cross-functional collaboration, and champion customer-centric product development. By staying ahead of market trends and leveraging emerging technologies, CPOs can lead their teams to create exceptional products that resonate with consumers and drive sustainable growth. Ultimately, forward-thinking CPOs are the beacon of innovative product directions, propelling their organizations to new heights in a competitive landscape. Professionals who aspire to transcend into evangelist CPOs are those who translate their company's vision into leading product innovation strategy, synthesize, and revive the DNA of their product direction.

# A Roadmap for Leaders to Sketch Product Directions

Exploring the Career Trajectory Profile for Chief Product Officer (CPO).



This roadmap and career trajectory profile can help leaders effectively guide their product development efforts and plan their professional growth towards becoming a Chief Product Officer.

## Programme Overview

Organizations must adopt innovative strategies to meet the shifting expectations of their customers in today's ever-evolving digital landscape. Modern product leaders are essential, as they can redefine product offerings, harness the power of analytics, spearhead product innovation, and drive business growth. The Chief Product Officer Programme offered by IIM Indore, prepares participants for this pivotal role. This comprehensive programme provides the critical skills and knowledge needed to fuel product innovation and business expansion. Participants will delve into leveraging analytics to optimize product portfolio performance and refine growth strategies, all while cultivating a customer-centric culture within their organizations.





## Key Differentiators

Executive Education  
Alumni status - IIM Indore



Certificate of Completion  
from IIM Indore

2 Campus Immersion  
of 5 Days (Mumbai:  
Non-residential & Indore:  
Residential)



Holistic  
Curriculum

Live sessions by  
IIM Indore's faculty



Networking Opportunities  
with CXO Peers

Navigate legal, regulatory, and risk management considerations.



Master product finance and market economics.



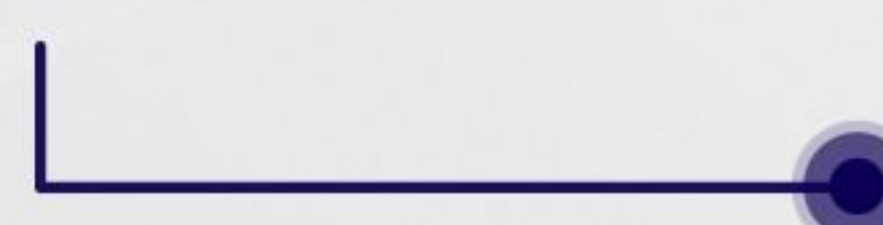
Lead strategic product initiatives in line with business objectives.



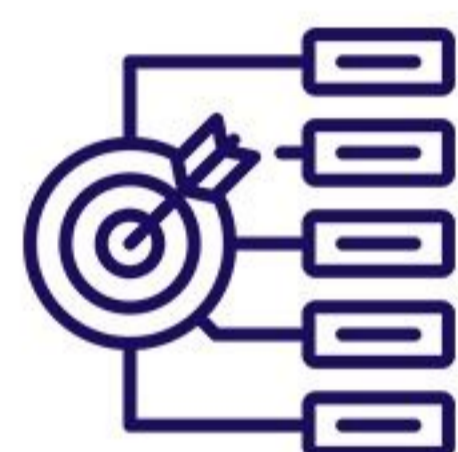
Drive product portfolio expansion through innovative strategies.



Utilize analytics for data-driven decision-making and product enhancement.



**Key Learning Outcomes**



# Programme Content

## The Chief Product Officer Role

- Responsibilities and Competencies of a Chief Product Officer
- Aligning Product Strategy with Business Objectives
- Cross-Functional Collaboration and Team Leadership
- Product Strategy, Principles, and Vision

## Business Landscape and Market Insights

- Macroeconomic Trends and Industry Dynamics
- Competitive Landscape Analysis
- Customer Segmentation and Profiling
- Market Sizing and Demand Forecasting

## Financial Acumen for Product Leaders

- Product Costing and Pricing Strategies
- Financial Modeling and Budgeting
- ROI Analysis and Performance Controls
- Product Finance Planning

## Product Innovation & Design

- Ideation & Design Thinking around New Products
- Lean Product Process and Agility
- Industrial Design and Engineering
- Product Development Collaboration
- Open Innovation: Working with Partners, Agencies and External Stakeholders

## Product Portfolio Management and Strategy Execution

- Product Lifecycle Management
- Portfolio Optimization and Rationalization
- Resource Allocation and Prioritization
- Product-Centric Approach
- Platform Business Models
- Go-to-Market Planning
- Coordinating Cross-Functional Launch Activities

## **Product Marketing and Analytic**

- Product Positioning and Messaging
- Product-Market Fit and Customer Satisfaction
- Product and Digital Marketing
- Omnichannel Marketing Strategies
- Leveraging Marketing Technology (MarTech)
- Performance Tracking and Optimization
- Advanced Product Analytics
- Metrics and Key Performance Indicators (KPIs)

## **Digital Transformation & Technology**

- Spearheading Digital Transformation through Disruptive Technologies
- Digital Platforms
- Digitalization of Products
- Digital Product Management
- Platform Business Models
- Digital Brand Strategy

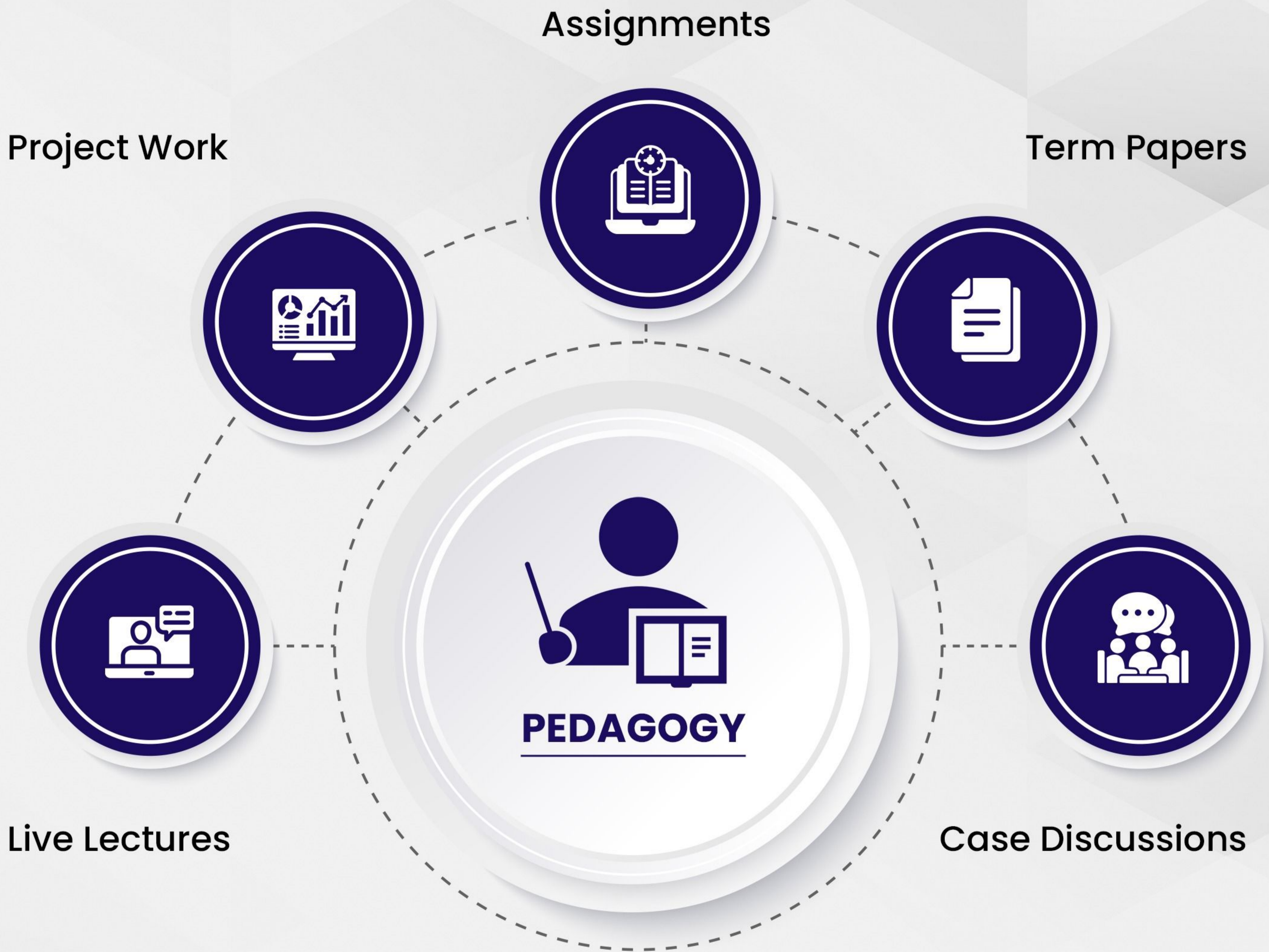
## **Strategic Growth and Expansion**

- Growth Mindset, Growth Strategies, 10X Thinking
- Growth Strategy and Challenges for New/Transitioning Products
- Internationalization and Expansion Strategies
- Navigating Regulatory Environments
- Scaling and Expansion Strategies
- Identifying Unmet Needs and Growth Opportunities

## **Product Leadership and Governance**

- Ethics and Conflict Management, IPR & Legal Issues
- Developing Product Management Talent
- Cross-Functional Teams, Team Autonomy, Aligning Organization's Culture Effective Communication – Listening, Storytelling, etc.
- Regulatory Compliance
- Risk Assessment and Mitigation
- Intellectual Property Rights (IPR) Management

Note: The list of modules provided is subject to change and may be updated or revised based on the discretion of the professors or instructors.



## Programme Details

### Session Duration

- 08 Months | 75 hours of learning

### On-campus Visits

- 2 Campus Immersion of minimum 5 days to be provided
- **Mumbai Campus (Non-Residential):**  
2 days duration - around 8 sessions
- **Indore Campus (Residential):**  
3 days duration - around 12 sessions

One or two sessions from some of the courses will become part of the on-campus orientation module. In case the on-campus module is not conducted, the same will be included in the total number of sessions.

### Programme Schedule

- January 2025 - September 2025

### Commencement Date

- 17<sup>th</sup> January 2025

### Application Closure Date

- 31<sup>st</sup> December 2024

### Session Timings

- The academic sessions will be held on Saturday.
- First session: 5.30 pm to 6.45 pm (IST)
- Second session: 7.00 pm to 8.15 pm (IST)

### Mode of Delivery

- Courses will be delivered online mode using an appropriate technology synchronized platform. Lectures will be delivered through broadband-based technology involving two-way audio and video communication. Sessions will be held once a week, generally on weekends. Participants can attend sessions directly from their desktop/laptop (Direct-2-device). Participants will be provided reading materials, etc. for each course. They may also interact with the concerned faculty through e-mails/chat mode.

\*The third session will be scheduled as and when required for the timely completion of the programme.

\*The programme duration may be slightly extended due to issues like faculty unavailability and gazetted holidays on the session days.

Note:- The time gap between two consecutive sessions is to give the participants a break. On some days, the classes may extend beyond the mentioned time. In addition to attending interactive sessions, participants have to undertake online quizzes, assignments, and examinations.

# Admission & Evaluation

## Eligibility

- Diploma (10+2+3)/Graduates (10+2+3 or equivalent)/post graduates in any discipline recognized by UGC/AICTE with minimum 50% aggregate marks at either UG/PG level.
- Minimum 08 years of work experience post completion of qualifying education.

## Attendance Criteria

- Participants are expected to attend all sessions of a given course. However, participants may take leave on account of emergencies, subject to the approval of the Programme Coordinator. However, a 75% minimum attendance requirement would be considered for the final grading. For less than 75% attendance, a grade cut as per the norms will be applied.

## Evaluation Methodology

- Performance of participants will be monitored on a continuous evaluation basis through quizzes, assignments, tests and examinations. The participant is required to score minimum marks/grades as decided by the Institute from time to time to complete the course.



# Who Should Attend



- Designed for mid to senior career product leaders who are responsible for product design, engineering, or marketing.
- Suitable for product leaders aspiring to or already serving in C-level roles who want to keep current on trends to accelerate growth.
- Ideal for executives looking to align product strategy with business strategy, understand the implications of technology on the product portfolio and manage cross-functional teams in the organization.
- Professional with minimum 08 years of work experience.





## Fee Structure and Instalment Pattern

### Fee Details

### Amount

Registration Fee

INR 2,500/- + GST

Total Fee

INR 4,50,000/- + GST

## INSTALMENT PATTERN

### Instalment Details

### Amount

1<sup>st</sup> Instalment

INR 1,50,000/- + GST  
(payable at the time of admission)

2<sup>nd</sup> Instalment

INR 1,50,000/- + GST  
(5<sup>th</sup> March 2025)

3<sup>rd</sup> Instalment

INR 1,47,500/- + GST  
(5<sup>th</sup> May 2025)

#### Note:-

The total fee is exclusive of GST @18% and inclusive of the registration fee.

The above fee does not include the executive education alumni fee.



## Executive Education Alumni Status – IIM

The participants who complete the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. They will be required to apply separately, along with the necessary fee, to register their name. The current alumni membership plans are as follows:

**2-year membership – INR 1000/- + applicable taxes**

**Lifetime membership – INR 10,000/- + applicable taxes**

### **Benefits available to Executive Education Alumni:**

- Communication of brochures and newsletters from IIM Indore.
- Access to the IIM Indore Campus Library (onsite access only).
- Official email ID of the institute.
- ID Card.

Mere successful completion of the programme, application submission, and fee does not entitle a participant to be eligible for executive education alumni status. IIM Indore reserves the right to confer or withhold executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice.



## Certification

Participants who successfully meet the evaluation criteria will receive the prestigious '**Certificate of Completion**' from IIM Indore.



\*The sample certificate is indicative. The Institute reserves the right to revise it.



## Programme Faculty Coordinators



### PROF. SUBIN SUDHIR

FPM, IIM Kozhikode

Prof. Subin Sudhir has completed his FPM from the Indian Institute of Management Kozhikode. His research interests include Consumer Behavior, Word of Mouth, Rumor Research in Marketing, Customer Relationship Management, and Digital Marketing. Subin has earned his MBA, and B.Tech degrees from the Kerala University. He has worked with IIM Trichy, Institute for Financial Management and Research (IFMR), Institute for Customer Relationship Management (iCRM), Tata Elxsi Limited, and Wipro Technologies prior to joining IIM Indore. He has participated in the AIM-AMA Sheth Foundation Doctoral Consortium, AMA Marketing Educators Conference, INFORMS Society for Marketing Science Conference, Australia and New Zealand Marketing Academy Conference, and other international avenues. His research has been published in various international journals of repute. His teaching interests include Digital Marketing and Social Media Marketing, Retail Strategy, Customer Relationship Management, Sales and Distribution Management, Consumer Behavior, and Marketing Research.

productivity



## Programme Faculty Coordinators



### PROF. ABHISHEK MISHRA

FPM (IIM Lucknow)

Prof. Abhishek Mishra has done his Ph.D. from IIM Lucknow. His doctoral thesis dealt with the topic 'Effect of Product Design Perception on Brand Equity'. He holds B.Tech (Metallurgy) degree from IIT, Roorkee and PGDM (Marketing) from FORE School of Management in 2001 and 2004 respectively.

Before joining the doctoral programme at IIM Lucknow, he worked as a Management Consultant at Holcim, Research Consultant with Millward Brown-IMRB as well as an entrepreneur for a startup named Syndicate Infoservices. He also has teaching experience as a faculty member, before joining his Ph.D., with ICFAI University and School of Management Sciences.

He has 16 peer-reviewed journal paper publications, including 9 in ABDC listed ones like Journal of Business Research, Journal of Brand Management and others, as well as 7 paper presentations at premier international conferences of repute, like AMA, AMS and EMCB hosted ones. His current research interests include Product Design, Product Management, Brand Management and Brand Equity. His teaching interests include Product Management, Brand Management and Advanced Research Methods.



## IIM Indore at a Glance



सिद्धिमूलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

भारतीय प्रबंध संस्थान इंदौर  
Indian Institute of Management Indore

The Department of Higher Education, Ministry of Education, Government of India established the Indian Institute of Management Indore (IIM Indore) as an institution of excellence for imparting high-quality management education and training. IIM Indore is recognized as a premier management institution, comparable to the best in the world for teaching, research and interaction with industries. It was established in 1996 and is promoted and nurtured by the Ministry of Education, Government of India. IIM Indore is an institute of national importance under the Indian Institutes of Management Act 2017.

IIM Indore strives to provide the best possible education to its students by interfacing with the industry, government, and PSUs. The institute is committed to promoting excellence in management education and research that benefits society as a whole.



## About Jaro Education

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Institutes & Universities

**10+**  
Top QS Ranked Global  
Institutes & Universities



e-India Awards

The Best ICT Enabled  
Higher Education  
Institute Award



Educational  
Excellence Awards

Most Innovation &  
Successful online MBA  
Program in India



MODI Awards

Outstanding  
Contribution in Online  
Education



ABP Education  
Awards

Best Digital Learning  
Innovation Award



World HRD  
Congress

National Best  
Employer Accolade



World HRD  
Congress

Edtech Leadership  
Awards

OUTLOOK BUSINESS



Outlook Business Icon  
Awards 2023

India's Most Trusted  
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The Business  
Awards 2024

Leading Edtech Company  
of the Year

Jaro Education is an online higher education company that specialises in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programmes catering to domains such as Doctorate & PhD, Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.



# jaro education

## Get in Touch With Us Right Now!

### JARO EDUCATION'S PROGRAMME EXPERT

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### JARO EDUCATION'S PRESENCE

Ahmedabad | Bangalore | Chennai | Delhi/NCR | Hyderabad | Jaipur  
Kolkata | Mumbai | Nagpur | Pune