YOU ARE HERE

OMG! WHAT ARE WE DOING!?

PRODUCT MANAGER

BUSINESS: LET'S MAKE SOME MONEY! AND STAY IN BUSINESS!

TECHNOLOGY: LET'S BUILD SOME COOL STUFF! WITH COMPUTERS!

PEOPLE: WHAT DO I NEED FROM YOU?

Product Development Studio

Spring 2019 | Instructor: John Bacus

So you've got a great idea, an idea that is going to change the world. You've got a great prototype, maybe not much more than that. What do you do next? In this studio, we'll look at what it really takes to move that idea into production.

This is a practically oriented studio where students will learn by doing; we will focus on the practical complexities of preparing a software product for launch and bringing it into the world for the first time. We'll do that from the perspective of "Product Management," one of the most valuable but poorly understood roles on a software development team.

The studio will be led by John Bacus, Director of Product Management for the Architecture & Design division of Trimble, Inc. and long-time leader of the SketchUp product management team. Over the last fifteen years, he has built a half dozen successful software products, including SketchUp— the most widely used 3D modeling program in the world. As a member of SketchUp's Boulder local startup company (@Last Software), John has seen startup cultures, grown with those to a sale and six-year career at Google followed by an unusual divestiture from there to Trimble- where he and the SketchUp team still work today.

Course codes	Time	Day	Classroom
ATLS 4519-090	3 – 4:50	Mon	ATLS TBD
ATLS 5519-090			

ATLAS INSTITUTE

University of Colorado Boulder