Productbeats

19 NOVEMBER 2026 · STOCKHOLM

Stockholm Product Conference

The New Era of Product Management

Klara Conference · Right by Stockholm Central Station

The world is changing. So is the work of product management.

Products become services. Customers buy solutions. AI changes what we build, how we work and how value is created. Meanwhile, markets, regulation and technology keep moving.

We are entering a post-agile era. What practices should we keep? What needs rethinking? And what should we stop doing?

Network with other product professionals in tech-intensive B2B industries. Share real experiences, challenge ideas and build connections to take back to work.

Come listen to



Olivia Nestius

CEO, Graphmatech

Drawing on her experience at Graphmatech and Svea Solar, Olivia explores how servitization and repackaging an offer open new revenue streams and change how a company creates and captures value.



Faith Forster

AI Product Leader

With the Maker’s Manifesto, Faith challenges today’s product management. What should we stop, redesign or reinvent as AI changes how ideas become products?



Jesper Alfredsson

CPO, Tacton

Putting AI inside a product changes more than its features. Jesper examines the consequences for delivery, usage, cost and operations - and what product managers need to anticipate.



Martina Andreasson

Global Product Lead, Mentice

How do you turn customer knowledge into scalable products? Martina explores the tensions between technology, services and tailored deliveries for large global customers.



Jessica Eriksson

Director, Market Introductions, Scania

When customers buy solutions, launching a product is no longer enough. Jessica shares what changes in market introductions, sales, messaging and collaboration.



Osvaldo Aldao

CPTO, Enea

Move beyond the tick-box exercise. Osvaldo explores how compliance can shape product architecture, strengthen customer trust and create competitive advantage.



Phil Hornby

Global Product Lead, ZF

How do you make commitments when assumptions change faster than planning cycles? Phil explores planning and roadmapping that provide direction while leaving room to adapt.

But this is not all.

Explore the complete programme on the next page: three sessions, more speakers, shared discussions and four practical workshops.

Three sessions. New perspectives.

08:30 Coffee and arrival · 09:00 Opening with Juliette Vernel and Magnus Billgren

01 / MORNING

Repackage the product

How does reshaping the offer change the business around it?

Repackaging for New Revenue · Olivia Nestius

The Product Is Gone. Scania Sells Solutions. · Jessica Eriksson

From Technology to Service and Back to Product · Martina Andreasson

Repackaging the Product - What Have We Learned? · Shared discussion

02 / BEFORE & AFTER LUNCH

Rethink the work with AI

The Maker's Manifesto - Redesigning Product Management · Faith Forster

Building an Entrepreneurial AI-Native Team · Adrian Jacobsson, former CPO, Aceve

Expanding What Individuals and Teams Can Achieve · Yusuf Young

Connecting Technology with Customer Value · Thomas Nordén

What Changes When AI Becomes Part of the Product? · Jesper Alfredsson

AI Intensive: Join focused discussions on discovery, strategy, development and product operations. Compare experiences and develop ideas together. Participants help create the knowledge.

03 / FROM 14:50

Manage when the world won't stand still

Leadership in Times of Chaos · Lučka Bibič, Springer Nature

Compliance Rethought · Osvaldo Aldao

Product Planning When Certainty Is Gone · Phil Hornby

Closing reflections with Juliette Vernel and Magnus Billgren · **17:00-19:00** Drinks and networking

Go deeper with a workshop

All workshops at Forskaren, Stockholm - Stockholm Building of the Year 2025.

18 NOVEMBER

Projects and Products

Magnus Billgren

Make customer projects and scalable products reinforce each other. Explore ownership, collaboration and customer-specific demands.

18 NOVEMBER

Mastering Product Strategy

Camilla Kuylenstierna

Create, communicate and execute a clear strategy. Turn customer and business needs into priorities, roadmap choices and action.

20 NOVEMBER

Product Positioning Kickstart

Eva Skoglund and Thomas Nordén

Clarify why customers should choose your product. Apply April Dunford's method to your own offer and develop an initial positioning.

20 NOVEMBER

Product Roadmap Workshop

Phil Hornby

Create roadmaps people can rely on. Strengthen decisions, align stakeholders and adapt as conditions change.

Explore the programme and book your place · Productbeats.com
Questions? Sofie Ohlsen · sofie.ohlsen@productbeats.com