

Product Strategy Executive Board & Marketing

1. The product strategy is a high-level plan that defines the product's direction and scope.

2. It is a key component of the overall business strategy and is used to guide the development and marketing of the product.

3. The product strategy is developed by the product manager and is approved by the executive board.

4. The product strategy is used to guide the development and marketing of the product and to ensure that the product is aligned with the overall business strategy.

5. The product strategy is a living document that is updated as the product evolves and the market changes.

6. The product strategy is a key tool for product managers and is used to communicate the product's direction and scope to the executive board and other stakeholders.