



LEVEL UP!

PRODUCT ACADEMY MENTORING

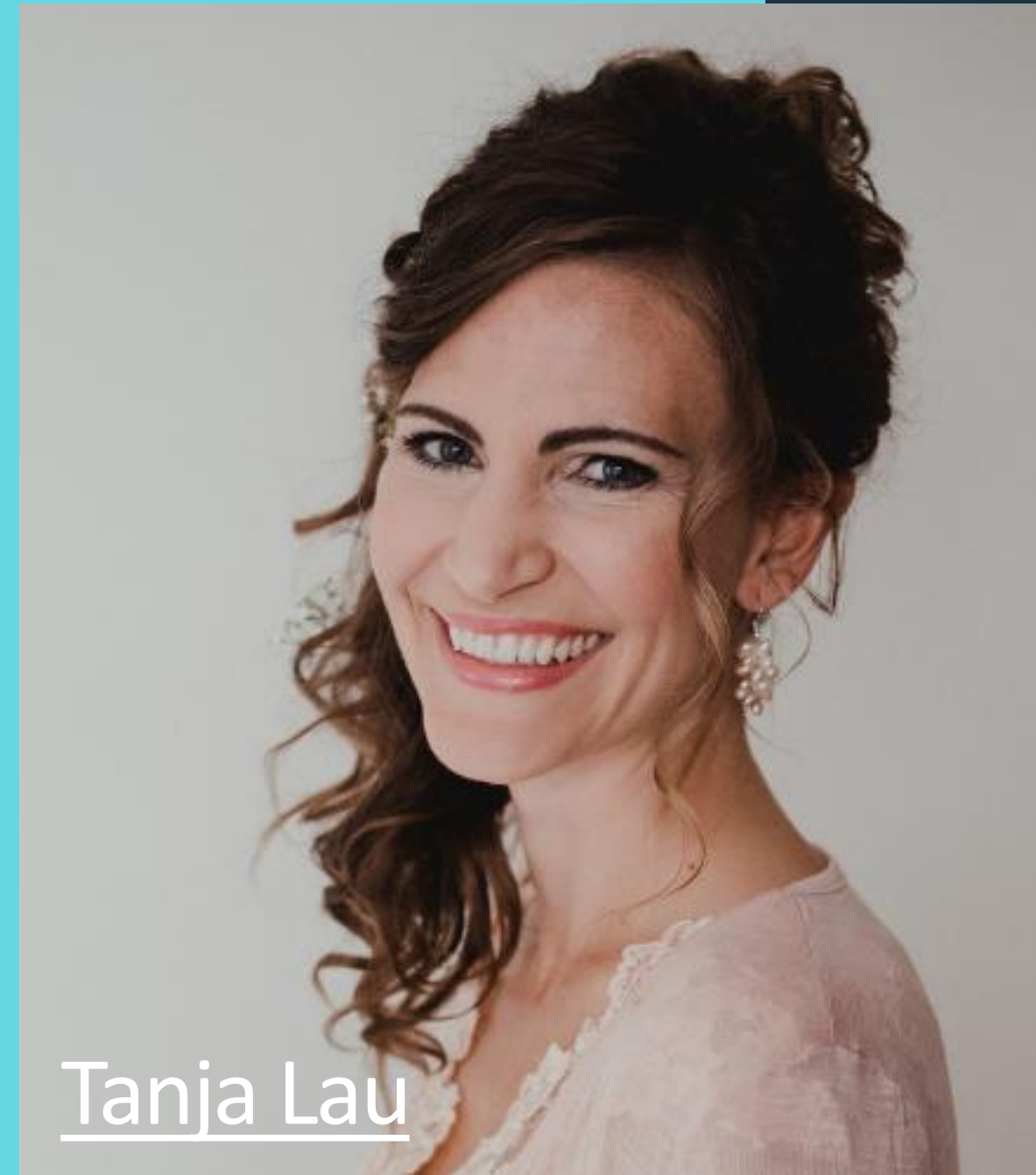


PRODUCT ACADEMY

Boost your career in product

Interested in ramping up your career in product? Looking for a strong network of product leaders to support you - even long after your course is done? Perfect! You've come to the right place. Our mentoring program is a unique opportunity to speed up your learning curve in product in a family-like environment.

Our trainers and mentors practice the art of product management at household names like Google, Zalando, Airbnb, Amazon & more.



Tanja Lau

Founder of Product Academy



LevelUp! Switzerland

Spring Edition 2025
in a nutshell

[Apply now – Prices will increase
in September 2024!](#)



Why?

Ramp up your skills in state-of-the-art product management and increase your chances to land your first job in product or to transition to a senior role with the Product Academy Course Certificate.



What?

5-months learning journey including:

- 5 workshop days in small classes of 14 students max
- inspiring prep material
- 5 individual mentoring sessions
- a study buddy from your class and a companion from our Product Academy family



For whom?

Founders, (Junior) POs/PMs with up to three years of experience or people interested in transitioning to product from a related role like UX, tech, marketing etc. We especially encourage women to apply!



Where & When?

January 14, 2025 till May 12, 2024

- 5 in-person workshops in Zurich
- online or in-person sessions with your mentor, companion and study buddy (depending on your location)
- self-paced prep work between the workshop days



Kick-off

Kick-off Session on January 14, 2025 (Zurich)

The wait is over – you finally get to meet your class and dive into the course.

- Getting to know your peers
- How to navigate the program
- Roles & Responsibilities in Agile PM

* Course date and program may be subject to change.



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PM 101

Workshop Day 1 on February 10, 2025 (Zurich)

This workshop day is dealing with the basics of successful product management: the art of data-informed decision-making, creating value for your customers and your business as well as closing the learning loop.

- Hypothesis-Driven Product Management
- Prioritizing Your Backlog
- Data & Analytics

* Course date and program may be subject to change.





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Trainers on Day 1



Tanja Lau

Founder
Product Academy

Bern



Matthew Brandt

Data Analyst
Well Gesundheit AG

Zurich



Discovery & Delivery

Workshop Day 2 on March 10, 2025 (Zurich)

On the second workshop day, we are going to focus on conducting useful research without getting lost in a discovery rabbit hole. You will learn how to work with user stories, how to prioritize tech debt and which pitfalls to avoid when working with engineers. We will close the day with an AMA session around stakeholder management – including many personal war stories and tips.

- Product Discovery & Jobs-to-be-Done
- Writing Great Specs
- Communicating with Stakeholders

* Course date and program may be subject to change.





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Trainers on Day 2



Kristina
Walcker-Mayer

CPO
tba (ex-Zalando)

Munich



Isabel
Carbotta

CTO
Migros Online

Zurich



Strategy

Workshop Day 3 on April 7, 2025 (Zurich)

It's time to de-mystify product strategy :) Learn how to move your roadmaps from outputs to outcomes, how to find and keep product-market fit and get inspiration on how to leverage AI in product.

- Outcome-Based Roadmapping
- Product-Market Fit
- AI in Product

* Course date and program may be subject to change.



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Trainers on Day 3



Tanja Lau

Founder
Product Academy

Bern



Nina Schneider

CPO
Sherpany

Zurich



Aude Morandi

Director of Product AI
Swisscom

Bern



Leadership

Workshop Day 4 on May 12, 2025 (Zurich)

To conclude the program, we are looking at leadership and personal growth from different angles - from setting personal boundaries to ingredients for a product-led approach for your company.

- Work-Life-Balance & Conflict Competence
- Career Planning in Product Management
- Product-Led Growth
- Graduation Ceremony

* Course date and program may be subject to change.





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Trainers on Day 4



Ranjit de Sousa

Co-Founder
Found

Zurich



Tanja Lau

Founder
Product Academy

Bern



Leah Tharin

Consultant for
Product-Led Growth

Zurich

Experienced Sparring Partners

Our mentors have several years of product management experience under their belt and can't wait to support you on your learning journey.



Monthly 1:1 Mentoring

Use your five mentoring sessions to discuss your day-to-day challenges, strengthen your position within your company or to prepare for your next career move.



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Mentors

Our mentors work at

- Google
- Zalando
- Booking.com
- trivago
- Airbnb
- Amazon
- Lufthansa
- Just Eat Take-away
- Migros Online
- Doodle
- Tamedia
- Doist

. .. and many more

Matching

The matching is done based on a survey and on our experience. We know each mentor personally and have successfully matched hundreds of students by now.



They have walked in your shoes

Our companions have completed one of the past editions of our LevelUp! Mentoring program and will help you navigate this program, so you can get the most value out of it.



Structure your tandem as you like

How often you meet with your companion is entirely up to the two of you. Feel free to meet up before the course starts and keep in touch afterwards. Don't miss out on this chance to strengthen your network.



Companions

Our Companions have worked at

- UBS
- SRF
- On
- Sunrise
- Digitec Galaxus
- Hapimag
- Swiss Marketplace Group
- Sherpany

. .. and other interesting companies!

Check out their profiles and feel free to contact them via www.productacademy.ch/alumni to get first-hand information about this program.

We are never done learning

Use your sessions to teach back and review the course content together or to offer each other feedback on recent challenges.

This is a great opportunity to practice coaching other and getting coached.



Study Buddy

Benefit from this special bond by joining forces for your homework assignments or by meeting outside of class to discuss your current challenges.



Customize your learning journey

How much time you invest into your sparring team is up to you – this is one of the opportunities to expand your network and maximize the value of this program for yourself.



Buddies

It takes a village to be a PM 😊
That is why are teaming you up with a study buddy in class as well as a companion from our Product Academy Family.



Companion

This is the 11th edition of LevelUp – many students have come before you and are happy to provide an additional point of view.





Is this for you?

Requirements

Motivation

You are highly motivated to learn and apply your skills

Background

basic experience in product or in a related biz/tech role

Time

ability to attend all workshop days in person

Prep Work

commitment to do up 6-12 hours of prep work/month

Diversity

We especially encourage women to apply.



Application

Spring Edition Switzerland 2025

www.productacademy.ch/levelup

Apply by

latest October 31, 2024
(applications are processed on a first come, first served basis)

Process

Fill out our [application form](#)

Selection

Max 12 participants based on motivation, experience fit and diversity

Confirmation

Within two weeks after submitting your application

Kick-off

January 14, 2025



PRODUCT ACADEMY

Pricing

a career investment
that pays off

Prices will go up in
September 2024 – apply
now to secure the current
rates!



CHF 1'990

Partial Scholarship

We provide a limited
amount of partial
scholarships for
women and start-ups.



CHF 2'990

Supporter Rate

if someone at your
company is
supporting the
program as trainer,
mentor or coach



CHF 3'990

Corporate Rate

Regular price

* All prices indicated are net prices excluding 8.1% VAT.

Happy Alumni



Fran Fischer

Senior PM
CoachHub

"One of the best boosters I ever had for my career! The insights and network I gained are priceless."



Sandra Chatzakis

UX Manager
Migros Bank

"With this program I managed to master state-of-the-art methods as well as develop a holistic view. This fundamentally prepared me for my first leadership role."



Ivana Gjorgjiev

Product Manager
TestingTime




"Product Academy helped me to refine my PM skill set, gain a valuable network of product people and the best thing: I landed a new job and advanced my career just after the graduation!"



Questions?

Let's talk!

Tanja Lau

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-  www.productacademy.ch/levelup

