Product
Insight
Advisory Firm

Accelerating Product Growth & Market Success

Common pain points that suggest a Product advisory opportunity

These cascading symptoms and pains typically originate from a lack of investment in Product Management or Product Marketing

Missed Revenue Growth	Customer Sentiment Challenges	Internal Pains
Market slow to understand your value	Tepid adoption of products/features	Excessive R&D spend / low ROI
No price leverage or price erosion	High churn rate	Missed delivery dates / Roadmap delays
New capabilities not delivering new logos	Scalability, quality, or uptime challenges	Reactive feature development rather than strategic advancements

Advisory Services Across The Full Spectrum Of Software Products Creation

Product
Insight
Advisory Firm

EXECUTION

Co-create and drive product management projects with or for your team, increasing velocity and achieving objectives more efficiently and effectively.
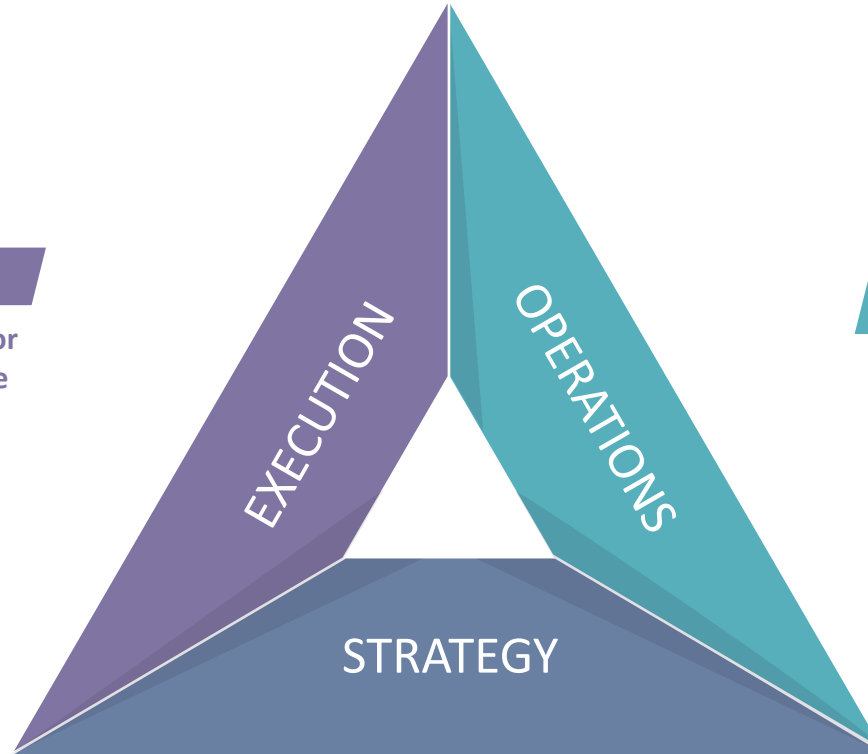
OPERATIONS

Identify areas for improvement and enable optimizations, making your Product organization a center of excellence.

EXECUTION

OPERATIONS

STRATEGY

STRATEGY

Apply best practice techniques and objectivity to the strategy design process, aligning teams on a clear Product Strategy and Go-To-Market approach that enables business goals.

Example Services

STRATEGY

Product Vision & Roadmap
Create a clear, long-term product vision and actionable roadmap to **align teams, meet market demands, and drive business goals**.

Product Market Fit & Product Positioning
Pinpoint product-market fit and differentiate through effective go-to-market strategies that **resonate with customers and drive long term growth**.

Pricing and Packaging
Optimize pricing and packaging strategies to **maximize market penetration and profit margins.**

EXECUTION

Product Rationalization
Maximize R&D ROI by allocating resources to the most significant growth opportunities and streamlining your product portfolio.

Innovation Lifecycle & Design Sprints
Accelerate new product development with customer-led design sprints that quickly validate and bring high-impact ideas to market.

Win/Loss or Renewal/Churn Analysis
Use win/loss analysis to **sharpen roadmap priorities and enhance product differentiation**, competitive positioning, and pricing strategies.

OPERATIONS

Product & Tech Leadership Mentoring
Develop **an agile, innovation-driven leadership team** through hands-on mentoring and strategic guidance.

Organizational Assessment and Design
Assess and redesign your organizational structure to **improve agility, collaboration, and alignment with business goals.**

Product Review or Customer Advisory Boards
Establish proper product governance models and customers advisory pathways to ensure **roadmaps are aligned to both business *and* market demands**

ADDITIONAL SERVICES

- **Tech Roadmap**

- **Business and Product Transformations**
- **New Product Requirement Creation**
- **Software Architecture Design**

- **SDLC Design**
- **Tooling, Metrics, and KPIs**
- **Software/Architecture Assessment**

Over the past year, bringing in Product Insight has been one of the best decisions for Slope as we've scaled globally. They've helped us rework core aspects of our product, which has been crucial in meeting the demands of some of our more challenging clients. Product Insight has also been instrumental in building confidence at the board level by addressing key concerns about our platform's ability to overcome industry challenges.

- *Chief Executive Officer*   SLOPE

We at SpecterOps, specifically on the BloodHound Enterprise team would not be where we're at today without the amazing contributions from Product Insight. They helped us as we started with a very small team with an idea through product launch and well beyond as we surpassed our goals. I would absolutely recommend any tech CEO/COO/CTO/CMO/CPO who is looking to achieve their business objectives to consider their services.

- *VP of Products*   SPECTER OPS

Product Insight's experience as both Product experts and a former executives was invaluable. They were able to lead our team through the creation of a new product strategy and then champion it with our executives and board.

- *General Manager*   Gigamon®

Stephen Newman

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Industries

- Technology: HW, SW, Telecom, Internet (28 Years)
- Cyber Security (17 Years)
- Telecom (5 Years)
- Consumer Electronics (5 Years)

Experience / Years

- PM Consultant (5 Years): Healthcare Tech | Legal Tech | Network Infrastructure | Talent Identification SaaS | Cyber Security | ERP / CRM | Mobility Payments | Wearables
- SecureAuth + Core Security (2 Years): SVP Products
- Damballa (7 Years): CTO / VP Products
- McAfee / Secure Computing (2 Years): Dir. Products
- MegaPath / Netifice (2 Years): Sr. PMM
- EarthLink (2 Years): Sr. PM
- Support Center Technologies (1 Year): Dir. Products
- ZapMedia (1 Year): Dir. Products
- i2Go (1 Year): Dir. Products
- Boston Acoustics (3 Years): PM & Lead Electrical Eng.

Education

- Georgia Tech: MS Electrical Engineering
- Johns Hopkins: BS Electrical Engineering

Unique Value Prop - Advantage

- Product Executive - 25 Years of Delivering Impact
- Product Strategist & Innovation Leader
- Strong Talent Assessment Skills & Team Development
- Fosters Cross-functional Alignment Between PM and Sales | Marketing | R&D | Support
- Entrepreneurial Spirit | Lean Startup Approach

Target Clients

Client Scenarios

- Mismatch Between Business Goals & Product Strategy
- Competitive Need For Differentiation & Innovation
- Lacking Vision To Gain Customer Confidence
- Struggling To Have Strong Product Team While Remaining A Sales Focused Company
- M&A Driven Product Reconciliation Needs

Specialty

- B2B Enterprise Software & SaaS Firms: Any Industry
- Mobile | IoT | Cloud | Cyber | Startups | Healthcare

Services / Offerings

Voice of The Customers Market Analysis

- Product Market Fit
- Win / Loss
- Churn / Retention
- GTM Gap Assessments
- Pricing Strategy

Consulting Services

- Product Vision & Roadmapping
- Mentoring
- Go To Market Strategy
- Organizational Assessment, Alignment & Design
- Ideation / Lean Business Case Creation
- Target Customer Discovery & Validation
- PM Roles / Responsibilities / Cross Functional Alignment with R&D, Sales, Support, Marketing
- Competitive Analysis
- Positioning / Messaging Creation
- Collateral Development
- Compelling Reason To Buy
- Product Launch Design

Michael Marks

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Industries

- Software Development (12 Years)
- Cyber Security (8 Years)
- Identity (9 Years)
- Consulting (4 Years)

Experience / Years

- BetterCloud (3 years): Sr. Director, Product Management
- PwC (.5 Years): Sr. Manager, Product Management
- ERP Maestro (1.5 Years): VP, Product and Customer Success
- Core Security (1 Year): Product Manager
- Coca-Cola Enterprises (4 Years): Sr. Manager, IT Security and Compliance
- Accenture (1 Year): Security Analyst
- KPMG (2 Years): Sr. Consultant, IT Advisory

Education

- Emory University: MBA
- Wake Forest University: BS Computer Science

Unique Value Prop - Advantage

- Product leader across multiple organizations and industries
- User centric, people first approach
- Builds strong product cultures built on trust and cross-functional collaboration

Target Clients

Client Scenarios

- Misalignment between business goals and product vision and strategy
- Stagnated growth or weak product adoption
- Low levels of collaboration and partnership between Product and other departments
- Competitive pressures limiting growth opportunity
- Lacking voice of the customer in product strategy
- Inexperienced Product team or operating in a sales-driven company
- Pricing and packaging issues impacting win rates

Specialty

- B2B Enterprise Software & SaaS Firms: Any Industry
- Cloud | Cyber | Startups | Compliance

Functional / Offerings

Product Organizational Analysis

- Organizational Assessment, Alignment & Design
- Mentoring & Coaching
- Roles & Responsibilities Definitions
- Cross Functional Partnership Strategy

Product Development Lifecycle Analysis

- Product Vision & Strategy Definition
- Investment Allocations
- Target Ideal Customer Profile Validation
- Ideation / Business Case Creation
- Roadmapping
- Product Launch Design
- Post-Launch KPI Measurement Strategy

Voice of the Customer Analysis

- Product Market Fit
- Win / Loss
- Customer Feedback Lifecycle
- Pricing and Packaging Strategy
- Product Marketing Effectiveness

Mike Tedesco

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Industries

- Software (28 Years)
- Consulting (14 Years)
- eCommerce
- Travel & Hospitality
- FinTech & Payments
- Media & Entertainment
- Scaling startups

Experience / Years

- Subway (3 years): CTO
- Asurity (3 years): CTO
- World Wrestling Entertainment (2 Years): VP Product Development and Technology
- LifeMed Media (2.5 years): CTO
- Global Ground Automation (3.5 years): CTO
- Omnyscient Technology (1 year): CEO/Founder
- Director of IT (3 years): Priceline (on founding tech team)
- Architect (2.5 years): Venture Forth Software

Education

- University of Connecticut: BS Management Information Systems and Services

Unique Value Prop - Advantage

- Hands-on technology leader
- Real-time payments experience includes implementing a new payments processor to replace a custom platform
- Payments-related expertise in tokenization for data sensitivity and downstream data warehousing, e-Commerce and Point of Sale (POS) systems, and cryptocurrency/fiat exchanges

Target Clients

Client Scenarios

- Under-delivering R&D organizations that need optimization
- Embarking on large digital transformations
- Seeking to generate stronger returns via payment processing
- Establishing plans, frameworks, and architectures that enable scalability and facilitate speed to market

Specialty

- B2B Enterprise Software & SaaS Firms: Any Industry
- Cloud | FinTech/Payments | Entertainment | eCommerce | Travel/Hospitality

Technical Expertise

Technology Strategy, Enterprise Architecture, Organization, Process, and Infrastructure:

- Enterprise and Solution Architecture
- CTO / Chief Architect / VP of Tech
- Digital Transformation – Strategy, Roadmap, and Value Creation
- Organization Optimization
- Agile, SAFe, SDLC, ITSM, ITIL
- AWS, Azure, & Hybrid Cloud
- SaaS / PaaS enterprise integration
- Real Time Microservices, Serverless architecture
- Predictive Analytics, AI, & ML
- React, Rails, Node.js, .NET, iOS, Android
- Ruby, Javascript, Python, PHP, Objective C, C#
- REST, GraphQL, and custom API's
- SQL and NoSQL data architecture
- AWS Lambda, Azure Functions, Serverless architecture
- M&A technology strategy & integration
- Buy, Exit-Prep, and Sell-side technical diligence