



ProductCamp Helsinki

Kaisa Salakka, Product Director, Unity Ads



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Product Management & Continuous Agile



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It's not important to build something.
It's important to build the RIGHT thing



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Our Work is Changing

Batch → Continuous

Strategy → Measurement

Planning → Testing



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The Path from Ideas to Product

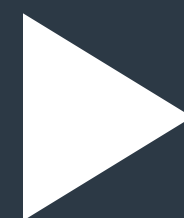


Strategy

Market



Roadmap



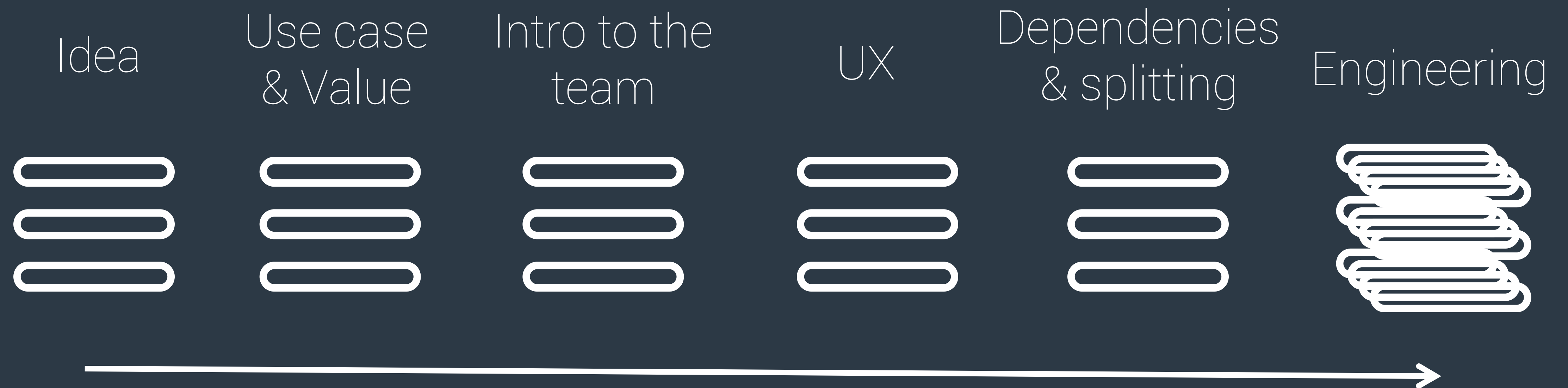
Feature planning



Engineering



One Board for Feature Planning



Challenges

Managing cross team dependencies

Giving time estimates

Visibility



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unity3d.com/ads

P.S. We are hiring...



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