

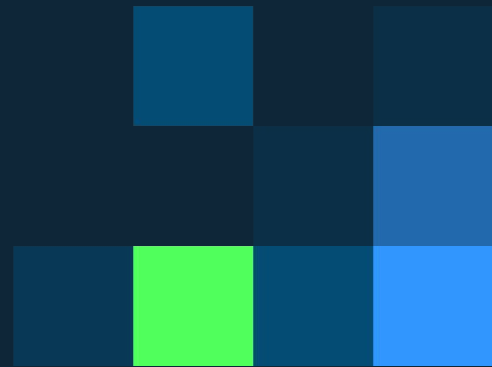
Transforming Tradition

The journey to product-led growth



Artem Fishman

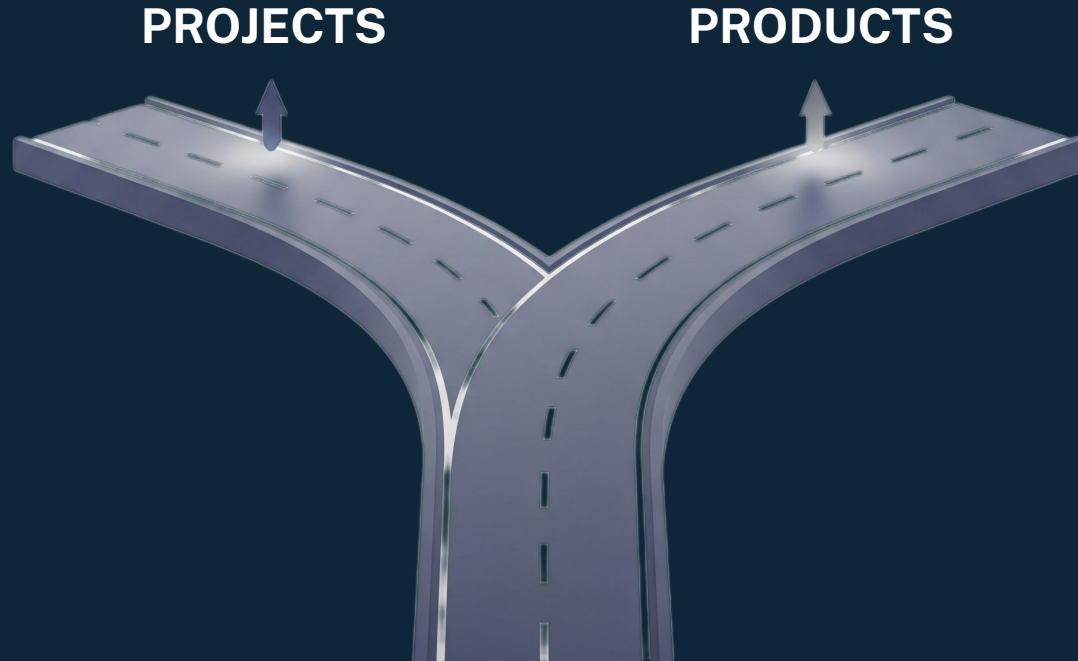
Chief Technology Officer
Dow Jones



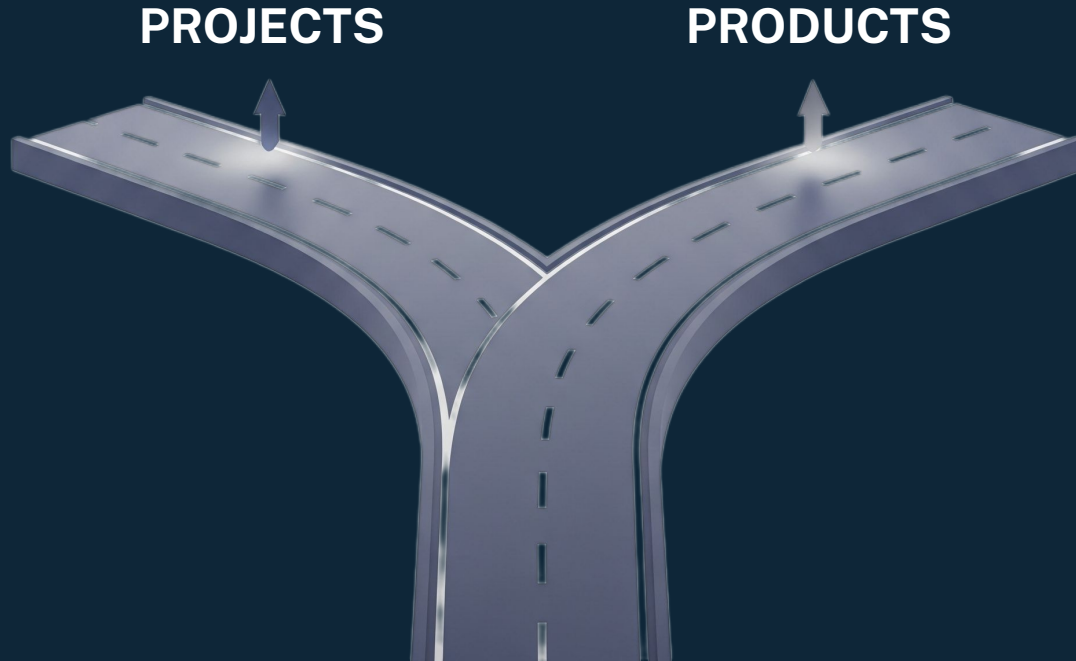
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Every company faces this moment: evolve or fade



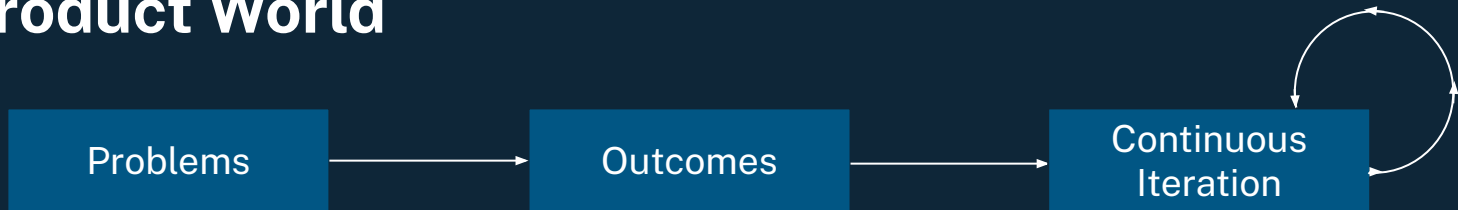
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Project World



Product World



Not just a mindset...



Not just a mindset...



Not just a mindset...



Not just a mindset...



Transformation — essential to survival



Leadership

- Focus
- Metrics
- Saying No



Vision & Strategy

Unified Product &
Tech strategy aligned
to business value



Structure & Culture

- Empowered
- Xfn Teams
- Customer



Discipline

- Data-driven
- Iterations
- Outcomes

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Thank You