

3 Priorities and Actions for Product Leaders

As we move into 2025 and beyond, product leaders face rapid change driven by both new technologies and shifting customer needs. GenAI brings both big opportunities and new security risks. Success means balancing tech adoption with real customer outcomes, managing products on unified platforms, and fostering seamless communication and collaboration.

Use these insights to lead your organization to product success in the year ahead.



Priority 1 Ensure the GenAI hype translates into positive outcomes.

Despite big promises, product leaders have seen meager returns on many GenAI and AI investments despite focusing on incorporating technology into their product offerings.



Action Focus on effective use cases for GenAI.

To identify areas for AI to drive growth and efficiency, focus on optimizing the solution to existing problems or finding new problems that add value to customers.

- ✓ **In-product:** Prioritize user experience and security while solving validated customer problems.
- ✓ **In-process:** Identify team workflows where GenAI can multiply impact.
- ✓ **In-practice:** Automate low-effort tasks like feedback summarization and insight analysis.

Priority 2 Exploit common platforms and components.



With product leaders increasingly looking toward common platforms, balancing the benefits of commonality with the demands of a product portfolio and design becomes a challenge.



Action Adopt platform product management principles.

Treat platforms as products to balance customer needs with shared capabilities across your portfolio.

- ✓ **Direct engagement:** Gather feedback from platform users through focus groups and workshops.
- ✓ **Stakeholder communication:** Establish formal channels for transparent dialogue and decisions.
- ✓ **Smart resource augmentation:** Enable product teams to contribute to platform development with proper oversight.



Priority 3 Security-by-design has become a must have.

Security is now an integral part of product management. Leaders must have sufficient knowledge and understanding to work with security experts to mitigate concerns early in the product design process.



Action Establish top-down product security architecture practices.

Security must be integrated into products from the start, especially with AI and multicloud increasing risks.

- ✓ **Design for security:** Collaborate across teams to embed security in every stage.
- ✓ **Use threat modeling:** Map trust relationships and analyze gaps for current and future risks.
- ✓ **Continuous review:** Regularly assess security architecture to address emerging threats.

Discover more insights and strategies shaping the future of product and tech leadership at Gartner Product Leadership Conference 2026.



[Explore Conference](#)