

# 2026 Executive Summary

## Thank you, from the Conference Chair

As the demands of your role continue to evolve, embrace the guidance you uncovered to advance your organization by investing in the right emerging technologies for your markets, delivering optimal customer value across your entire portfolio and forming a next-gen GTM strategy to maximize revenue growth.

We hope to see you at Gartner Product Leadership Conference 2027.

Sincerely,

Adrian Lee, Conference Chair and VP Analyst, Gartner

Ray Pun, Conference Chair and Sr Director Analyst, Gartner

## Top Takeaways

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### Integrate AI with business strategy, upskill, and adapt

Integrate AI with business strategy to deliver measurable impact and adapt to fast-changing buyer behaviors. Accelerate disruption with “The Intelligence Super Cycle”, requiring continuous upskilling, new business models, and organizational change. Balance short-term execution with long-term vision, implement a clear strategic direction, and build adaptable businesses to thrive amid AI-driven transformation and achieve success.

**“Your future success will not come from doing today’s job better, rather it will be in embracing the new job created by the opportunities and disruptions created by AI.”**

Mark McDonald,  
Distinguished VP Analyst,  
Gartner

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### Adopt DSLMs, synthetic data, and authenticity platforms

Harness the ten key technology disruptors driving the AI “Intelligence Supercycle” for success in a changing landscape. Key innovations include domain-specific language models (DSLMs), synthetic data, and authenticity platforms. DSLMs will deliver specialized, efficient AI solutions for sectors like healthcare and finance, while physical AI (robots, drones, autonomous systems) will automate complex tasks. Real-time monitoring and intelligent simulation will revolutionize decision-making and operations. To stay competitive, organizations must invest in these innovations, scale AI capabilities, and align technology with business value.

**“The battle is trust: use digital authenticity platforms to secure your decision-making foundation.”**

Annette Zimmermann,  
VP Analyst,  
Gartner

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### Embrace industry-focused AI strategies, evolve offerings, and prioritize security

Develop industry-focused strategies and adapt to rapid changes driven by AI and emerging technologies, moving beyond traditional IT approaches. Pursue bold investments, implement innovative pricing, and strengthen security, privacy, and compliance as service and security markets face disruption. Evolve offerings, expand partnerships, and refine product roadmaps to capture growth in AI, cloud, and connected products amid rising competition and convergence.

**“Aligning to your customer’s context opens and sustains commercial and relationship growth. Prioritize it.”**

Katie Gove,  
VP Analyst,  
Gartner

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### Focus on a clear vision, agile learning, and global trends

Prioritize a well-defined product vision and objective-based feature selection. Embrace continuous learning and adapt to new methodologies. Integrate diverse teams and leverage global tech trends from China and the United States. Manage risks and opportunities of AI-driven innovation. Make strategic choices now to deliver value and thrive through 2030 and beyond.

**“AI visions fail when they describe what AI *does* instead of the user problem it *solves*.”**

Jim Hare,  
Distinguished VP Analyst,  
Gartner

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### Adapt GTM, pricing, and differentiation strategies for success in the age of AI

Adapt pricing, go-to-market, and differentiation strategies to address buyer uncertainty and AI disruption. Demonstrate clear business value early to build trust. Leverage AI to optimize customer engagement and internal processes. Build resilient partner ecosystems to enhance market reach. Focus on buyer outcomes and foster cross-functional collaboration to thrive amid market volatility.

**“Reach your AI destination by implementing pricing based on: outcome sensitivity, volumetrics, and predictability.”**

Ron Burns,  
VP Analyst,  
Gartner



## Save the date!

Join us March 8-9, 2027 in Grapevine, TX for [Gartner Product Leadership Conference!](#)