Gartner Product Leadership Conference

March 8 – 9, 2027 | Grapevine, TX
gartner.com/us/pl



Shape product vision, strategy and execution as AI rewrites the rules

Tech product and service leaders who move first on AI-driven value capture will define the next decade of growth. Shifting customer needs, evolving market dynamics and the accelerating AI race mean you can no longer outplan disruption alone — you need to out-execute it.

Join us at Gartner Product Leadership Conference 2027 to get the strategies, benchmarks and direct analyst access to lead that shift across your entire portfolio — from sharpening your go-to-market approach to getting your next launch right the first time.

Hot topics include:

- **AI market trends, shifts and scenario.** Understand where AI investment is actually paying off — and where it isn't — so you can prioritize your investments with confidence.
- **Innovating products and services with new tech.** Explore practical frameworks for embedding emerging technology into your roadmap without overengineering the portfolio.
- **Tech buying behaviors and value drivers.** See what's really driving purchase decisions in today's market and how to respond.
- **Driving customer adoption and expansion.** Move beyond the initial sale with tactics that turn early adopters into long-term, growing accounts.

Who should attend

- Chief product officers, heads of product, CTOs and CEOs
- Product management, strategy and planning leaders
- Platform product managers
- Tech services leaders
- Tech product marketers
- Sales enablement, business development and growth leaders

What you can expect

- **Engage** with the analysts behind Gartner insights during a private, 30-minute one-on-one consultation.
- **Learn** proven tactics to build, deliver and market differentiated product offerings that capture value across your portfolio.
- **Attend** sessions addressing the initiatives defining product leadership today — from AI-driven value capture to customer adoption and growth.
- **Build** your professional peer network during interactive, small-group sessions.

"In a world where AI is moving at lightning speed, this conference helps product leaders cut through the noise and focus on what truly matters."

Aditi Goenka
Senior Product Manager, Amazon

3 ways to register

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