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Gartner Product Leadership Conference

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3 Priorities and Actions for Product Leaders

AI has moved from an emerging technology to a business expectation. In 2027, product leaders must prove ROI, build product organizations that maximize AI's business value and build trust into every AI-enabled experience — turning their investments into measurable outcomes while adapting to changing customer needs.

Use these insights to strengthen your product strategy and prepare for what's ahead.

Priority No. 1
Turn AI into measurable business value

The challenge is no longer adopting AI — it's proving that AI investments create meaningful customer and business outcomes. Success means shifting from scattered experimentation to a few high-return initiatives with clear, measurable results.

Action
Prioritize high-impact AI investments

Focus AI where it creates measurable value, rather than spreading resources across disconnected initiatives that are hard to justify or scale.

- **Prioritize** customer problems with revenue and adoption potential.
- **Build** AI into roadmaps with defined success metrics.
- **Concentrate** investment on a few high-impact AI use cases.
- **Align** AI investment with enterprise growth priorities.

Priority No. 2
Build product organizations to maximize AI benefits

As AI reshapes how products are built, delivered and scaled, product leaders must evolve their organizational structures, capabilities and ways of working to capture AI's full business potential.

Action
Reshape product organizations to capture AI value

Align teams, skills and operating models to turn AI investments into measurable customer and commercial outcomes.

- **Adapt** team structures for AI-driven product development.
- **Embed** AI into product decisions and delivery.
- **Build** capabilities to identify and capture AI opportunities.
- **Align** investments with customer value and business outcomes.

Priority No. 3
Lead with trust, security and responsible AI.

As AI becomes embedded across products, trust becomes a competitive advantage — not just a compliance requirement. Winning teams earn customer confidence through transparent governance, secure design and responsible AI practices.

Action
Make trust part of the product experience

Treat trust as a design principle, not a final checkpoint — built into products from the first line of code, not added after launch.

- **Build** governance into product delivery from day one.
- **Increase** transparency around AI decisions and data.
- **Embed** security and responsible AI throughout development.
- **Govern** AI outputs through continuous monitoring and oversight.

Explore the insights, strategies and practical guidance supporting product leaders at **Gartner Product Leadership Conference.**

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