

Establish Strategic Product Leadership

Drive Strategy, Manage Risk & Seize Opportunities

Optimize Product Vision and Portfolios

Strengthen Stakeholder Commitment

Exploit Disruptive Technologies for Innovation

Implement Platform Strategies

Drive Customer-Centric Decisions

Build a World-Class Product Organization

Exploit Buying Behaviors

Improve Product Management Productivity

Monetize Emerging Tech and Disruptions

Stay Ahead of Market and Competitive Shifts

Set Governance and Performance Models

Incorporate Mind of the Buyer

Gartner Priorities Navigator™ for Chief Product Officers

Capitalize on Tech Market Landscapes

Improve Functional Performance