

# KNOWLEDGE SHARING WITH PRODNA

## Develop your Product - Launch for success!

### Are you developing a product?

Product development in established companies as well as startup initiatives, small and large, have full focus on developing their new products and fail because they use way too little effort in developing the Market Launch preparation

ProDNA offers a fully proven and scalable solution to address Market Launch preparation in product development.

We will talk about how you can create effective strategy and plan for your product launch!

**February 15th from 16:00-18:00**

Skeifan 11b Reykjavik

**Register** via link: [Event: Develop your Product - Launch for success](#)

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## A take on the Product and Portfolio Management engine

### Are you managing and developing products?

Businesses suffer from sporadic and misaligned priorities for initiatives and waste development efforts on creating the wrong products.

Product Management easily falls into the busy daily management and lose focus on the strategic tasks, resulting in lost business opportunities.

**ProDNA offers a method to build agility and strategy to Product Management and a qualified take on Product Portfolio Management setup and governance.**

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Note: Both meetings are is face-to-face, online link will be provided



**ProDNA**

**Product Navigation  
Project in the dna**

### The presenter:

Einar Runarsson, founder and Senior Consultant of ProDNA ApS brings over 20 years of experience within product development and management.

Feel free to contact Einar for more information

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<https://www.linkedin.com/company/prodna>