



LEVEL UP!

PRODUCT ACADEMY MENTORING

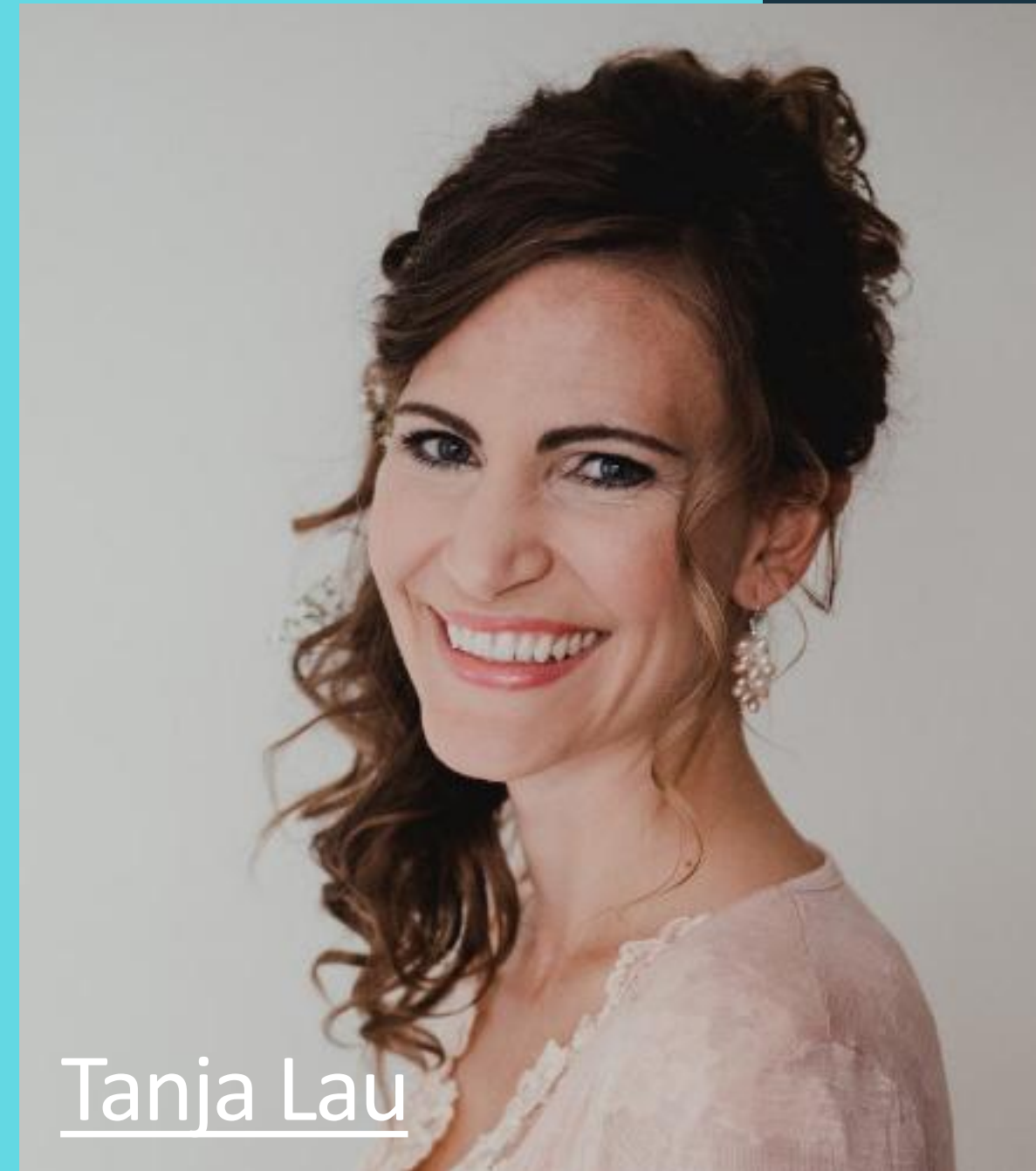


PRODUCT ACADEMY

# Boost your career in product

Interested in ramping up your career in product?  
Looking for a strong network of product leaders to support you - even long after your course is done?  
Perfect! You've come to the right place. Our mentoring program is a unique opportunity to speed up your learning curve in product in a family-like environment.

Our trainers and mentors practice the art of product management at household names like Google, Zalando, Airbnb, Amazon & more.



Tanja Lau

Founder of Product Academy



# LevelUp! Switzerland

Fall Edition 2026  
in a nutshell

Secure your early-bird ticket  
by January 31, 2026!



## Why?

Ramp up your skills in state-of-the-art product management and increase your chances to land your first job in product or to transition to a senior role with the Product Academy Course Certificate.



## What?

5-months learning journey including:

- 5 workshop days in small classes of 12 students max
- inspiring prep material
- 5 individual mentoring sessions
- a study buddy from your class and a companion from our Product Academy family



## For whom?

Founders, (Junior) POs/PMs with up to three years of experience or people interested in transitioning to product from a related role like UX, tech, marketing etc. We especially encourage women to apply!



## Where & When?

Aug 17, 2026 till Dec 14, 2026

- 5 in-person workshops in Zurich
- online mentoring sessions sessions



# Kick-off

Kick-off Session on August 17, 2026 (Zurich)

The wait is over – you finally get to meet your class and dive into the course.

- Getting to know your peers
- How to navigate the program
- Roles & Responsibilities in Agile PM

\* Course date and program may be subject to change.



PRODUCT ACADEMY





# Discovery Mindset

Workshop Day 1 on Sep 21, 2026 (Zurich)

Learn how to uncover user needs and how to balance discovery and delivery. Practice useful interview frameworks and refine real hypotheses in class.

- Product Discovery & Jobs-to-be-Done
- Hypothesis-Driven Product Management

\* Course date and program may be subject to change.



PRODUCT ACADEMY



PRODUCT ACADEMY

# Trainers on Day 1



Tanja Lau

Founder  
Product Academy

Bern



Kristina  
Walcker-Mayer

CPO  
Aily Labs

Munich



# Product Strategy

Workshop Day 2 on Oct 19, 2026 (Zurich)

From assessing opportunities to prioritizing your backlog – this day takes a closer look at strategic product decisions. You'll learn how to create alignment with product roadmaps and how to assess whether you found product-market fit.

- Prioritization Frameworks
- Outcome-based Roadmapping
- Product-Market Fit

\* Course date and program may be subject to change.



PRODUCT ACADEMY



PRODUCT ACADEMY

# Trainers on Day 2



Tanja Lau

Founder  
Product Academy

Bern



Nina Schneider

VP of Product  
Sherpany

Zurich





# Product Delivery

Workshop Day 3 on Nov 16, 2026 (Zurich)

Learn how to collaborate with your engineers, how to work with data to keep track of your product success and how to use AI and vibe coding to be more efficient in your product delivery.

- Intro to Writing Great Specs
- Digital Analytics
- AI in product management

\* Course date and program may be subject to change.



PRODUCT ACADEMY



PRODUCT ACADEMY

# Trainers on Day 3



Matthew Brandt

Data Analyst  
Well Gesundheit AG

Zurich



Tanja Lau

Founder  
Product Academy

Bern



Sören Weber

Senior PM  
UI Group (ex-Trivago)

Düsseldorf







# Leadership & Personal Growth

Workshop Day 4 on Dec 14, 2026 (Zurich)

To conclude the program, we are looking at leadership and personal growth from different angles: leading without formal authority, reflecting on your career plans and expanding your product role with vibe coding.

- Lateral Leadership
- Career Planning in Product Management
- Vibe Coding
- Graduation Ceremony

\* Course date and program may be subject to change.



PRODUCT ACADEMY





# Trainers on Day 4



Nashua Gallagher

Lead PM Blick & AI  
Ringier

Zurich



Isabel Carbotta

CTO  
Migros Online

Zurich



Iulia Jacobsson

ex-Director of Product  
Beekeeper

Zurich

## Experienced Sparring Partners

Our mentors have several years of product management experience under their belt and can't wait to support you on your learning journey.



## Monthly 1:1 Mentoring

Use your five mentoring sessions to discuss your day-to-day challenges, strengthen your position within your company or to prepare for your next career move.



PRODUCT ACADEMY

# Mentors

Our mentors work at

- Google
- Zalando
- Booking.com
- trivago
- Airbnb
- Amazon
- Lufthansa
- Just Eat Take-away
- Migros Online
- Doodle
- Tamedia
- Doist

. .. and many more

## Matching

The matching is done based on a survey and on our experience. We know each mentor personally and have successfully matched hundreds of students by now.





## Study Buddy

Benefit from this special bond by joining forces for your homework assignments or by meeting outside of class to discuss your current challenges.



## Customize your learning journey

How much time you invest into your sparring team is up to you – this is one of the opportunities to expand your network and maximize the value of this program for yourself.



## Companion

This is the 11<sup>th</sup> edition of LevelUp – many students have come before you and are happy to provide an additional point of view.



PRODUCT ACADEMY

# Buddies

It takes a village to be a PM 😊 That is why are teaming you up with a study buddy in class as well as a companion from our Product Academy Family.



# Is this for you?

## Requirements

### Motivation

You are highly motivated to learn and apply your skills

### Background

basic experience in product or in a related biz/tech role

### Time

ability to attend all workshop days in person

### Prep Work

commitment to do up 8-15 hours of prep work/month

### Diversity

We especially encourage women to apply.





# Application

Fall Edition Switzerland 2025

[www.productacademy.ch/levelup](http://www.productacademy.ch/levelup)

## Application

are processed on a rolling basis  
(early-Bird prices valid until  
January 31, 2026)

## Process

Fill out our [application form](#)

## Selection

12 participants based on  
motivation, experience fit  
and diversity

## Confirmation

Within two weeks after  
submitting your application

## Kick-off

August 17, 2026

# Pricing

a career investment  
that pays off



Early-bird price:

CHF 1'990

~~CHF 2'290~~

Partial Scholarship

We provide a limited  
amount of partial  
scholarships for  
women and start-ups.



Early-bird price:

CHF 2'990

~~CHF 3'400~~

Supporter Rate

if someone at your  
company is  
supporting the  
program as trainer,  
mentor or coach



Early-bird price:

CHF 3'990

~~CHF 4'490~~

Corporate Rate

Regular price

\*All prices indicated are net prices excluding 8.1% VAT.

\*Early-bird prices (indicated in red) are valid until January 31, 2026.

# Happy Alumni



Fran Fischer

Senior PM  
CoachHub

"One of the best boosters I ever had for my career! The insights and network I gained are priceless."



Sandra Chatzakis

UX Manager  
Migros Bank

"With this program I managed to master state-of-the-art methods as well as develop a holistic view. This fundamentally prepared me for my first leadership role."



Ivana Gjorgjiev

Product Manager  
TestingTime

"Product Academy helped me to refine my PM skill set, gain a valuable network of product people and the best thing: I landed a new job and advanced my career just after the graduation!"



PRODUCT ACADEMY

# Questions?

Let's talk!

Tanja Lau



+41 (78) 760 99 96



[tanja@productacademy.ch](mailto:tanja@productacademy.ch)



[www.productacademy.ch/levelup](http://www.productacademy.ch/levelup)

