



# LEVEL UP! LEADERSHIP

PRODUCT ACADEMY MENTORING

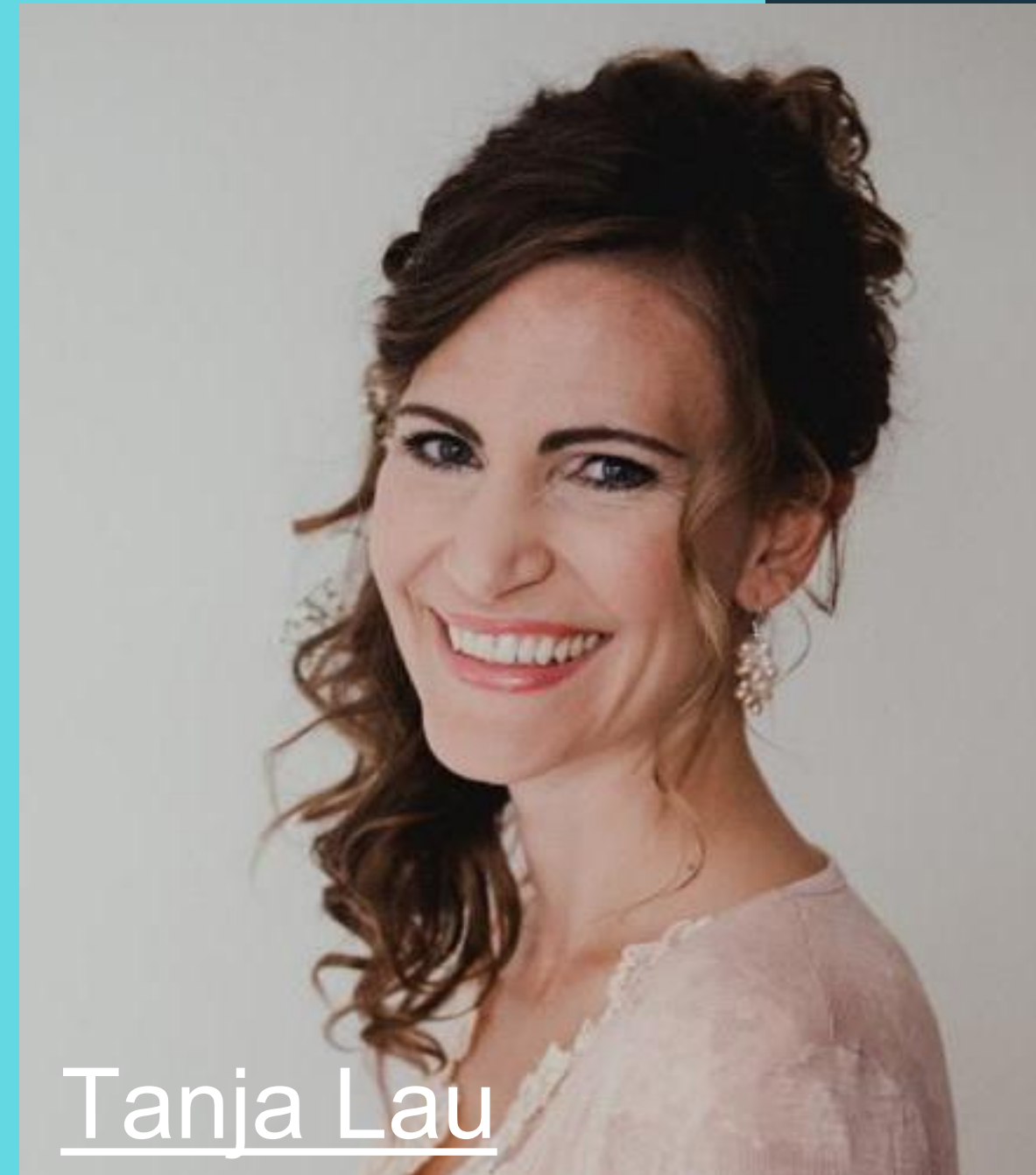


PRODUCT ACADEMY

# Boost your strategy muscle

Would you like to take more ownership for strategic decisions in your company? Are you planning on applying for a leadership position in product or have you recently been promoted and would like to set yourself up for success? Perfect! You've come to the right place. Our mentoring program is a unique opportunity to speed up your learning curve and avoid the most common rookie mistakes.

Our trainers and mentors gained leadership experience at companies like Google, Doodle, Doist or Migros Online. Meet them in a small group that allows for in-depth conversations and networking.



Tanja Lau

Founder of Product Academy



# Strategic Leadership

LevelUp! Leadership Edition 2027  
in a nutshell



## Why?

Get ready for your first leadership role and increase your chances to get promoted. Learn how to avoid the most common mistakes and practice strategic thinking.



## What?

Unique 3-months learning journey :

- 1 weekend offsite in the Swiss mountains
- 2 full-day workshops
- 2 networking apéros
- Self-paced prep material
- 2 online mentoring sessions with each of your two mentors



## For whom?

- Senior PMs and experienced product people aiming for more strategic responsibility and /or a leadership position.
- New product leaders who would like to improve their strategy and leadership skills. We especially encourage women to apply!



## Where & When?

- April 2, 2027: Kick-off & Apéro in Zurich
- April 3, 2027: Workshop Day 1
- May 8, 2027: Workshop Day 2 & Apéro
- June 25-27, 2027: Mountain Offsite (Berner Oberland, 1h from Bern)
- Dates for the mentoring sessions online to be agreed with your mentors



# Kick-off & Apéro

Get to know the group on April 2, 2027

- ✓ Learn how to navigate the program
- ✓ Get to know your peers
- ✓ Group walk and networking Apéro with special guests

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





# Product Leadership

Full-Day Workshop on April 3, 2027

- ✓ Understand the five perspectives of a leadership operating system
- ✓ Assess the status quo of your product org
- ✓ Learn how to position yourself as product leader
- ✓ Impulses on how to get a product org AI ready

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



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# Trainers



Stephanie Leue

Product Leadership  
Coach (ex-Doodle &  
Ringier CPO)

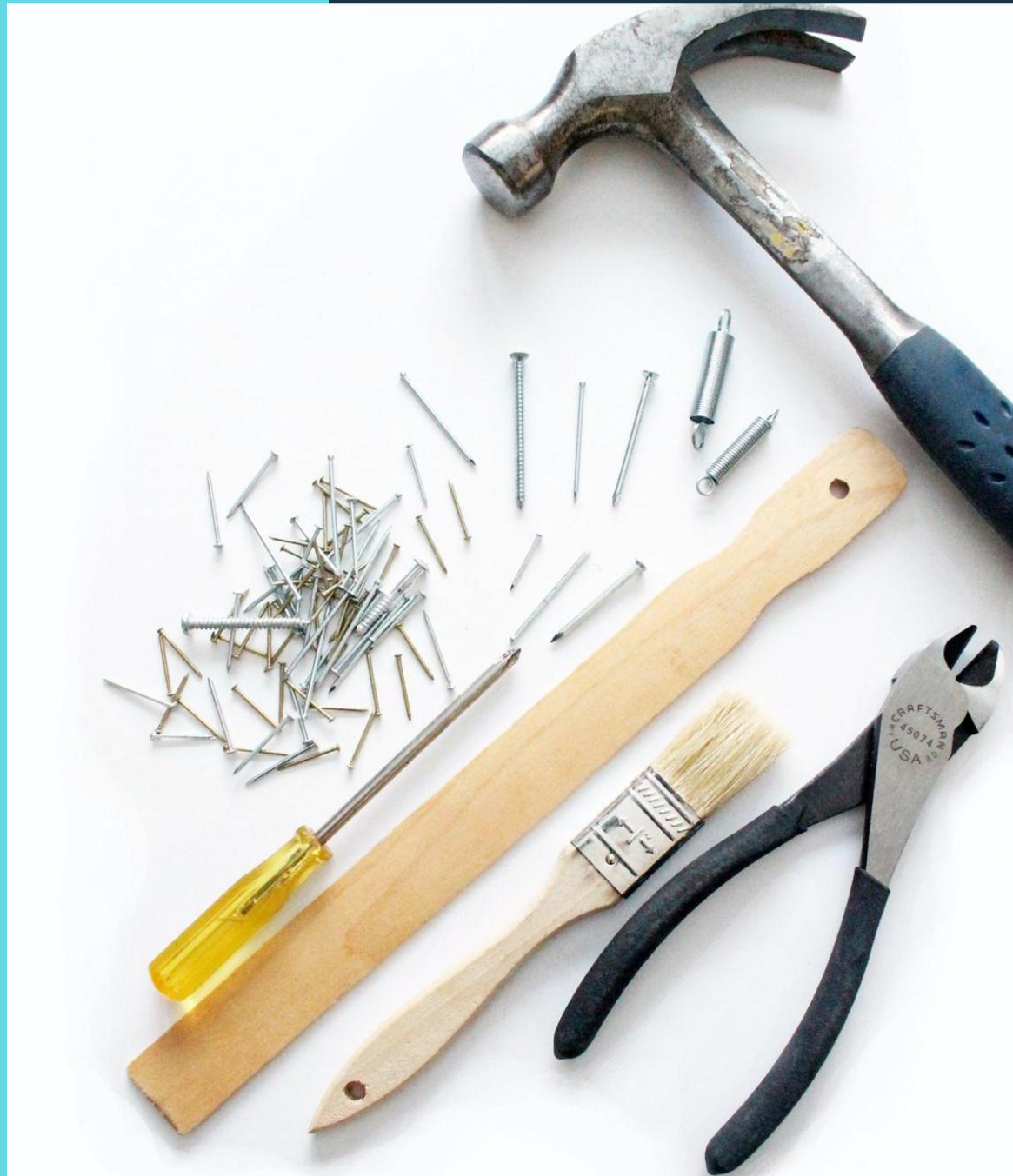
Zurich



Tanja Lau

Founder  
Product Academy

Bern



# Product Strategy

Full-Day Workshop on May 8, 2027 (Zurich)

- ✓ Assess your product strategy
- ✓ Improve your strategic decision-making
- ✓ Understand how to navigate uncertainty
- ✓ Introduction to important economic & financial concepts
- ✓ Networking Apéro with special guests

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



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# Trainers



Tanja Lau

Founder  
Product Academy

Bern



Sascha Kropf

Head of Product  
EAO

Zug



# Leadership Offsite

June 25-27, 2027 (Mountain Offsite 2)

- ✓ Structuring & Scaling Your Product Organisation
- ✓ Hiring & Coaching Product People
- ✓ Stress Management & Self-Care for Product Leaders
- ✓ Graduation

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



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# Trainers



Phil Bergdorf

Head of Product  
Migros Online

Zurich



Chiedza Muguti

Consulting Analyst  
WHO

Berlin



Dominique Jost

Head of Product  
Doist

Bern

## Experienced Sparring Partners

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



## 4h of 1:1 Mentoring

Your four mentoring sessions are usually focused on typical day-to-day challenges as product leader or supporting you with your applications for a leadership role.



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# Mentors

Our mentors work at

- Google
- Zalando
- Booking.com
- trivago
- Airbnb
- Amazon
- Lufthansa
- Just Eat
- Zenjob

. . . and more



## Matching

The matching is done based on a survey and on our experience. We know each mentor personally and all our previous participants have been thrilled about their experience.





# Is this for you?

## Requirements

### Motivation

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You are highly motivated to learn and advance in your career as product leader

### Background

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3+ years experience in a product role

### Time &

ability to attend all sessions in person in CH

### Place

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### Prep Work

commitment to do up 6-12 hours of prep work/month

### Diversity

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We especially encourage women to apply.



# Application

LevelUp! Leadership  
Edition

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

## Application

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We process applications on a rolling basis and recommend applying early.

## Process

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Online application form

## Selection

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max. 12 participants based on motivation, experience fit and diversity

## Confirmation

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You will receive feedback on your application within two weeks.

## Start

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Kick-off: April 3, 2027  
Homework starts Feb 2027



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# Pricing

## Includes:

- 2 workshop days in Zurich
- one mountain offsite (2 nights including catering)
- 4 mentoring sessions
- self-paced prep material

## Not included:

transportation to the venues & alcoholic beverages



CHF 2'490

(CHF 2'690)

## Partial Scholarship\*

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



CHF 3'490

(CHF 3'990)

## Supporter Rate

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



CHF 4'490

(CHF 4'990)

## Corporate Rate

Regular price

\* Depending on the final number of participants, scholarship holders may be asked to share a large room.

\* All prices are net prices. Early-Bird Prices are valid until August 31, 2026. Afterwards, the prices in brackets apply.

# 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)

