



LEVEL UP!

PRODUCT ACADEMY MENTORING

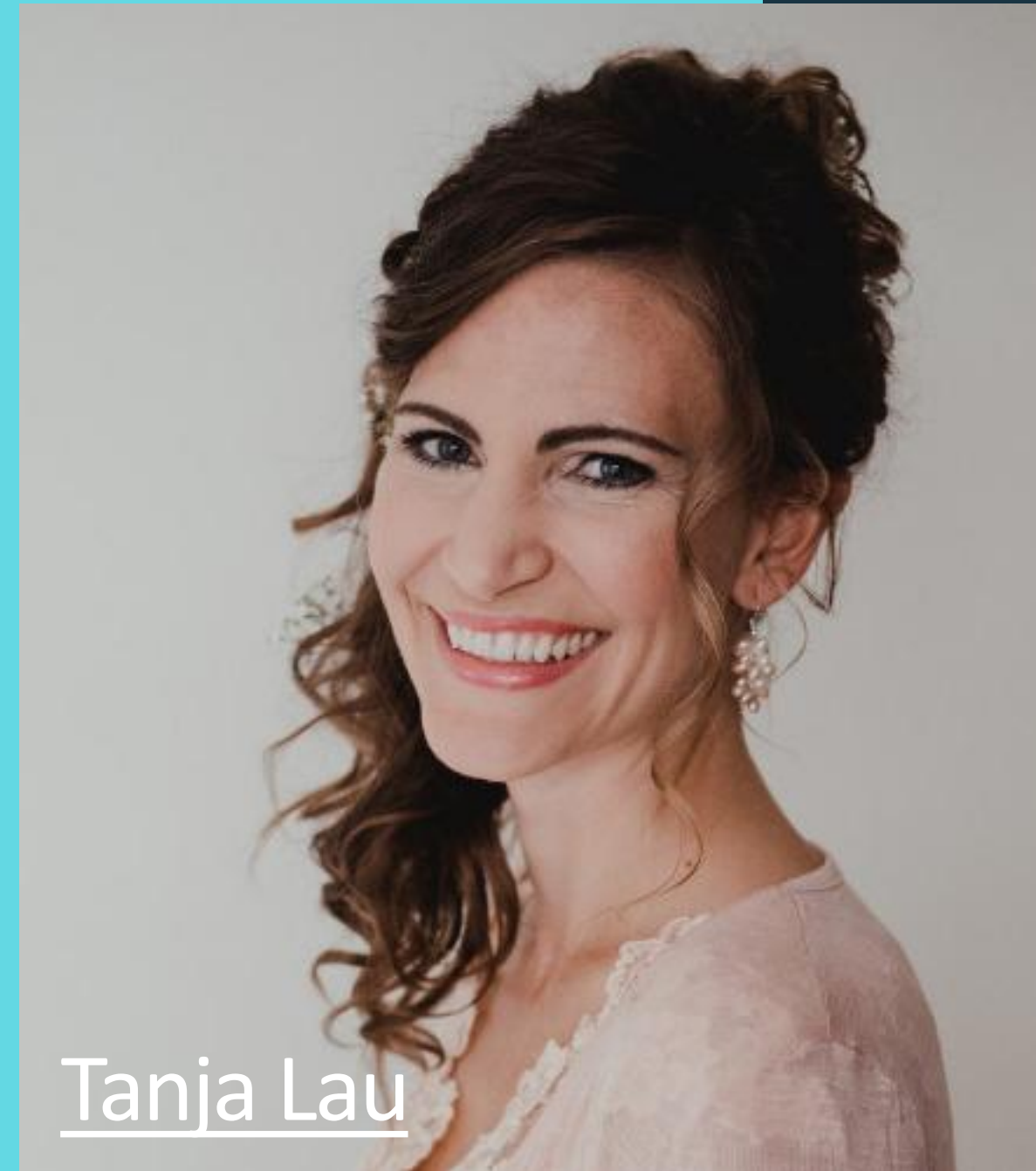


PRODUCT ACADEMY

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

Spring Edition 2027
in a nutshell

Secure your early-bird ticket
by September 30, 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 max. 12 students
- 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?

Jan 11 till May 10, 2027

- 5 in-person workshops in Zurich
- Mentoring sessions take place online



Kick-off

Kick-off Session on Jan 11, 2027 (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**
- **Product Discovery & Jobs-to-be-Done:** Learn how to uncover user needs and how to balance discovery and delivery. Practice useful interview frameworks and get inspiration for how and when to use AI in the process.

* Course date and program may be subject to change.



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Trainers on Day 1



Tanja Lau

Founder
Product Academy

Bern



Kat Lechner

Head of Product
Legartis

Zurich



Decision-Making for PMs

Workshop Day 1 on Feb 1, 2027 (Zurich)

- **Hypothesis-Driven Product Management:** Understand the drivers of outcome-based product management and learn to create actionable hypotheses – assisted by AI.
- **Prioritization Frameworks:** From RICE to opportunity solution trees – we will take a look at different frameworks and learn how to tweak them.

* Course date and program may be subject to change.



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Trainer on Day 1



Tanja Lau

Founder
Product Academy

Bern



Product Strategy

Workshop Day 2 on March 8, 2027 (Zurich)

- **Product-Market Fit:** How do you know when you found it? Which role does pricing play? And how is AI changing the game?
- **Strategic Decision-Making with Data:** How do we close the learning loop and what do we do when we don't have the data we wish for?

* Course date and program may be subject to change.



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Trainers on Day 2



Salome Lang

Head of Analytics &
Growth at Sherpany

Zurich



Iulia Jacobsson

Product Leader
Get Your Guide

Zurich



Roadmaps & AI

Workshop Day 3 on April 5, 2027 (Zurich)

- **Outcome-Based Roadmaps:** How do you turn roadmaps into a powerful and strategic artefact?
- **AI in Product & Vibe Coding:** Learn how AI is affecting the way we build our products, learn about pitfalls

* Course date and program may be subject to change.



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Trainers on Day 3



Mariya Moeva

Senior PM
Google

Zurich



Dominique Jost

Head of Product
Doist

Bern



Leadership & Personal Growth

Workshop Day 4 on May 10, 2027 (Zurich)

- **Lateral Leadership:** How do you lead without formal authority?
- **Career Planning in Product Management:** understand different career paths in product and how to unlock the next level
- Graduation Ceremony

* Course date and program may be subject to change.



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Trainers on Day 4



Nashua Gallagher

Lead PM Blick & AI
Ringier

Zurich



Tanja Lau

Founder
Product Academy

Bern

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.



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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 11th edition of LevelUp – many students have come before you and are happy to provide an additional point of view.



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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

Application

are processed on a rolling basis
(early-Bird prices valid until
September 30, 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

January 11, 2027

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 September 30, 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!"



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Questions?

Let's talk!

Tanja Lau



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www.productacademy.ch/levelup

