



pdma · new york · new jersey

*A Community of Product Development
and Marketing Professionals*



What Product Managers Need to Know about Agile Product Development

Agile product development has emerged in the software industry as a way to speed up project development cycles, while improving product quality at the same time. It combines recent technical advances with principles pioneered by Toyota in the 1950's. The process includes creating smaller miniature software projects, called "iterations" within a short timeline ("timeboxes"). Each of these iterations is a complete increment of the software (integrated and tested) and could potentially become a software release (although in practice, commercial software releases tend to have several iterations integrated before ramping up a formal release). The methods and techniques of organization turn out to easily improve product quality, but surprisingly lead to much shorter development times. Get an introduction to the ideas behind Agile, why they work and the main management practices used in software development today.

Event Logistics

Time: 6:30 - 9:30PM Date: Wednesday, February 21, 2007
Location: Stevens Institute of Technology
Hoboken, New Jersey
Cost: Until February 14: \$25 - PDMA, \$35 - Non-Member, \$10 - Student
After February 14: \$ 30 - PDMA, \$ 40 - Non-Member, \$15 - Student
Format: Networking & Deli Buffet / Presentation / Networking
PDH: 2 PDH To Register: <http://www.pdma.org/nynj>

*****PDMA Members: If you bring someone, who is not a yet a PDMA member, who registers at the above listed price, your attendance fee will be waived!*****

Stuart Miles – Dow Jones

Stuart Myles has over 15 years experience in the software development industry. For the last ten years, he has worked at Dow Jones, first at the Wall Street Journal Online - the premier business website - more recently for Dow Jones Newswires - the leading provider of professional business news. Stuart first championed the use of Agile techniques when he was brought in to help rescue a multi million-dollar project that was suffering from delays and cost over runs. Since employing agile techniques, his approach turned around staff morale, improved product quality, and brought the project in on time and under budget. He has never looked back.

Please forward this flier to any interested party



Future Events

Here's a preview of just some of our upcoming meetings and topics!

Date	Location	Topic
January 24	Manhattan, NY	Hard Services, Soft Products – Today's Product Development Reality
March TBA	Somerset, NJ	Motivating Team Members
April 11	Westchester, NY	Defining and Developing New Products that Generate Significant Growth

New Service for NY Metro PDMA Members: Our very own LinkedIn Group

The chapter board is very excited to be able to offer a new service to you: The New York Metro PDMA Group on LinkedIn.

LinkedIn is an online referral solution enabling you to leverage the contacts you establish at our local meetings to reach potential clients, job candidates, employers, etc.



Like Yahoo, where our members-only files reside, LinkedIn is considered best-in class in protecting your privacy and providing you control over access to your information.

If you are a member of the NY Metro PDMA chapter, you are already pre-approved using your PDMA e-mail alias (<...>@pdma.org).

We look forward to seeing you on November 2nd!

The PDMA NY/NJ Team

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