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DeveloperWeek 2020

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Chief Product &
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CAN THE CPO AND CTO EXIST AS ONE?

Relay Foods



We didn't evolve quickly enough to find our real product market fit.

We weren't challenging our founding assumptions.

Walmart Online Grocery

A successful product-led company is one that is always on the hunt for the right product/market fit.



WHAT'S A CPTO, ANYWAY?

What's a CPTO, Anyway?

Three Reasons I Enjoy My Job

#1

I am a facilitator vs. a director.

#2

Reduced coordination costs!

#3



“ THE MOST IMPORTANT THING IS TO TRY
AND INSPIRE PEOPLE SO THAT THEY CAN
BE GREAT AT WHATEVER THEY WANT TO
DO.

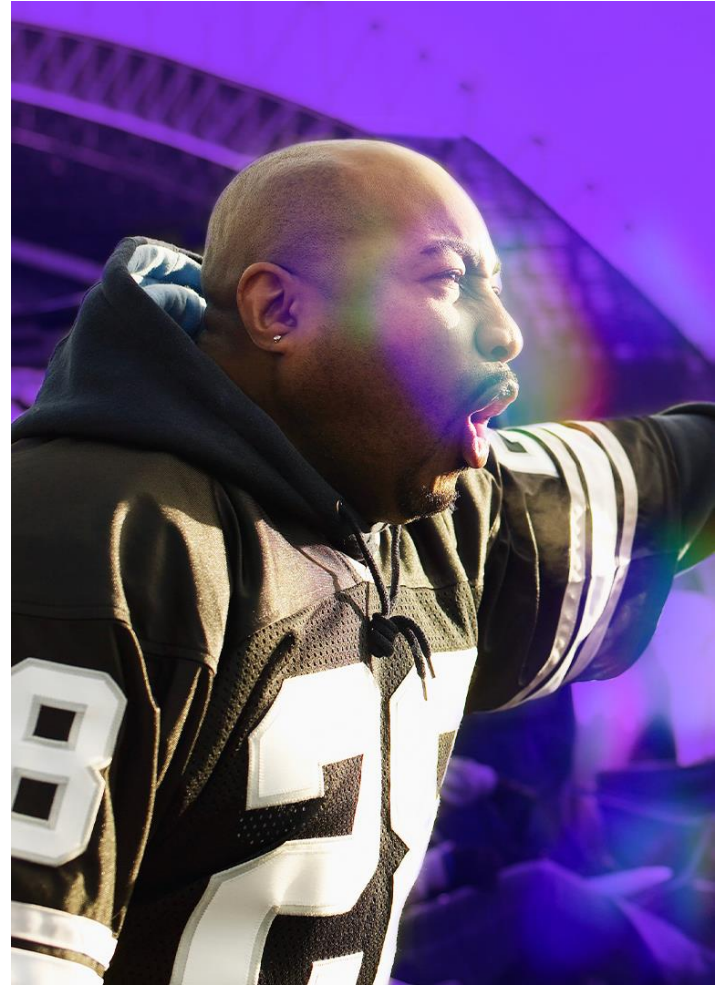
Kobe Bryant

GALVANIZE AROUND A VISION



**“ONCE YOU KNOW WHAT
FAILURE
FEELS LIKE,
DETERMINATION
CHASES
SUCCESS.”**

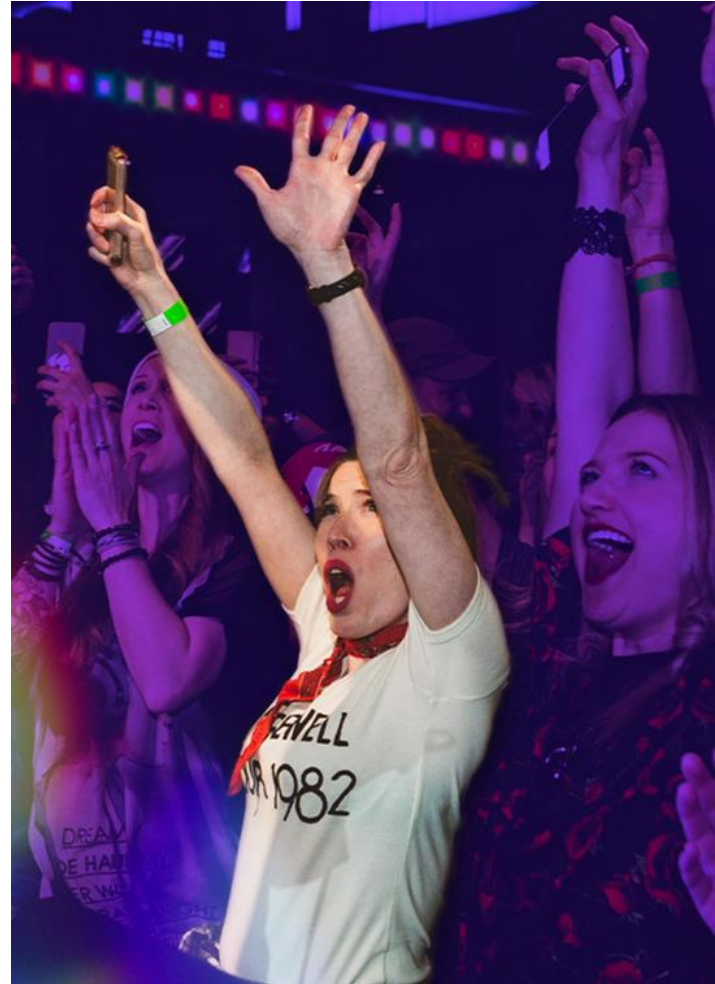
Kobe Bryant



**BE EMPATHETIC
AND OPEN**



**OWN YOUR
PROBLEMS;
DON'T JUST
TAKE ORDERS**



**ALWAYS
BET
ON YOURSELF**



Can the CPO and the CTO exist as one?

Arnie's Playbook

01

HOW DO YOU
LEAD?

02

HAVE A NORTH STAR

03

FAIL FAST;
FAIL WELL

04

PRIORITIZE
EMPATHY

05

OWN YOUR
PROBLEMS

06

BE OPTIMISTIC ABOUT
YOU / PEOPLE

THANK YOU