



PMI Karachi Pakistan Chapter
Promote professionalism through sharing knowledge

Project Management Institute Karachi Pakistan Chapter

79th Monthly Seminar

Topic: Product Development: From the voice of the customer to product features and pricing

Presenter: Jawwad Farid
PDU: 1.25

Date: July 5, 2011

Timings: 6:30 pm to 8:30 pm

Venue: Regent Plaza Hotel, Emerald 2 Hall

Networking: 6:30pm to 6:45pm. Chapter Activities Overview: 6:45pm to 7:00pm. Presentation starts 7:00pm

PMI – KPC Featured Workshops

- CAPM Exam Preparation
- PMP Exam Preparation
- Conflict Management
- Agile Project Management
- Skill Deployment Inventory (SDI)
- Negotiation Skill
- Stakeholder Engagement
- Leadership Skill
- PMO
- OPM3
- MS Project 2007

Seating limited. Registration required. Please register by responding with an email advising that you are attending to kpcmarketing@gmail.com.

Session Synopsis

Seminar focuses on a product development framework that links product features to customer pain points. Jawwad will introduce the framework and then walk through a number of interactive exercises.

Who should attend?

Will appeal to a wide audience interested in product development. Those who could benefit include project managers, product managers and sales professionals.

Free for PMI KPC Members

Non-PMI-KPC Members Fee Rs: 650/=

Jawwad Farid

Jawwad is the founder and CEO of [Alchemy Technologies](#), an enterprise risk practice building and deploying risk, treasury, market and credit risk platforms. He is the author of [Reboot](#), [Understanding Commodities Risk](#), and Risk Application and Frameworks. Jawwad is an actuary by profession, a computer scientist by training, and a Columbia Business School MBA. Jawwad blogs about boot strapping, failure and starting up ventures at [Startup Insights](#) and teaches courses on entrepreneurship and risk management at the SP Jain campuses in Dubai and Singapore. Jawwad has worked directly as a founder, mentor or advisor at multiple startups. He is an MITEF business acceleration plan (MIT BAP) runner up, an Asia Pacific ICT Award finalist and a PASHA ICT Award Winner. He has also served as a judge at the Asia Pacific ICT Awards in Macau, Singapore and Jakarta as well as at PASHA ICT Award in 2006, 2007, 2008 and 2009 and as a mentor to startup teams at the MITEF BAP competitions in 2008 and 2009.