

Product Management and User Experience

In this TechTalk, you will learn about two disciplines that work closely with software developers: Product Management and User Experience. You will learn what people in these related disciplines do and what type of personalities usually are attracted to these jobs. For some of you, you may also discover an interesting career direction that leverages your skills working with both people and technology. For the rest of you, you will gain an insight into what drives the business of software development.

Brief Bio: Rob Houser

Rob Houser is a Senior Director of Product Management at Sage, where he is responsible for the Sage Advisor program. Sage Advisor leverages customer intelligence (big data) to deliver a more personalized user experience both while using Sage products and when interacting with any other part of Sage. Prior to Sage, Rob founded and managed a user experience consulting practice for over 10 years. Rob's career spans several user-centered disciplines that involve designing and improving the user/customer experience. Rob has worked in user assistance, training, usability, design, and product management. All of these jobs involve understanding users/customers and their needs, designing solutions for their problems, and using technology to build products that fit seamlessly into their lives. Rob is especially interested in research around big data, motivation, innovation, and user/customer experience.