

School of Extended Studies

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Portland State Presents Opportunity in Software Management and Marketing

Beyond code, new course focuses on bringing cutting-edge products to market

Software developers are often cast as engineers spending countless hours sitting behind a screen and writing code, but in reality the successful development of new high-tech products has as much to do with effective planning as it does with the positioning of computer chips. Between the actual creation and the selling of the product, there are two distinct industry disciplines known as “product management” and “product marketing.” And now, for those individuals already in high technology as well as those in career transitions, a new course is available to make sense of how these two critical functions interrelate and how they help create a software product for the market.

The course, High-Tech Software Product Management and Product Marketing, is being offered through the Professional Development Center at Portland State’s School of Extended Studies. Leading the class will be instructor, Mark Gaydos, MBA, who taught a similar program at UC Berkeley Extension for 10 years before relocating to Portland, Oregon in 2007. Students will go beyond the basic definitions of both software product management and software product marketing to understand the relationships between software development, quality assurance, sales, industry analysts, press, and customers. Among other activities, the class will create a project plan for a software product, conduct competitive market analysis, and determine when a product specification should change. In the past, everyone from product managers to company CEOs have attended the class.

“We’re excited to have this new course available for the Portland community and software industry,” says Elizabeth Snyder, a program manager with the Professional Development Center. “Mark Gaydos is a world-class instructor in what is a growing industry for Portland.”

Course Schedule: Beginning this spring, High-Tech Software Product Management and Product Marketing will be offered as a series of five evening classes, from 6-9 pm at the School of Extended Studies, Room 101, 1633 SW Park Ave., Portland. The class dates are June 3, 10, 17, 24, and July 1, 2008.

Instructor bio: Mark Gaydos, MBA., has more than 20 years of experience in high-tech marketing, sales, and product management. He is currently vice-president of worldwide marketing at Tripwire, where he directs the company's efforts to extend its market leading position. Prior to Tripwire, Mark was senior director of marketing and inside sales for SAP America, guiding the company's CRM on-demand marketing in North America. Before SAP, Gaydos was vice-president of marketing at Comergent, where he led corporate and product positioning, and deployed lead generation programs that experienced record levels of revenue. Gaydos developed his technology marketing skills in senior product management positions at Oracle Corporation and BackWeb Technologies. He received his MBA in management science from San Diego State University and his BA in economics from University of California, Santa Barbara.

For more information and to register: Elizabeth Snyder, 503-725-8085. Or visit www.pdc.pdx.edu/tech_marketing.

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