



# Meet the largest product management community in Bulgaria

**PRODUCT**  
**tank**

the Mind the Product meetup

# THE PRODUCTTANKS

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An informal meetup that brings together the local product community in each city – Product Managers, Designers, or Developers – in order to share knowledge and experience.

- Started in **2010** in London.
- Today spans over **250 cities**.
- Over **150.000 members**.
- The go-to place for **networking, learning, and resource sharing** in digital product development.
- ProductTank Sofia started in **2015**.



# THE COMMUNITY

- [FB Group](#) in Bulgaria with 1700+ members.
- LinkedIn Group with experts.
- Monthly online [meetups](#) in Sofia.
- Global [vlog](#) with 1000+ videos.
- Community-organized [trainings](#).
- 3 in-person annual [conferences](#) and two digital ones, featuring speakers like Marty Cagan, Jeff Gothelf, and Nir Ayal.



# THE AUDIENCE

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Most of our audience is comprised of Product Managers, but we also have Designers, Marketers, Engineers, and Startup Founders. At the meetups, we usually have **50-75 mid-to-senior level professionals**.

Example job titles:

- Product Manager / Owner
- Product Marketing Manager
- Head of Product / Product Lead
- Scrum Master
- Agile Team Lead
- Senior Software Developer
- Dev Lead / Tech Lead
- Chief Product Officer / VP Product
- UX Designer
- Startup Founder / CEO



# TOPICS AND SPEAKERS

Our past speakers came from local or foreign companies, including **Telerik (now Progress), Viber, Skyscanner, Leanplum, Financial Times, Orbitel, Leanify, Paysafe Group, Kanbanize, Crowdio.com, Swipes, Ocado Technology, Glassdoor, ClaimCompass, LinkedIn, Tiger Technology, Acronis, GtmHub, Uber, Transformify, Hopper** and others.

**Example topics** that the audience may find interesting:

- The role of the Product Manager - responsibilities and skills
- Product Management in a startup vs enterprise
- How to define and validate your product hypotheses
- How to do customer discovery
- How to define your user personas
- PMs and Product Marketing Managers – how to collaborate

Feel free to also choose your own topic.



John Kundert

Chief Product Officer  
Financial Times



Momchil Marinov

Director of Product  
Financial Times

**Why the Financial Times changed its 'north star' metric to Lifetime Value**

May 20 | Online discussion | 7.00 pm



Anwasha Bhattacharjee

Head of Hotel Fintech  
**Hopper**

**Data and tests:  
the stars that guide  
your roadmap**

March 10 | Online discussion | 7.00 pm



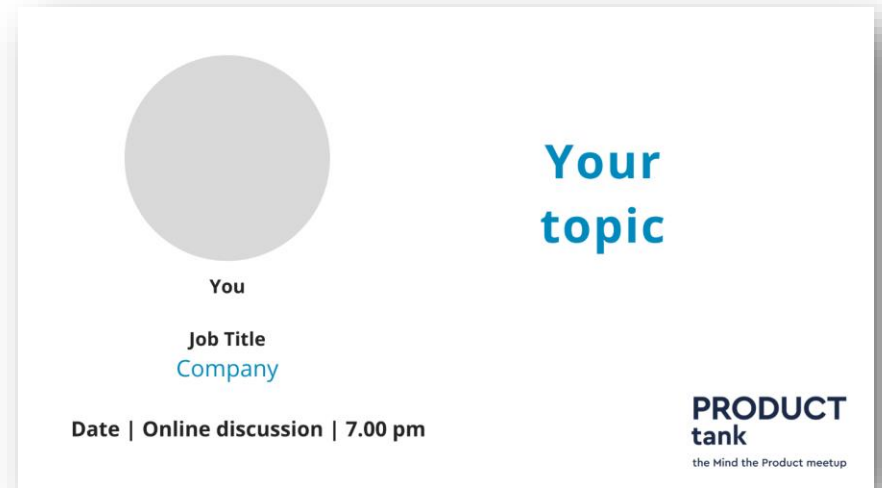
# HOW TO GET INVOLVED

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**Important!** The audience of ProductTank Sofia is motivated to learn and share with the community.

Therefore, please refrain from product or company pitches. It is OK to mention your company or product in the context of your topic.

We just want to make sure our sessions don't become sales pitches.



## Where are the meetups hosted?

Currently we do our meetups online using StreamYard as a platform.

## What is the format of the meetup?

Each speaker has 30-45 minutes for a presentation and for Q&A. The format is presentation style. The setup is very informal and the flow looks something like this:

7:00 PM: We launch our live broadcast.

7:00 - 7:30 PM: Presentation/talk.

7:30 (ish) PM: Q&A. Audience is invited to ask questions.

We are also open to other formats such as fireside chat, unconference, etc. Feel free to suggest any format you feel comfortable with.

# EVENT ORGANIZERS

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If interested please drop us an email or feel free to give us a call.



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