



Transforming Product Strategy into Market Reality.

Senior CPO practitioners embedded inside your organisation.
No junior analysts. No slide decks that gather dust.
Real delivery. Measurable outcomes.

500+

Enterprise &
Startup Clients

3.2x

Avg. Revenue
Uplift

90

Days to
Measurable ROI



ABOUT PRODUCT CEO CONSULTANTS

We Are the CPOs Who Shipped It.

Product CEO Consultants is a senior advisory and delivery firm founded by Chief Product Officers with 20+ years of hands-on experience building and scaling products at Google, Microsoft, Amazon, and leading global startups. We do not send generalist consultants. We embed battle-tested CPOs directly inside your organisation — operating as an extension of your leadership team from day one.

- **Founded on Practitioner Insight**

Every partner at Product CEO Consultants has personally shipped products used by millions. We bring scar tissue, not textbook theory.

- **Embedded, Not Advisory-at-Distance**

We join your standups, review your PRDs, challenge your roadmap — and we are accountable for the same outcomes your team is.

- **Sprint-Based, Outcome-Tied**

Fixed-price 2-week sprints with clear deliverables and a go/no-go decision after each block. No lock-in contracts. No open-ended retainers.

- **Domain Depth Across Verticals**

AI/ML, SaaS, FinTech, HealthTech, Cloud, IoT, Robotics, Platform Products and Developer Tools — we match the right CPO to your exact domain.

CPO-Led

Every engagement led

Sprint Model

Fixed-price 2-week

Outcome-Tied

Success metrics defined

Global Delivery

Virtual, hybrid or



WHAT WE DELIVER

Six Core Practice Areas

Each practice is led by a dedicated CPO with deep domain specialisation. Engagements are scoped, priced, and delivered as fixed-cost sprints — with measurable outcomes agreed before work begins.

S

Product Strategy & Roadmap

12–18 month roadmap co-creation, OKR design, RICE prioritisation, competitive positioning and stakeholder alignment. Every decision tied to commercial return.

R

Market & User Research

JTBD-methodology discovery across 20–50 users, TAM/SAM/SOM sizing, competitor intelligence and insight synthesis into actionable decks.

G

Product Launch & GTM

MVP scoping, pricing architecture, channel strategy, sales enablement kit and post-launch iteration cadence. Full GTM plan in 4 weeks.

A

AI / ML Product Advisory

Use-case identification, data strategy, ethics and bias audit, MLOps alignment and AI product roadmap with feasibility scoring.

T

Team Building & Coaching

Hiring rubrics, career ladders, weekly CPO-level coaching sessions, product team health audit and onboarding playbooks.

X

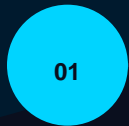
Agile Transformation

Sprint cadence redesign, backlog hygiene, PI planning, DORA metrics baseline and continuous retrospective facilitation.

HOW WE WORK

The Product CEO Engagement Model

We operate in structured, transparent sprints — each with a defined deliverable, a fixed price, and a client-controlled stop/continue decision. You are never locked in. You pay only for delivered value.



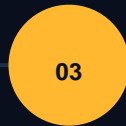
Discovery Call

Free 60-min session.
No pitch.



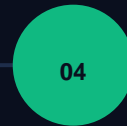
Scoping & Proposal

3-day turnaround.
Fixed-price sprint cost.



CPO Assignment

Domain-matched.
Operational in 5 days.



Sprint Delivery

2-week sprints.
Weekly check-ins.



Review & Iterate

Go / no-go after
each sprint block.

WHY PRODUCT CEO CONSULTANTS VS. ALTERNATIVES

CPO Practitioners, Not Analysts

Every consultant is a proven CPO or VP Product — not a strategy analyst fresh from business school.

No Retainer Lock-In

Sprint-based model. Stop anytime. Pay only for delivered, reviewed, approved deliverables.

Operational From Day One

We read your PRDs, join your standups, and ship alongside your team. No 3-month discovery before work starts.

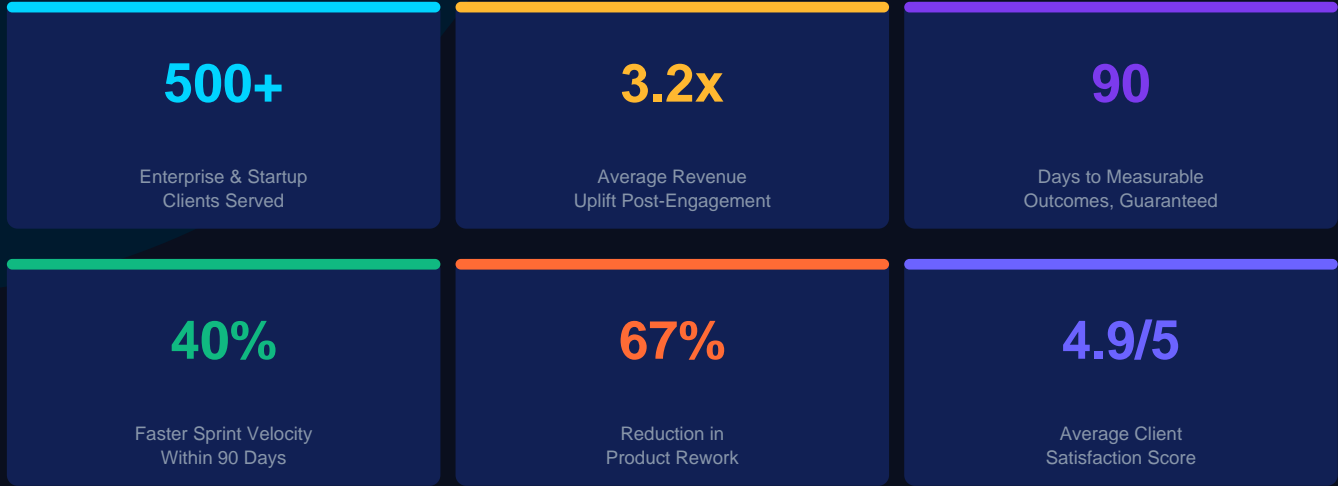
Outcome Metrics Agreed Upfront

Every engagement defines a clear success metric before we invoice a single pound or dollar.



PROVEN RESULTS

Outcomes That Speak For Themselves.



CLIENT IMPACT BY PRACTICE AREA



Based on client-reported outcomes from 500+ engagements, 2020–2025. Impact score reflects client-rated achievement of agreed success metrics.



SPOTLIGHT PRACTICE AREAS

AI / ML Product Advisory

We translate AI and ML capabilities into shippable, monetisable products. Our CPOs bridge the gap between data science and the market — defining what to build, why users will pay for it, and how to ship it responsibly without regulatory or ethical risk.

- + AI use-case identification and commercial value sizing
- + Data strategy and ML feature pipeline design
- + Ethics, bias and fairness audit for AI/ML products
- + MLOps and model lifecycle alignment with product roadmap
- + AI product roadmap with technical feasibility scoring
- + Responsible AI framework and regulatory compliance review

Product Launch & Go-To-Market

From MVP scoping to launch day and the critical 90 days after. We own the complete go-to-market playbook — positioning, pricing, channel strategy, sales enablement and the post-launch iteration loops that sustain momentum.

Pre-Launch (Weeks 1–4)

- MVP scope definition and lean validation
- Pricing strategy and packaging architecture
- Target segment and ICP definition
- Channel strategy and distribution mapping

Post-Launch (Weeks 5–8+)

- Launch communications and PR playbook
- Sales enablement kit and battle cards
- Post-launch analytics framework
- Iteration cadence and feedback loops



WHERE WE OPERATE

Deep Vertical Expertise

We deliberately hire CPOs with vertical domain experience — not generalists. When we assign a consultant to your engagement, they have personally shipped a product in your exact sector.

SaaS & Cloud Platforms	AI / ML Products	FinTech & Payments
HealthTech & MedTech	IoT & Robotics	Developer Tools & APIs
eCommerce & Marketplace	Automotive Technology	EdTech & Learning Platforms
Cybersecurity Products	Platform & Network Products	Data & Analytics Products

OUR LEADERSHIP BENCH

<p>Former CPO, Google Pay AI/ML, FinTech, Platform Products</p>	<p>Former VP Product, Shopify eCommerce, Developer Tools, SaaS</p>	<p>Former CPO, Philips Health HealthTech, IoT, Data Products</p>	<p>Former VP Product, AWS Cloud, DevOps, Enterprise SaaS</p>
--	---	---	---





THE HONEST COMPARISON

How We Compare to Alternatives

Capability	Product CEO Consultants	Big 4 Firms	Freelance PM	Hiring In-House
CPO-level seniority	+ Yes	- No	~ Partial	- No
Operational — joins your team	+ Yes	- No	+ Yes	+ Yes
Fixed-price sprint model	+ Yes	- No	+ Yes	— N/A
AI / ML product specialisation	+ Yes	+ Yes	~ Partial	~ Partial
Agile transformation capability	+ Yes	+ Yes	- No	- No
GTM & launch execution	+ Yes	+ Yes	~ Partial	+ Yes
Team building & coaching	+ Yes	- No	- No	- No
No retainer lock-in	+ Yes	- No	+ Yes	— N/A
Start within 1 week	+ Yes	- No	+ Yes	- No
Outcome-tied delivery	+ Yes	- No	- No	— N/A

+ Yes - No ~ Partial — Not Applicable

"Most consulting firms send analysts. We send the person who has done it."

— Founding Partner, Product CEO Consultants



BEYOND CONSULTANCY

World-Class PM Training & Coaching Programmes

Product CEO runs a parallel education arm — not an afterthought, but a fully structured learning platform used by 10,000+ product managers globally. Developed by the same CPOs who lead our consultancy engagements, every programme reflects what is actually needed to ship products in the real world.

On-Demand Video Courses

120+ professionally produced courses across every PM domain. Lifetime access, mobile-compatible, certificate on completion.

- PM Fundamentals to CPO Leadership
- AI/ML, Cloud, IoT, FinTech tracks
- Quarterly content updates

1-on-1 Executive Coaching

Private 60-min sessions with a senior CPO tailored to your specific role, industry and career goals.

- Personalised learning plan
- Resume & LinkedIn optimisation
- Interview prep for PM & CPO roles

Live CPO-Led Cohorts

Instructor-led cohorts with live sessions, peer learning and direct feedback from our consulting CPOs.

- Weekly live sessions with Q&A
- Portfolio review & career support
- Community Slack access

Corporate Team Training

Custom-designed PM training for enterprise teams, delivered virtually or on-site globally. Pre/post assessments included.

- Fully customised curriculum
- Multi-seat admin dashboard
- SSO & LMS integration

10,000+PM Students
Globally**120+**Courses
Available**500+**Corporate
Clients Trained**4.8/5**Average Course
Rating

READY TO START?

Let's Build Something Remarkable Together.

Book a free 60-minute Discovery Call. No pitch. No commitment. We listen, we scope, and if there is a fit — we send a fixed-price proposal within 3 business days.

<p>●</p> <p>Book a Discovery Call</p> <p>www.productceo.com/booking</p>	<p>●</p> <p>Email Us Directly</p> <p>hello@productceo.com</p>	<p>●</p> <p>Call Our Team</p> <p>+1 (800) PCEO-CPO</p>
--	--	---

WHAT HAPPENS AFTER YOU REACH OUT

