Digital Product Manager

The mastery programme Digital Product Manager is a transformative learning journey, designed to equip you to successfully lead and grow digital products.
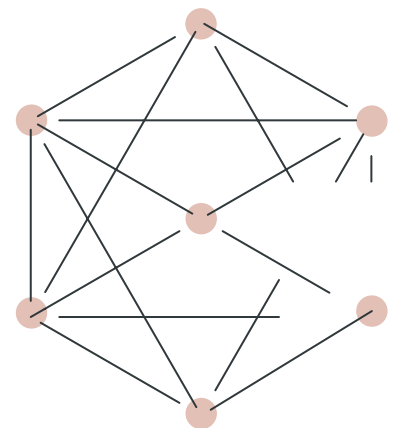
About the course

This mastery programme provides the inspiration and practical tools to lead your own digital products. You'll work with proven product management concepts during three consecutive days of in-person teaching with hands-on exercises and peer collaboration, followed a month later by a knowledge-sharing session to discuss applying the tools in your specific context.

You will explore different types of digital products and apply methods that help you discover market opportunities, design and validate solutions, launch with confidence, and grow products through data-driven insights. You will learn to manage the full product lifecycle, including phase-out considerations. Along the way, you will practice product leadership behaviours – establishing a shared product language and navigating the digital product organisation with an outside-in perspective.

After completing the programme, you will be able to master the core practices of a Digital Product Manager.

Programme content

- Foundations of the digital product-driven organisation: core behaviour, language, culture, roles, collaboration and product-driven governance.

- Outside-in perspective of leading digital products, compared to single delivery of projects or features.

- Importance of customer desirability, technological feasibility and business viability as a core foundation and leadership principles for a Digital Product Manager.

- Essential key capabilities needed across the digital product lifecycle.

- In-depth exploration of tools in the digital product lifecycle phases; discovery, introduction, growth and retire.

Takeaways

- Mindset of growing digital products based on data-driven insights, ability to assess performance and act accordingly.

- Skills in discovering market opportunities and launching digital products with a strong MVP and product strategy.

- Ability to lead a digital product throughout its entire lifecycle and apply relevant hands-on tools.

- Demonstrate product leadership behaviour with an outside-in perspective.

- Understand core foundations, key competencies, and how to navigate the digital product organisation.

Participant profile

Digital Product Manager is for both experienced and upcoming Product Managers and Product Owners, who want to:

- Accelerate their product mindset and make their organisation truly product-driven.

- Gain practical, hands-on tools to manage products end-to- end across the lifecycle.

- Make smarter decisions grounded in desirability, feasibility, and viability.

This programme gives you the frameworks, skills, and confidence to lead digital products holistically.

Contact and registration

The first course will be held in the spring of 2026. The mastery programme is conducted in English and will host up to 20 participants.

→ Duration: 3.5 day

→ Price: 18.500 DKK