

How Professionals are Moving into Senior Leadership Roles Today

Product leadership is key to business growth. This report explains how executors become company leaders. We look at who is making this career move, what skills they need, and how an Executive MBA (EMBA) can help you get there.

The Career Compass



An EMBA provides the direction to navigate your career from a technical track to product leadership.

The Transformation Infographic



Builder
Technologist

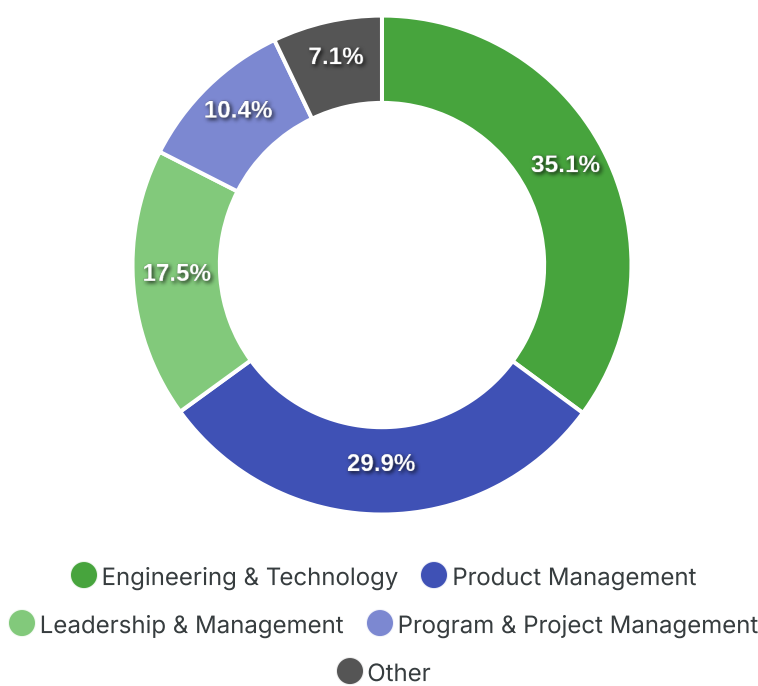


Strategist
Product Leader

The Executive MBA acts as a bridge, transforming deep technical skills into high-level business strategy.

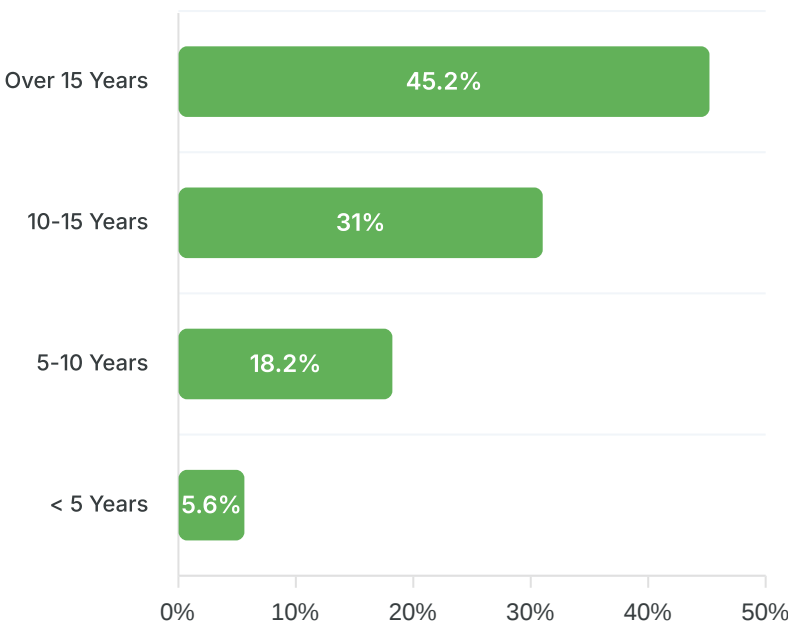
Who is in the Room?

The professional backgrounds of learners in a typical Product Leadership EMBA program.



A Peer Group of Leaders: Experience Matters

A horizontal stacked bar chart shows how many years of work experience learners have. It confirms you will be learning with other senior professionals.



Why Product Leadership Matters Now

Today, companies sell tech experiences, not just products. This makes the product leader a vital part of business strategy. A good product leader understands technology, business, and design. You move from just building a product to defining the business itself.

Who Takes The Executive MBA in Product Leadership?

This program is for experienced professionals from any field who want to transition into product leadership. It's for anyone who wants to learn how to guide the business strategy behind a product.

While our learners have diverse backgrounds, many come from tech and product roles.

Technologists (35.1%)

They join to gain business skills and want to shift from building the product to defining its strategy.

Current Product Managers (29.9%)

They enroll to get the executive skills needed for top roles, like Chief Product Officer.

We also see many successful learners from **sales, marketing, business analysis, and UX**. Their deep understanding of the customer is a huge advantage in product leadership.

This is a program for seasoned professionals. 76% of our learners have over 10 years of work experience, so you will learn alongside experienced peers from top companies in tech, software, IT, and manufacturing.

How the EMBA Helps You Grow

Think Strategically

See the bigger picture beyond product features. Learn about market dynamics and competitive positioning.

Understand Business

Learn the language of executives, including financial models, P&L management, and investment analysis.

Lead and Influence

Get better at leading teams and getting support for your product vision across the company.

Is This Program Right for You?

This program is a good fit if you want to own the "why" behind the product, not just the "how." It's for anyone who wants to accelerate their path into an executive product role. If this sounds like you, an EMBA in Product Leadership could be a great investment in your career.

Take the Next Step

Ready to learn more? Download the program brochure or schedule a call with an admissions advisor to discuss how this EMBA can help you reach your goals.

[Download Brochure](#)