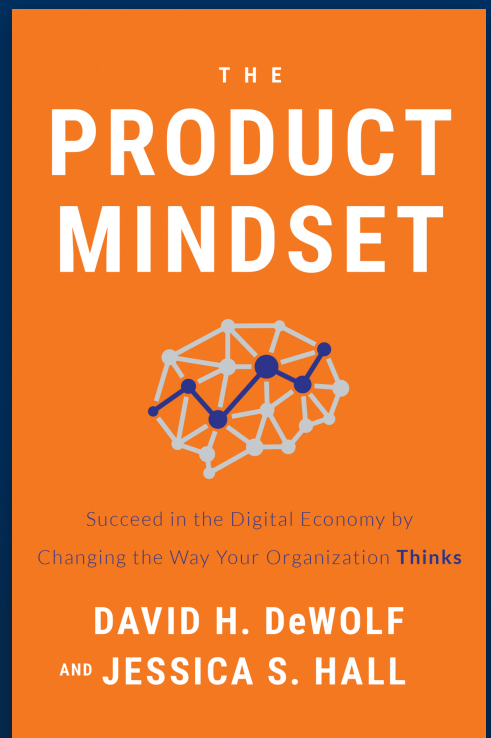


# TRANSFORM YOUR TEAM WITH THE PRODUCT MINDSET.



**94% of product development decision makers experience challenges keeping up with market trends in technology and minimizing time to revenue generation.\***

In **THE PRODUCT MINDSET**, tech industry veterans and product development leaders David DeWolf and Jessica Hall leverage their years of experience helping businesses take on digital transformation. **They unpack the key characteristics of successful digital products and the three core principles that drive their creation:**

- **MINIMIZING TIME TO VALUE**
- **SOLVING FOR NEED**
- **EXCELLING AT CHANGE**

*\*According to a recent study conducted by Forrester Consulting*

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**“I’d tell every entrepreneur I know that the Product Mindset is required reading. It offers concise recommendations for how a company can set itself up to succeed in the digital economy.”**

*—Kevin Harrington, original “shark” on the hit TV show “Shark Tank”*

**“David and Jessica’s endeavor to equip companies with the tools and perspective to succeed in the evolving future of our digital environment is a worthwhile and essential read. Ninja Innovators everywhere must pick up The Product Mindset.”**

*—Gary Shapiro, CEO of CTA, and author of “Ninja Future: Secrets to Success in the New World of Innovation”*

## **THE AUTHORS**



**David DeWolf** is the founder and CEO of 3Pillar Global, which builds innovative, revenue generating software products, enabling businesses to quickly turn ideas into value. Under DeWolf’s leadership, 3Pillar has grown to more than 900 employees in seven offices across three continents, has been named to the Inc. 5000 list of fastest growing companies in the U.S. eight times and has been recognized by research advisory firm Forrester as a leading digital experience provider and custom software development firm.

**Jessican Hall** is Vice President of Product Strategy and Design at 3Pillar Global where she leads teams creating digital products that customers crave and that drive business growth. With wide ranging experience, she’s passionate about helping clients succeed. Previously, Jessica built the UX team at CEB, now Gartner, and led the creation of the Newseum’s interactive exhibits and websites.

