



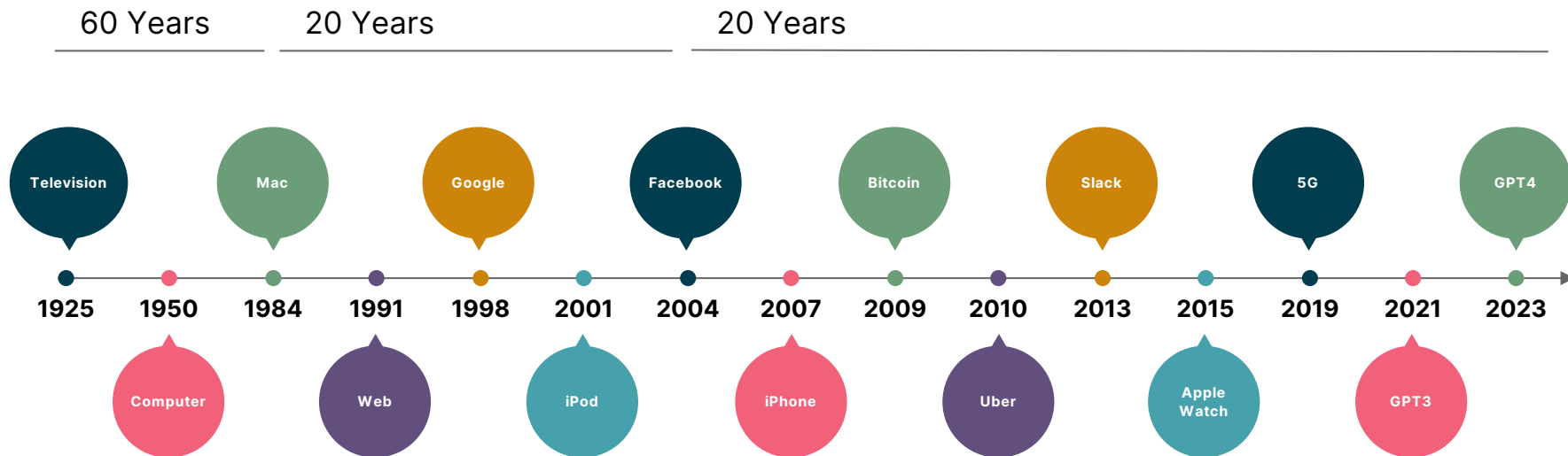
HOLLYWOOD

Forging the path: Product Thinking as the golden thread

Joe Murray

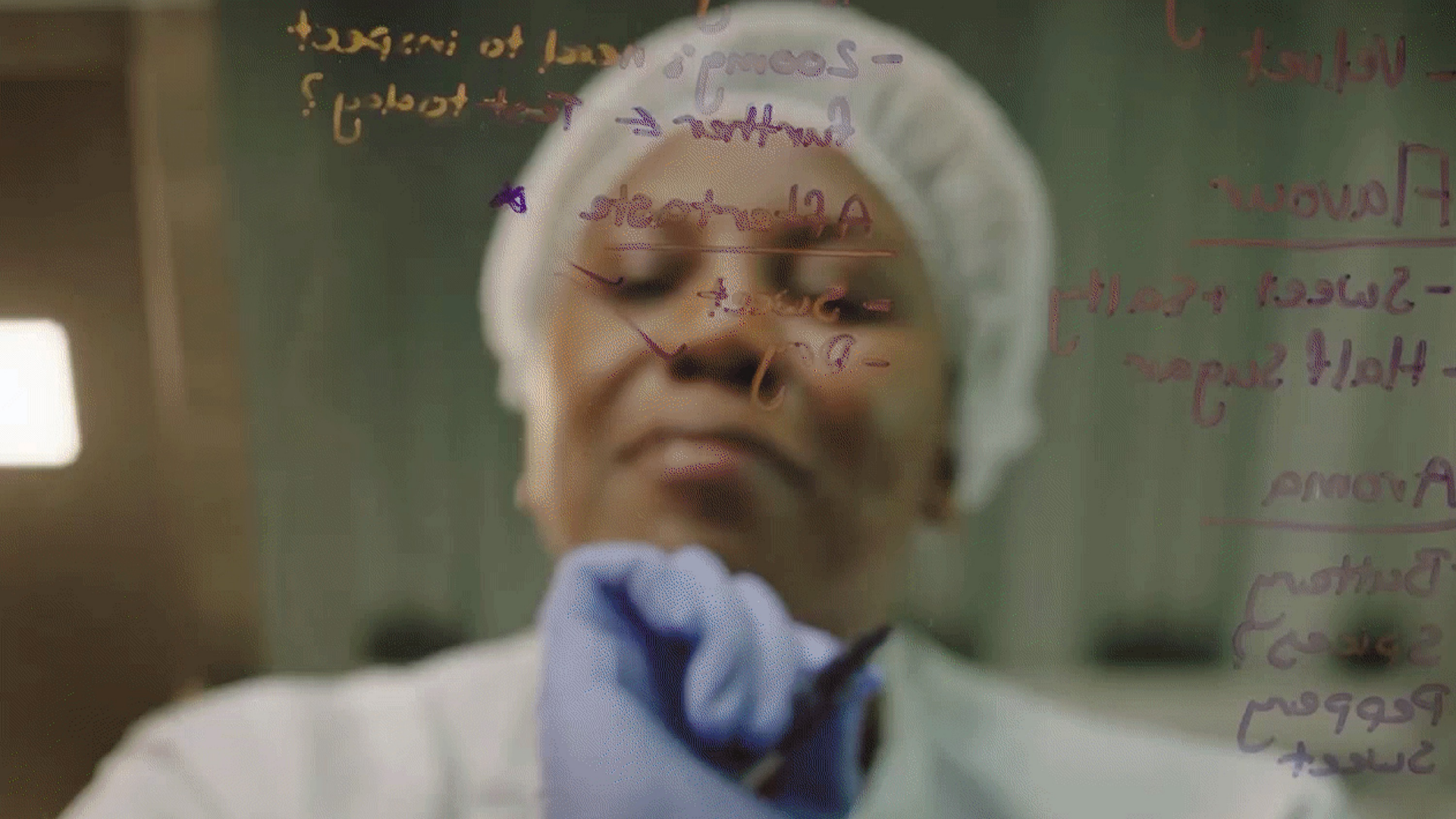
Head of Customer Experience, Product and Design, North America
Thoughtworks

Acceleration of Technology Change









Flavonoid

Flavonoid

- 2nd + 3rd
- 4th + 5th

Flavonoid

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94th
95th
96th
97th
98th
99th
100th

- 2nd + 3rd
- 4th + 5th

Aflatoxin

- 2nd

- 3rd

Total Wine

SPIRITS • BEER & MORE



95

WINE
TASTING
SALON
GET 10 BACK
ON SELECTS

WINE
TASTING
SALON
GET 10 BACK
ON SELECTS

WINE
TASTING
SALON
GET 10 BACK
ON SELECTS



WINE
TASTING
SALON
GET 10 BACK
ON SELECTS

\$12

Product is everything

It's your:

Revenue Stream



Marketing
Channel



Talent Attractor



Brand Identity





Product as the Golden Thread

