



PRODUCT SCHOOL
SILICON VALLEY

2019 Course Catalog

January 1, 2019 to December 31, 2019

www.productschool.com

(844) 438-2765

ABOUT US

Product School is an education company that offers Product Management courses in San Francisco, Silicon Valley, Los Angeles and Orange County.

Our instructors are professionals with over 5 years of real-world product management experience working at renowned tech Companies like Google and LinkedIn, and other technology startups. Our students are professionals with over 3 years of experience in technology, business or design roles.

All our classes are compatible with a regular work schedule and our campuses are conveniently located in each city where we operate.

This is not your traditional lecture class. Expect a healthy mix of group work, one-on-one time with mentors, and a hands-on experience building your own digital product from end to end.

MISSION AND OBJECTIVES

Institutional Mission Statement

The mission of Product School is to lower barriers to education and provide students with the tools and skills necessary for success in Product Management and the Tech industry.

Course Objectives

Product Management:

At the completion of this course, students will have:

- Be prepared to apply for Product Management jobs after completion of the course.
- Understand how to comfortably work with engineers, designers, and business professionals.
- Understand frameworks, tools, and processes used by product managers including scrum, a/b testing, prototyping, user testing, and KPI definition.

Coding for Managers:

At the completion of this course, students will have:

- Essential competency in HTML, CSS, JavaScript and Ruby and Rails
- Received an introduction to version control systems and be able to articulate the reasoning behind using version control tools
- Created a fully functioning web application and deployed it on a remote, 3rd party hosting app

Data Analytics for Managers:

After completing the course, students will be able to extract, analyze and present data in a compelling manner. Further, graduates will have a basic competency in the following:

- Web Analytics Tools such as Google Analytics
- Running A/B tests using Optimizely
- Running basic queries with SQL
- Presenting data with Tableau
- Basic understanding of statistics
- Writing simple Python script applied to Machine Learning

Digital Marketing:

At the completion of this course, students will:

- Conceptualize a marketing plan in regard to marketing & sales activities in the funnel stages
- Develop marketing campaign strategies based on concrete objectives & supporting KPIs
- Adopt an experimental mindset for creating and evaluating marketing tests
- Acquire a data-driven decision-making process by analyzing marketing data

COURSES OFFERED

Product School offers the following courses:

- Product Management
- Coding for Managers
- Data Analytics for Managers
- Digital Marketing for Managers

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Product School's course in Product Management is designed to provide instruction that will result in the student's acquisition of occupational skills for a particular job. Product School's courses in Data Analytics, Coding, Digital Marketing are courses that are not intended to provide instruction that will result in the student's acquisition of occupational skills for a particular job

Product School's educational programs are not designed to lead to positions in a profession, occupation, trade, or career field requiring state licensure.

FACILITY & EQUIPMENT

Classes are taught at the Product School campus located at 415 Jackson St. Suite B, San Francisco, CA 94111, 4500 Great America Parkway, Santa Clara, CA 95054, 929 Colorado Ave. Santa Monica, CA 90401, 601 W. 5th St. Suite 920, Los Angeles, CA 90071 and 5151 California Ave Ste 100, Irvine, CA 92617

All programs are available via distance education.

All classrooms are equipped with classrooms, restrooms, and coffee/tea facilities. Equipment available to all students includes: desks, chairs, tables, whiteboards, HDMI cables, DVI <-> HDMI adapters, Projectors, and projector screens. Students are required to provide their own computers. All Distance Education Programs require the student to have a standard computer with internet access, as well as specific software applications that are available for free on the internet. Students will be notified of the specific

software applications required for the program in which they are enrolled prior to the first class session, or as the sessions progress, as required.

HOLIDAYS

Product School is closed on the following federal holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Product School may choose to reschedule class at its discretion with advance notice to students. Opportunities to make up any material missed will be provided.

HOURS OF OPERATION

Class Hours:

- Monday–Thursday 6:30 pm – 9:00 pm
- Saturday: 9:30am – 3:30pm

Administrative Office Hours:

- Monday – Friday 10:00 am – 6:00 pm

COURSE DESCRIPTIONS AND OBJECTIVES

Product Management Course

The Product Management Course is a part time course, which provides training in the fundamentals of product management a structured curriculum delivered by product management practitioners. The course consists of 40 clock hours and is two months in length.

At the completion of this course, students will have:

- Be prepared to apply for Product Management jobs after completion of the course.
- Understand how to comfortably work with engineers, designers, and business professionals.
- Understand frameworks, tools, and processes used by product managers including scrum, a/b testing, prototyping, user testing, and KPI definition.

This program consists of 40 clock hours (one clock hour is defined as 50 minutes of instruction). 40 clock hours are required for completion.

Student Assessment: Students will be assessed based upon their weekly assignment submissions and final projects.

Graduation Requirements: In order to complete the course, students must attend 85% of the classes, submit a final project and receive a grade of PASS on all assignments and projects. Completion of all assignments and the final project is required for graduation.

Coding for Managers

Coding for Managers is an 8 week (40 clock hour) preparatory course which introduces students to the fundamentals of coding. The course is designed to introduce students to coding basics and increase their technical fluency. After completing the course, students will gain an increased understanding of the engineering aspect of their projects and ability to communicate with and direct engineering stakeholders. No coding experience is required to attend the course.

Graduates will:

- Essential competency in HTML, CSS, JavaScript and Ruby and Rails
- Received an introduction to version control systems and be able to articulate the reasoning behind using version control tools
- Created a fully functioning web application and deployed it on a remote, 3rd party hosting app

This program consists of 40 clock hours (one clock hour is defined as 50 minutes of instruction). 40 clock hours are required for completion.

Student Assessment: Students will be assessed based upon their submission of a final project.

Graduation Requirements: In order to complete the course, students must attend 85% of the classes, submit a final project and receive a grade of PASS on all assignments and projects. Completion of all assignments and the final project is required for graduation.

Data Analytics for Managers

The Data Analytics for Managers course is a part-time 40 clock hour course, which provides students with the fundamentals of Data Analytics at a beginner level.

After completing the course, students will be able to extract, analyze and present data in a compelling manner. Further, graduates will have a basic competency in the following:

- Web Analytics Tools such as Google Analytics
- Running A/B tests using Optimizely
- Running basic queries with SQL
- Presenting data with Tableau
- Basic understanding of statistics
- Writing simple Python script applied to Machine Learning

This program consists of 40 clock hours (one clock hour is defined as 50 minutes of instruction). 40 clock hours are required for completion.

Student Assessment: Students will be assessed based upon their submission of a final project.

Graduation Requirements: In order to complete the course, students must attend 85% of the classes, submit a final project and receive a grade of PASS on all assignments and projects. Completion of all assignments and the final project is required for graduation.

Licensure: None of the programs at Product School are designed to lead to positions in a field which requires licensure in this state.

Digital Marketing for Managers Course

The Digital Marketing for Managers Course is a part time course, which provides training in the fundamentals of digital marketing through a structured curriculum. The coursework is designed and taught by industry experts from leading tech companies. Expect a healthy mix of group work, hands-on practice with mentors, job search assistance, and an experiential learning process centered around developing a robust digital marketing plan."

At the completion of this course, students will:

- Conceptualize the final project as a marketing plan in regard to sales and marketing activities in the funnel stages.
- Understand objective first marketing:
- Develop campaign strategies based on concrete objectives and supporting KPIs
- Acquire an experimental approach and mindset:
- Adopt an experimental mindset for creating and evaluating marketing tests
- Data driven decision making: make informed decisions by analyzing marketing data.
- Construct a buyer persona based on ideal customers and tweak value propositions to satisfy their pain points.
- Learn how to visualize sales and marketing activities in the funnel stages.
- Identify and discuss various customer acquisition channels and where they fit into a broader marketing plan. (remove colons and periods)

Paid social

Search Engine Optimization (SEO)

Customer engagement and retention

Measure goals

Inbound strategy

Organizing content teams

Growing your content strategy

Organic social

Analytics, tools, and platforms

Reporting and organization

Reporting and organization (exclude, in duplicity)

A/B Testing

Storytelling boot camp

Branding

Customer Retention Optimization

Marketing optimization

Growth hacking mindset

Customer acquisition

Budgeting

Presenting ideas

This program consists of 40 clock hours (one clock hour is defined as 50 minutes of instruction). 40 clock hours are required for completion.

Student Assessment: Students will be assessed based upon their weekly assignment submissions and final projects.

Graduation Requirements: In order to complete the course, students must attend 85% of the classes, submit a final project and receive a grade of PASS on all assignments and projects. Completion of all assignments and the final project is required for graduation.

Licensure: None of the programs at Product School are designed to lead to positions in a field which requires licensure in this state.

ADMISSIONS POLICIES AND PROCEDURES

Admission into any Product School course requires that students have a high school diploma or equivalent (General Education Diploma – GED) or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education. Product School does not admit ability-to-benefit students.

ADMISSIONS DEADLINE

For all Part-Time evening and weekend courses, the admissions deadline is one (1) week before the first meeting of the course. Product School reserves the right to make exceptions and admit students to a given course after the admissions deadline has passed under special circumstances. Due to the short nature of the courses, students will not be admitted to a cohort after it has begun.

TRANSFER OF CREDIT

Product School courses are not credit-bearing. Product School does not accept hours or credit from other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. Courses taken at Product School are unlikely to count as transfer credit at another institution. Product School does not give or evaluate experiential learning credit.

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION:

The transferability of credits you earn at Product School is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the Certificate you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the credits that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Product School to determine if your credits will transfer."

International Students and Language Services

Product School does not provide any visa services nor vouches for student status. Fluency in English is required; Product School does not provide any language instruction. All instruction takes place in English. TOEFL and other language related documentation is not accepted.

English language proficiency for the purposes of attending Product School is determined through the admissions process. The admissions process and interviews with the

admissions team is designed to reflect the level of communication required to succeed in the course. Applicants who succeed in the application process possess sufficient English language capacity to succeed at Product School and as a Product Manager.

Required Equipment

The only required equipment is access to a computer with internet access. Product School does not supply computers for student use.

ACADEMIC POLICIES

HOURS

Academic credit is measured in clock hours. One (1) clock hour is defined as a fifty (50) minute period of instruction.

PROBATION

Product School does not provide a probation option. If a student is not making satisfactory progress as determined by the Student Assessment procedures described in the Course Description, he/she may be dismissed from the program.

ATTENDANCE

Product Management, Data Analytics for Managers, Digital Marketing for Managers and Coding for Managers are all 40-hour programs. Students are required to attend 85% of classes in order to be eligible to graduate. Students are required to attend 75% of classes in order to be eligible to graduate. Students are encouraged to attend each class. If a student fails to attend 12 hours of class and does not make up the missed work, the student may be administratively dropped from the course.

LEAVES OF ABSENCE

Should circumstances be such that a leave of absence is to be requested, a student must submit an application for a leave of absence to the main campus: Product School 415 Jackson St. Suite B., San Francisco, CA 94111 or to students@productschool.com. The written notice must contain a statement of the nature of the request. At the discretion of the Chief Academic Officer, a leave may be granted for a reasonable time, as warranted by the circumstances. If a student repeatedly resorts to the use of a leave of absence, and if such applications show a pattern of delays, or should the issuance of a leave of absence be such that it would significantly interfere with the planned completion of a program of study, the Chief Academic Officer may, in his/her sole discretion, dismiss a student from the program and issue the appropriate refunds as may be required.

COMPLETION

A Certificate of Completion is issued within 30 days of the end of the course to each student who has successfully completed a Product School course.

Standards of Progress and Student Achievement

Product School assesses students on a Pass/No Pass basis. Students must achieve a “pass” rating on all homework assignments and final projects.

Pass / Fail Standards on Homework Assignments: All students must have passing marks on all assignments in order to complete the course. Passing or failing marks on weekly assignments are evaluated by the student’s cognitive understanding of the skills and achievement of the assignment objectives.

Product School measures student progress carefully through weekly assignments and a final project. Assessments are reviewed on a completion basis. To complete all courses, students must attend the course regularly and submit all required assignments.

If the student has not completed the coursework and earned a grade at the end of the course, the instructor may issue one of the following grades:

I Incomplete:

If the course has not been completed, the instructor may grant an I on a one-month extension of the term, at no additional tuition cost, when the student is making satisfactory progress and the instructor believes that an extension of time will permit satisfactory completion. At the end of this period, a final grade must be recorded.

W Withdraw:

The student may withdraw from any course before the end of the term. At the end of the term, the instructor may withdraw the student from the course and issue a W when the instructor believes the student's progress is insufficient to warrant an extension. A student who withdraws or is administratively withdrawn must retake the course and is responsible for a new tuition payment for that course of study.

STUDENT RIGHTS

Students have the right to equal opportunity education and non-discrimination based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation or other categories protected by law of the states in which we operate.

1. Students have the right to view their own academic records.
2. Students have the right to cancel or withdraw from their course, per Product School’s Cancellation, Withdrawal and Refund Policy.
3. Students have the right to file a grievance, per Product School’s Grievance Procedure

STUDENT SERVICES

HOUSING

Product School neither offers any dormitory housing nor student housing assistance. Services such as craigslist.com and rentals.com, rental units in San Francisco, CA start at approximately \$1,500 per month. Product School does not assume any responsibility for student housing.

LIBRARY

Product School maintains a regularly updated collection of additional resources and materials to which all students who are enrolled in courses at Product School receive access. These materials are available in the course handbook which is provided to each student upon enrollment and Talent LMS (The institution's learning management system), which all students receive access to upon enrollment. Materials are available 24 hours a day and accessible with an Internet connection. Students are required to obtain their own internet access.

CAREER & JOB PLACEMENT ASSISTANCE

Product School does not offer Career Services or job placement services to students or alumni.

STUDENT RECORDS

Student records for all students are kept for five years. Transcripts are kept permanently. Student transcripts and all records are maintained electronically and permanently. Product School takes reasonable precautions to protect the privacy of personal student information.

GRIEVANCE PROCEDURES

INTERNAL GRIEVANCE PROCEDURE

Persons seeking to resolve problems or complaints should contact the Program Manager for any ethics issues or grievances about classes, students, instructors, staff members, or situations. Any contact/discussion with the Program Manager is completely confidential, and every effort will be made by Product School to resolve students' grievances swiftly and fairly.

EXTERNAL GRIEVANCE PROCEDURE

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling the toll-free phone number at

888-370-7589, or by completing a complaint form, which can be obtained on the Bureau's Internet Web Site: www.bppe.ca.gov.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833 P.O. Box 980818, West Sacramento, CA 95798-0818, www.bppe.ca.gov, (888) 370-7589 or by fax (916) 263-1897.

CANCELLATION, WITHDRAWAL, DISMISSAL AND REFUND POLICY

STUDENT'S RIGHT TO CANCEL

The Student has the right to cancel this enrollment agreement, without any penalty or obligation, through attendance at the first class session or seven days after enrollment whichever comes later. Cancellation is effective when the student provides a written notice of cancellation to the Program Director. This can be done by email or by hand delivery. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage. The written notice of cancellation need not take any particular form and, however expressed, it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement. If the Enrollment Agreement is cancelled the school will refund the student any money paid, less the \$250 non-refundable registration, within 30 days after the notice of cancellation is received. Cancellation requests must be submitted in writing to Product School 415 Jackson Street students@productschool.com.

WITHDRAWAL

You may withdraw from the school at any time after the cancellation period (described above) and refunds are determined in accordance with the Refund Policy stated below. For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a course of instruction when any of the following occurs:

Student-Initiated Withdrawal: The student notifies the institution in writing of the student's withdrawal or as of the date of the student's withdrawal, whichever is later. The notification is effective when Product School receives notice, or the date the notice is mailed, whichever is sooner.

Administrative Withdrawal: The institution terminates the student's enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations of the institution; absences in excess of maximum set forth by the institution; and/or failure to meet financial obligations to the School. If the student has failed to attend or make up 12 clock hours of instruction, the student will be administratively withdrawn effective as of the 12th hour missed.

Students who withdraw due to an emergency, such as personal or family illness or national service, may be re-enrolled into another Product School course following approval by the Program Director.

DISMISSAL

Product School reserves the right to terminate a Student's training at any point and remit a pro-rata refund in accordance with the Refund Policy stated below.

REFUND POLICY

All refunds will be paid within 30 days of withdrawal. Refunds will be less a \$250 registration fee. If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender, third party or, if applicable, to the state or federal agency that guaranteed or reinsured the loan. Product School does not participate in federal or state financial aid programs. If you withdraw, you will receive a pro rata refund if you have completed 60% or less of your course through the last day of attendance. You will be responsible for 100% of the tuition for your course if you complete more than 60% of the course, even if you do not complete the entire course. A pro rata refund pursuant to the Code shall be no less than the total amount owed by the student for the portion of the educational program provided subtracted from the amount paid by the student. For the purpose of determining the amount of the refund, the date of the student's withdrawal shall be deemed the last date of recorded attendance. The amount owed equals the hourly charge for the course (total institutional charge, minus non-refundable fees, divided by the number of hours in the course), multiplied by the number of hours scheduled to attend, prior to withdrawal.

If a student received federal student financial aid funds, the student is entitled to a refund of moneys not paid from federal student financial aid program funds.

If the student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. If the student defaults on a federal or state loan, both of the following may occur: (1) The federal or state government or a loan guarantee agency may take action against the student, including garnishing an income tax refund; and (2) The student may not be eligible for any other government financial assistance at another institution until the loan is repaid.

TUITION FEES

Product School offers various tuition credits for students in certain areas and engaging in certain payment plans. Unless otherwise agreed to in a private lending agreement and as approved by Product School, students must issue payment for 100% of the total tuition by the due date.

COURSE	REGISTRATION FEE (non-refundable)	STUDENT TUITION RECOVERY FUND STRF (non refundable)	TUITION	TOTAL COST
PRODUCT MANAGEMENT	\$250	\$0	\$3749	\$3999
CODING FOR MANAGERS	\$250	\$0	\$3749	\$3999
DATA ANALYTICS FOR MANAGERS	\$250	\$0	\$3749	\$3999
DIGITAL MARKETING FOR MANAGERS	\$250	\$0	\$3749	\$3999

PRODUCT MANAGEMENT

TOTAL CHARGES FOR CURRENT PERIOD OF ATTENDANCE	\$3,999
ESTIMATED TOTAL CHARGES FOR THE ENTIRE EDUCATIONAL PROGRAM	\$3,999

CODING FOR MANAGERS

TOTAL CHARGES FOR CURRENT PERIOD OF ATTENDANCE	\$3,999
ESTIMATED TOTAL CHARGES FOR THE ENTIRE EDUCATIONAL PROGRAM	\$3,999

DATA ANALYTICS FOR MANAGERS

TOTAL CHARGES FOR CURRENT PERIOD OF ATTENDANCE	\$3,999
ESTIMATED TOTAL CHARGES FOR THE ENTIRE EDUCATIONAL PROGRAM	\$3,999

DIGITAL MARKETING FOR MANAGERS

TOTAL CHARGES FOR CURRENT PERIOD OF ATTENDANCE	\$3,999
ESTIMATED TOTAL CHARGES FOR THE ENTIRE EDUCATIONAL PROGRAM	\$3,999

FACULTY

The instructors at Product School are professionals in the industry with at least 3 years' experience in their field. New Instructors are always being brought in to provide instruction. Please see the most current addenda to this catalog for a list of current faculty members.

STUDENT TUITION RECOVERY FUND:

“The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.”

“It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, (916) 431-6959 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or are enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120 day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120 day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.

7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of noncollection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

FINANCIAL ASSISTANCE AND STUDENT LOANS

Product School is not accredited by an accrediting agency recognized by the United States Department of Education.

The school does not participate in either State or Federal financial aid programs, nor does it provide financial aid directly to its students. A student enrolled in an unaccredited institution is not eligible for federal financial aid programs. No financial aid is offered.

If a student obtains a loan to pay for Product School, the student will have to repay the full amount of the loan plus interest, less the amount of any refund. If a student receives federal student financial aid funds, the student is entitled to a refund of the money not paid from federal financial aid funds.

This institution is a private institution approved to operate by the California Bureau for Private Postsecondary Education. (BPPE) Approval to operate means the institution is compliant with minimum standards contained in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of title 5 of the California code of Regulations.

This institution has not had a pending petition in bankruptcy, is not operating as a debtor in possession and has not filed a bankruptcy petition within the preceding five years nor has had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under chapter 11 of the United States Bankruptcy Code.

COURSE CATALOG ADDENDA FOR FACULTY

Faculty names and short biographies organized as sequential Exhibits which include addition dates in the heading of each exhibit.

The most recently dated exhibit is to be considered current.

The catalog faculty addenda are updated semi-annually.

EXHIBIT A: CURRENT FACULTY

Gloria Johnson	Gloria is currently the Lead Program Manager at Ring. She previously served as Lead Product Manager at Loot Crate and was Head of Mobile Product Management at Placed.
Maanas Bukkuri	Maanas is currently the Product Manager of Mobile at GUESS?, Inc and previously served as the Product Manager at HYFN. Maanas was previous also an Associate Instructor at General Assembly.
Michael Hohnecker	Michael previously served as the Product Manager for NFL Sunday Ticket OTT at AT&T, the Product Manager for Connected Electric Vehicles at American Honda Motor Company, Inc and as Product Manager of Online Entertainment at DIRECTV.
Ryan Prust	Ryan is currently the Head of Product at Career!, and is also an Assistant Coach for the Los Angeles Kings. Ryan previously served as a Senior Product Management Consultant at Rhubarb Studios.
Alex Chao	Alex is currently a Data Scientist at Uber Advanced Technologies Center, as well as an Instructor/Expert in Residence for Data Science at General Assembly and a Data Scientist Mentor at Springboard.
Alex Shih	Alex is currently the Director of Product and Ecosystems at Planet and is the Co-Founder and current Board member at Global Cycle Solutions, as well as a Board member of Interserve USA.
Aljosha Novakovic	Aljosha is currently a Full Stack Software Engineer at IBM and previously served as a Software Engineer and Lead Product Manager at City Heroes.
Allen Jiang	Allen is currently a Product Manager at Qantas Assure and previously served as a Product Manager at SPORTZPEAK, Inc.
Amrit Pal	Amrit is currently a Product Manager at Square and previously served as the Head of Product at Kopo Kopo Inc.
Andrew Pohl	Andrew is an active Web Developer and is currently working as a QA Automation Engineer at August Home, Inc. Andrew previously served as a Front-End Software Engineer at Sqor Sports.

Antoine Krajnc	Antoine is currently a Founding and Lead Instructor of Data Analytics at Product School, where he also currently works as the Director of Programs. Antoine was previously the Co-Founder and CEO at Evobé and received his Masters in Management from Audencia Nantes Ecole de Management.
Beatriz Datangel	Beatriz is currently a Principal Consultant at BzData and previously served as a Data Product Manager at Sqor.
Ben Shanken	Ben is currently Head of Acquisition Products at Lyft and previously served in Product, Growth and Corporate Development roles at both Lyft and Answers, respectively.
Carlos Gonzalez De Villaumbrosia	Carlos is the Founder and current CEO of Product School. Carlos has now founded three companies in the education space and previously worked as a lead instructor of Product Management at General Assembly, as well as the CEO/Co-Founder of Floqq.
Charlie Depman	Charlie is a full-stack engineer who currently works as a Software Engineer at Scoot Networks. Charlie also previously served as an Instructor/Developer at Moringa School.
Drew Burch	Drew is currently the Senior Product Manager at HotelTonight and previously served as a Product Manager and Software Developer at EverTrue.
Gaurav Hardikar	Gaurav is currently the Director of Product Management at ShopKick and previously served as a Senior Product Manager at Trulia at Zillow Group.
Hamid Schricker	Hamid is currently the Director of Mobile Product at Medhelp and is also an instructor at General Assembly. Hamid was previously the Director of Product Marketing at Radius, Inc.
Helen Sims	Helen is currently a Product Manager at Airbnb and previously served as a Director of Product at Zynga.
Jason Goodman	Jason is currently the Senior Product Manager at MOVE Guides and previously served as a Senior Product Manager at Xero.
Jeremy Glassenberg	Jeremy is currently a Platform Strategy Consultant at API Strategist and is also serving as an Expert in Residence at BootstrapLabs. Jeremy is also currently an Advisor at DigiSpoke, Inc.
Ji Kim	Ji is currently the Principal Product Manager at Gliffy and was previously the Director of Product Design at Fluxx Labs.
Jordan Dixon	Jordan is currently the Product Manager at Parasail Health and previously worked as the Product Manager at eHealth, Inc.

Josh Anon	Josh is currently the Head of Product Management at Embodied, Inc., as well as the Owner of Anon Arts, LLC. Josh previously served as the Director of Product Management at Magic Leap.
Kevin Zhu	Kevin is currently the Senior Product Manager of Growth and Monetization at DocuSign and previously served as a Product Manager at Lyft, and a Senior Product Manager at Amazon.
Kristian Hansen	Kristian is currently a Senior Product Manager at Upwork and previously served as a Group Product Manager at Levi Strauss & Co, and as a Senior Product Manager at LiveCareer.
Kush Khandelwal	Kush is currently the Principal Product Manager at Insikt, Inc. and previously served as the Director of Product Management at Content Analytics, Inc.
Matteo Zanella	Matteo is currently the Group Product Manager at Collective Health, a Product Management Coach/Advisor, and also serves as a Mentor at StartupHouse, which focuses on mentoring program participants on product, planning and strategy.
May Allen	May is currently the Product Manager at Projector and has previously served as the Senior Product Manager, Mobile at VMware.
Michael Rosenthal	Michael is currently the Head of Borrower Product, US at Funding Circle US, where he also previously served as a Senior Product Manager.
Nik Laufer-Edel	Nik is currently a Product Manager at Lyft and previously served as a Senior Product Manager at Udemy.
Ravi Tadi	Ravi is currently the Lead Software Engineer at eBay and previously served as a Software Engineer at Tesla.
Rob McGrorty	Rob is currently the Head of Product at Webgility, the Co-Founder at PM Genome Project, as well as a Co-Host of the "All the Responsibility" podcast.
Ryan Black	Ryan is currently the Senior Product Manager at Prosper Marketplace and previously served as a Product Manager of Community Support Experience at Facebook.
Saurabh Verma	Saurabh is currently a Product Manager at Spotify and previously served as the Director of Product Management at Motif Investing.
Stanislav Kelman	Stanislav is an independent contractor who specializes in competitive analysis in credit monitoring, identity protection, and trends in online lead generation for various financial products. He is also a Credit Expert and Partner at Crypto4asset.
Stephen McCurry	Stephen served as the Senior Director of Product and Growth at Carbon Health, as well as the Director of Product Management at Udemy.

Tal Flanchraych	Tal is currently a Senior Product Manager of Mobile UX at Amazon and previously served as a Director of Product at Springshot and as Director of Consumer Products & UX at Inseego Corp.
Todd Nieto	Todd is currently a Senior Product Manager at DocuSign and previously served as a Senior Mobile Product Manager of International/Mobile at Walmart eCommerce.
Vivek Sundaram	Vivek is currently also an Instructor at General Assembly and previously served as a Product Manager at Facebook and Instagram and was also as a Director of Product Management at Refresh.
Will Gonzalez	Will is currently a Group Product Manager at Intuit and previously worked as a Senior Consultant at PwC Consulting as well as a Consultant at Accenture.
Dana Alibrandi	Dana is currently a Product Manager at Originate and previously served as a Product Manager Consultant and a Product Manager at Fullscreen Media.
Emad Radwan	Emad previously served as a Product Manager at Cornerstone OnDemand and a Senior Technology Associate/Product Manager at PwC.
Giovanni Gardelli	Giovanni is currently a Product Manager of Monetization at Snapchat, Inc. and is also currently an Investor/Mentor at Velasca. Giovanni previously served as a Product Manager of Ads & Data at Yahoo.
Nick Weiland	Nick is currently a Director of Product & Engineering at Airbo. Nick previously served as a Software Engineer at both Airbo and StackCommerce.
Ryan Mick	Ryan is currently a Senior Product Manager at Tinder, Inc. Ryan previously served as Lead iOS Design at Humin and a Creative Director at Solé Bicycle Co.
Alok Nandan, PhD	Alok was previously a Senior Product Manager at Microsoft, Director of Product Management at Tempo AI, and is currently a Product Advisor for a number of various early-stage start-up companies.
Arjun Saksena	Arjun is currently a Principal Product Manager of Growth at Evernote. Arjun previously served as a Senior Product Manager of Personalization at Adobe.
Bilind Hajer	Bilind is currently the Senior Data Engineer at Grubhub and previously served as a Senior Data Engineer at AJ+. Bilind also previously taught Data Science at General Assembly.
Fred Radford	Fred is currently a Product Management executive for Mobile, SaaS and API solutions, with 15+ years of hands-on and technical product manager experience.
Greg Crescimanno	Greg is currently a Senior Product Manager at PayPal and previously worked as a Senior Digital Strategist at the Richards Group.

Jamal Eason	Jamal is currently a Product Manager at Google and previously worked in Business Development, as an Associate Investment Director and as a Product Marketing Manager at Intel Corporation.
Mala Rajendran	Mala is currently a Product Management Lead at Walmart Global eCommerce and previously served as a Product Manager of Mobile/eCommerce/SaaS at Barnes & Noble, Inc.
Mohammad Musa	Mohammad is the Founder and current CEO of Deepen AI. Mohammad previously served as a Lead Product Manager at Google, as well as a Product Management MOOC Instructor at Edrank.
Pashmeen Mistry	Pashmeen is currently the Product Line Head of BlueJeans Primetime and BlueJeans for Facebook Live at BlueJeans Network. Pashmeen previously served as a Product Manager & Senior Technical Marketing Engineer at Cisco Systems.
Shankar Vellal	Shankar is currently a Product Manager at Google and previously served as a Senior Product Manager Intern at Amazon. Shankar also previously worked as a Product Manager at InMobi.
Sree Kamireddy	Sree is currently a Staff Technical Product Manager of Data at GE Digital and previously served as a Director of Product Management at Jelli.
Sudheera Vanguri	Sudheera is currently a Product Manager at Google and previously served as a Senior Product Manager of Artificial Intelligence & Databases at Amazon.
Suhas Mehta	Suhas is currently a Senior Product Manager at Oracle and previously served as a Senior Product Innovation Manager of Cloud at NetSuite.
Varun Bakhru	Varun is currently a Senior Product Manager at Salesforce and previously served as both a Product Manager of Search Experience and Senior Software Engineer at eBay.
Vic Parekh	Vic is currently a Senior Product Manager at Google and previously served as Head of Product at Signal Entertainment Marketing and Senior Director of Product Management at Machinima.
Yenyi Fu	Yenyi is currently the Head of Product at kimkin.com and previously served as both the Director of Mobile Product and Senior Product Manager at TripAdvisor.
Yotam Soen	Yotam is currently the Director of Product Management, Activation and Engagement at HoneyBook, where she also previously worked as a Product Manager. Yotam was previously the Senior Product Manager, Search Experience at eBay, Inc.
Krishen Kotecha	Krishen is currently the Managing Director at Philosophie Group, Inc. Krishen previously served as an Instructor for General Assembly, and as a Product Manager at Fox (Film, TV and Sports).

Rich Headley

Rich is currently the Lead Product Manager at Cornerstone OnDemand as well as an Adjunct/Assistant Professor at UCLA.