

Mastering a Product Launch — Executive PMM Framework

Launching Complex Products in Complex Markets

Enterprise and industrial launches require clarity, alignment, and repeatability. This framework distills 18 years of launching Physical AI platforms, Digital Twin engines, Industrial SaaS, and OT/IT convergence products.

Five Pillars

1. Narrative Architecture
2. Market Readiness
3. Revenue Architecture
4. Sales Enablement
5. Adoption & Expansion

Launch Metrics

- Time-to-value
- Pipeline velocity
- Win-rate lift
- Expansion ACV
- Retention

Case Study Highlights

- 45% YoY revenue growth
- 38% market share growth
- 3–5× ACV expansion
- 25% onboarding time reduction

PMM Leadership Mandate

A great launch is about alignment, clarity, and commercial impact.