PRODUCTS THAT COUNT

The 2026 Q1 Product Guide

THE AI & DATA ISSUE

Presented by **Products That Count**

Sponsored by: MIGHTY CAPITAL

Foreword by Mighty Capital Principal **Michael Paris**

The Product Awards continue to impress.

Now in their 9th year, the Product Awards by Products That Count highlights not only the best in product management, but also the best indication of where product is heading. Thanks to the amazing work of the Award Advisory Council, these insights for 2026 reveal a new blueprint for how to build products that win in the age of AI.

Mighty Capital is honored to sponsor the AI & Data awards, and it is my privilege to introduce this book: a guide to the 2026 winners, as well as to the key issues facing product investors right now.

Perhaps more than ever, the biggest question is how a product remains defensible. Foundation models are increasingly commoditizing core capabilities, making simple AI “wrapper”-type products increasingly fragile. The advantage goes to those products which have the deepest proprietary data (we’ve known this for some time) and the deepest embeddedness in pre-existing systems.

Which points to a second strength of these winners: distribution. With enterprise buyers often defaulting to trusted vendors, successful products are plugging into how products are bought and adopted by tapping ecosystem partnerships and co-selling channels.

On top of that, the importance of vertical specialization continues to grow. With wide access to GPTs, horizontal tools are often easy to replicate. Startups can win with deep domain expertise, industry specific workflows, and structured data understanding. Of course, vertical AI only succeeds when embedded and well distributed. See my previous two points.

From a venture perspective, not all AI growth is created equal. Early traction is exciting. But investors are most interested in durability. In 2026, that means building for infrastructure, long-term dependency, and—crucially—tangible ROI.

So here’s to products that endure. Here’s to products that count. And here’s to the impressive winners of the 2026 AI & Data Product Awards!

Enjoy this product guide.

Michael Paris



Michael Paris

Michael Paris is a Product Partner at Mighty Capital. He builds our AI-native operating system and lead our Product Executive in Residence and Ignite programs, both designed to catch early product signals and pre-empt outliers. He is an AI visionary with over 20 patents and a strategic innovator known for creating products that delight customers and differentiate companies. Prior to transitioning into investing, he was a product leader at Drive.ai (acquired by Apple) and Intuitive Surgical.

Executive Summary

by Products That Count CEO Andrew Jensen

On behalf of Products That Count, I am pleased to welcome you to the AI & Data issue of the 2026 Q1 Product Awards. In the pages below, you'll have the chance to learn about the Awards Advisory Council and peruse all 72 winners. But first, a brief overview.

This year marks our 9th annual event celebrating the tools and teams enabling product leaders to build meaningful, scalable, and future-ready products. And each year, we see unbelievable growth, with now more than 12,000 annual nominations.

Three years ago, AI and data products were a small subset of our overall awards. Now, as Products That Count Board Chair SC Moatti puts it:



"We're seeing a transition from AI as a layer of assistance to AI as part of the execution engine of modern products. The strongest teams are building solutions that operate inside real workflows, reflect deep domain context, and deliver measurable outcomes early. That shift is redefining what product excellence looks like today."

This transition is reflected in the three key themes of the 2026 Q1 Product Guide:

1. **Intelligence is in the infrastructure.** More than standalone capabilities, great products are embedded directly into operational workflows and decision-making environments.

2. **AI outcomes over hype.** Boardrooms are no longer impressed by flashy new genAI tools. They want to know how AI is moving the needle, and the winners here deliver.

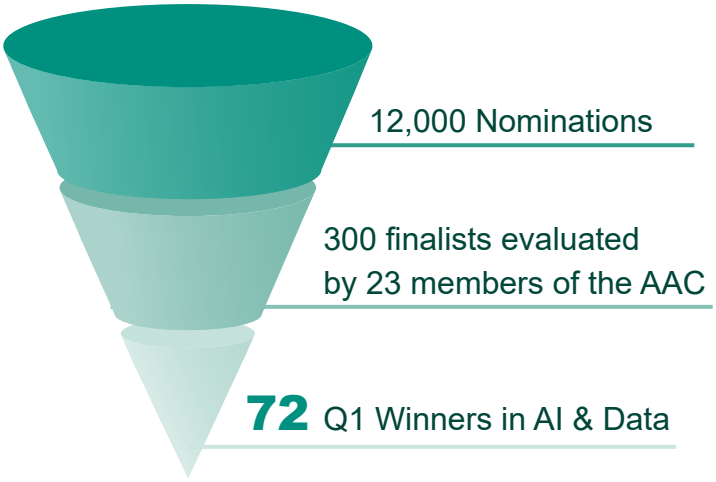
3. **From insight to agentic execution.** Embedded agents save teams time and effort by taking action and completing work within enterprise systems.

We extend our gratitude to the awards sponsor, Mighty Capital, a venture capital powerhouse known for product expertise as well as leveraging the "Product Alpha Effect."

Thank you also to the Awards Advisory Council (AAC) which selected the winners. This year's AAC is a truly impressive group of 23 senior product executives from Fortune 1000 companies including Cloudflare, Stripe, and Meta. Their dedication and service are invaluable.

Finally, I wish to offer my sincere congratulations to the 72 winners of the 2026 Q1 Product Awards. My hope is that every member of our growing network of 600,000+ product managers and executives gets inspired by this Product Guide, and that they use it as motivation to continue doing what this community does best: building products that count.

Andrew Jensen





Andrew Jensen

Andrew Jensen is a builder-operator across product, technology, go-to-market, and operations. He has held CPO and CTO roles in venture-backed AI and SaaS, including raising $25M+, scaling from $0 to $6M+ ARR in 12 months, and leading global teams of 100+. Most recently, he served as a Managing Partner; earlier in his career, he served as CEO of a company that was later acquired. Andrew is a New York–licensed attorney and is known for clear prioritization, direct communication, and building lightweight operating rhythms that make execution repeatable in lean environments. He values candor, fast feedback loops, and surfacing risks early with proposed options.

Meet the Judges

Winners at the Product Awards are chosen by a panel of judges known as the Awards Advisory Council, or AAC. This independent group of senior product leaders is the engine behind the Product Awards, ensuring a bias-free selection of the products that are truly the best.

For the 2026 Q1 Awards, the AAC evaluated AI and data nominees along five axes:

- AI-Native Innovation & Differentiation
- Problem Magnitude & Measurable Business Impact
- Adoption, Growth & Scalability
- Responsible & Context-Aware AI
- Execution Velocity & Team Capability

The 2026 Q1 AAC includes 23 visionary product executives from Fortune 1000 companies and more. With expertise stretching from conception to scale, they are pillars of both local and global product communities, and they embody product excellence.

The 2026 AI & Data Awards Advisory Council



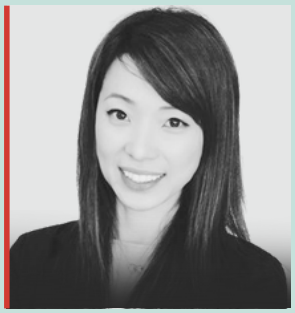
Abhishek Chanda
Cloudflare Staff Systems Engineer



Akshay Talegaonkar
Rokt Principal Product Manager



Arun Prem Sanker
Stripe Data Scientist



Christiana Chen
First Due VP of Product



Gaurav Mendiratta
Propel Chief Product Officer



Gaurav Varshney
Meta Head of Product



Girish Gajwani
Barclays VP Technology



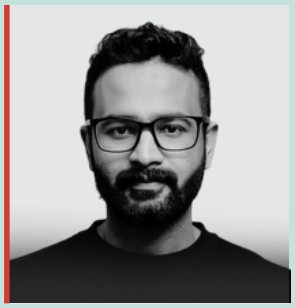
Milan Parikh
Cytel Lead Enterprise Data Architect



Pratik Bhadra
Netcore CEO – North America



Rakshana Balakrishnan
Oracle Principal Product Manager



Rohit Nimmala
Bank of America Senior Data Engineer



Sahil Gandhi
Amazon Senior Data Scientist



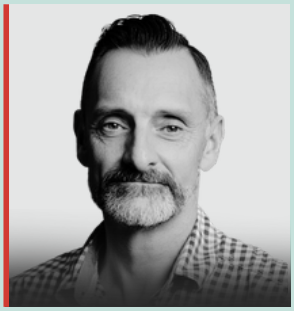
Shivaranjani (Shira) Sankara Krishnan
Fivetran Lead Product Manager



Srinath Chandramohan
EY Senior Manager Technology Consulting



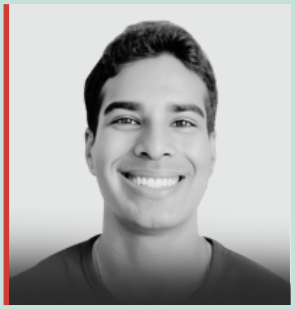
Sushant Mathur
Sabre Corporation Director, Product Management



Paul Thompson
Elsevier Senior Product Director Clinical Health Platforms



Raman Aulakh
Visa Sr. Director of Product



Ani Bharadwaj
Google Product Marketing Lead



Tushar Patil
Nielsen Director of Product Management



Uma Welingkar
ExcelInsight Fractional CPO



Parul Jain
Walmart



Keyuri Anand
Clio AI Product Lead



Apoorva Mishra
Amazon Sr. Product Manager

Thematic Insights from the AAC

We asked the members of the Awards Advisory Council (AAC) to analyze market trends, strengths, weaknesses, and unexpected innovations among the nominees. They found three key themes.

Across all three of these themes can be seen a clear pattern: AI is rapidly moving away from standalone capability and towards embedded, outcome-driven systems that execute work within the enterprise. That consistent thread defines product excellence in 2026.

Intelligence is in the infrastructure

The winning AI & Data products in 2026 impressed the AAC with several standout qualities. Chief among these was their ability to be embedded directly into operational workflows and decision-making environments.

Here, we see that AI value is shifting towards systems enabling deployment at scale. These are enterprise-level embeddings more than B2C applications, operating behind-the-scenes in infrastructure layers like data pipelines, observability, orchestration, and enterprise coordination.

Market dynamics reflect this value shift: the enterprise data market is projected to grow from $111 billion in 2025 to $243 billion by 2032. Data infrastructure will only increase in importance for AI systems.



“The top performing products deeply embed into core workflows without disrupting experiences and deliver measurable ROI for customers.”

- Raman Aulakh: Visa Sr. Director of Product

AI VALUE SHIFT

Then	Now
AI features	AI infrastructure
Standalone tools	Embedded systems
Insights	Execution
Experimentation	Production

Winners include Unified.to, a solution which standardizes SaaS APIs across entire categories rather than individual platforms, reducing integration complexity while creating strong switching costs. SkyHammer by Upscale AI addresses infrastructure bottlenecks in AI compute performance.

Across the 72 winners were multiple such examples of the shift toward a durable, infrastructure-level advantage, where integration compounds defensibility. Products that ignore this advantage, relying on standalone AI features or lightweight integrations, will struggle with defensibility and long-term adoption potential.

AI outcomes over hype

Boardrooms are no longer impressed by flashy new genAI tools. They want to know how AI is moving the needle, and the winners here deliver.

Across more than 12,000 nominations, 300 finalists, and 72 winners, the AAC saw a consistent pattern: great products in 2026 demonstrate measurable business impact. This includes cost savings, efficiency gains, and operational improvements.

Related to that, organizations are now moving 11x more AI models into production environments year-over year. The AI product market overall is undergoing a rapid transition from experimentation to production, in which deployment and results are the primary focus.



“The best teams build solutions where AI materially changes the outcome: accuracy, speed, and cost.”

– Akshay Talegaonkar: Rokt Principal Product Manager

For the AAC, adoption and outcomes were the clearest signals of product strength. Products like SmartResearch by Auditoria AI collaborate closely with CFO and FP&A teams to ensure its integrated finance-trained intelligence layer delivers explainable, actionable insights tied to real business processes.

Other products, like Network Copilot by Aviz Networks and Keyway’s KeyDocs Workflow Automation developed moats explicitly around their ability to deliver measurable ROI to customers.

The AAC noted among weaker submissions products that demonstrated technical capability but lacked clear and measurable business outcomes. Often, these tools seem like simple “AI wrappers,” adding intelligent features to workflows without materially improving performance or decision-making.

From insight to agentic execution

If “agentic AI” was once just an empty buzzword, there are now about fifty billion reasons that is no longer the case.

Enterprise spending on agentic AI systems is expected to exceed $50 billion by 2028. Organizations are seeking tool adoption that moves beyond insight generation and into operational execution.



The most interesting innovation is the emergence of AI as an operational decision layer, where models actively interpret domain-specific data (finance structures, real estate documents, supplier risk) rather than just generating text.
– Keyuri Anand: Clio AI Product Lead

Indeed, the AAC noted that AI is increasingly acting as a domain-aware decision layer. Winning agentic products interpret structured data and make context-specific choices within business processes. Several winners in the 2026 Q1 cohort bear this out. Amazon Quick uses AI agents to execute workflows across enterprise systems, while Expedock AI Agents uses automation to enable processing of up to 92% of shipments without human action.

On the flipside, those tools that mainly generate insights, without the ability to act, increasingly seem incomplete. Organizations want, even expect, products that can recommend as well as act, reliably executing within their existing systems.

Introducing the **Winners of the 2026 Product Awards in AI & Datas**

In the pages below, we invite you to explore the winners in the 2026 Q1 Product Awards.

AI EDGELABS

Product Management Approach

With no actual PM leader on staff at Scalarr, the product management role is divided between the CEO, CTO, and CAIO. Collaborating across these three roles is challenging but often leads to excellent decisions. Product solutions like AI EdgeLabs are determined by the intersection of client/technology/AI capabilities and possibilities.

AI NATIVE CYBER COPILOT PLATFORM

Product Management Approach

Uno's approach to product management combines fast iterations, rapid and frequent feedback from customers, and ruthless prioritization through development sprints. The company aims to balance long term vision and short term goals, A/B testing, and assessment of each breakthrough feature by fine tuning according to customer value add.

AMAZON QUICK

Product Management Approach

Amazon builds deep AWS infrastructure integration and comprehensive security controls that major enterprises require, while iterative development with rapid feedback cycles ensures features deliver measurable value. This creates adoption by customers, who are scaling deployments significantly based on proven operational improvements.

AMPLITUDE AGENTIC AI ANALYTICS

Product Management Approach

Amplitude's success comes from data-driven product management that provides a clear vision and drives iterative delivery for continuous learning from customers via product analytics, interviews, and experiments. OKRs and cross-functional alignment turn insights into outcomes. Embedding AI agents and behavioral context across product and revenue workflows accelerates iteration and value.

ANSWERGPT™

Product Management Approach

The AptEdge approach to product management is built on a view that rapid, iterative releases must balance velocity with reliability when it comes to delivering mission-critical solutions. Product development is guided by real-world usage, with an emphasis on improving response accuracy, reducing resolution times, and increasing agent productivity through continuous refinement.

APPBREW AI-NATIVE MOBILE APP BUILDER

Product Management Approach

Appbrew's disciplined, customer-close approach drives high retention and keeps the platform broadly valuable. With 100+ integrations, brands maintain a unified stack across web and app with minimal effort. The results speak for themselves: up to 200% higher conversion rates, 20% higher AOV, and 500% higher CLV versus mobile web.

ARCANNA.AI

Product Management Approach

Arcanna AI's product management approach is rooted in SOC experiences, identifying inefficiencies and burnout caused by data overload and staffing shortages. Their platform enhances decision-making within Security and Network Operation Centers, using AI to augment responses and fortify cyber defenses. Effectively, Arcanna.ai acts as an ever-ready virtual SOC analyst.

ARRO

Product Management Approach

Arro's approach to product management is driven by a relentless focus on solving true problems for users. They interview hundreds of consumers to truly identify their problems with credit, spending, and debt. Obsession with the customer enabled Arro to build a product with a unique value proposition, while continuous monitoring of customer behaviors ensures they keep delivering.

ATTESTIV AI-POWERED DEEPFAKE AND TAMPER DETECTION SOLUTION

Product Management Approach

The PM approach at Attestiv involves regular communication with clients and partners, explicitly documenting their needs and requirements, and making sure that what the engineering and design teams deliver truly meets customers' needs while being respectful of constraints and company strategy. They aim for rapid and direct communication between key decision-makers, clients, and engineers.

BLISS BY BODHIUM LABS

Product Management Approach

Trust is earned by making the data itself transparent, explorable and verifiable in an otherwise blackbox environment. BLISS uses a clean interface that allows clients to understand the work that is done by the recommendation engine, so that they can push ahead with confidence.

BLOOMFILTER

Product Management Approach

Bloomfilter's approach to product management is centered around quick iterations and using customer observation to both move quickly to get product into customers' hands, and then watching them use it. This helps their PMs outmaneuver slower competitors while also delighting customers.

BREINIFY AI POWERED PERSONALIZATION

Product Management Approach

By continuously gathering feedback, iterating on the product, and adapting to changing market conditions, Breinify's PMs ensure that the product evolves to maximize its adoption potential. Both PM and team understand the purpose and potential of the product, and how customers adopt the platform, increasing motivation to contribute to its success.

BURNCAST

Product Management Approach

Product management was fundamental for the creation of Burncast from the conceptual idea through the R&D process, customer discovery, and validation. By following product management best practices, they released the product ahead of schedule.

CASEY CASTOR BY MACK RESEARCH

Product Management Approach

The approach to product management at Mack Research focuses on cross-functional collaboration and agile iteration. By integrating feedback from engineering, design, and marketing teams, products meet market needs while staying on schedule. They also prioritize clear communication and data-driven decision-making, enabling the team to pivot quickly when necessary.

CLARO ANALYTICS

Product Management Approach

Claro Analytics adopts an innovative approach to product management by focusing on AI-driven labor market analytics, leveraging big data to provide real-time insights into workforce trends and talent acquisition. Cutting-edge technology is integrated with user-centric design, ensuring that Claro's products are not only advanced but also accessible and practical for clients.

CLAYZO

Product Management Approach

The team uses Clayzo to dogfood their own workflow. AI preview features and visually embedded comments are used to test frontend changes instantly, review them in context, and convert feedback into execution-ready tasks without meetings. This tight loop lets them ship faster, validate improvements quickly, and continuously refine the product using the same system customers rely on.

DREMIO AGENTIC LAKEHOUSE

Product Management Approach

Customer-driven, outcome-focused product management creates a competitive moat by tightly aligning innovation with real user needs. Continuous feedback loops, telemetry, and rapid iteration ensure delivery of differentiated performance and usability. This discipline compounds over time, making the platform harder to replicate and deeply embedded in customers' data ecosystems.

EUGENIE

Product Management Approach

Eugenie's success depends on accessibility and usability by a diverse range of stakeholders. By designing the system to flag operational anomalies, classify by severity, and offer actionable recommendations, they facilitate not just monitoring but proactive management of emissions. This user-centric approach enables team members to delegate tasks based on hierarchy and access levels.

EXPEDOCK AI AGENTS

Product Management Approach

By understanding that supply chain businesses do not want to build their own integrations or train their own AI models, Expedock was able to build a product which serves some of the top supply chain businesses in the world, even if there have been competitors for the past decade. They leaned into customer insights and built a product they truly needed.

FORMALOO

Product Management Approach

Formaloo operates with a community-oriented, built-in-public public roadmap. Not only does it give users a peek behind the curtain into their development process, but it also allows them to vote on their most desired features. By letting customers play a part in the roadmap, it creates a community around their product, vision, and long-term goals.

GALILEO

Product Management Approach

Galileo's PM approach has helped it be the first in the market with many product capabilities and provide a more end-to-end platform that aligns well with an enterprise's current and future needs. This has won many enterprise deals with key product differentiators and generated market awareness with innovative market launches.

GAVEL EXEC

Product Management Approach

Documate embeds legal expertise into the product process by partnering directly with lawyers to test and benchmark every feature. This close collaboration ensures high accuracy, fast adoption, and a defensible moat: domain-specific AI that reflects real-world legal workflows, powered by institutional knowledge and refined through user feedback.

GOMBOC.AI

Product Management Approach

Gomboc.ai's PM approach uses iterations on existing processes and requirements of the problem space, identifying stakeholders and designing the solution to "speak" in each of the stakeholder's languages. Interaction with stakeholders is done through their existing tools and environments; an interface that is only required to be accessed for very specific tasks.

SMART GLASSES AND PLATFORMS BY THIRDEYE GEN

Product Management Approach

ThirdEye's PM approach is centered around a deep understanding of customer needs, continuous innovation, and seamless integration of hardware and software. The PM team works hand-in-hand with engineering and design teams to iterate quickly based on feedback. This agile methodology ensures that products not only meet but exceed industry demands of today and tomorrow.

HOORY AI

Product Management Approach

From the outset, Hooray AI focused on deeply understanding customer needs and pain points, ensuring that every feature addressed a real-world problem. This customer-centric approach guided the product roadmap, prioritizing features that deliver immediate value. And an iterative development process enabled them to rapidly test, learn, and refine our product based on user feedback.

GETGLOBY

Product Management Approach

GetGloby's approach to product management, centered on deep market understanding and customer-centric development, has been pivotal to its success. By rigorously researching market needs and establishing continuous feedback loops with users, they identified and addressed the critical gap in providing culturally and linguistically accurate marketing translations.

JESTOR INC

Product Management Approach

For Jestor, it’s all about cash flow. Jestor focuses on building things people want. Their PM approach is based on the philosophy that the best way to prove need for a product is by charging for it.

KEYWAY

Product Management Approach

Keyway’s product management approach focuses on embedding AI directly into real estate workflows rather than building standalone features. Working closely with customers and measuring success through operational impact (faster underwriting, unified data, and better decisions) creates a defensible moat rooted in workflow integration, data intelligence, and measurable ROI.

KNOWHOW

Product Management Approach

KnowHow focuses on end-user experience and coupling innovative artificial intelligence with solving tangible problems construction workers and blue collar laborers face out in the field.

KORL

Product Management Approach

Korl was designed for the reality its PMs experienced firsthand: enterprise data is messy and product context is incomplete. Their product strategy assumes those gaps, reconstructing reliable context from imperfect inputs. This principle shapes every integration and AI workflow, allowing Korl to produce trustworthy outputs where generic AI systems often fail.

LEGALYZE.AI - AI FOR LEGAL CASE REVIEW AND DOCUMENT GENERATION

Product Management Approach

Their PM approach can be summed up as follows: Listening to customers to build the product.

LEVO AI SECURITY

Product Management Approach

By grounding product decisions in real runtime telemetry and customer risk data, Levo builds capabilities competitors cannot easily replicate. Their fix-first philosophy and deep customer collaboration create continuous feedback loops, accelerating innovation while strengthening defensibility through proprietary telemetry, AI-native discovery, and enterprise-grade reliability.

LOOP-IQ

Product Management Approach

Loop-IQ uses PM first principles while reverse engineering their clients' problems. The solutions are rolled out by the bridge captains who ensure that all teams have the translations that make sense to their particular expertise.

MEASUREDRISK

Product Management Approach

The approach to product management focuses on leveraging transversal collaboration and a polymathic mindset, which has been instrumental in the success of MeasuredRisk. By engaging experts from a wide range of industries and functional areas, they gather nuanced insights that drive continuous iteration and improvement.

MOSAICVOICE

Product Management Approach

MosaicVoice's product management strategy has always focused on building and maintaining deep customer relationships. Early on in the product development lifecycle, the company partnered with best-in-class call centers to design a solution around their needs. As a result, MosaicVoice offers a uniquely comprehensive and "real-world-tested" platform.

N|SOLID COPILOT BY NODESOURCE

Product Management Approach

NodeSource supports the open source community, enterprise teams and individual software developers with mission critical applications from development through production. The Product Management team works hard to keep all these key customer stakeholders as first class citizens, ensuring

NATIONAL DIGITAL TITLING CLEARINGHOUSE BY CHAMP TITLES

Product Management Approach

Champ's approach to product management is through partnerships with customers. Its technology helped establish West Virginia as the first state to serve as a fully-digital vehicle title clearinghouse for non-resident businesses. This was made possible by Champ's first-of-its-kind digital vehicle title system for auto retailers, insurance carriers, fleet operators, lenders, and citizens.

NATIV BY NATIV TECHNOLOGIES, INC.

Product Management Approach

By prioritizing real customer workflows and deep tool integrations, product management has turned Nativ into part of customers' production pipelines, creating switching costs and long-term product stickiness.

NETCORE

Product Management Approach

Netcore's PMs stay obsessed with customer problems and co-build with customers, prospects, and analysts to create products like Shopping Assistants and Agentic Marketing Platform with Google. Performance-based pricing keeps the team focused on real outcomes, rewarding them only when customers see growth, retention, and measurable success.

NETWORK COPILOT BY AVIZ NETWORKS

Product Management Approach

Their PM approach turned Copilot from a prototype into a platform customers rely on daily. Co-design sessions led directly to features like multi-vendor RCA, maintenance window optimization, and AI ticket triage. Iterative releases, validated in real labs, helped customers cut outages, save engineering time, and prove double-digit ROI to executives.

NORA HEALTH AI - CARE NAVIGATION BY XTRA VISION AI

Product Management Approach

Nora Health's PM approach is highly data-driven and iterative, which has been pivotal to the product's success. They closely monitor tangible metrics such as the number of queries, quality of the queries, and daily user actions, which inform the development cycle, with A/B tests every three days, bi-weekly sprints, guided by comprehensive data including direct user feedback.

PERFECTSCALE

Product Management Approach

PerfectScale uses the RICE model for prioritization. Every feature needs to go to design review, and sign off. A Customers Advisory Council and Beta programs keep close contact with analysts and thought leaders. They collect customers' feature requests, which supports voting to get quantitative feedback from the field.

PGEDGE DISTRIBUTED POSTGRESQL

Product Management Approach

Their PM approach prioritizes speed and excellence in execution. To make that happen, they keep the team small, make it a team of subject matter experts, and use product management primarily as a way to focus the team on the most impactful work.

PLAN FORWARD

Product Management Approach

Plan Forward's PM approach is centered on deep customer understanding, rapid iteration, and outcome-driven development. They prioritize continuous engagement with superintendents and administrators, and employ a lean, iterative development process, quickly validating ideas through prototypes, real-world use cases, and measurable KPIs.

PRIVAINI DATA PRIVACY PLATFORM

Product Management Approach

Privaini's PM philosophy centered around three core pillars: Customer-Centric Iteration, Agile Development, and Data-Driven Decision Making. Together, these approaches have allowed Privaini not just to enter the market but to redefine expectations and set new standards for what comprehensive privacy risk management should entail.

PULLER AI BY PASSAGE LABS

Product Management Approach

Puller AI approached product and architecture design to reflect a data engineer with High EQ persona — combined with shoulder to shoulder product feedback loops with design partners and beta customers.

QUELY

Product Management Approach

By running Quely inside Quely, problems and results are seen in real-time. Dogfooding lets the team spot friction early, iterate faster and ship improvements based on lived usage, not assumptions. This tight feedback loop has driven early adoption, clearer value delivery, and faster product maturity than traditional PM approaches.

REALAI BY PURLIN CO.

Product Management Approach

Purlin Co. has a UX-Ai product management lifecycle that allows the AI team to suggest solutions for user experiences. The design team validates them through qualitative and quantitative research. This has been very successful to create transformational use cases for AI application in the real estate vertical.

RECAPPED: COLLABORATIVE DEAL ROOMS FOR B2B SELLERS AND THEIR BUYERS

Product Management Approach

Recapped.io views product management as central to its success. Nearly 30% of its lifetime revenue has been driven by product virality and product-led growth, reflecting a strong and sustained focus on product management.

REDIEM

Product Management Approach

The team ships rediem alongside customers, optimizing for compounding behavioral data. Each launch strengthens the product's identity graph, interoperability network, and engagement engine. Their moat isn't features; it's the growing dataset and community infrastructure that competitors can't recreate in-house.

REMITLY (INCLUDING REMITLY FLEX, WALLET & CARD, AND REMITLY ONE)

Product Management Approach

Remitly aligns autonomous teams around customer metrics while embedding data science and compliance from the outset. Rapid experimentation, combined with AI-driven risk management and personalization, creates compounding data advantages that strengthen retention, underwriting, and long-term value.

SAILEBOT® BY SAILES

Product Management Approach

Sailes builds a quarterly roadmap based on industry feedback, research and customer feedback. Features are categorized by themes and alignment to the vision strategy. Their PMs leverage agile development processes to ensure continuous releases and improvements of the product.

SCHEDULER AI

Product Management Approach

The PM approach at Scheduler AI leverages the importance of speed to action, coordinating the right people in the room quickly, and managing meetings to outcomes.

SCRATCHPAD

Product Management Approach

Scratchpad is tuned into every user and customer, constantly learning from their feedback and pain to determine how to solve their problems. They solicit feedback from users in many ways, including a "Wish" button that funnels all requests to our company and product team to triage and prioritize. This is part of our philosophy of creating customer delight through product, support, and unique and delightful experiences.

SEDAI AUTONOMOUS CLOUD MANAGEMENT PLATDFORM

Product Management Approach

Sedai's product management approach combines strong technical insights to how the field of cloud management will develop combined with customer-driven practices in which product and engineering efforts are focused on the largest customer needs. After the initial product is launched, features will be co-developed with customers and prioritized around their requests.

SENTRA - LARGE LANGUAGE MODELS (LLMS) TO CLASSIFICATION ENGINE

Product Management Approach

Sentra’s product management team works closely with customers to identify and cultivate design partners who contribute to product requirements, validate design concepts, and act as early adopters across key use cases. These strong relationships enable rapid iteration and continuous refinement, leading to product introductions that are closely aligned with real customer needs.

SENZING ENTITY RESOLUTION API

Product Management Approach

Senzing's PM approach is unique: they have no long-term roadmap. Instead, they work closely with partners to understand their needs/wants and then deliver on these as new capabilities, usually within a sprint or two. This unique position and strategy have enabled them to build ultimate customer trust and gross revenue retention.

SKYHAMMER BY UPSCALE AI

Product Management Approach

Upscale AI’s strategy centers on open standards as the only scalable path for evolving AI fabrics. This enables a clean-state, purpose-built roadmap and an open, end-to-end architecture engineered for scale and interoperability. Deep technical expertise and strong ecosystem partnerships position SkyHammer to deliver a next-generation AI fabric with lasting impact.

SMARTRESEARCH BY AUDITORIA AI

Product Management Approach

Auditoria's product management approach created SmartResearch's competitive advantage by anchoring development in real finance workflows, governance requirements, and user behavior. Continuous collaboration with CFO and FP&A teams ensured finance-trained AI, deep ERP integration, and explainability were built in from the start, creating a trusted, hard-to-replicate intelligence layer inside finance operations.

SPEEDLEGAL AI CONTRACT NEGOTIATOR

Product Management Approach

As a lean startup, SpeedLegal's success depends heavily on product ownership. To stay on track and continue to provide value to customers, PMs include their stories in sprint planning and retrospective sessions. Their philosophy sees minimizing friction between users, product owners, and scrum masters as crucial for the smooth functioning of the company.

SQUINT

Product Management Approach

Product at Squint is customer-led. Product Management sits closely with their Customer Success team to understand what needs to be created to equip them with the tools that give their employees confidence in their skillset. Once Product understands the end user experience, they then work backwards to understand what is possible with engineering.

SUDDEN

Product Management Approach

Competitors have been iterating at the edges for 15+ years, optimizing for usage of their own infrastructure, trapped in the innovator's dilemma. Sudden started fresh, designing for today's reality: smartphone-first audiences, global scale, and AI from day one, optimizing for customer costs, not margins. That clean-slate advantage, combined with success-based pricing that eliminates adoption risk, is Sudden's moat.

SUPERNINJA BY NINJATECH AI

Product Management Approach

NinjaTech AI's feedback loop is implemented company-wide. The PM approach is maniacally focused on user feedback + rapid iterations => Repeat.

TATARI

Product Management Approach

Tatari's validated strategy eliminates early-stage uncertainty. A team of media experts tests each iteration against real-world alternatives, enabling confident, rapid product cycles. This combination of high-volume data and expert internal validation creates a competitive moat that's difficult to replicate.

TERA

Product Management Approach

Tera's founder-led product management combines visionary leadership with deep scientific and technical expertise. A lean, agile team iterates weekly, guided by beta feedback and clinical rigor. This fusion of AI engineering and evidence-based nutrition builds a defensible moat—rapid innovation, scientific credibility, and precision personalization at scale.

TODOIST RAMBLE

Product Management Approach

Todoist optimizes for "professional simplicity": simple yet powerful capabilities that feel obvious on first use. For Ramble, Todoist paired bold technical bets with experiments, rapid feedback loops, and cross-team collaboration. Tests with real users shaped interaction details until the experience felt natural, trustworthy, and fast enough to disappear into the background.

UCRAFT NEXT

Product Management Approach

The PM approach at Ucraft Next is guided by the slogan, "Listen to your customers, otherwise your competitors will." This philosophy has driven them to prioritize user-centric design, continuous feedback loops, and agile development. We regularly conduct user interviews to gather direct feedback, allowing us to make informed improvements to the product.

UCRIME BY URBANICO

Product Management Approach

Urbanico's product management approach is very customer centric. Every new development, every new model, every new risk factor is always developed together with a customer based on their operational needs. This approach allows the team to make sure that they are always aware of (and guided by) the pulse of market needs.

UNIFIED.TO

Product Management Approach

Unified’s moat comes from its architecture and category-level abstraction model. By standardizing SaaS APIs across entire categories rather than individual platforms, customers integrate once and gain access to dozens of tools. This dramatically reduces integration complexity and creates strong switching costs once products are built on the platform.

VIDERA HEALTH

Product Management Approach

Videra Health’s team has been building video experiences in multiple industries. They leverage industry expertise combined with user testing and rapid prototyping with customers to build new functionality that customers love.

VVIBE

Product Management Approach

The needs and preferences of users are at the forefront of the product development process at vvibe. This includes User Research, User Personas, Empathy, Iterative Design, Usability Testing, User Stories, Continuous Feedback Loops, and Data-driven Decision Making. Adhering to the above principles ensures the product delights users with a positive and user-friendly experience.

ZEMPLEE

Product Management Approach

Zemplee’s product management approach drove success by aligning every feature with measurable outcomes and real-world care workflows. They validated needs through pilots, embedded privacy, and responsible AI from day one, and built trust alongside innovation. Data-driven iteration ensured reductions in falls, hospitalizations, and costs—accelerating adoption and scalable impact.

PRODUCTS THAT COUNT

About Products That Count

Products That Count is the world's largest nonprofit community, engaging 500,000+ product managers and Chief Product Officers united by a mission: to empower everyone to build products that truly count.

In a world flooded with products, only a few ignite passion, deliver value at scale, and transform lives. Behind those exceptional products are visionary Chief Product Officers (CPOs) and highperforming product teams driving innovation at the most bleeding-edge companies.

We recognize these trailblazers through our coveted Awards, accelerate careers from PM to the C-suite and beyond through daily best practices, and serve as the trusted advisor to nearly all Fortune 1000 CPOs.

Our Corporate Alliance includes Walmart, Ford, Cisco, Johnson & Johnson, Amplitude, and more. The most admired product leaders across industries serve on our Advisory Council, guiding the future of product leadership.

Together, we're shaping a future where every product counts.
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