

## **A Customer-Centric Approach to Product Development**

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### **Abstract:**

From the day two airline pilots working in a garage set out to invent a new kind of aviation headset until today, Plantronics has considered breakthroughs in audio technology as a daily business. The Company pioneered the lightweight headset, the mobile headset, noise-cancelling technology and the personal speakerphone, always driven by a single obsession: remove the barriers to simply smarter communications.

Plantronics is a publicly held company (NYSE: PLT) headquartered in Santa Cruz, California with offices in 20 countries, including major facilities in China, England, Mexico, and the Netherlands. Products are sold and supported through a worldwide network of Plantronics partners, including resellers, systems integrators, retailers and mobile carriers.

This talk will cover an overview of the customer-centric approach taken at Plantronics to develop new products. In particular it will focus on how to ensure your products and solutions address real problems that need be solved and that customers are willing to pay for!

### **About the speaker:**

Tanguy Leborgne is a business and product executive who's passionate about solving the big problems consumers are faced within the audio, video, photo and music spaces.

Over the years, Tanguy has built deep industry and market knowledge in hardware and software solutions applied to consumers. Tanguy loves to connect the dots and equally enjoys being the strategic critical thinker focused on business opportunities or the enabler of sound product definition and go-to-market execution on a global basis.

In his current role at Plantronics, Tanguy is driving the business and product strategy for all Plantronics consumer solutions. Before joining Plantronics, Tanguy held a variety of similar general management, product and marketing leadership roles at Avid for 7 years and Adobe for 11 years.

### **Next:**

**03/07/2019:** Tabitha Chew, Business Analyst, Accenture, on "Cloud Strategy & Consulting at Accenture"; "Term Paper, Part B" assignment handed out to the class.