



# ROBERT SAYEGH

Project and Program Management

**Get it Right, The First Time**

Create a Successful Product in a Successful Business



+61-435776489



[robert@robertsayegh.com.au](mailto:robert@robertsayegh.com.au)



[www.robertsayegh.com.au](http://www.robertsayegh.com.au)

# Robert Sayegh

## Empowering your teams and managers

### Global Teams

- Global and world class experience in over 10 countries including US, Europe, Israel, APAC, ANZ;
- From startups to world leading organizations, including Intel, IBM, Medtronic, Philips, and more
- Over 25 years at the intersection of Product, Business & Marketing
  - +20 years SW & HW Engineering
  - +15 years Regulated Products
  - +10 years Project Management
  - +6 years Consultant



### +30 Successful Products and MVPs

- Given Imaging – Pillcam (Medical)
- Siemens – Coagulation Analyser (Medical)
- Philips – CT Scanner Software (Medical)
- Kore Geosystems – Spector scanner (Mining / AI)
- IOTA (SEW) – OneBox (IoT)
- IBM – Shark mainframe (B2B)
- Intel – Pentium 5
- ... and many more:
  - Automatic negotiation platform (AI / B2B)
  - Baby monitor (Consumer / IoT)
  - Flight-testing remote sensors (Defense)

### Expertise developing teams and products: Software, IoT, Multi Disciplinary, and Medical Devices

- Organizational alignment
- Agile Coaching
- Lean Processes and Productivity
- Product lifecycle and impact on roadmaps
- Multidisciplinary teams
- Roadmaps and Plans adding confidence
- Processes ISO9001/13485, IEC62304, ...
- Hazards & Risks Management
- Labs in-vitro/ex-vivo
- Animal Tests
- Clinical Trials (healthy/patients)
- Handover to Production



# Minimal Viable Milestones (workshop)

**MVM** /ɛmvi:ɛm/

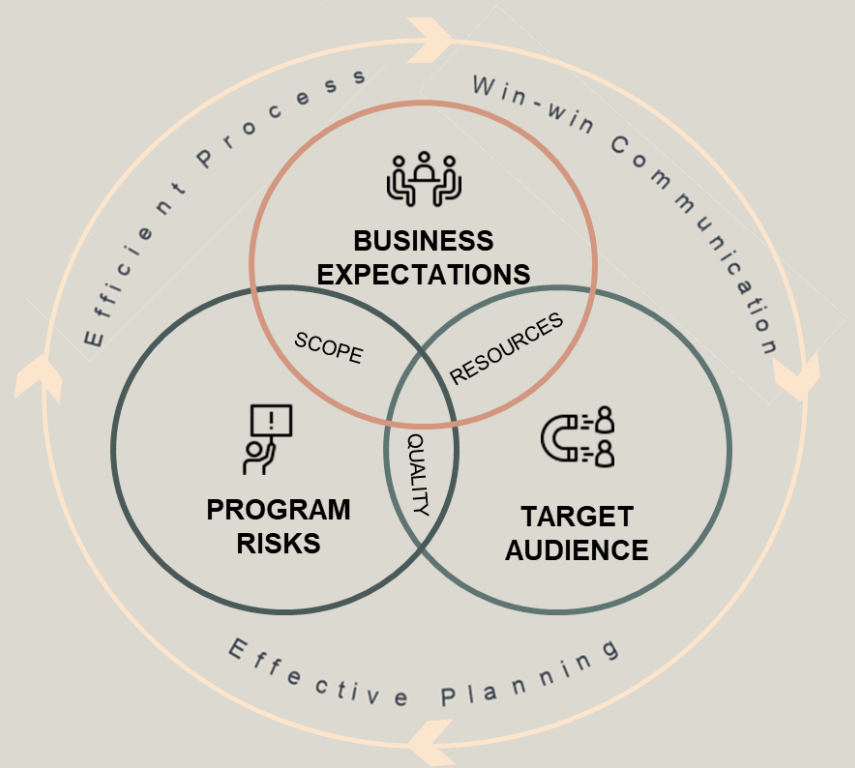
*Abbreviation*

noun: MVM

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## **Minimal Viable Milestone**

*Define your next step by addressing a priority expectation, preventing a high risk, while aiming for a specific audience.*



# MVM Approach

## RISKS & CHALLENGES

- Assumptions
- Technical Feasibility
- Compliance
- User acceptance
- User harm
- Infringements (IP, contracts...)
- Compatibility (products, services)
- Retain Talent

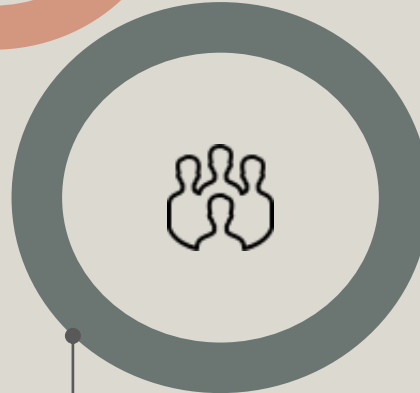


## BUSINESS AGENDA & EXPECTATIONS

- Time & Money (plan, biz, cashflow)
- Marketing Strategy (ROI)
- Competitors Analysis
- Upcoming Events (conferences & competitions)
- Commitments (leases & sales)

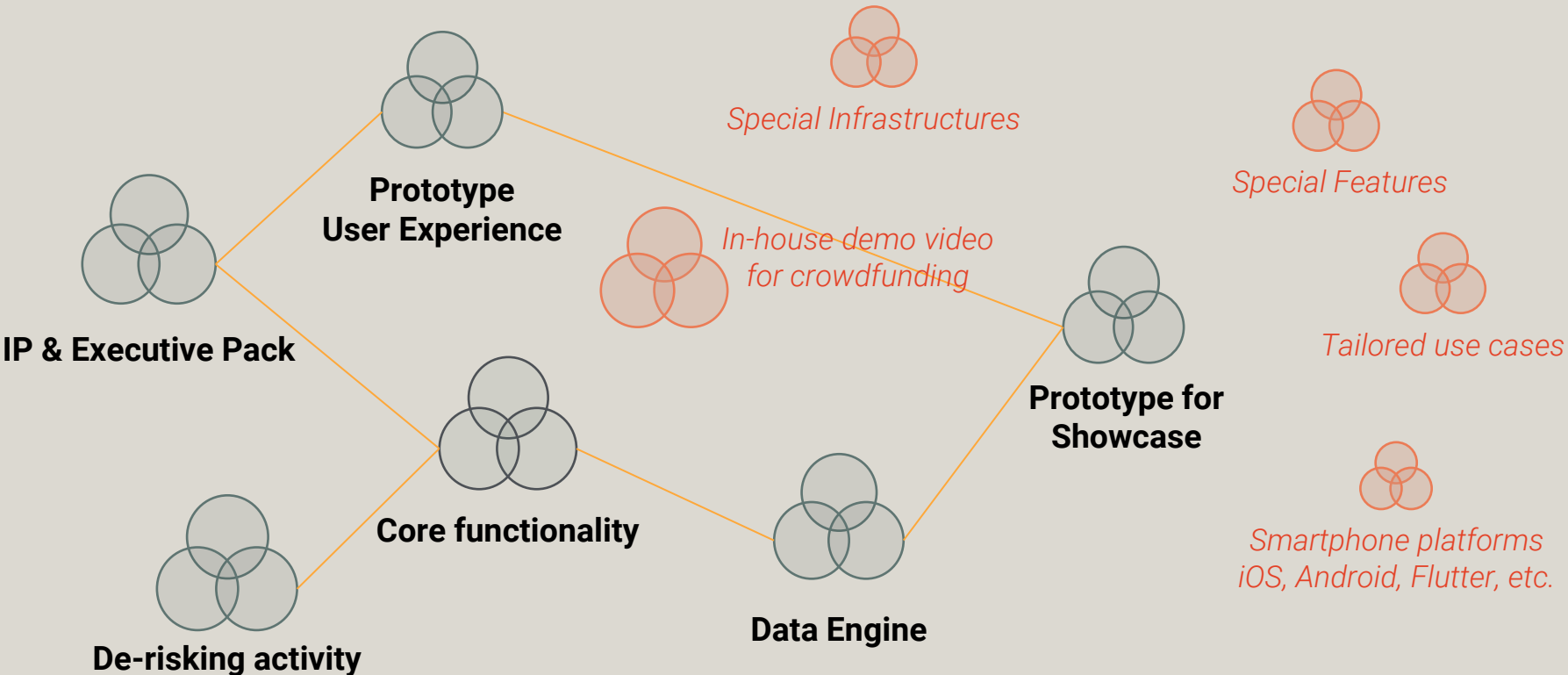
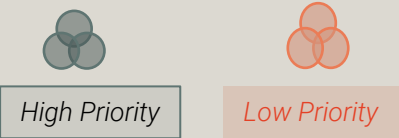
## TARGET AUDIENCE & STAKEHOLDERS

- Customers
- Investors
- Users in Study Groups
- Professional Vendors
- Subject Experts
- Countries of sale
- Maintenance Groups

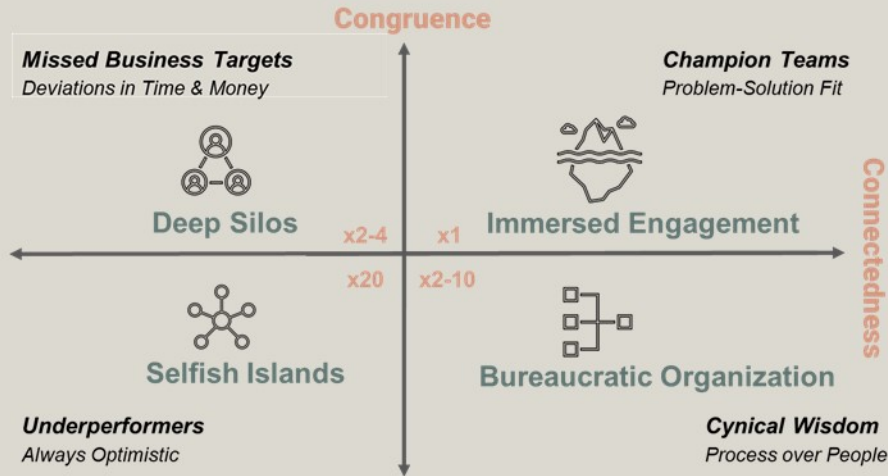


# The MVM Journey Map

add confidence to your plans!



# Communication & Waste



## Do you need help answering these questions?

- Do you keep hearing from your team “it’s easy”, but then becomes messy?
- Do you keep hearing from your team it’s very difficult?
- Do you or your team believe it’s “BAD LUCK” or “GOOD LUCK”?  
Broken product before demo;  
Too many customer complaints;  
Team stays late to fix problems;  
Embarrassing defects in the field?
- Do you have opinionated discussions in your team, without results?
- Do you keep seeking the “process” that will fix deviations and quality?



*Over 70% of managers do not believe  
in the plans they approve!*

*Geneca 2017*

*Underperformers generate 20x times(!)  
more waste than Champion Teams*

*PMI Pulse 2018*

