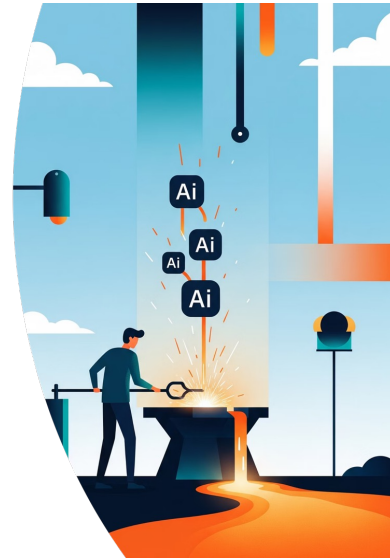


Become an AI Product Manager

The Skills Haven't Changed – The Tools Have

ProductCamp RTP 2025 | Kesler.io



1



8 hours Every week. Every rep.

Scanning RSS feeds manually.

2

8 hours → 5 minutes

The Transformation

An AI system now surfaces the most relevant summaries and impacts instantly.

No manual searching. No wasted time. Just signal.

3



The Hard Part Wasn't the Tech It was the thinking

Understanding what salespeople *actually* needed. Prioritizing which signals mattered.

Defining what "relevant" even meant.

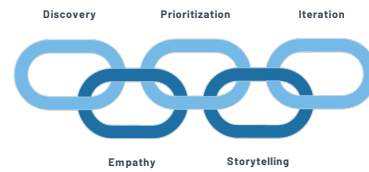
4



5

The fundamentals remain.

AI just expanded the toolbox.



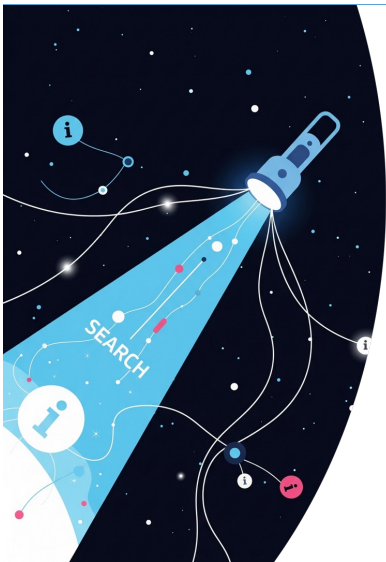
6

**Let's
Make AI
Practical**

FORGE at a Glance

F	Find	Retrieving relevant information at scale
O	Organize	Structuring unstructured data into usable formats
R	Rank	Prioritizing based on relevance and confidence
G	Generate	Producing new outputs across modalities
E	Evaluate	Assessing and improving output quality

7



F – Find

Retrieval:
Discovery at the
speed of context

Embeddings. Vector databases.
Semantic search.

Instead of keyword matching, AI
understands *meaning*. It finds patterns
across millions of unstructured data
points in milliseconds.

8



9

O – Organize

Structure chaos into clarity

Clustering. Summarization. Entity extraction.

LLMs transform unstructured noise into clean, actionable JSON. They group topics, extract entities, and create structure where none existed.

R – Rank

Prioritization at scale



Scoring relevance, confidence, and impact. Fine-tuning through human preference data.

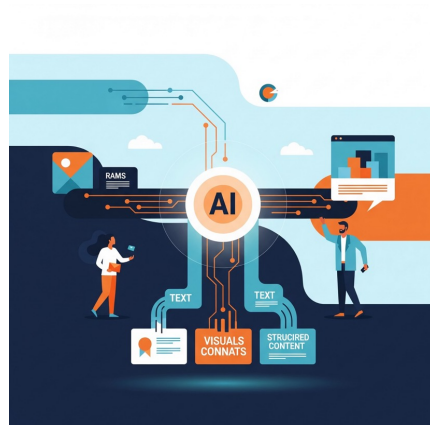
10

G – Generate

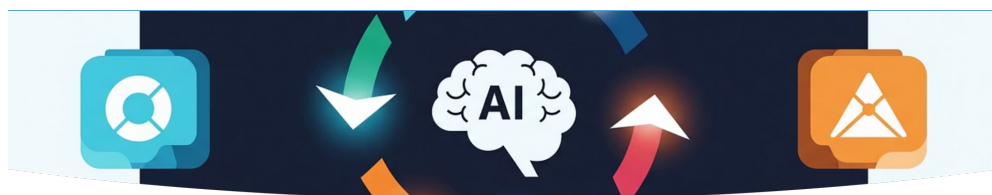
Creation through context

Text. Code. Audio. Images.

Multimodal LLMs don't just retrieve—they *create*.
Personalized summaries. Custom insights. Contextual recommendations.



11



E – Evaluate

Learning from feedback



12

Let's See FORGE in Action

Back to our sales intelligence system. How did each step work?



13

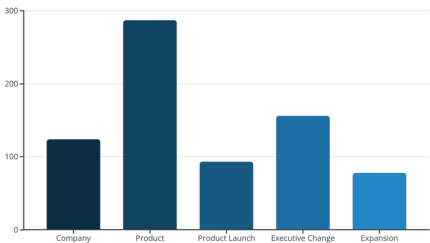
Find: Semantic Search Across Sources

01	02
Embed Content	Store Vectors
Convert news, LinkedIn, RSS feeds into vector embeddings	Index in vector database (Pinecone, Weaviate)
03	04
Query by Meaning	Retrieve Results
Natural language searches find contextually relevant signals	Surface most semantically similar opportunities

14

Organize: Structure the Signal

Group the articles



AI extracts structured fields:

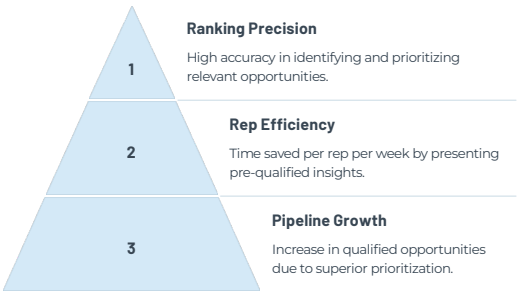
- Company name
- Product mentioned
- Date & source
- Key stakeholders
- Relevance indicators

LLMs transform unstructured articles into clean JSON automatically.

15

Rank: Prioritize What Matters

Our AI system meticulously ranks opportunities based on relevancy and recency, employing Chain of Thought reasoning to surface the most critical data points for reps ahead of customer meetings.



16



Generate: Personalized Intelligence

"Company X just raised Series B. Their VP of Sales started 3 months ago. They're expanding into fintech—a perfect fit for our payment platform."

AI creates the narrative that helps reps act.

17

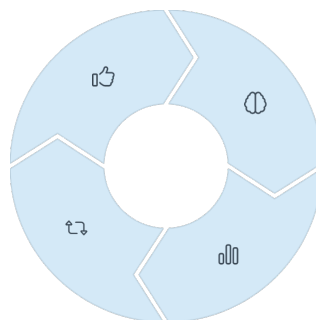
Evaluate: Continuous Improvement

Rep Feedback

Mark opportunities as useful or not

Iterate

Fine-tune and reduce drift



Model Learning

RLHF adjusts relevance scoring

Monitor Metrics

Track conversion and engagement

The system gets smarter every week.

18

The fundamentals haven't changed

Empathy

Understanding user needs deeply

Discovery

Uncovering the real problem

Prioritization

Deciding what matters most

Storytelling

Communicating vision clearly

Iteration

Learning and improving continuously

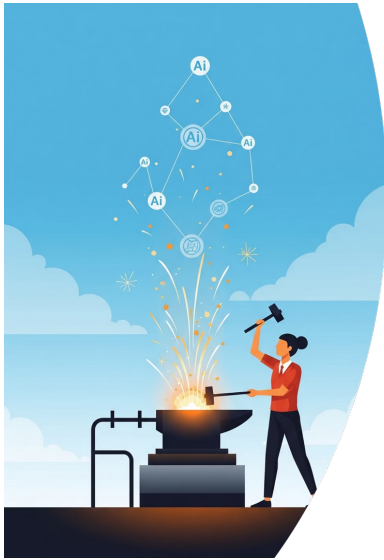
The toolbox expanded.

19

Will AI replace PM's?



20



21

The future belongs to Product Managers who know how to **FORGE**

Forge the Future

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Scan to download the FORGE Framework Cheat Sheet

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