QUALIFICATION TITLE

CPO Leadership of AI Certificate



From senior product leader to the executive who **delivers AI products** and **leads an AI-native product organisation**.

For Chief Product Officers · 8-week online executive programme
Delivered by Red Bear AI in partnership with Durham University

8	16	24h	1
weeks online, optimised for busy professionals	live sessions: two 90-minute sessions a week	self-paced learning: 3 hours a week	applied leadership project and certification interview

LEARNING OBJECTIVES

The leadership outcomes we teach

By the end of the programme you will be able to:

Lead	Plan	Grow	Transform
Own the CPO mandate and product P&L	Link product work to outcomes and retention	Set product vision and manage a portfolio	Understand what AI and agents can and can't do
Influence boards and investors	Turn demand into funded roadmaps	Discover what customers need	Lead an AI-native product organisation
Lead leaders under pressure	Set the operating model, pricing and economics	Take trusted AI products to market	Pitch and defend your leadership plan

HOW YOU LEARN

Learn. Practise. Apply.

Learn
16 live sessions with C-suite instructors

Practise
Case studies and templates each week

Apply
Your own project, pitched and defended

WHO IT IS FOR

AI makes building easy. Deciding what to build is the job.

Aspiring CPOs

Heads of product, product directors and VPs ready to step up from running a roadmap to setting product direction.

Start-up CPOs scaling up

Product leaders who found product-market fit and now need the portfolio, finance and board skills of an enterprise CPO.

Product-minded founders

Founders who want recognised credibility with boards, investors and acquirers.

YOUR OUTCOMES

What you will be able to do

OUTCOME 1

Deliver AI products

Take an AI product from idea to market: vision, discovery, evaluation, pricing and adoption.

OUTCOME 2

Lead an AI-native product organisation

Build the case, win the board and reshape product teams around people and agents.

WHAT YOU RECEIVE

Two certificates, one from a university and one from industry

Awarded on successful completion. Sample designs shown; final designs may vary.



Durham University · Certificate of Completion



Red Bear AI · Certificate of Achievement



Your delegate pack Illustrative; items may vary

- Two framed certificates
- Two textbooks
- Black polo shirt
- Leather laptop bag
- Pen set
- A5 binder

CURRICULUM

Eight weeks. Sixteen live sessions.

- **Weeks 1–2** — The CPO role & influence
- **Weeks 3–4** — Strategy, operating model & finance
- **Weeks 5–6** — Product strategy & growth
- **Weeks 7–8** — AI & transformation

WEEK 1	**1 The CPO Role** Mandate, P&L accountability and boundaries with the CTO, CMO and executive team.	**2 From Start-up to Enterprise CPO** From product-market fit to a portfolio: teams, process, risk and delegation.
WEEK 2	**3 Influencing the Board & Investors** How boards decide, what investors probe, and how to present technology as value.	**4 Leadership & Communication** Leading leaders, executive presence and communicating under pressure.
WEEK 3	**5 Objective Setting** OKRs and measures that link product work to outcomes, retention and engagement.	**6 Backlog to Roadmap** Prioritising demand into a credible, funded, communicable roadmap.
WEEK 4	**7 Product Operating Model** Flatter teams, clear decision rights and product operations that speed up delivery.	**8 Product P&L, Pricing & Unit Economics** Pricing models, AI cost to serve, unit economics and business cases.
WEEK 5	**9 Product Vision, Strategy & Portfolio** Set the vision, choose where to play and manage a product portfolio.	**10 Discovery & Customer Insight** Research, experiments and AI-assisted insight into what customers need.
WEEK 6	**11 Go-to-Market, Growth & Adoption** Positioning, launch, growth and adoption, with marketing and sales.	**12 Trust & Responsible AI in Products** Privacy by design, safety, explainability and regulation in AI products.
WEEK 7	**13 AI Fundamentals & Machine Learning** How modern AI and ML work, what they can and can't do, and what they cost.	**14 Agentic AI in Products** Agents as product features: evaluation, quality and UX for probabilistic output.
WEEK 8	**15 The AI-Native Product Organisation** Hybrid teams of people and agents, T-shaped skills and change at scale.	**16 Applied Project Pitches** Present your CPO leadership project to a panel for feedback.

HOW IT WORKS

Learn it live, then apply it to your own organisation

Three hours live

Two 90-minute sessions a week, with your instructors and cohort.

Three hours self-paced

Case studies, reflective exercises and practical templates: roadmaps, product metrics, pricing models.

Your applied project

From week 3 you build an AI product strategy with a business case and go-to-market plan for your own organisation or a case company, pitch it in week 8 and defend it in a certification interview.

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YOUR INSTRUCTORS

Proven, experienced C-suite instructors

You learn from people who hold these roles today and have built AI solutions themselves.



Cindy Haast

Chief Executive Officer
Red Bear AI
Formerly Capgemini

- Solution Director for AI and business automation at Capgemini
- Founded her own marketing consultancy
- Began in product sales and marketing



Vinay Kumar

Chief Product Officer
Red Bear AI
Formerly EY and BT

- Product leadership roles at EY and BT
- Worked with unicorn start-ups at EY
- Focus: scaling fast without losing control of how the business decides



Dr Dan Oliver

Chief Technology Officer
Red Bear AI
Formerly Microsoft, IBM and EY

- Cloud and AI CTO at IBM, Director of AI at EY
- Technology leader at Microsoft
- PhD in computer science
- Co-developed Durham University's CTO and Chief AI Officer courses

PROGRAMME FEE

£3,999

8-week online programme

Next cohort starts online in the week of 11 January 2027.

Limited places. Fee includes both certificates and the delegate pack.

info@redbearai.net · redbearai.net
Programme lead: Dr Dan Oliver

Enquire now