

Yoji Kaneda, PLM at Danner, Speaks to OPDD Students

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[Outdoor Product Design and Development](#)

Yoji Kaneda, PLM at Danner Boots, Speaks to OPDD Students About the Product Creation Process

By Chase Anderson | February 6, 2023



Yoji Kaneda, Product Line Manager for Danner Boots, spoke to first-year OPDD students in the Intro to Product Creation class about the role of a PLM in the product creation process.

Kaneda spoke about his day-to-day role as a Product Line Manager (PLM) and the key skills and traits required for success in the field. He discussed the importance of strong communication and collaboration skills, as well as the ability to balance creativity and innovation with practical considerations such as cost and feasibility.

One of the key themes of Kaneda's lecture was discussing the dynamic between design, development, and product management. He emphasized the need for PLMs to work closely with both design and development teams to ensure

that new products meet customer needs and expectations while also being feasible to produce and profitable.

Kaneda also gave students an inside look at the decision-making process at Danner Boots, where he discussed the various factors that go into selecting which products to develop and bring to market. He emphasized the need for PLMs to have a deep understanding of the market, customers, and industry trends, as well as the ability to think creatively and make informed decisions based on data and analysis.

The entire lecture can be watched in the video below.

YouTube video player <https://www.youtube.com/embed/KFJTdaJR2WQ5603150>

border: none; min-width: min(100%, 430px); Yoji Kaneda | PLM @ Danner Boots | Highlander Podcast https://www.podbean.com/player-v2/?i=kqq5w-137c988-pb&from=pb6admin&share=1&download=1&rtl=0&fonts=Arial&skin-color=&logo_link=episode_page&btn-skin=8bbb4e100%150nopb-iframe-player

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