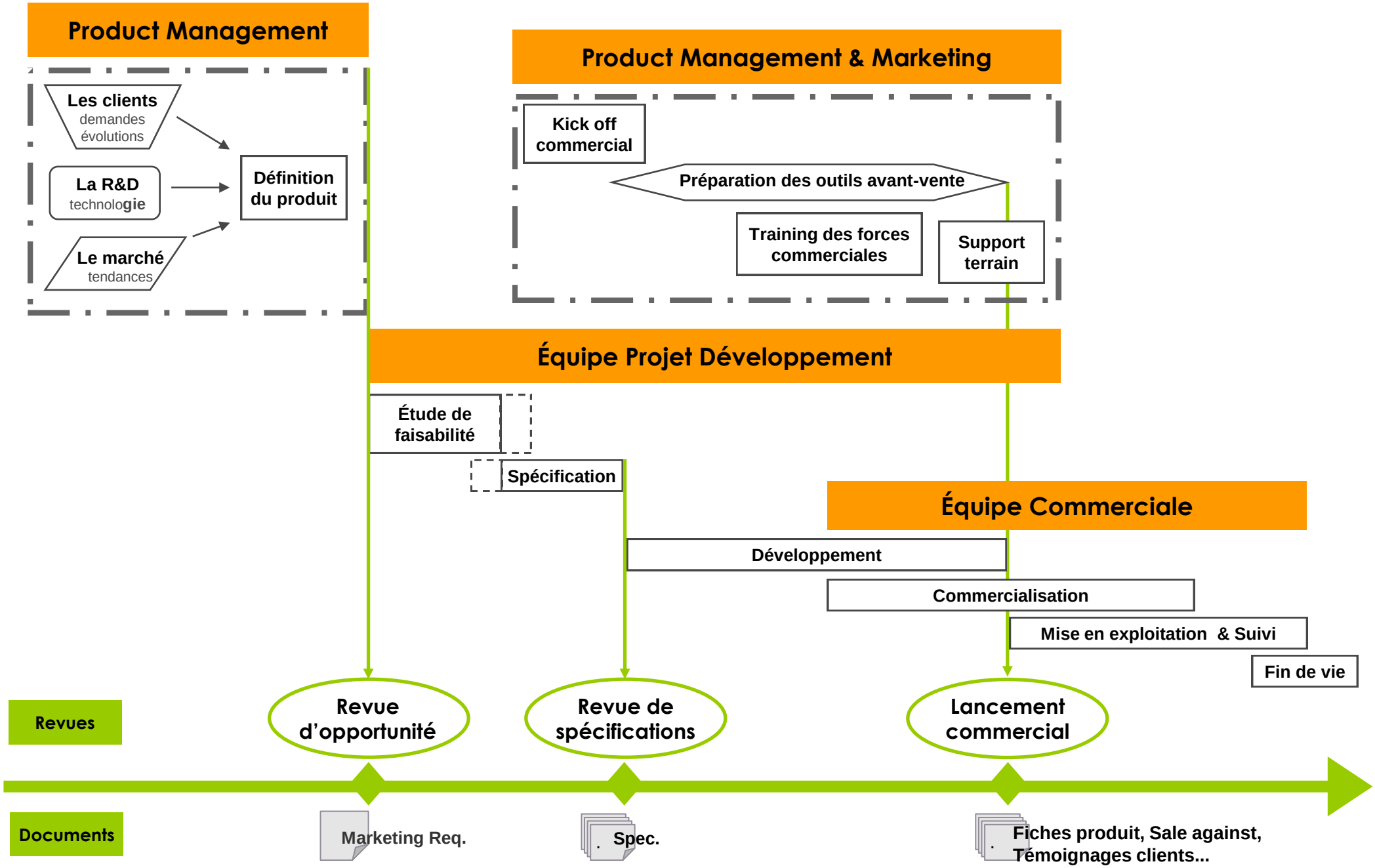Cycle produit – Product Management & Marketing agile