

# Alloy Labs Releases Executive Briefing on Product-Led Growth for Community Banks

*Alloy Labs released a new Executive Briefing for banks arguing that sustainable growth requires shifting from project management to product-led operating models*

ST. PAUL, MN, UNITED STATES, February 24, 2026 /EINPresswire.com/ -- [Alloy Labs](#) today released a new Executive Briefing titled "Projects Don't Win Customers. Products Do." The report examines why community and mid-size banks must shift from project-based execution to product-led growth to achieve durable competitive advantage.



Cover page from the Alloy Labs Executive Briefing on Product-led growth

Written by [JP Nicols](#), Cofounder of Alloy Labs and Managing Director of the Alloy Labs Institute, and [Madeline Fredin](#), VP of Partnership Strategy at Alloy Labs, the briefing outlines governance, funding, and metric changes required to compete in today's financial services environment.



Execution without product discipline rarely produces customer-led growth."

*JP Nicols, Managing Director,  
Alloy Labs Institute*

The full Executive Briefing is available here: <https://www.alloylabs.com/post/projects-don-t-win-customers-products-do>

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