



"Every day, somewhere in the world, two product managers are earning their AIPMM certification."

AIPMM CERTIFIED PRODUCT MANAGER®

AIPMM developed the Product Management Certification program to focus on interdisciplinary best practices that break through industry barriers to set the standard with proven methods and processes.

The CPM course will cultivate the core knowledge and skills that apply to any product at any time during any phase of the product lifecycle.

DEVELOP

The AIPMM offers a rigorous certification program for the development of professionals who manage and market goods and services.

RECOGNIZE




Recognizing the need for a multidisciplinary approach, the AIPMM offers research and education programs led by multidisciplinary experts from around the world.

CONNECT



The AIPMM cultivates an unparalleled opportunity to learn and connect in a variety of cultural and social venues.

AIPMM provides value to its individual members, corporate members, strategic partners and sponsors by providing valuable content, training, education, certification and professional networking opportunities.











WHY SHOULD I CONSIDER AIPMM CERTIFICATION?

-  AIPMM is the trusted authority on product marketing and management worldwide
-  AIPMM is the ONLY internationally recognized certification in the world
-  AIPMM is built on the combined knowledge of marketers and managers from several different industries all across the world

BY BECOMING A CERTIFIED PRODUCT MANAGER, YOU WILL:

-  Obtain the necessary knowledge and industry insight needed to demonstrate proficiency in any organization
-  Be able to demonstrate an understanding of the strategic and tactical functions of Product Management

THE CERTIFIED PRODUCT MANAGER CREDENTIALS DEMONSTRATE SKILLS IN THE AREAS OF:

-  Constructing Case Studies
-  Drafting Segmented Business Plans
-  Creating Product Specifications
-  Developing Product Launch Plans
-  Analyzing The Competitive Landscape
-  Analyzing The Market Condition
-  Developing Product Specifications
-  Modeling The Product Lifecycle
-  Modeling The Product/Market Data
-  Modeling the Phase Gate Process

It Matters To You

The CPM certification differentiates you from other product managers in the industry

It Matters To The Company

The CPM certification demonstrates to your customers, company, suppliers, staff and investors that you use industry-standard Product Management practices

It Matters To Your Customers

The CPM certification demonstrates to your customers the products you deliver meet their specific needs using the most effective Product Management techniques and tools

BENEFITS OF CERTIFICATION

TO YOU:

- Demonstrate competence in the principles and practices of industry-standard Product Management
- Certification offers financial benefits – it positively impacts your salary – and helps you stand out and better market yourself to prospective employers

TO CEO’S:

- Increase your team’s skill sets and effectiveness
- Ensure planning efforts are geared towards profitability and the voice of the customer

TO HR DEPTS:

- Provides employees with a widely-respected credential
- Is an invaluable mark for successful selection and hiring of product manager candidates

ABOUT THE AIPMM

A Global Unifying Body . . .

The Association of International Product Marketing & Management is a professional organization of product managers, brand managers, product marketing managers and other individuals responsible for guiding their products through a constantly changing global landscape.

We know the world is a global marketplace and the AIPMM is the only organization that represents those who manage a product through the entire product life cycle in any industry throughout the world. AIPMM is the worldwide certifying body for product managers and product marketing managers and it sets the standards for the profession, ensuring companies are hiring the most capable product professional when the candidate carries the certification credentials.

OUR ALUMNI



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