



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

## CERTIFIED PRODUCT MARKETING MANAGER®

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

*The CPMM 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 MARKETING MANAGER, YOU WILL:

-  Demonstrate a thorough understanding of theoretical and practical Product Marketing Management concepts, principles and terminology
-  Be able to evaluate and implement every aspect of Product Marketing Management strategy, including new product development through product end-of-life in any organizational structure

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

-  Creating Marketing Functions within the Product Lifecycle
-  Creating & Executing the Marketing Plan & Budget
-  Managing the Creation of Marketing Deliverables
-  Building Marketing Campaigns
-  Driving Customer Acquisition & Overall Revenue
-  Assessing the Marketplace
-  Understanding Customer Needs
-  Analyzing the Competitive Landscape
-  Translating Insights Into Business/Product Opportunities
-  Measuring and Analyzing Business/Product Performance

### It Matters To You

The CPMM certification differentiates you from other product marketing managers in the industry

### It Matters To The Company

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

### It Matters To Your Customers

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

## BENEFITS OF CERTIFICATION

### TO YOU:

- Demonstrate competence in the principles and practices of industry-standard Product Marketing 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 marketing 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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