

Software Product Management

ISPMA-Based Foundation and Excellence Level Trainings and Certifications

Software Product Management (SPM) excellence is recognized as a key success factor for software organizations – both in industries delivering software as a product, software as a service, and software embedded in other products. The International Software Product Management Association (ISPMA), an international group of independent experts, is offering a curriculum and a certification approach for “Certified Software Product Manager”.

What customers say

"Based on a thorough worldwide market analysis for trainings on software product management, Samsung SDS selected the ISPMA approach and InnoTivum Consulting as training provider. The results of the training exceeded our high expectations."

Giyeong Son, Vice President, **Samsung SDS**, Korea

"As the head of product management for SAP Exchange Media, I have a number of years of experience in software product management. Nevertheless, I found a lot of value in the Excellence Level trainings. ISPMA's well-structured approach in combination with Hans-Bernd Kittlaus' broad industry experience laid a state-of-the-art foundation and provided relevant in-depth information. The inspiring exercises were sufficiently complex, but still easily understandable and even entertaining. I can fully recommend these trainings."

Stefan Wenzel, Head of Product Management, **SAP Exchange Media**, Germany

"This ISPMA-based training in Bangalore has helped us immensely in understanding the product business and is helping me navigate through the internal system while we transition from a service business to a product business. The contents of the training was highly comprehensive and structured and contained lots of practical advice from the trainer, Hans-Bernd Kittlaus, based on his extensive experience in the industry."

Avinash Gaba, Platform Owner, Analytics and Information Management - Life Sciences, **Cognizant Technology Solutions**, India



Who should attend?

The foundation level training is intended for SPMs with up to 5 years of experience, and people with an interest in SPM and at least three years of experience in software, not necessarily in SPM. The Excellence Level trainings require at least three years of SPM experience or the foundation level certificate.



Trainer:

Hans-Bernd Kittlaus is an internationally renowned expert on SPM and a highly experienced SPM trainer and consultant. He has been working for software organizations of all sizes, and runs his own company InnoTivum Consulting. Before he was head of SPM and development units of IBM. He is the chairman of ISPMA, and has published numerous articles and books, e.g. "Software Product Management" (see reverse side).

The International Software Product Management Association (**ISPMA**) is a group of SPM experts from academia and industry that aims at fostering software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry. ISPMA provides a curriculum with Foundation and Excellence Level trainings and corresponding certification. For more information see www.ispma.org.



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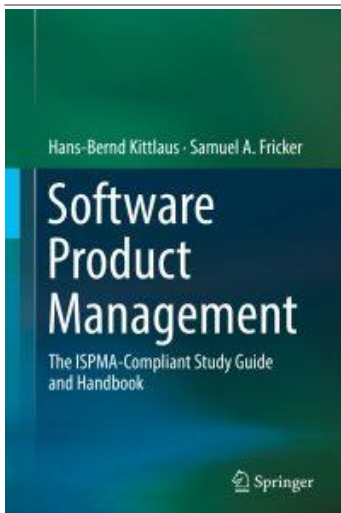
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Scheduled public trainings with Hans-Bernd Kittlaus

Dates	Level	Location	Language
06. – 08.09.2017	Product Strategy (Excellence Level)	Copenhagen, Denmark	English
11. – 13.09.2017	Foundation Level	Copenhagen, Denmark	English
19. – 21.09.2017	Foundation Level	San Francisco, Ca., USA	English
26. – 28.09.2017	Foundation Level	Bangalore, India	English
18. – 20.10.2017	Foundation Level	Braga, Portugal	English
23. – 25.10.2017	Product Planning (Excellence Level)	Braga, Portugal	English
08. – 10.11.2017	Foundation Level	Hamburg, Germany	German
13. – 15.11.2017	Foundation Level	Bukarest, Rumania	English
27. – 29.11.2017	Foundation Level	Vienna, Austria	German

All trainings can be combined with the corresponding certification exam at the end of the last day of the training. All trainings are also available as in-house trainings.

For registration go to www.innotivum.com



Hans-Bernd Kittlaus & Samuel A. Fricker:

Software Product Management – The ISPMA-Compliant Study Guide and Handbook (Springer)

“Software-intensive products are at the heart of many businesses, so product management is a paramount business activity. But how can businesses be perfect at it? This book is the answer. It is your vademecum for all product management topics and aspects.”

Dr. Karl Michael Popp, Chief Product Expert and Director Corporate Development, SAP SE, Germany

“A book that goes beyond platitudes and offers concrete methods and frameworks to product managers working with software intensive product development. The authors have a sound footing in both practice, but also state-of-the-art research, and manage to combine the two.”

Prof. Dr. Tony Gorschek, Blekinge Institute of Technology, Sweden

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