

# 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

"With SAP Retail Product Management, I am responsible for SAP's planning solutions. I had the opportunity to participate in the ISPMA Excellence Level trainings on Product Planning and Orchestration. Even with more than 10 years of SPM experience, the combination of nicely structured contents, fun exercises, Hans-Bernd Kittlaus' many practical examples, and in-depth discussions between participants and trainer provided significant value to me, and gave me food for thought for my team. Excellent experience!"

**Dr. Guido Menkhaus**, Director Supply Chain Planning, **SAP**, Switzerland

"The in-house training with Hans-Bernd Kittlaus proved to be the perfect match for the ongoing education for our product managers in the domain „IT for Machines“ who have fairly divergent backgrounds of experience. The SPM Framework set the right frame, and Hans-Bernd's interactive approach and numerous industry examples demonstrated the applicability of the training contents in our environment. All participants gave very positive feedback!"

**Marcel Flir**, Head of ITM Product Management, **Liebherr Factory Nenzing GmbH**, Austria



### 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](http://www.ispma.org).



**InnoTivum**

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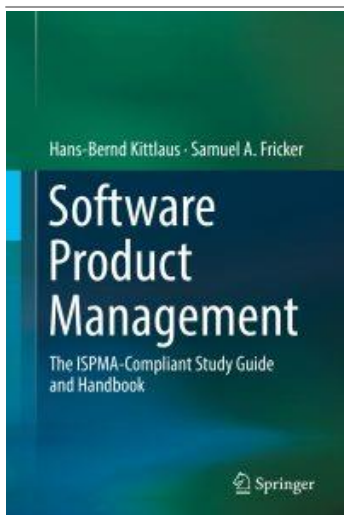
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## Scheduled public trainings with Hans-Bernd Kittlaus

| Dates            | Level                                   | Location            | Language |
|------------------|---|---------------------|----------|
| 29. – 31.05.2018 | Foundation Level                        | Paris, France       | English  |
| 05. – 07.09.2018 | Foundation Level                        | Copenhagen, Denmark | English  |
| 10. – 12.09.2018 | Product Strategy (Excellence Level)     | Copenhagen, Denmark | English  |
| 13. – 14.09.2018 | Strategic Management (Excellence Level) | Copenhagen, Denmark | English  |
| 12. – 14.11.2018 | Foundation Level                        | Hamburg, Germany    | German   |
| 14. – 16.01.2019 | Foundation Level                        | Bangalore, India    | English  |
| 01. – 03.04.2019 | Product Planning (Excellence Level)     | Copenhagen, Denmark | English  |
| 04. – 05.04.2019 | Orchestration (Excellence Level)        | Copenhagen, Denmark | English  |

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](http://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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