

# Software Product Management

ISPMA-Based Foundation, Excellence and Startup Training and Certification

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”. Our training courses are based on ISPMA.

## What customers say

"Based on a thorough worldwide market analysis for training 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."

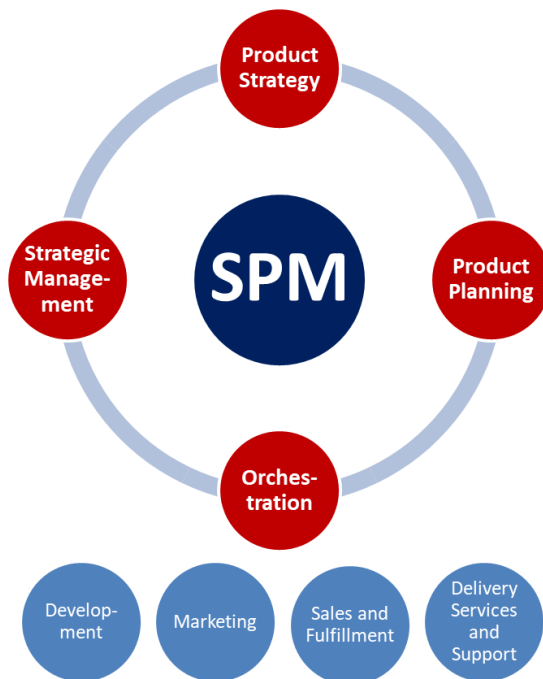
**Giyeong Son**, Vice President, **Samsung SDS**, Korea

"Being in a startup environment working under conditions of extreme uncertainty is challenging for us as founders. The **SPM for Startups** course provided a great insight into how to structure our work and provided both validation of current ways of working and clarified how to refine others. Hans-Bernd Kittlaus provided us with thoughtful exercises and discussions related to our reality. I would recommend this to all software startups, and my advice is to do it early in your journey, that will save you a lot of time."

**Jonas Törnblad Sandell**, Product Manager, **Entiros Integrations & Starlify**, Sweden

"The in-house **Foundation** 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 and startup training courses are 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 trainings require at least three years of SPM experience or the foundation 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. Before he was head of SPM and development units of IBM. He is the chairman of ISPMA, and has published numerous articles and books (see reverse side). He is also a faculty member of HSB at JK Lakshmipat University, Jaipur, India

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, Excellence and Startup training modules and corresponding certification which are frequently updated. For more information see [www.ispma.org](http://www.ispma.org).



**ISPMA**  
INTERNATIONAL  
SOFTWARE PRODUCT MANAGEMENT  
ASSOCIATION

INNOTIVUM

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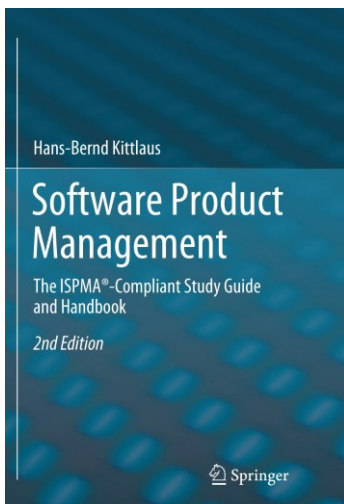
ISPMA-Based Foundation and Excellence Level Trainings and Certifications

## Scheduled public trainings with Hans-Bernd Kittlaus

Dates	Level	Location	Language
18. – 20.03.2024	SPM for Startups	Online	English
01.03. – 19.04.2024	SPM - The Foundation	Online	English
15. – 18.04.2024	SPM - The Foundation	Online	English
21. – 24.05.2024	Excellence in Product Strategy	Online	English
18. – 20.06.2024	SPM - The Foundation	Cologne, Germany	German
03. – 06.09.2024	SPM - The Foundation	Online	English

All training courses can be combined with the corresponding certification exam. All trainings are also available as in-house trainings.

**For registration go to [www.innotivum.com](http://www.innotivum.com)**

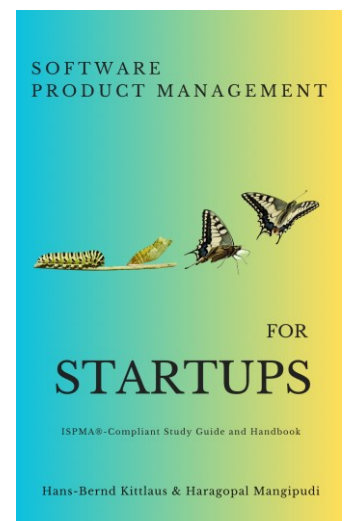


### Hans-Bernd Kittlaus:

Software Product Management – The ISPMA-Compliant Study Guide and Handbook, 2<sup>nd</sup> Edition (Springer 2022)

### Hans-Bernd Kittlaus & Haragopal Mangipudi

Software Product Management for Startups – The ISPMA-Compliant Study Guide and Handbook (InnoTivum/guNaka 2023)



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