

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, 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, Excellence and Startup training modules and corresponding certification which are frequently updated. For more information see www.ispma.org.



ISPMA
INTERNATIONAL
SOFTWARE PRODUCT MANAGEMENT
ASSOCIATION

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Software Product Management

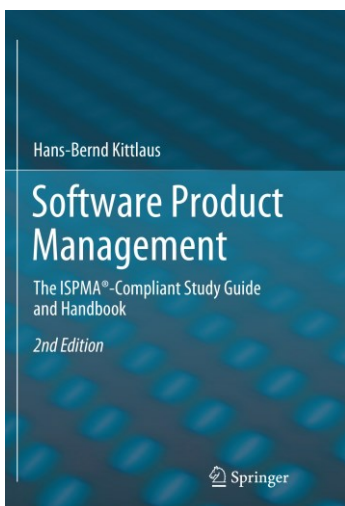
ISPMA-Based Foundation and Excellence Level Trainings and Certifications

Scheduled public trainings with Hans-Bernd Kittlaus

Dates	Level	Location	Language
20. – 23.06.2023	SPM - The Foundation	Online	English
26. – 28.09.2023	SPM - The Foundation	Helsinki, Finland	English
03. – 05.10.2023	SPM - The Foundation	Utrecht, Netherlands	English
17. – 19.10.2023	SPM - The Foundation	Cologne, Germany	German
07. – 10.11.2023	SPM - The Foundation	Online	English
29.11. – 01.12.2023	SPM for Startups	Online	English
04. – 07.12.2023	Excellence in Product Strategy	Online	English
11. – 14.12.2023	Excellence in Product Planning	Online	English

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

For registration go to www.innotivum.com



Hans-Bernd Kittlaus:

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

“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

“The role of Software Product Manager (SPM) is extremely critical for the viability as well as sustainability of any software product business. This book is a “must read” as well as “must have”, not just for every SPM but for all the key stakeholders and decision makers connected with a software product business.”

Haragopal Mangipudi, Adjunct Professor, Indian Institute of Management, Bangalore, India; CEO, guNaka, Bangalore, India (formerly Infosys SVP and Global Head of Finacle)

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