

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 his extensive experience in the software industry, Hans-Bernd has inspired the participants to think about our products and organization in promising new ways."

Alexis Lope-Bello, CEO & COO, **ComTrade Group**, Ljubljana/Slovenia, Belgrade/Serbia

"The SPM training provided a perfect framework, which we can apply right away. I am taking a list of to-do's with me home and will start executing tomorrow. Hans-Bernd Kittlaus is a very experienced SPM expert and delivers the comprehensive content in a structured and convincing format. 3 days well invested."

Lars Hedal, CEO, **Hedal Kruse Brohus A/S**, Denmark

"The innovative family-owned Liebherr corporation is a.o. the world market leader for cranes. 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“. 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 and Pricing" (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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Scheduled public trainings with Hans-Bernd Kittlaus

Dates	Level	Location	Language
31.05. – 02.06.2017	Foundation Level	San Diego, Ca., USA	English
20. – 22.06.2017	Foundation Level	Bengaluru, India	English
30.08. – 01.09.2017	Foundation Level	Düsseldorf, Germany	German
04. – 05.09.2017	Strategic Management (Excellence Level)	Copenhagen, Denmark	English
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	Zurich, Switzerland	German
18. – 20.10.2017	Foundation Level	Braga, Portugal	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



Hans-Bernd Kittlaus & Peter N. Clough:
Software Product Management and Pricing (Springer)

“These two seasoned practitioners have masterfully distilled the essence of the software business and the art and craft of the increasingly important and challenging field of software product management.”

Richard Campione, Senior Vice President, Business Suite Solution Management & CRM On Demand, SAP, Germany/USA

“This book on Software Product Management and Pricing is the first book that treats the business of software in a systematical way. It is a must-read for anyone involved in software products, be it in business or in research.”

Prof. Dr. Sjaak Brinkkemper, Utrecht University, Netherlands

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