

International Software Product Management Association

Towards Software Product Management as a True Profession

Software Product Management (SPM) excellence is a key success factor in industries delivering software intensive products or packaged software, and in companies offering services based on software and IT. The International Software Product Management Association (ISPMA) is a group of SPM experts from industry and research with the goal to foster software product management excellence across industries. ISPMA establishes software product management as a discipline of its own in both academia and industry, and disseminates and maintains a curriculum and a certifiable body of knowledge (SPMBOK).

SPMBOK

Software product management (SPM) includes release planning, release lifecycle management, product strategy, balancing technology push with market-pull, requirements definition, product market entry and evolution, service positioning, and assuring a successful business case by balancing content, realization and pricing.

The SPM body of knowledge is built upon an SPM Framework, syllabus and glossary that structures and describes the core activities of software product management. The SPM curriculum can be used by professional training suppliers to develop and administer training in software product management, while certification is supplied through the ISPMA.

SPM Framework



Organization

First convened in 2009, the ISPMA is a registered non-profit organization today with personal and corporate members. It is structured around a board whose members represent expertise from industry practice and research. Current board members are:

- Prof.dr. Sjaak Brinkkemper, Utrecht University
- Dr. Christof Ebert, Vector Consulting Services
- Dr. Samuel Fricker, Blekinge Institute of Technology
- Dr. Tony Gorschek, Blekinge Institute of Technology
- Rainer Grau, Zühlke Engineering AG
- Gerald Heller, Software Process Consulting
- Hans-Bernd Kittlaus, InnoTivum Consulting
- Dr. Inge van de Weerd, Utrecht University

Members of the ISPMA participate by contributing experiences, reviewing drafts, and using the curriculum. All contributors are publicly acknowledged. Company members can become recognized training providers.

Shape the future - get involved!

The SPMBOK is an evolving collection of knowledge and best practices of software product management. We invite professionals, researchers, and companies to apply for membership. Join in developing and increasing the maturity of software product management!

Provide feedback, learn from others, join ISPMA:

<mailto:info@ispma.org>

www.ispma.org