

PRESS RELEASE

Professional Certification for Software Product Management Established

Academia and Industry Promote Software Product Management Competence Building

November 30, 2011. This month, an international group of software product management experts from industry and academia established the International Software Product Management Association (ISPMA) e.V. For the first time, professionals can receive a certificate that attests their competences in the management of software products.

ISPMA Chair Dr. Samuel Fricker (Blekinge Institute of Technology): “software product management is important for companies and IS/IT departments that offer software-intensive products, packaged software, or software as a service. Product strategy, product planning, and effective collaboration between company functions like marketing, development, sales, distribution, and service have a direct impact on the success of such a product. It is imperative for a software organization to have qualified product managers in their ranks. The ‘ISPMA Certified Software Product Manager’ certificate designates a person who has the right competences.”

ISPMA fosters product management excellence in the software industry with a curriculum consisting of syllabi and exams. The curriculum is organized in foundation, advanced, and expert levels. The syllabi describe the competences needed to qualify with a given level of software product management expertise. Professional training providers develop and administer trainings in software product management. Certification authorities use the exams to test the learned competences.

The ISPMA Foundation Level syllabus has already been published. Tolpagorni Product Management AB, a Swedish leader in software product management, held the first training in Stockholm. The International Software Quality Institute iSQI GmbH, an international leader in people certification, administered the exam. The next trainings and exams are scheduled for Copenhagen, Utrecht, Cologne, and Zurich.

Syllabi for all competence levels are continuously being developed and evolved. Experts and experienced product management professionals are welcome to join the ISPMA and to participate in the dialogue of what makes good software product management.

About ISPMA

First convened in 2009, the ISPMA (www.ispma.org) is a non-profit organization that partners with training providers and certification networks and bodies. The members of the ISPMA establish the SPM body of knowledge, curriculum, and glossary. They contribute their expertise, review drafts, and use the curriculum.

Compliance with ISO standards guarantees the neutrality and quality of the ISPMA certificate. The development of syllabi and exam questions by ISPMA, the training of candidates by qualified training providers, and the examinations conducted by certification bodies are strictly separated.

All contributors are publicly acknowledged. Current members are from Belgium, Finland, France, Germany, the Netherlands, Russia, Sweden, and Switzerland.