ISPMA

INTERNATIONAL
SOFTWARE PRODUCT MANAGEMENT
ASSOCIATION

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The International Software Product Management Association (ISPMA®) is a distinguished global non-profit organization with a commitment to advancing excellence in software product management. It has been bringing industry and academic experts together since 2009. ISPMA has created an SPM Framework and a body of knowledge on SPM based on industry best practices and academic research results which is continuously kept up-to-date. This SPM body of knowledge is documented in two textbooks and ISPMA's syllabi which are the basis of academic and commercial courses and certification. ISPMA has a unique distinguished group of 50+ Fellows who are the experts developing the SPM Body of Knowledge. ISPMA has about 2000+ certified members across globe.

50+ Global Industry Academic Forces

Peter Stadlinger · Lucas Weber · Christof Ebert · Harish Srigiriraju · Barbara Hoisl · Prof. S. Sadagopan · Karl Werder · Marc Hilber · Sami Hyrynsalmi · Shyvee Shi · Tolulope Ayeni

Dr. Michael Cusumano · Farnaz Fotrousi · Andrey Maglyas · Sangeet Paul Chaudhury · Samuel S. Fricker · Scott Miller · Andrey Saltan · David Fradin · Helena Holmström Olsson · Dr. Sjaak Brinkkemper

Niklas Rosvall · Franco Gatti · Hans-Bernd Kittlaus · Venkatesh Balakrishnan · Zornitsa Nikolova · Zhi Chin · Tony Wasserman · Venkatesh Mahadevan · Dr. Alexander Mädche · Haragopal Mangipudi · Richard van Anholt

Ruth Stevens · Diomidis Spinellis · Efi Papatheocharous · Dimitri Petrik · Georg Herzwurm · Frédéric Pattyn · Antti Paajoki · Greg Coticchia · Mika Helenius · Vibhuti Ranjan Singh · Slinger Jansen

Sacha Reis · Xiaofeng Wang · Jan Bosch · Garm Lucassen · Greg Prickril · Abhijit Bendigiri · Karl-Michael Pop · Gerald Heller · Katharina Peine · Rainer Grau · Dr. Spurthy Dharanikota

ISPMA Leadership

chairperson
Hans-Bernd Kittlaus
CEO at InnoTivum Consulting
COLOGNE-BONN REGION, GERMANY

board
Haragopal Mangipudi
Founder of guNaka
PHOENIX, AZ, USA

board
Andrey Saltan
Researcher at LUT University
LAHTI, FINLAND

ISPMA Global Presence

North America · Europe · India

More on ISPMA: https://ispma.org/

Vision/Mission

ISPMA India Vision is drawn from ISPMA global vision of promoting excellence in Software product management within large pool of potential product management talent in India.

Leadership

Prof.S. Sadagopan
Ex. Director, IIIT Bangalore

Fellow Members

Venkatesh Balakrishnan
Manager, CSITM, IIM Bangalore

Dr. Spurthy Dharanikota
Professor of IS, IIM Bangalore

Abhijit Bendigiri
Director of Product Management
Oracle Cerner

Venkatesh Mahadevan
Board Member - CAAS, Global,
Fellow - British Computer Society

Milestones:

2024
- 6th edition of SPM Summit India with parallel academic event (Online event) co-hosted with IIMB
- Student chapters inaugurated at IIM Bangalore , IIM Sambalpur & HSB School of Management

2023
- 5th edition of SPM Summit India with parallel academic event co-hosted with IIMB
- SPM For Startup Book authored by Hans-Bernd Kittlaus & Haragopal Mangipudi released
- SPM Elective Program for MBA students at IIM Sambalpur, IIM Trichy
- SPM Elective Program lauched for MBA students at Hari Shankar Singhania School of Business, Jaipur taught by Hans –Bernd Kittlaus.
- First ISPMA India Student Chapter formed in IIM Sambalpur
- Digital product management for startups program conducted for 9 tech startups in collaboration with NSRCEL

2022
- 4th edition of SPM Summit India with parallel academic event (Online event) co-hosted with IIMB
- Launch of SPM Startup syllabus
- SPM Elective for B Tech students at IIT Palakad
- SPMBOK Version 2.0 released.

2021
- 3rd edition of SPM Summit India with parallel
- academic event (Online event) co-hosted with IIMB

2020
- 2nd edition of SPM Summit India with first pilot on dedicated academic track
- Startup SPM pilot workshops with 5 Indian IoT Startups in collaboration with TiE IoT Forum
- Prof. S Sadagopan appointed as new leadership of India chapter
- SPM Elective For M.Tech students at IIITB

2019
- First SPM Summit India co-hosted with IIMB
- Startup SPM framework presented @ ICSOB'19 "SLUSH"conference
- Industry webinars kick off

2018 SPM Elective for MBA students at IIMB

2017 Launch of ISPMA India Chapterled by Haragopal Mangipudi

Advisory Board

Hans-Bernd Kittlaus
Chairman, ISPMA e.V

Haragopal Mangipudi
Global Board Member, ISPMA
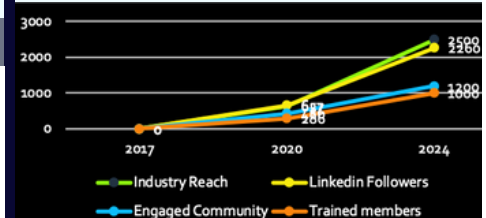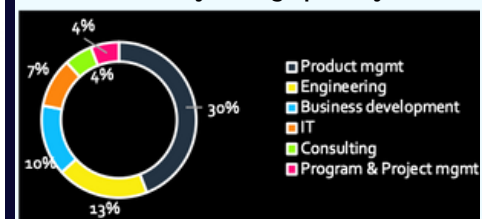
Prof. Rishikesha T.Krishnnan
Director, IIM Bangalore

Somshubro Pal Choudhury
Partner, Bharat Innovation Fund

Our Activities

ISPMA VISION - INTERNATIONAL SOFTWARE PRODUCT MANAGEMENT ASSOCIATION

Build a PRODUCT MANAGEMENT community that...

BODY OF KNOWLEDGE — ...can help aspiring PM's in India get access to the ISPMA body of knowledge

COACHING/ MENTORING — ...constitutes of seasoned PM's from India ecosystem who know the ISPMA body of knowledge and can coach/mentor upcoming talent

TALENT PIPELINE — ...helps build talent pipeline for the organisations

CONTRIBUTE — ...contributes to ISPMA's body of knowledge

REPRESENT — ...represent ISPMA in India when and where there is an opportunity

Funnel:

- Startup founders trained in SPM •10+
- SPM Certified Product Professionals •100+
- Students graduated on SPM based Curriculum •900+
- SPM Summit India participants (5 editions (Professionals & students) • 1200+

Interesting Stats

ISPMA Community Growth Chart:

— Industry Reach — Linkedin Followers — Engaged Community — Trained members

ISPMA Community Demographics by function:

- Product mgmt — 30%
- Engineering — 13%
- Business development — 10%
- IT — 7%
- Consulting — 4%
- Program & Project mgmt — 4%

SPM Summit Popularity Chart

SPM Summit Participation Trend

— Students — Professionals & speakers — Research Presenters
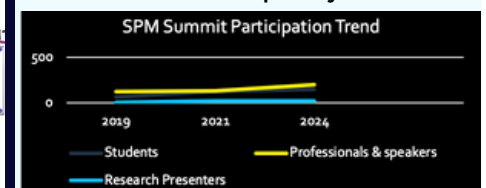
SPM Summit Highlights (6 Editions)

SPM Excellence Award Winners:

SAP, intuit quickbooks, ORACLE Cerner, eightfold.ai, AppSentinels.ai, CITRIX, centific, ZEE, eXotel, vuram, Clari5 CustomerXPs, SunTec, tango, sellerapp, edgeverve An Infosys company, Infosys Finacle, ZEE5, eRETAIL, utpan

Industry Partners for the event:

Infosys Finacle, NPCI, NeSL National E-Governance Services Ltd., SAP, upGrad, kyndryl

Notable Speakers in the past events:

Prof.Michael Cusumano MIT Sloan

Dr. Ajai Chowdhury HCL Founder

Debjani Ghosh NASSCOM

Shri Ashwath Narayan Min of IT, Karnataka

Sharad Sharma iSpirt

Sindhu Gangadharan SAP India

Tony Wasserman CMU West

Rakesh Sharma MapmyIndia

Payal Arora Utrecht University

Dilip Asbe NPCI

Naveen Tiwari InMobi

Greg Coticchia Sopheon

Dr. Promod Verma. Chief Architect of Aadhaar

ISPMA Activities

Training and Certification

ISPMA provides a state-of-the-art curriculum and internationally recognized certification for software product managers. Following international standards, ISPMA works with partners to ensure the quality of training courses and the value of certification.
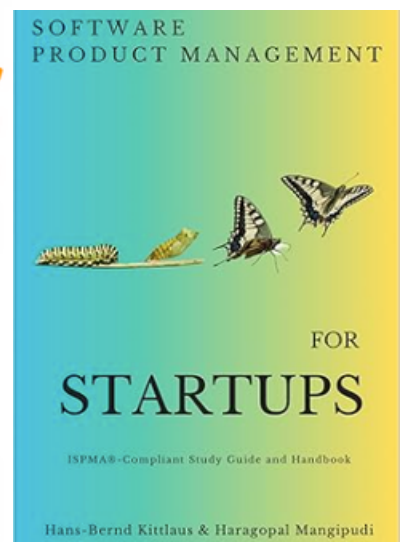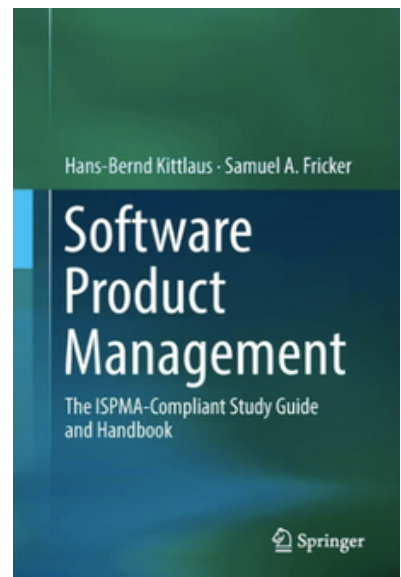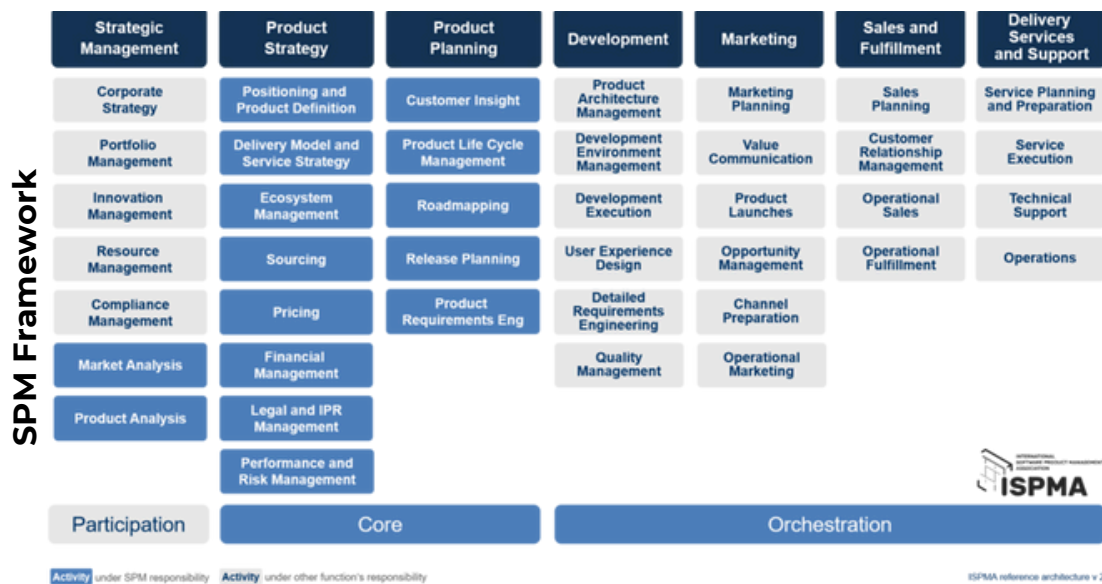
Body of Knowledge

ISPMA maintains the Product Management Body of Knowledge as an evolving collection of knowledge and best practices to support product managers and their organizations in addressing their needs in managing software and software-intensive products.

SPM Summits and Events

ISPMA brings together software product managers for interactive online recharge sessions and inspiring informal gatherings across the globe. Participants can learn from industry and academic leaders, exchange ideas, and expand their network of professional contacts

SPMBOK

ISPMA plays a pivotal role in establishing software product management as a disciplined field in both academia and industry. It actively disseminates and maintains a Curriculum and a Certifiable Body of Knowledge (SPMBOK) to ensure a standardized and recognized foundation for software product management professionals. More on curriculum & certification: https://ispma.org

SPM Framework

Strategic Management	Product Strategy	Product Planning	Development	Marketing	Sales and Fulfillment	Delivery Services and Support
Corporate Strategy	Positioning and Product Definition	Customer Insight	Product Architecture Management	Marketing Planning	Sales Planning	Service Planning and Preparation
Portfolio Management	Delivery Model and Service Strategy	Product Life Cycle Management	Development Environment Management	Value Communication	Customer Relationship Management	Service Execution
Innovation Management	Ecosystem Management	Roadmapping	Development Execution	Product Launches	Operational Sales	Technical Support
Resource Management	Sourcing	Release Planning	User Experience Design	Opportunity Management	Operational Fulfillment	Operations
Compliance Management	Pricing	Product Requirements Eng	Detailed Requirements Engineering	Channel Preparation		
Market Analysis	Financial Management		Quality Management	Operational Marketing		
Product Analysis	Legal and IPR Management					
	Performance and Risk Management					

Participation	Core	Orchestration

Activity under SPM responsibility Activity under other function's responsibility

ISPMA reference architecture v 2

Software Product Management
The ISPMA-Compliant Study Guide and Handbook

Hans-Bernd Kittlaus · Samuel A. Fricker

Springer

Startup SPM Framework

Strategic Management	Product Strategy	Product Planning	Development	Marketing	Sales and Fulfillment	Delivery Services and Support
Corporate Strategy G	Positioning and Product Definition E	Customer Insight E	Product Architecture Management	Marketing Planning G	Sales Planning G	Service Planning and Preparation G
Competitive Strategy E	Product Market Fit E	Product Life Cycle Management G	Development Environment Management G	Value Communication	Customer Relationship Management E	Service Execution E
Funding	Delivery Model and Service Strategy E	Roadmapping	Development Execution E	Product Launches G	Technical Support E	Technical Support
Portfolio Management	Ecosystem Management	Release Planning	User Experience Design E	Channel Preparation G		Operations E
Innovation Management	Sourcing	Product Requirements Eng G	Detailed Requirements Engineering E	Customer Experience Design E		
Resource Management	Pricing		Quality Management E	Opportunity Management		
Compliance Management G	Financial Management G			Operational Marketing		
Market Analysis G	Legal and IPR Management E					
Product Analysis	Performance and Risk Management E					

E Early stage onwards
G Growth Stage onwards

Activity under SPM responsibility Activity under other function's responsibility

ISPMA reference architecture v 2 for Startups

Participation	Core	Participation → Orchestration
Organizational Readiness	Product Readiness	Market Readiness

SOFTWARE PRODUCT MANAGEMENT

FOR STARTUPS

ISPMA®-Compliant Study Guide and Handbook

Hans-Bernd Kittlaus & Haragopal Mangipudi

More on ISPMA Curriculum & certification: https://ispma.org/bok/

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SPM SUMMIT

"Our mission is to bring together product leaders, managers, professionals & students of software and software-intensive products for a lively and informal gathering"

SPM Summit is an annual global event that brings together product management professionals, thought leaders, and experts from all around the world. This informative and engaging event aims to share knowledge, insights, and best practices in the field of product management. Event attendees get the opportunity to learn from industry experts, network with peers, and explore the latest trends and innovations in product management. The event features keynote speeches, interactive workshops, and panel discussions covering a wide range of topics under software product management. SPM Summit is a must-attend event for anyone seeking to enhance their product management skills and expertise.

ONLINE EVENT SERIES

SPM Summit EUROPE

SPM Summit INDIA
15-17 February 2024
IIM Bangalore

SPM Summit North America

SPM Summit India Events:

ISPMA has been hosting the annual event in India since 2019 in collaboration with IIM Bangalore. The 7th edition of the summit has been scheduled for **28 Feb and 01 Mar 2025** at **IIM Bangalore** campus under the theme "**Software Product Management Excellence at Scale**" and will be chaired by Prof. S. Sadagopan and Mr. Venkatesh Mahadevan.

India event comprises of two tracks- Industry & academic track. While the industry track hosts series of keynotes, presentations & panel discussion from industry expert, academic track invite research work in the areas of software product & showcases interesting work of students

SPM excellence awards is one of the highlight of India event. SPM excellence awards are instituted to celebrate excellence in the software product management practices and show case the best practices and role models.

More on SPM Summit India event: https://spmsummit.org/india

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