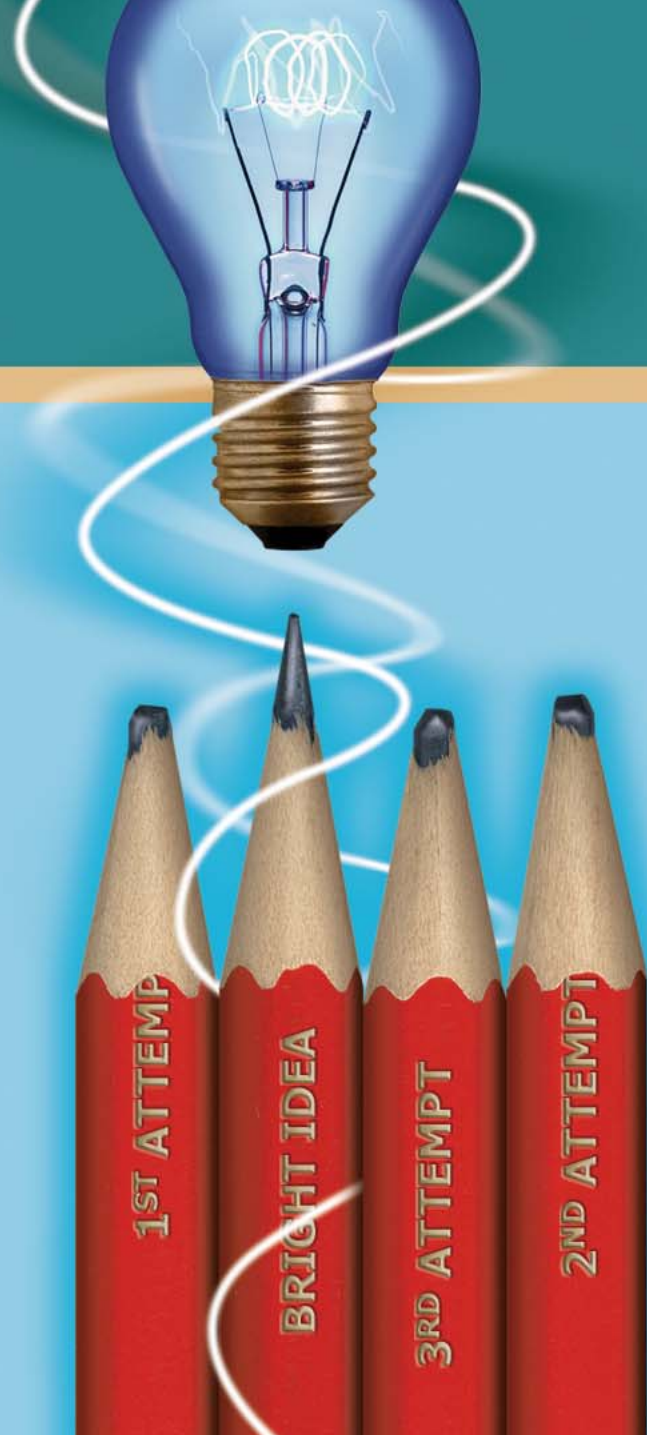


# What is the PDMA?



# PDMA . . . Thought leaders of product development and management

- PDMA is the premier worldwide resource for professional development, information, collaboration and promotion of new product development and management.
- PDMA's mission is to improve the effectiveness of individuals and organizations in product development and management.
- We serve over 2,400 members from a wide variety of disciplines (practitioners, service providers, academics and students).



# PDMA Member Benefits

- Reduced fees for all PDMA International Conferences and meetings
- A free subscription to Visions Magazine
- A free subscription to the JPIM
- Free access to the Members Only section of the PDMA website
- Networking opportunities with other NPD professionals through local Chapters affiliation
- A discounted fee for the NPDP Certification application and examination
- Complete access to all levels of the PDMA Body of Knowledge
- Five free job postings in the PDMA Job Bank, plus a resume-posting area for members
- A free standard ad listing in the PDMA Yellow Pages area on the website
- Information on the latest tools, processes, and best practices of product development



# NPDP Certification

- The PDMA New Product Development Professional (NPDP) Certification confirms mastery of new product development principles and best practices.
- To qualify for NPDP Certification, candidates must meet the necessary criteria in education, experience and knowledge and pass a comprehensive examination.
  - Over 600 individuals have become NPDP certified since the program's inception in 1999.
  - Once you have obtained your NPDP Certification, you can maintain and expand your professional knowledge by acquiring Professional Development Hours (PDH) to qualify for recertification.



# The NPDP Certification Exam

- The NPDP certification exam is comprised of 200 multiple-choice questions that tests product development knowledge in the following six key areas:
  1. Strategy
  2. Portfolio Management
  3. New Products Process
  4. Tools & Metrics
  5. Market Research
  6. Teams, People & Organizational Issues



# Preparing for the Exam

## 1. General Self-Study

- NPDP Bibliography
- NPDP Study Guide
- NPDP Practice Questions

## 2. NPDP Certification Exam Preparation Review

- Generally attractive to those with less than 5 years experience in new product development.
- The material has been developed by the PDMA certification committee, leading NPD scholars and practitioners
- All PDMA-approved programs are taught by a NPDP certified instructor who has completed the PDMA instructor training program.
- This program is delivered through a variety of training channels, including *local PDMA chapters*, at the *PDMA International Conference*, through *Registered Educational Providers (REPs)* and through *Academic Educational Providers (AEPs)*



# Benefits of NPDP Certification

- **FOR INDIVIDUALS:**

- Confirms mastery of NPD principles and best practices
- Enables better job performance
- Enhances career/promotion opportunities
- Recognizes growth, professional development and competence in NPD
- Increases recognition by peers, employers, and recruiters
- Sets you apart as an expert and leader in your field
- Is unique... Only Certification Program for the NPD Professional

- **FOR MANAGEMENT & ORGANIZATIONS:**

- Identifies those who have the knowledge and experience to move into a leadership position
- Differentiates between hiring candidates
- It offers the right big picture, baseline and areas of focus
- Top-performing companies understand that properly training employees leads to direct, measurable bottom-line benefits



# PDMA Foundation

- Incorporated in 1999, the Foundation is organized (IRS 501(c)(3)) exclusively for charitable and educational purpose, including education and research related to the field of product development management.
- Current activities of the Foundation include: Continuation of the PDMA's longitudinal Best Practices Study begun in 1990; the PDMA Development Chain Standards Consortium; and PDMA Frontier Dialogues.
- The foundation published the 2004 Comparative Performance Assessment Study (CPAS)



# The PDMA Web Site

([www.pdma.org](http://www.pdma.org))

- The PDMA Web Site features the most up-to-date information about PDMA and its activities.
- It includes a Members Only section, which hosts an online membership directory, full-text articles from JPIM and allows you to renew your membership and update your contact information
- The PDMA Web Site also provides valuable resources for new product development professionals, such as information about NPDP Certification, Chapters, Upcoming Events, online issues of Visions Magazine, access to the Body of Knowledge, Job Bank and Yellow Pages, Glossary and more!



# Conferences

- **Annual International Conference:** For nearly 30 years, this is where professionals have gathered to network and “one-stop shop” for the latest NPD best practices, thought leadership and supplier resources for successful new product development and management.
- **Co-Sponsored Events:** PDMA also co-sponsors several other conferences throughout the year, each focusing on a topic that is relevant and vital to product lifecycle management.
- **Local Chapter Meetings:** With more than 20 regional chapters throughout the United States, PDMA sponsors local meetings that offer an excellent opportunity for local involvement, networking and exchanging of ideas.



# Publications

- Journal of Product Innovation Management (JPIM)
  - The leading academic journal devoted to the latest research, theory and practice in new product and service development
  - Published six times a year
  - For four consecutive years, JPIM has received the Golden Page Award from Emerald Group Publishing as the journal with the highest rating in Practical Usability of Research
  - In 2003, JPIM was also recognized as one of the top 10 academic business journals by the Thompson ISI Impact Factor.



# Publications

- **Visions Magazine**
  - This award-winning industry magazine is published quarterly and contains articles on practical tools and techniques dealing with a wide variety of product development and management issues
- **PDMA Handbook of New Product Development (2nd Edition)**
  - Offers practical information pertaining to every stage of the product development process
- **PDMA Toolbook for New Product Development (Toolbooks 1 & 2)**
  - In each volume, key innovators in new product development offer best practice tools that can be implemented immediately in your organization.



# Body of Knowledge

- The PDMA Body of Knowledge organizes, distills and provides access to the continuously evolving core knowledge needed and used by product development and management professionals and their organizations.
- It includes generally agreed to definitions and summaries of important concepts, tools, methodologies and processes.
- It is organized to provide a foundation upon which to capture and build knowledge, as the field evolves.
- It provides access to related reference information around key topic areas and linkages to the latest writings and presentations on the topic of new product development.



# PDMA Chapters

Arizona

Baltimore

Boston/New England

Carolinas

Central Texas (Austin Area)

Chicago

Cincinnati / Tri-state

Cleveland / NE Ohio

Dallas - Fort Worth

Georgia

Great Lakes

Heartland

Houston

Minnesota

New York Metro

Northern California

Oregon

Philadelphia

Rocky Mountains

Southern California

Washington DC

Western New York

Wisconsin



# PDMA International Franchises are forming in . . .

Germany

India

Italy

Korea

Netherlands

Ontario

Taiwan

United Kingdom

