

Why hire an NPDP Certified PRODUCT MANAGER?

To grow revenue, you need staff that know the why, what, and how of product development.

NPDP Certified Product Managers stand out from the crowd.

They have certified experience and knowledge in seven critical areas required for product success.

Products, especially NEW products, are the LIFE-BLOOD of an organization.

Mastery

Confirms mastery of NPD principles covering seven critical categories from the vast body of knowledge powered by PDMA

Leadership

Identifies those who have the skills and knowledge to manage product lines and teams, and move into leadership.

Success

Promotes stronger best practices that are proven to bring greater new product success.

Seven Knowledge Areas

Strategy
New Products Process
Portfolio Management
Tools and Metrics
Market Research
Life Cycle Management
Culture, Organization, Teams

About Product! *powered by PDMA*

Product Development and Management Association is the number 1 global academic and practitioner driven, independent, not-for-profit organization certifying and advancing Product Managers and Product Teams for over 40 years. PDMA is your resource for end-to-end product development and management knowledge, wisdom, experience, and expertise. Visit us and learn more at PDMA.org.

What does it take to be NPDP certified?

New Product Development Professional

NPDP Certification Requirements



NPDP powered by PDMA

To qualify for this distinction, candidates must meet three criteria in education, experience, and knowledge:

Education

Hold a bachelor's or higher university degree (or an equivalent degree) from an accredited institution.

Experience

Accrue at least two years professional level experience working in new product development. The candidate must have accumulated the required experience within the past four years. If the applicant does not hold a bachelor's degree, at least 5 years, of the past 8 years, of experience is required.

Knowledge

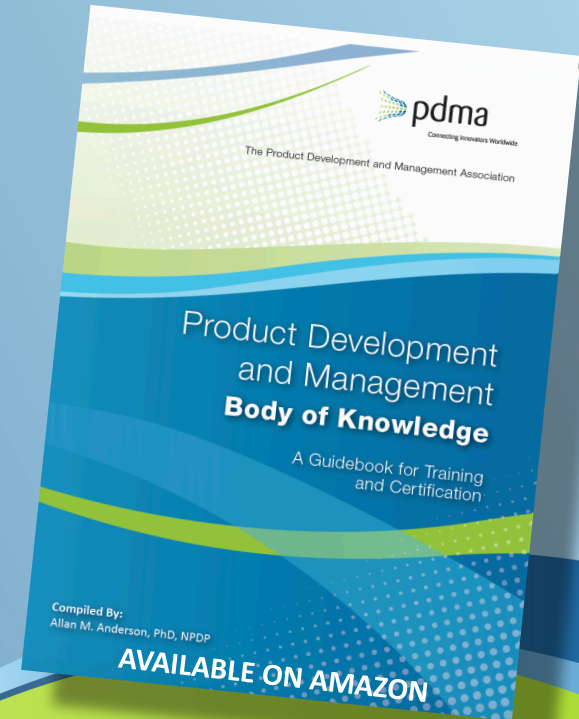
Pass the NPDP Certification Exam covering seven knowledge areas as presented in the PDMA Body of Knowledge (BOK).

The NPDP Difference

NPDP Certification is more than a course *certificate of participation*.

It's the **triple-threat** against your toughest competition.

NPDP practitioners must maintain their certification with **ongoing professional development** hours.



Hire the best.

Smart, hardworking, successful, ambitious **Product Managers** do everything they can to be at the *top of their game* to beat the competition.

NPDP Certification is a demonstration, proof, and evidence of going the extra mile in professional excellence.

Add NPDP credentials to your product manager search.

CONTACT PDMA@PDMA.org to:
Corporate training programs are available.
Certify your product team.