

I am an NPDP Certified **PRODUCT MANAGER!**



*I took action
and set myself
apart!*



NPDP Certification validated my education, experience, and mastery of the comprehensive, universal **Body of Knowledge - BOK** powered by PDMA.



Success

*I stand out from the crowd!
My experience and evidenced-based best practices are proven to bring greater new product success to my organization.*

Identifies me as someone who has the skills and knowledge to manage product lines and teams, and move into leadership.

Leadership

I am confident in my skills and fluent in the universal language of NPD.

Mastery

Confirms my mastery of NPD principles covering seven critical categories from the vast Body of Knowledge powered by PDMA.

Seven Certified 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 one 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.

Start now and become 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

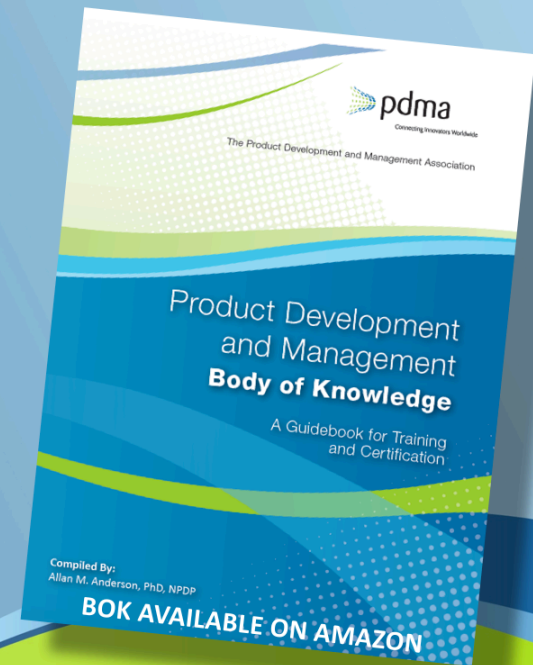
Pass the NPDP Certification Exam covering seven critical-to-success knowledge areas outlined in the **Body of Knowledge powered by PDMA**.

The NPDP Difference

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

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

NPDP practitioners stay at the top and maintain their certification with **ongoing professional development** hours.



**Stand out. Be the best.
Maximize your earning potential.**

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 demonstration, proof, and evidence of going the extra mile in professional excellence.

Be fluent in the **universal language of NPDP**.

CONTACT PDMA@PDMA.org or VISIT PDMA.org
Accelerate your career and get certified.
Certify the whole product team for even better results.

NPDP Certification covers the *Body of Knowledge BOK* powered by **PDMA**

GET YOURS!

Career acceleration
Recognition
Confidence
Promotion
Proof

Stand out!
Take action.
Get certified.

Visit pdma.org/certification



New Product Development Professional, NPDP

For Product Managers and Product Teams

Why did I get NPDP Certified?

I wanted to **speak product!** ...demonstrate my leadership, and hone my knowledge, skills, and performance in critical areas:

1. Strategy
2. Portfolio Management
3. Life Cycle Management
4. New Products Processes
5. Metrics and Tools
6. Market Research
7. Culture, Organization, and Teams

Product Development and Management Association

PDMA.org ...where product people belong

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Stand out!

Take action.

Get certified.

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For Product Managers and Product Teams

*Why did I get **NPDP Certified?***

In the product universe, to rock it,
who doesn't need to know this stuff?

1. Strategy
2. Portfolio Management
3. Life Cycle Management
4. New Products Processes
5. Metrics and Tools
6. Market Research
7. Culture, Organization, and Teams

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