Software Product Management for Scale-ups

ISPMA-based Training and Certification

Software Product Management (SPM) excellence is recognized as a key success factor for software organizations – both in industries delivering software as a product, software as a service, and software embedded in other products, in particular in the scale-up stage. The International Software Product Management Association (ISPMA), an international group of independent experts, is offering a curriculum and a certification approach for "Certified Software Product Manager". Our training courses are based on ISPMA.

What customers say

"Based on a thorough worldwide market analysis for training on software product management, Samsung SDS selected the ISPMA approach and InnoTivum Consulting as training provider. The results of the training exceeded our high expectations."
Giyeong Son, Vice President, **Samsung SDS**, Korea

"Being in a startup environment working under conditions of extreme uncertainty is challenging for us as founders. The **SPM for Startups** course provided a great insight into how to structure our work and provided both validation of current ways of working and clarified how to refine others. The trainer provided us with thoughtful exercises and discussions related to our reality. I would recommend this to all software startups, and my advice is to do it early in your journey, that will save you a lot of time."
Jonas Törnblad Sandell, Product Manager, **Entiros Integrations & Starlify**, Sweden

"The in-house **Foundation** training with InnoTivum proved to be the perfect match for the ongoing education for our product managers in the domain „IT for Machines" who have fairly divergent backgrounds of experience. The SPM Framework set the right frame, and the trainer's interactive approach and numerous industry examples demonstrated the applicability of the training contents in our environment. All participants gave very positive feedback!"
Marcel Flir, Head of ITM Product Management, **Liebherr Factory Nenzing GmbH,** Austria

Who should attend?

People involved in software product management in scale-ups or growth-stage startups. These can be founders, software product managers and other roles. Participants ought to have a fundamental understanding of the software business, but the course requires no specific technical or commercial competencies.

Trainer:

Vibhuti Singh is partner of Innotivum. He is focusing on software product management and organizational growth strategies. With a career spanning over 19 years, he has held pivotal roles in start-ups, hyper scale-ups, Big Tech, Big 4, and Fortune 50 companies. Vibhuti is a Fellow of ISPMA and holds an MBA from EMLyon Business School, France, graduating top of his class.

The International Software Product Management Association (**ISPMA**) is a group of SPM experts from academia and industry that aims at fostering software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry. ISPMA provides a curriculum with Foundation, Excellence and Startup training modules and corresponding certification which are frequently updated. For more information see www.ispma.org.

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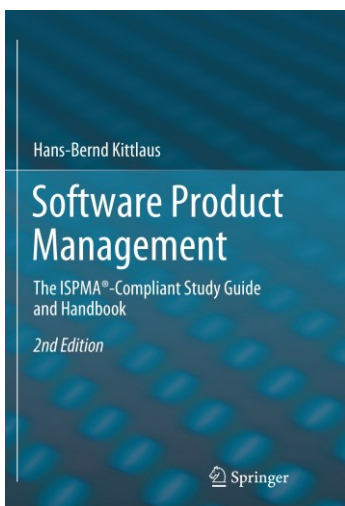
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Scheduled public trainings with Vibhuti Singh

Dates	Level	Location	Language
27. – 30.08.2024	SPM for Scale-ups	Online	English
21. – 23.01.2025	SPM for Scale-ups	Online	English

All training courses can be combined with the corresponding certification exam. All trainings are also available as in-house trainings.
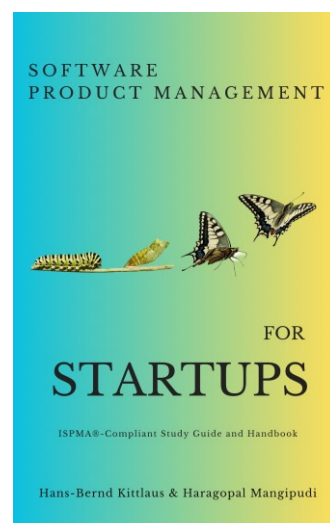
For registration go to www.innotivum.com

Hans-Bernd Kittlaus:
Software Product Management – The ISPMA-Compliant Study Guide and Handbook, 2nd Edition (Springer 2022)

Hans-Bernd Kittlaus & Haragopal Mangipudi
Software Product Management for Startups – The ISPMA-Compliant Study Guide and Handbook (InnoTivum/guNaka 2023)