

PRODUCT DEVELOPMENT AND MANAGEMENT ASSOCIATION

PDMA St. Louis – 2023 Conference

WHO WE ARE



PDMA strives to advance and nurture the discipline of innovation, product development and management through academic research and focus, thought leadership professional development and education, certification and community.



The Product Development and Management Association (PDMA) is a global community of professionals whose skills, expertise and experience power the most recognized and respected innovative companies in the world.



PDMA's members include product development and management practitioners, academics and service providers in a variety of industries and knowledge areas, including innovation strategy, portfolio management, new product processes, organizations and teams, tools and metrics, market research, and lifecycle management.

WHAT WE ARE ABOUT

MISSION

Provide access to the highest quality innovation, product development and product management education, training, certification, and primary research as a thought leader, content creator and curator.

VISION

Support global growth and prosperity by building vibrant and inclusive communities of academics and professionals who develop and share product and service innovation knowledge and experience.

VALUES

Convene and nurture an inclusive and diverse community that welcomes all. Promote and support open and civil discourse and work to prevent exclusionary, divisive, intolerant and socially or individually destructive actions and speech.

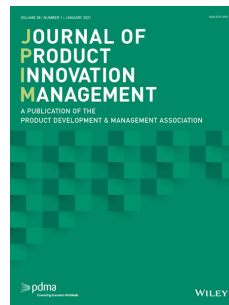
SIGNATURE OFFERINGS



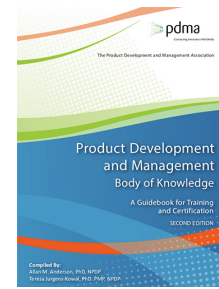
PDMA Knowledge Hub
(kHUB)



Outstanding Corporate
Innovator Award
(OCI)



Journal of Product
Innovation Management
(JPIM)



PDMA Body of
Knowledge
(BOK)



New Product Development
Professional Certification
(NPDP)

DIVERSE GEOGRAPHIC FOOTPRINT



Asia

Indonesia
Pakistan
Turkey
UAE



Europe

Central Europe
(Poland, Czech Republic,
Slovakia, Latvia, Lithuania
and Estonia)

DACH
(Germany, Austria and
Switzerland)

Netherlands



North America

Atlanta
Carolinas
Chicago
DMV
Mexico
Minnesota
Philadelphia
Pittsburgh
Chicago
St. Louis
Wisconsin



Africa

Egypt



Oceania

Australia
New Zealand



South America

Perú



Product Development & Management Association

GLOBAL REACH



3,000 Members
15,000 Non-member “Customers”



5,000 Annual Event Attendance
(Conferences, Chapter Events)



15,000 Connections Readers
20,000 kHub Readers



800,000 JPIM Article Downloads

STRATEGIC PILLARS: *KEY ASSETS AND VALUE*

Knowledge Resources

- JPIM
- Body of Knowledge
- PDMA Handbook/Toolbook
- kHUB
- Research

Training and Certification

- NPDP certification
- BOK based professional development workshops
- Webinars
- REPs & support materials

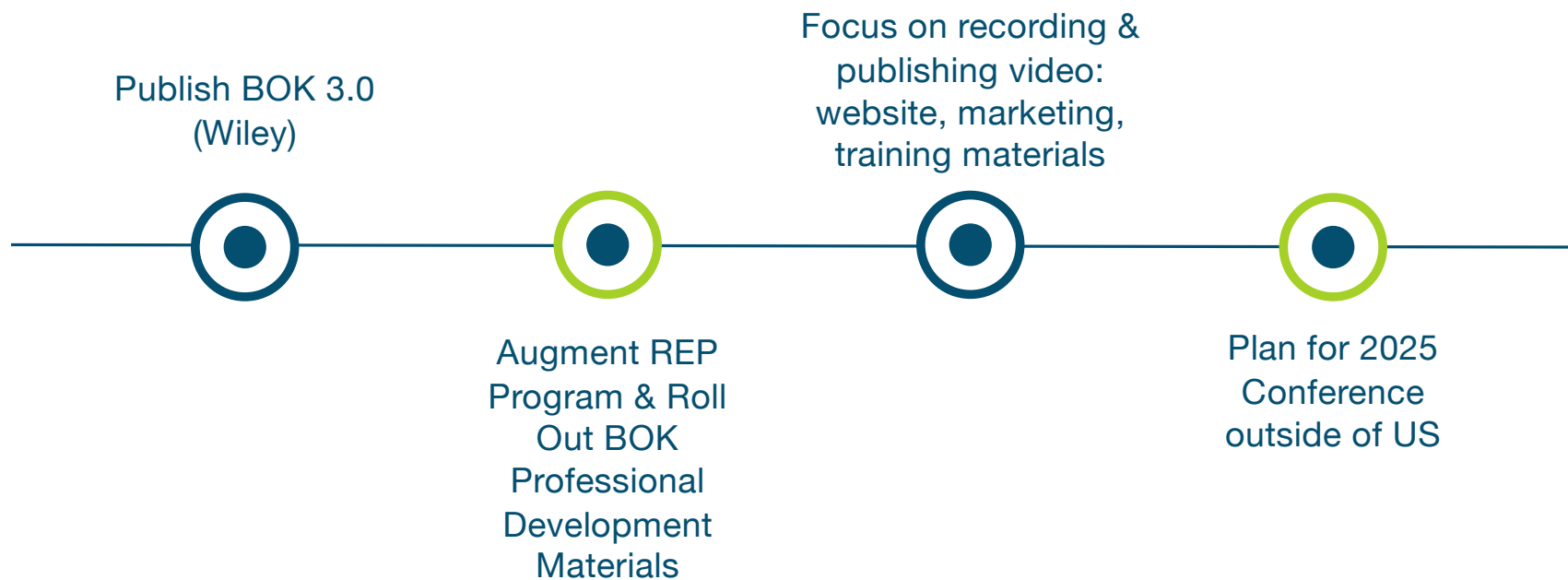
Community

- Individual members
- Chapters
- Conferences (e.g. Annual Research Forum and Practitioner conference)

Recognition

- OCI
- JPIM Awards
- Doctoral Consortium
- GSIC
- Dissertation Competition
- Academic awards
- Service awards

2023-2024 INITIATIVES



QUESTIONS?

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Chair, PDMA Board of Directors

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