



New Product Development Professional (NPDP) Certification Review (Product Management Skills Series)

This is the official PDMA-designed review intended for people involved in developing and launching new products and services who wish to attain their NPDP certification.

More and more companies and Product Managers are seeing value in certification of new product development knowledge. Benefits include:

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:

- Identifies those who have sufficient product development knowledge and experience to move into a leadership position.
- Differentiates between hiring candidates. Beyond considering individual's experience, you can assess their product development knowledge as well as their interest in professional growth and development.

Participants will receive the official licensed PDMA Certification Review Workbook. With certification tests administered by Thomson Prometric in hundreds of locations at almost any time, it has never been easier to get certified.

Agenda

Running Time	Review Content	Approx. Time
8:30-9:00	Introductions	30 min
9:00-10:00	NPD Strategy (15% of exam)	60 min
10:00-10:15	BREAK	15 min
10:15-11:00	Portfolio Management (10% of exam)	45 min
11:00-12:00	New products Process (20% of exam)	60 min
12:10-12:30	LUNCH	30 min
12:30-2:15	Tools and Metrics (20% of exam)	1 hr 45 min
2:15-2:30	BREAK	15 min
2:30-3:30	Market Research (15% of exam)	60 min
3:30-4:30	Teams, People, and Organizational Issues (20% of exam)	60 min
4:30-5:00	Wrap-up & Review Feedback	30 min

Please forward this flier to any interested party



pdma · new york · new jersey

*A Community of Product Development
and Marketing Professionals*



Event Logistics

Time: 8:30 AM – 5:00 PM Date: Friday, September 30th, 2005
Location: Support Center for Nonprofit Management, 305 7th Ave., New York
Registration: Early Bird until 08/31/05: \$455 / \$475 for PDMA Member / Non-Member
Standard Rate: \$475 / \$495 for PDMA Member / Non-Member
Group of 5 or more: \$375 - Early Bird, \$395 - Standard Rate
PDH: 8 PDH To Register: <http://www.pdma.org/nynj>

Presenters

Note: Instructors of the official PDMA Certification Review are certified by the PDMA Certification Board and the workshop's participant ratings are monitored to assure continued quality in instruction.

Eugene Kania, Principal, mc2 Solutions

Since 1997, Gene has been helping product development organizations to implement effective project, pipeline and resource management systems. His clients span many industries including electronics, pharmaceuticals and transportation.

A graduate of the University of Illinois in 1980 with a Masters Degree in Engineering, Gene has been involved in engineering, product development and business problem solving for over almost 25 years. His most recent business experience was as a Business Unit Director for a large, multi-division, worldwide supplier of engineered, metal bellows.

Gene is a new product development trainer for the Product Development & Management Association (PDMA) and is certified as a New Product Development Professional (NPDP). He is a sought after speaker and regularly presents for professional organizations like DIA, PMI and ASQ. He also publishes articles on managing product development operations in various professional publications.

Ruedi Klein, NY Metro PDMA Chapter President and Product Portfolio Manager, Lucent Technologies

Ruedi has over 10 years experience in product development and management of both, wireline and wireless communication systems. In his current position he responsible for product technology roadmaps and risk assessments for Lucent Technologies' CDMA business. Ruedi joined Lucent Technologies in 1997 as a process consultant in Bell Laboratories focusing on improving product development practices and shortening product development intervals in the business units. Previously, at Matsushita Electric Works, in Osaka, Japan, he researched modulation and coding schemes for mobile communication systems and wireless LANs using system level simulation tools.

Ruedi holds a Diplom Ingenieur degree in Electrical Engineering from the University of Technology Aachen, Germany, and an MBA from Cornell University. He is a member of IEEE and VDI (Society of German Engineers). He is currently the president of NY Metro Chapter of the Product Development and Management Association (PDMA) and a certified New Product Development Professional (NPDP) since 2001.

Please forward this flier to any interested party