

Report: Response Summary Report #2

Survey: Product Management & Product Marketing Certifications

Compiled: 12/20/2008

1. Are you currently a product management or product marketing professional?



STATISTICS

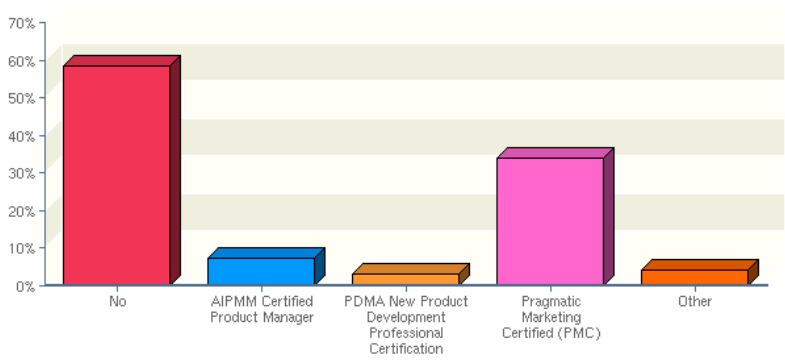
Choices Selected:	188
Total Responses:	188

SUMMARY

VALUE	COUNT	PERCENT %
Yes	174	92.55%
No, but I was in the past	10	5.32%
No (not now, not ever)	4	2.13%

Report from www.SurveyGizmo.com

2. Do you have any of the following product management or product marketing certifications? (check all that apply)



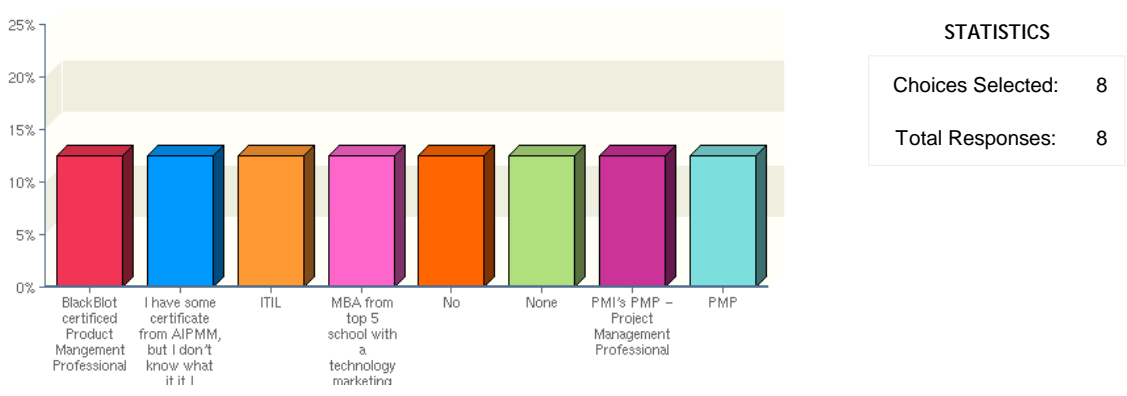
STATISTICS

Choices Selected:	188
Total Responses:	188

SUMMARY

VALUE	COUNT	PERCENT %
No	110	58.51%
AIPMM Certified Product Manager	14	7.45%
AIPMM Certified Product Marketing Manager	5	2.66%
PDMA New Product Development Professional Certification	6	3.19%
Pragmatic Marketing Certified (PMC)	64	34.04%
Other	3	1.60%

3. If you have an "other" certification in the previous question, which one?



STATISTICS
 Choices Selected: 8
 Total Responses: 8

SUMMARY

VALUE	COUNT	PERCENT %
BlackBlot certified Product Management Professional	1	12.50%
I have some certificate from AIPMM, but I don't know what it is. I went to a conference and got a certificate.	1	12.50%
ITIL	1	12.50%
MBA from top 5 school with a technology marketing management focus	1	12.50%
No	1	12.50%
None	1	12.50%
PMI's PMP - Project Management Professional	1	12.50%
PMP	1	12.50%

4. In general, do you think certification helps or doesn't help with the following: ()

ITEM	Doesn't matter or hurts	Helps a little	Helps a lot	Total
Getting new PM/PMM jobs	26.1% 49	59.6% 112	14.4% 27	188
Getting promoted	66.5% 125	28.2% 53	5.3% 10	188
Getting higher salary	65.4% 123	30.9% 58	3.7% 7	188
Getting respect of PM colleagues	58.0% 109	33.0% 62	9.0% 17	188
Getting respect of non-PM colleagues	49.5% 93	41.0% 77	9.6% 18	188
Improving job performance	40.4% 76	45.7% 86	13.8% 26	188
Average %:	51.0%	39.7%	9.3%	

Total Responses: 188

5. How much do you think PM/PMM certification helps or doesn't help people SEEKING the following positions? ()

ITEM	Doesn't matter or hurts	Helps a little	Helps a lot	Total
Junior / Associate / Assistant PM/PMM (Entry Level)	22.3% 42	51.1% 96	26.6% 50	188
Product Manager / Product Marketing Manager	28.2% 53	56.9% 107	14.9% 28	188
Sr. PM / Sr. PMM / Product Line Manager	47.3% 89	42.6% 80	10.1% 19	188
Director PM / Director PMM	60.1% 113	30.3% 57	9.6% 18	188
VP PM / VP PMM / VP Products	64.4% 121	25.5% 48	10.1% 19	188
Average %:	44.5%	41.3%	14.3%	

Total Responses: 188

6. What is the value of each of the following certifications? ()

ITEM	I'm not familiar with it	No value	Somewhat valuable	Very valuable	Total
AIPMM Certified Product Manager (CPM)	63.8% 120	12.2% 23	18.6% 35	5.3% 10	188
AIPMM Certified Product Marketing Manager (CPMM)	66.5% 125	14.4% 27	14.4% 27	4.8% 9	188
PDMA New Product Development Professional Certification (NPDP)	64.4% 121	11.7% 22	21.3% 40	2.7% 5	188
Pragmatic Marketing Certified (PMC)	24.5% 46	13.3% 25	51.1% 96	11.2% 21	188
Average %:	54.8%	12.9%	26.3%	6.0%	

Total Responses: 188

Appendix: 7.

If you are certified, why?

DATA

CODE	VALUE
18084633	offered as part of a previous position
18085279	Because my employer thought it was a good idea to send me on product management training. It also helps organizations to speak the same lingo.
18085381	Why not? It came along with the training.
18090757	All PMs at our company have to get PMC.
18086952	It was offered at the end of the training seminar and there seemed to be a lot of product managers with PMC certification out there.
18104875	I am a trainer of the courses in Australia, but I have not asked my family to add to the voting. I believe that the value of the certification requires a critical mass for it to be effective as a real world credential, but right now we don't have that degree of take up.
18108094	As a way of testing my knowledge and to indicate to the world that I take the profession seriously
18110317	The company I was working for at the time suggested it.
18116055	part of the Pragmatic training class
18118756	might as well.
18120080	I wanted to prove my background matched my skills
18120109	I think continuing education is important, the certification makes me stand out, shows my level of expertise and if/when I choose to change jobs I will stand out in the list of candidates.
18125847	Resume fodder.
18125449	Director required that I attend the class.
18130271	company paid for it
18130292	Company sponsored. Found the sessions very useful and informative.
18135916	Gain training for not just myself, but my team so that we are working towards a standard way of communicating and dividing tasks.
18143363	I took the course and the certification was part of the program. It would just have been dumb not to take the test
18147631	1) The opportunity presented itself 2) To raise my profile as a Product Manager and initiate discussion about when someone sees it and doesn't know what it is.
18148851	Work paid for it.

CODE	VALUE
18152489	Offered in the company
18155535	continuing education and career advancement
18159584	Took the class to learn the framework for my old job, then the certification helped me get my current job (promotion),
18165532	My company paid for it and I felt at least one credential was useful since there is no "degree" in Product Management or Product Marketing.
18166199	Thought it might improve my personal credibility and help improve role of Product Management in general in my present employer
18166804	work paid for it. nice templates.
18175132	Thought that it would help me get a job.
18192592	Required by customers (Federal Government) Also looking into PMP
18193181	Want to make sure I had a clear understanding of the complete Pragmatic Framework
18193985	My employer sent me to the training session (which was excellent by the way) and the certification came along with it.
18194189	It just shows I put some effort into career specific training and I have a basic grasp of what I am doing. Far too many product managers never try to learn beyond their original background (dev stay dev focused, marketing stays marketing focused and so on).
18201739	Our whole product management & product marketing departments went through the Pragmatic Training.
18207252	Why not? Seriously, I was there, it was free and maybe there will be some benefit down the road. At least it proves I was internalizing the data.
18209556	Competence Conformance Acceptability
18212360	One of the companies allotted x amount of dollars for education sort of stuff. There was no burning need to go for the certification.
18218673	Pragmatic Certified because my boss wanted it for all product managers and AIPMM certified because I felt it was more widely accepted than Pragmatic.
18225636	Wanted to stand out; wanted to measure myself against some standard.
18227189	Lends credibility to my skills
18231343	For the recognition
18254682	It's not the "certification" that is the value, it is the philosophy to be one of the leading advocates for the creation of a solution to a market problem. One of

CODE	VALUE
	the biggest problems I have seen is how that "problem" is communicated internally to create a product. A certification, a degree, a PhD will never substitute for real experience with successes and failures.
18287389	Wanted to ensure I had at least the standard amount of knowledge and credibility.
18288761	Because I attended the training - I thought I would go for the certification.
18294973	Attended Pragmatic Marketing courses for training/development and certification was included in the course.
18315052	For the domain & process knowledge
18318384	it's better than not being certified.
18319491	I am Pragmatic certified because I spent a week in training and figured hey, let's test myself.
18327411	It provides a good review of knowledge in the field, plus it a helpful credential for the work that I do.
18338100	I did the PMC certification because my manager required it. Then I took it upon myself to to the AIPMM CPM because I felt that it would be more widely recognized.
18338350	because my boss thought it was a good idea
18340471	It is THE certification for project management and I thought (mistakenly or not) that it would help me obtain a job in project and product mgmt.
18376444	Company initiative.
18380776	I took the course to learn more about what others thought a "Product Manager" was....and pretty much everyone I talked to had no idea.
18384887	Some jobs are requiring some sort of certification
18391378	I have had industry peers recommend the Pragmatic Marketing certification and have seen the preference identified by hiring companies.
18395671	Shows that I actually do have a clue when it comes to my job (coming from a non-PM background a long time back at same company, some people who remember me from back then still think I don't know how to be a PM.) Looks good on resume.
18399403	A current professional certification is one more way to build trust with folks outside of your organization. To renew the certification, one has to show that they have the an effort to continue their professional education.
18407056	Because it came with the training.
18411386	Because as part of the training I received I had an opportunity to take the test so I did.

CODE	VALUE
18421557	I needed help understanding what the heck it is I am supposed to be doing.
18445225	The training was useful in identifying the scope and responsibilities of teh position.
18445878	I wanted to give myself a chance to elevate my career and give myself better job opportunities.
18462017	Certification was not available when I took the Pragmatic Class. Now is.
18461538	I'm a PM consultant and trainer. If these certifications result in only one new client, then they pay for the effort and cost incurred. It's simply one check box for any new client assessing my overall experience.
18479215	The goal wasn't to list it on my resume, the goal was to learn from the course and reinforce any weak skills with process suggestions and proven successful recommendations.
18488790	My last company endorsed the Pragmatic methodology and paid for a number of Pragmatic classes. Since I took the class, I figured I'd take the cert exam
18523543	Attended the pragmatic marketing training and thought I may as well take the quiz at the end. I never refer to myself as being certified. I think the training helps me in my job, but not the certification per se.
18582476	Certification was not important, wanted to learn more about their framework that is endorsed by our new VP Marketing.
18583726	My company made me take the training that led to the certification.
18584129	Company paid for the course and certification.
18593197	my company encourages it.
18599030	It was a department-wide push, to give us all a common PM base to work from. We'd all had very different levels of marketing knowledge and backgrounds.
18609809	I thought it would be a good idea to learn theory and discuss with other professionals the way they tackle similar issues so I can view the issues I come across with alternative perspectives. The certification just came with that.
18624872	My company paid for the training, so why not? It was a welcome refresher at getting back to basics after many years on the job.
18635783	Employer uses Pragmatic as the common platform for all PMs.

Appendix: 8.

If you are not certified, why not?

DATA

CODE	VALUE
18082283	because i think it is a lot of money and not a lot of benefit.
18084036	Do not see the value.
18084439	Never had a need. Employers have never asked for it.
18085739	I see little value in an acronym after my name these days. I already have a graduate degree in my chosen field and it helps me more as a PM than an industry certification. I'm known in my industry already (i.e. I can get a job if I need it) and I know how to do my job as a PM and as an industry thought-leader.
18088296	have never thought i needed it. I think knowledge and experience are more important than certification
18088295	So far I haven't needed to be certified to advance in my career. And I'm skeptical that what PMS do can be tested.
18090630	it has never been required.
18101118	Certification never stopped me from doing my job. While I constantly further my education, these certifications were never meaningful to me.
18102497	Not sure if it's worth it.
18106400	These certifications are in place to justify outrageously expensive training and "study guides" of the organizations. They still can't replace experience.
18112726	Difficult to get certified in Europe and frankly I'm not really sure it's needed. No one has ever requested it in Europe.
18116813	a) while I was PM, no time to pursue it b) companies I worked for did not care about certifications c) does not really help me with jobs
18121497	Company decided to certify all the product managers with Pragmatic Marketing Certified course. I overslept on the first day and got kicked out of the course.
18122308	I simply haven't gotten around to it yet.
18124131	I have only been a Product Manager for a year
18125224	I don't see the value in such certifications. Nor do I look for certifications when hiring product managers.
18126102	The certification was introduced some time after I took some Pragmatic courses, and I never got around to 'certificating' and getting the initials. I'm answering the following assuming that there's a difference between certification and being trained.
18127351	There are plenty of textbooks and other resources out there. Plus, many of those programs deal with the "ideal" situation wherein the entire organization needs to cooperate. We all know that never happens.

CODE	VALUE
18128601	I think experience trumps certification, and I have been a PM for quite a while. Product management duties can be vastly different from company to company, and so I don't think there can be a certification that adequately covers the breadth of experience required to be a good PM.
18130812	Better things to do (like talk to customers & engineers)
18134068	Wasn't offered when I originally took the Pragmatic course. Haven't taken the time to go back and take the test. It's never come up from a career advancement perspective.
18135196	Waste of time. Plus I'd much rather see my family in my limited spare time rather than spending it getting yet another useless piece of paper to hang on an already crowded wall.
18135700	I didn't know they exist. But now that they do, what value does it bring? I originally was a licensed profession engineer (P.E.) All through college and initial years of employment there was a definite focus about "getting licensed" and the importance of that for career advancement.
18136617	Not willing to personally pay the cost to achieve it when it wouldn't significantly benefit my career or salary. If the company paid for the training, I would be willing to do it.
18138037	Never came up as an issue when interviewing for jobs
18143755	No need given the formal education and experience required to be a successful PM. Bad PMs tend to be 'culled' from the herd quickly given the visibility to upper management.
18144877	don't see the value.
18147526	It hasn't been required by hiring organizations. I've taken several classes (pragmatic and zigzag) and have 10+ years experience in PM - typically that suffices.
18152685	Seems like a waste of time. Who cares about certifications? Show me a successful product launch.
18152384	My professional opinion is that certifications are just a way for certifying organizations to build up their own credibility and do little to truly measure the real-world capabilities of the certified individual. I like to think my experience speaks for itself.
18153428	Never needed it. I have 12 years of experience in software product management.
18155437	Mostly budget. I can't afford it on my own and my company currently doesn't have budget for certification.
18157195	I have a fancy pants MBA that seems to trump all the rest.
18163732	Looking to get certified
18164644	I attended a Pragmatic Marketing class because one of my employers required it as part of new-employee training for PMs. Can't remember if we took the cert

CODE	VALUE
	test or not - never came up in my job, so obviously wasn't important to my employer.
18170641	Never felt the need
18176566	Never considered it or been required by a job. I would shy away from a job that required one. Frankly, I don't need a certification to indicate my qualifications; my success, job performance, and experience speak for itself.
18203320	Don't see the value...
18208624	At least in my industry (semiconductors), I have never known anyone with a formal certification, nor seen a job req. with a request for certification. I wouldn't see a benefit of being certified for this particular industry, perhaps that is different for other sections of technology marketing.
18210900	Experience, experience, experience
18213552	Too busy with work.
18215642	Fell into the role from the Business Analyst side of the house. Currently no budget for certification or training in general.
18215909	mostly time and budgets to get it done
18218880	I had the opportunity to get the pragmatic certification, but didn't think it would make me more marketable.
18219732	Never seemed very important. If it became important (e.g., even 1/1000th as legit as a PE, say), I'd be happy to become certified. My theory is that it wouldn't be difficult for me to pass the test.
18220522	No time to focus on certification, too busy with job!
18228285	I haven't really needed to. I've thought about getting certified just to have it on the resume, but I find experience tends to be more important.
18231343	I am certified
18233186	I'm new to the job, I'm in Australia, I don't know of any particular applicable certification here
18238068	i am aware of the cert. programs in the US, but here in europe i have seen nothing similar.
18241206	Product Management is just one of the roles I do on a daily basis, and in those roles (which include development and financial management, for example) I've not been convinced of the benefit of certifications in these areas.
18243672	Living in India. Couldn't find any certification affordable.
18254126	I took the Pragmatic Marketing class, but opted out of the certification/test at the end. I can't see that certification is relevant at all; it's all about what you can contribute to the product and a certification isn't a good predictor of that,

CODE	VALUE
	IMHO.
18273972	The opportunity has not arisen – lack of funding has not enabled me to take this course of action.
18275827	I don't see the value. I hire a lot of product managers for our company and I don't look for certifications.
18296665	Doesn't mean anything to anyone.
18319491	I chose not to take the AIPMM certification after attending a recent conference in D.C. because 1.) the cost was too high and 2.) I don't really see the point.
18321199	I can't imagine what a certification would do for my career. Also, it's hard to imagine what they would certify, since the job varies so much from company to company.
18331089	Haven't been pushed to do this. would like to but travel too much, hard to find the time.
18334779	Not got around to and feel my MBA outscores it
18336944	did not know they existed and wonder about the benefit for finding a job or advancing in current job.
18338551	No reason.
18339388	Certificates are for people who haven't done or can't do. Most people I know who promote certificates aren't that great and use it as a line of defense in explaining away his / her mediocrity.
18391520	Didn't know there were certifications, and I also don't think I need it.
18393051	wasn't offered when i took the PM courses that now provide certification. not willing to cough up the \$ to retake courses and then test.
18394753	Employers probably wouldn't even think about whether or not I'm certified.
18395240	I live in South Africa, so there is no access to the exam processes.
18392276	Sort of just fell into PM
18404584	The certification does not prove skills of a product manager.
18405677	- have not gotten around to it
18407084	don't care, where is the value proposition?
18445563	Seems pointless. I'd rather people look at my experience and judge me on that.
18445523	I have taken a Pragmatic Marketing course in the past but didn't get certified.

CODE	VALUE
	Perhaps it was before they offered certification.
18445878	N/A
18447252	I have not heard anyone say there's any value added in these certifications.
18462017	Company won't pay for test.
18505882	not sure of value certifications not widely recognized to warrant salary premiums
18530726	Have MBA, worth more.
18560935	I am confident I know what I am doing, I don't need to divert my energy to boost my confidence. They are expensive too. I would get certified if it was free or it was guaranteed I would get my ideal job because of it.
18562035	Haven't found it necessary
18581809	same reason as you. no idea which one to get or how it will benefit me
18584529	Certifications are for junior people or those not doing any Product Mgmt that want to get into the business. With 10+yrs experience as a PM, why would I want to get certified?
18586894	Recently moved into product management profession. Will be taking a course soon.
18588799	No time or corporate budget to send me yet. I am scheduled (but not approved) to attend PM (Pragmatic Marketing) training in 2009.
18592918	We have a startup that has limited funds. Although a certification might be nice, I also don't have the time to fly off to some location and earn one (not to mention the time away from my family.)
18595404	Don't apply any credence to them as an employer so don't feel the need to obtain them myself
18613966	I have been too busy managing products to learn about product management.
18614902	Didn't find a need...
18618777	I am a product marketing director but lived in the technical world for the first part of my career. I went through the Microsoft Certified Systems Engineer (MCSE) process during the NT 3.51 to 4.0 era (yes...some time ago). I found that the certifications didn't translate to qualifications and the truly qualified folks would be qualified with a certification or not. In fact, some of the most unqualified folks were the one flaunting the certification. However, early in my career the certification made a difference in pay. As my career progressed, the certifications (MCSE, MBA, etc) didn't mean as much.
18646596	I have considered but never been a priority. I joined AIPMM this past year and hope to take certification next year.

CODE	VALUE
18657965	I see three reasons to be certified. One, to learn how to do the job. Second, a resume bullet item. Three, being able to spend time away from work while your employer pays for you to sit in class to get certified. I know how to be a PM, my work experience says more than a certification ever could, and who has time to be away from work when you're a software PM?
18662834	why bother OJT is where its at
18683600	I have been a Product Manager for less than one year, and I have just begun to consider new ways to build my strengths.

Appendix: 9.

In your view, what are the benefits of certification, for both the individual PM/PMM and for the company?

DATA

CODE	VALUE
18084633	credibility
18085279	The individual will be better at their job. The organization will benefit from having better trained and more aligned employees.
18085381	Knowing that the certified person has some base line level of education.
18085739	For the new PM, you learn by doing, not by reading or listening--you write a lot of product notes, review web pages, do lightweight competitive analysis, and do grunt work for the VP/PM. You either learn the ropes or you go into MarCom. You won't get a job or a promotion based on a certification, but you might get a bigger raise by putting a performance metric in your goals of getting certified. Some managers might think there is value in these programs and give you a 3-day vacation to pursue a piece of paper. Taking classes will help you through the middle, but nobody hires a Director of PM or VP/PM based on a certification--those positions come from having a well-developed network.
18088295	Introduction to other tools and thought patterns.
18090630	methodology is a good foundation, even if you work at a company that isn't interested
18090757	Help everyone work to a know standard and vocabulary.
18086952	Shows everyone that you attended the training and didn't fall asleep!
18093955	Few if any benefits. Certifications are only useful if they are standardized and widely understood. None of the groups giving these certifications have done anything to actually promote the value of their certifications to a wider audience. How can people put value into these certifications if they don't even understand what product management is?
18101118	When going after a job in a large corporation, these may make you stand out in the CV pile. Possibly, some corporations may require them (but I have never heard of that)
18104875	Each of the certifications really validates that the PM has understood a high level methodology for approaching effective product management. Given that many product managers come to the job with no PM training, it really can't hurt.
18106400	Resume padding for the individual. Nada for the company unless they have no PLM practices in place and a PM that doesn't know what a PM does.
18107541	nada
18108094	Increases the professionalism of both the individual and the profession. Raises the stature of the position within the company.
18110317	For someone breaking in to the profession, it gives them a groundfloor knowledge of the activities that a product manager performs sometimes

CODE	VALUE
18116813	a) knowledge gained: we all go through the same problems again and again; if the certification helps us to not fall into the same traps, that is valuable. b) shorthand way to know if a person who claims to be a PM really is (short of wearing a "I Love Cranky Product Manager t-shirt")
18118756	they know what they're doing...(sort of)
18120080	In my case, it helped me get a higher paying position. The employer was impressed that I had my MBA & had continued my education with the certification. It helped me get at least 15% more in the initial offer. For the employer, it helps sort out the person who was a product manager who came from engineering and knew that product only. They didn't have an understanding of the market.
18120109	It validates my level of knowledge and corrects or confirms my skill set. My certification was tied to my MBOs so it resulted in a bonus for me. My company knows that I am doing the absolute best in their interest. They also respect my opinion more knowing that I hold the dual certification of the AIPMM industry association.
18122308	For the individual it is a specific measure or endorsement that the PM/PMM has command of a specific corpus of knowledge and a broader view of product management strategy than the discrete organization can provide.
18124131	It shows that you have at least a limited education in Product Management
18125224	In theory, the certifications should provide a consistent baseline of skills and knowledge as well as best practices and core processes. This requires a certain amount of critical mass to make a real impact. Unfortunately or not, product management is perceived to be more of an art than a science and it is certainly not rocket science. In a technical field, certifications are critical to give base knowledge. Product management is different. People do not start life and say "I'm going to be a product manager". They get into through a number of different ways, and as such, certification doesn't seem that important. I* hope this makes sense. I hate writing in these small boxes :).
18125847	For the individual: valuable perspective on big picture of the job's responsibilities, how to prioritize. For the company: increases chances of PMs/PMMS focusing on strategic, rather than solely tactical, and making company and its apps more competitive.
18126102	Certification at least means that individuals understand the concepts of Product Management, but having the ability to put those principles into practice, communicate effectively in your PM matrix and take informed decisions are more important skills in my view.
18128112	At least know that less experienced PMs have some specifically relevant training and will not flail right out of b-school.
18128601	It can make individuals aware of things they may not have been aware of before, enabling them to learn new techniques. For the company, it may give them some comfort that the person has at least a base knowledge of PM if they have no previous experience on their resume.
18130271	standardization of process
18130292	Since there is no specific product management degree the training for the certification helps teach the basics. For the company it helps create a framework to focus on market driven product development.

CODE	VALUE
18130812	Brings in new ideas that may have been overlooked.
18134068	Provides a metric of qualification for folks with limited experience in PM.
18135196	Confirms you know the basics
18136617	If you don't have the training in the real world, then getting it can accelerate your learning and demonstrate your serious interest in growing in these roles.
18135916	Helps develop shared view of tasks and responsibilities (whether or not you end up structuring like trained or not).
18137754	The benefits of certification should come in the form of conventional wisdom learned while learning the materials. The benefits for the company primarily in the form that people that tend to want certification are probably the same people that want to continue to improve in their job. Having certification can be one way of displaying that desire.
18138037	confidence
18143363	Just demonstrating that you have followed a course and understood it
18147631	The source of the certification matters as it implies adherence to their methodology.
18148851	None
18152489	Helps level set expectations and role definition if done organizationally. however the PMC makes so many assumptions about how company's are aligned that it was of very little use to me.
18152685	If you have no idea what you're doing or are making a career switch, it might lend you some credibility and make your employer feel like you're a safer hire.
18152384	Individually, very little benefits beyond the personal satisfaction one may feel about having passed a test. For some it may convey some credibility to people so they know you aren't a complete rube. Can't really see how it benefits the company. They care about the results of your product line.
18153428	Allows a candidate with no experience to prove they were interested enough in product management to go through with the certification.
18155437	Learn the discipline and methodology. Provide a common vocabulary. Strengthening knowledge in weak areas (e.g. marketing or strategic planning)
18157195	Would be good for someone promoted into product management who has no formal training or experience as a product manager. I've seen it often when some guy in support decides he is a product manager and somehow gets himself the title. In this case, he could get certified so he can figure out what he should be doing.
18155535	is good for company mbo's
18159584	The education process is what benefits the PM/PMM and company - and having a certification exam requires they actually retain what they learn!

CODE	VALUE
18163351	Credibility, greater job opportunities
18164644	People have a common reference set for methodologies and terminology.
18165532	Its simply a merit badge, like an MBA for some.
18166804	I have seen no benefit whatever.
18170641	I have looked at the requirements, and felt they were pretty lightweight. There is no substitute for experience, and practice in kicking ass I spent time at Cisco, and most of their networking certifications, while better than the MCSE, were pretty worthless. I view PM certification to be similar
18175132	I think that it can help a company get all their employees on the same page. For th individual, it can help complete an education, provide confidence, and in some instances provide proof of skills
18176566	None. PM varies so much from industry to industry and company to company that standardization is pointless.
18192592	If it is properly implemented, then it creates a common language and common understanding of concepts However, so far, haven't see it work successfully
18193181	Access to peers who offered the certification on direction of PM objectives. Also clearly defines your direction to move through the framework of management of all aspects of PM.
18194189	Keeps PMs focused more on the market and thinging of customers rather than getting sucked into minor details. Too many PMs do trivial work all the time rather than driving the product towards new opportunities.
18209556	Common framework
18208624	Formal business training whether it be a PM/PMM certification or an MBA (bare with me on this) can't hurt. However formal training cannot make a poor PM/PMM good, it can only make an already good PM/PMM great.
18212360	I wouldn't say it is completely useless. It gives you some tools/templates for some activities but mostly it is a networking opp.
18215909	provides basic tools and base lines for navigating the waters with Dev/ R&D
18218673	depending on the certification they focus in different areas. Pragmatic was more software product management focused while AIPMM was more retail product management focused. Getting involved in each helped open my eyes to the various thing Product Managers can do.
18218880	not much. the Pragmatic training was great, but I don't see the real value of certification
18219732	Means you are proven to know something about the domain. Therefore useful for a position where a) you're supposed to know something and b) you haven't proved it by being a senior.

CODE	VALUE
18220522	Understanding of common best practices, ability to apply previously successful methodologies to new problems.
18225636	For the individual: confidence in what you know. A way to make your resume stand out. For the company: confidence in hiring and promoting. Could also be offered as an employee benefit.
18228285	If PMs share the same certification, you have consistency in tools, language and processes.
18231343	Recognition of training completion
18254682	thinking smarter...stop working longer. How to communicate market problems into tangible, actionable, and meaningful activities.
18273972	Demonstrates that you have the theoretical knowledge of product management
18275827	In theory, as an employer, it could give you confidence someone has a standard set of skills. As an employee, it may teach you something new in getting it, and it might help you get a job at some companies.
18287389	Confirms someone knows the minimum and sets a bar for what is expected. Gives additional confidence and credibility to PMs.
18288761	The associated training at least provides a framework for understanding what are the functions of product management - so often confused in the real world.
18294973	With Pragmatic Marketing, it can help the company more clearly delineate the responsibilities of product management and product marketing. For the individuals, the certification give them a ubiquitous language for requirements definition and process.
18315052	Level-setting using a base process methodology. I have my entire team take the Pragmatic Marketing version so that we have common processes and terminology to work from.
18318384	proves for one brief moment you knew something....
18319491	A certification shows that you've been trained in a particular methodology...you know the lingo, the artifacts, the processes. The process of getting certified -- the actual training -- can be beneficial to someone who's recently been hired at a company that is following a particular methodology or someone who is trying to architect order in a chaotic environment(e.g. no current PM processes exist). The certification itself is simply acknowledgement that a person was trained. It doesn't demonstrate competency (kind of like a college degree). When hiring, a company that is familiar with or actually following a particular method will recognize a quicker ramp-up time for applicants demonstrating experience in that methodology. I think a certification can help a PM get in the door for an interview, but a good hiring manager will ask for a tangible portfolio of work (e.g. requirements docs, business cases, etc.). If those artifacts and a person's verbal description of responsibilities don't align with the methodology or don't demonstrate competency, then the certification is only proof that they sat through training...not that they applied the knowledge gained effectively. On the flip side, when I applied for my current position, I ONLY applied to companies who indicated preference for Pragmatic certification because it was an indicator to me that they understood the role and activities of a PM (unlike a prior company that had absolutely NO idea what a PM was supposed to do...and thus I found myself crafting "sexy" marketing messages all day for a data driver product).

CODE	VALUE
18321199	Maybe if you're trying to become a PM with no previous PM or Marketing experience, it would help...
18327411	Individual: Increases self confidence, increases breadth of knowledge. Company: everyone working together has common baseline understanding of PM/PMM and common vocabulary
18334779	It helps define the role and tools that a newbie would require, or indeed a bad PM that has no clue
18336944	shows dedication, that you can stay with something to completion. Shows that you are committed to being a product manager and the knowledge is helpful for the individual and company.
18338100	I think its good to have a standard measure by which people are judged. Also, it's good for people to use standard frameworks and terminology when working together, for consistency. Beyond that I don't see a lot of value.
18338350	dont think I have really found or identified any, however I could add more initials to the end of my name
18339388	Certifications really help with intra-discipline communication. For example, it drastically improves one's ability to play buzzword bingo with other PM / PMM colleagues.
18376444	Helps to establish a common methodology and language.
18380776	shows that at least they took their job a little bit seriously...they searched out some additional training (at the time, TinySoft didn't have a training department). Now that we are BlueSoft it's a whole 'nother story...
18384887	Giving structure to an unstructured role
18391378	The benefits of the training, and therefore, the certification are the tools that are taught to focus on what strategic functions we are to work on, instead of the tactical, which can often be left to PROJECT Managers. This is where the difference is defined.
18391520	Get basic knowledge about product management or product marketing.
18393051	i am a supporter of the Pragmatic Marketing courses and have recommended them to plenty of PMs and PMMs. I believe the methodologies and tools from those courses are beneficial to both PM/PMM and companies. If certification is a byproduct of those courses, that would be the benefit.
18394753	Indicates that the certified PM has been trained for certain tasks. However, it's hard to evaluate (1) what those tasks really are, (2) how deep the training goes, (3) the quality of training, and (4) how much the individual PM really absorbed.
18395671	Forces the person getting the certification to review the basics of the job. Not a bad refresher. Shows certified person took extra steps to pursue certification. There is time and money involved here. If dealing with customers, some may care about seeing someone is certified. My customers don't. But certification can be a big deal.
18392276	I actually have no idea

CODE	VALUE
18399403	The individual passed the 'standardized' test and submitted documentation to support their claims of experience. The certification suggests that an independent set of peers agrees that the individual meets the requirements. Contrast this with someone's claim that they "Increased sales by 30 percent." Without more details and independent confirmation, I don't know if the person provided an honest assessment of the situation.
18405677	- indicate to the person on the others side of the table that you you have taken the time to learn the theory and view PM/PMM as a career
18407056	For the individual, the certification itself might help a little when seeking a new job, but otherwise, I don't think it adds value. For the company, it simply validates that an individual has had training, but doesn't tell if it was successful even with the certification.
18411386	The certification shows a certain level of PM knowledge as validated by a 3rd party. Good for the PM - a validation that they have solid PM process knowledge and good for the organization as it shows a level of knowledge as provided by a neutral 3 rd party.
18445225	Better awareness of what the job entails.
18445523	I actually am not a big fan of certification because so often certifications are heavily weighted toward learning a specific association's terminology. It is hard for a certification to measure strategic thinking. Certification would help separate the wheat from the chaff during recruiting. However, I wouldn't rule out a strong candidate who lacked certification.
18445878	Framework of activities and tools used to help with the job and help organizations that don't know what PM is.
18461538	For the individual, it forces a refresher of general knowledge and practices. It's very easy to lose sight of the big, strategic picture of product management and marketing. Whether it's attending a class or getting certified, it potentially wakes up some dormant brain cells. You have to study and think. For the company, since the certifications are fairly comprehensive, it provides an indication that the individual understands something of the entire lifecycle and strategies to employ. It also indicates they understand the concept of differentiation for the product 'YOU'. As someone who has hired dozens of PM's, certification is something I would take notice of and therefore it accomplished its job of differentiating the resume. Certifications are not a guarantee of anything, nor a replacement for actual experience and results. It's only one, small measurement device when screening resumes for a position.
18488790	The classes themselves provide yet another viewpoint on how to do product management. Certification verifies that you paid attention in class or have some common sense in product mgt principles. I think the classes and cert are most useful for entry level PMs who don't really have any/much experience in PM.
18523543	Our company subscribes to the Pragmatic Marketing approach. That we've all done the training means we all approach product management with similar expectations.
18560935	For the individual, it could give them confidence that they know what they are doing, and take some of the risk away from a company hiring someone with a certification.
18583726	Individuals and companies both learn a common vocabulary and at least some parameters for a job description that too often evolves into whatever is needed or leftover within the organization

CODE	VALUE
18584129	Would be good to standardize the PM toolkit and approach.
18584529	Teaching a newbie the basics.
18586894	personal: higher salary company: streamlined processes
18588799	Appearances. Commitment.
18593197	For me, it helped me determine what a "real" PM should be doing. Unfortunately I don't do much of what was covered in the class.
18592918	I don't really see the value, other than perhaps it might convince an executive that one PM deserves a higher position and salary than another.
18599030	I don't think the certification makes much difference - it's the training you do to get the cert that provides the benefit.
18609809	The individual broadens perspectives on what the role is of product management and how to execute effectively. The company benefits as the PM executes to the company's direction (eg. reflects on matters of core competency, roadmap, etc).
18613966	In each certification program there are nuggets of wisdom that can help in day to day PMgt so there is marginal benefit to all.
18614902	Helpful for someone who is relatively new to the profession.
18624872	The training itself is useful, it provides a good grounding in the job of a PM and best practices. The certification credential itself is mostly useless in this environment.
18635783	for the company, it makes sense to have a common reference; many careers are preceded by a degree in the discipline and there are very few colleges/universities that offer a Bachelor's degree in Product Management.
18646596	certification requires an understanding of profession and its requirements, problems each company has their own view of PM/PMM
18657965	Training.
18662834	career switching

Appendix: 10.**Do you have any other comments on the value of Product Management or Product Marketing certification?**

DATA

CODE	VALUE
18093955	They're useless to be honest. I've only been asked once about Pragmatic Certification by a company that had no clue what it actually meant.
18107541	you either market or you don't, you find your niche or you don't .. if you don't in either .. you shouldn't be in the job! IMHO know your market for your product, not your certificate for the next job?!
18116813	Just that if there was one I would want it to have a mentorship or interaction component: maybe have to spend a couple days over a quarter with a more experienced PM. I am not interested in some sort of exam based certification that a kid can sit at home and 'earn' without the benefit of sitting in meetings and being told "You are stupid" by developers and sales at the same time.
18118756	It doesn't matter to anyone outside of product management.
18120080	Be careful with the difference between certified and certificate. Certificate is when a trainer like Pragmatic certify that you attended their class and took a test about the materials. Certification is when you understand a body of knowledge. In my case, I researched the differences by talking with people who had certification in the different programs. You should call the AIPMM and the PDMA. They have the best programs. Pragmatic is a good trainer, but not relevant to 80% of product managers.
18120109	After comparing all the options I chose the AIPMM certification because they are the industry association and I wanted an industry standard certification that spanned the life-cycle (unlike the NPDP) and wasn't tied to one training company, product, or methodology (Pragmatic).
18122308	I have personally seen an increasing number of director and VP level product management postings in the Atlanta market preferring candidates who have been certified by AIPMM or PDMA. I'm hunting now so I've noticed and kicked myself frequently. In a competitive market like today's, frankly, scam or shrewd doesn't matter. Any perception of an increased qualification will help the candidate.
18125847	My PMC certification was (unexpectedly, to me anyway) integral to my finding a fantastic new job (promotion included) just this month. In a competitive job market, it's worthwhile to have every advantage you can.
18126102	The value comes in making sure there is alignment and understanding between PMS and anyone else impacted by the PM process. As long as everyone knows where role demarkation lies, which certification process/framework /methodology is less relevant.
18130292	I thought the training was very helpful and the certification was a nice bonus for spending three days in seminars. Overall I think the training was idealistic and not necessarily practical as I cannot spend a day away from the office to think about the market and I cannot travel as much as suggested or I would like due to economic factors.
18135196	Some development courses or something else that gives you a deeper familiarity with the engineering process are generally a better investment. Not that I want to code all day or anything, but it helps to be able to keep the engineering folks honest.

CODE	VALUE
18135700	I think the discipline of software product management is still in its formative stages, but this may be a good step to consider. However the multiple options dilutes the perceived value. Back to my engineering example, the license is granted at the state level. This eliminates the confusion of multiple certifications that we have when consulting firms create their own certifications.
18136617	The best thing I did was get several years of experience under my belt and then go get my MBA. Much higher cost, but the return was significantly higher as well.
18147631	I am Pragmatic Marketing Certified as although my new employers don't really know what that means, I talk about it as often as they will bear to hear me talk about it. I'm surprised that I don't have to keep up with courses or continuously add value to my certification. It may add credibility to it if I had to keep up with a course load.
18152489	Something is needed because the definition of a product manager is so vague and different at companies. However I have not been particularly satisfied with what I have seen in the market place.
18155437	I think in some instances, certification can interfere with individuals who have the right instincts for PM/PMM role.
18154943	Outside of product management, I don't think that other departments in a company understand or care about these certifications. These also aren't well-known in general in the web industry. These certifications might help tip the opinion of a hiring manager on a Product Management team, but they are not the only ones with a say in the hiring process. I just don't think these carry enough weight over actual work experience and demonstrated product success.
18157195	I think certification would be great for people who want to get into product management from other disciplines. I would still be partial to someone with actual product management experience and/or an MBA, but it is a good start. I recommend these things for people in Support or Engineering who say they want to do my job...
18164644	Product Mgmt isn't standardized to the point where certification means much outside of the people in the same certification "camp". By comparison, I hold a Infosec certification, and in that job market there are also numerous certification programs. But employers, including the DoD, have reasonable guidelines for what's equivalent between the various certs. And since the certs are usually pretty expensive to obtain (class + exam = a couple grand), people will hire you for having a cert close enough to what they want and then pay to have you get the desired cert after you're hired if it's really that important.
18170641	Hiring people is a risk. Certification does not seem to reduce that risk. I have interviewed certified people whom I wouldn't allow to lick my boots. There is more to being in the zen of product management than being certified. I have a similar philosophy towards book learned MBA's. If one more fucking engineer with a University of Phoenix MBA on a roll of toilet paper tries to tell me that they know "business", I may just go postal.
18175132	It would be great if there was a uniform certification that could differentiate owners of the certification from other product managers. An advanced degree in product management. I completed an 8 month course at the University of Washington and that was close, but a national exam or extended course work would be great. I would be open to continuing education requirements as well.
18192592	To me, it looks like yet another money grab just like ISO, ITIL, BCP, PMP, etc. For example, I have been watching people who have no real PM abilities get their PMP only because they know how to study and can afford to pay for the exam. They say you need to have pre-reqs but even that is very loosely

CODE	VALUE
	reviewed. And then to keep your certification, you have to continue to take PMI course or present. Sounds good but smell like a money grab...
18203320	The pragmatic course is extremely value, but the additional cost of the certification is questionable.
18209556	Must be mandatory
18208624	I'd view these type of certifications much like I view a tier 2 (non Harvard, Stanford etc.) MBA. They are good for the education, if the education is what you want. But don't expect them to be a means to "the next level" and I wouldn't expect most companies to value the education over real experience. These certifications give you good background and formal theory that can help guide you through the more complex pieces of product marketing/management, but they are no substitute for just being in the trenches.
18212360	Overall, it may add some value to someone who is foraying into Product Management for the first time. But what you learn on the job is irreplaceable.
18218673	Since I've invested the time in 2 of them I help they prove useful.
18219732	I'm obviously biased against them, because I don't have one. But, otoh, having structure is good, and these provide at least a structure for how to think about the PM problem. So I guess I'm not going to commit one way or the other.
18231343	Keep on being cranky!
18233186	Nothing specific about PM certificates. I'm not a huge fan of certificates. I've never found them particularly helpful in getting a job and I've never found them particularly indicative of ability or competence (some of the dumbest people I've met in my life I met while at university, some of the smartest left school at 15 - and I'm not talking street smarts).
18241206	I feel that certification in general is rather overvalued, and I suspect that Product Management/Marketing certification is no different. In all of the organisations I have worked with, none of the development or product management/marketing staff have carried any professional certifications as far as I am aware.
18254682	Product management is an Art. To achieve good results there are various methodologies that will improve the chances for success. One analogy is Graphic designers. Going to school and getting training in how to use Photoshop does not mean you have the skills of composition. If you think the certification is the value...you are missing the real value from these courses. What is really annoying to me is when some "seasoned" PM thinks he knows everything about product management. When does education hurt?
18273972	Certification will always look good on your CV (resume) – however the real value is only seen if the person reviewing you CV understand and recognises the value of certification. I've interviewed many product managers over the past two years - many of them where very good and did not have certification – however a few who did really stood out as knowing their stuff – so I guess that doing the course and becoming certified really does help put the icing on the cake. Derek Morrison http://allaboutproductmanagement.blogspot.com/
18287389	In today's competitive market, having a certification can only help.
18294973	I never really understood why taking a class, then passing the test gave me a "certification". Trained - yes. Certified - really? I come from a project

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	management background and didn't understand the "PMP" certification either. You are either are good at your job, or you're not. Your resume, artifacts, track record, interview, etc will show. Certification, to me, should mean that you've demonstrated some particular qualifications. For instance, you should not be able to get certified until you've been practicing for some minimum amount of time, must take a test that will give evidence of your knowledge of the field and perhaps some sort of situational analysis to be presented. Calling yourself certified because you listened in class and passed a test doesn't give an indication of how you'll do on the job.
18319491	The value lies in the eye of the beholder. If a target employer knows and uses CPM, then having a CPM certification is beneficial. Likewise for Pragmatic. In my experience, though, companies aren't familiar with PM methodologies and have varying expectations for the job. I've actually used the Pragmatic framework diagram during an interview to help prospective employers clarify to me exactly what I'd be doing. This has proven to be a tremendously valuable tool to me and to the prospective employer. If all a PM does is put the "certification" on a resume and doesn't actually use the tools, methods, or processes gained from the training experience in a demonstrable way, then I believe the effect of the certification will be minimal to none.
18334779	It not about adding the letters to the end of your title, but rather to learn and get the basic toolset to do the job.
18336944	It's nice to show that you belong to an organized profession. Not sure of cost and time commitment, but it would have to be low for me to invest since current employer does not value it nor do I see companies advertising for PM jobs requiring certification nor job listings with certification being a "nice to have, but not required".
18635783	no
18391378	I would like to see an MBA in Product Management.
18391520	Nice idea, is it commercial or does it come from a non-profit organization?
18394753	Unfortunately, PM certification is not an interim step towards a comprehensive education in PM, which is what the industry really needs. You require specialized training for developers, QA people, and even marketing people (MBAs), but not PMS...?
18395240	I wish I could take the exams in South Africa!
18399403	The benefit of the certifications (and the organizations that issue the certifications) is the potential for networking and learning with peers and experts within the discipline. It indicates that you participated. It suggests that you are more likely to contribute to the profession.
18411386	It would be difficult to have one certification as PM / PMMktg is different from company to company - what skills work in one organization may not work in another so in many cases a certification is only evidence of being able to learn material and pass a test.
18445225	It can't hurt to have to take some training in the field.
18461538	You can get entire degrees in Marketing or Development or Finance and which emphasize the analytical side of understanding fundamental business concepts. Product Management and its near cousin, Project/Program Management, require skills and knowledge not obtained in these programs and are usually only available through extra training and/or experience to deal with ambiguity and providing leadership. Unfortunately, the majority of people I have been

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	involved with in these roles have a very narrow view of what their job is and in the skill sets they possess and there is no standard measurement when assessing them. I can usually quickly screen out 50% of the resumes I come across as the applicants have a narrow specialization even within product management, such as requirements or outbound activities. While these certifications today don't provide the needed foundation for establishing some level of competence and ongoing learning, such as a CPA or a Bar Exam, they are a start. The industry could well benefit from moving away from the dark ages of Product Management as an Art form and putting more rigor and objectivity into the requirements of calling oneself a product manager. In lieu of formal programs/degrees in product management, I don't feel there's anything wrong with the certifications just as there's nothing wrong with getting an MBA. The proof is in the substance behind the label and that has to be determined in other ways.
18488790	I think the classes are useful when a company has decided to select a specific methodology, in that PMs can learn that methodology. I think cert is useful when it comes down to 2 similar candidates, one of which is interviewed...if all else is equal, I'd choose the certified person. The last time I was interviewing, earlier this year, I had 4 competing offers to select from. So, I think I know what I'm doing. Having said all this, I would never pay for certification myself - my company paid for it and I took advantage of it. And, I don't agree with Pragmatic's delineation between PM and PMM. Actually, I think Pragmatic is more useful for PMM functions and activities than PM. So...I guess I think my cert is worth very little. But I'm still glad I did it.
18505882	in my work, just taking the relevant courses (like pragmatic marketing) is just as valuable as any actual certifications
18523543	Product managers often come from other backgrounds: consulting, development, sales. Determining an approach for product management for your company means you're all on the same page. That could be pragmatic marketing training (or any of the others) or it could just be a well written process and deliverables.
18560935	If nothing else, you might learn something new. It would be difficult to argue that having a certification would hurt a job candidate (minus the time and money put into it).
18584529	Experience is the only way to truly learn how to be a PM.
18588799	I have come pretty far, pretty fast in the company I work at from my past workplace experience and natural communication skills without PM official certification. Where I think that I would benefit from PM certification is being able to communicate more easily with PMs from partner or vendor organizations by "speaking the same lingo".
18592918	In general, I find that certifications are a waste of time and money. Certifications are sometimes helpful in dealing with executives who love to see a string of letters behind an employee's name.
18609809	Several PMs from a single company attended and it was nice to standardize on the terminology the processes and tasks that we happen to focus on, and hold a lively discussion about what other tasks we should focus on. The training also brought up a chance to re-visit the roadmap and strategy and determine if we were holding true to our core competence.
18613966	Overall, I feel the same way about certification as I do about organized religion. Each program tends to encourage a single doctrine and in the world of PM, there is no such beast.
18624872	Most employers look at certifications (and to a lesser extent college degrees) as a baseline that indicate you have a pulse and at least a basic familiarity with

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	some fundamentals of the job you're interviewing for. Since certifications are a poor predictor of job performance, they're generally (and rightfully) relegated to a minor role in hiring decisions.
18657965	Take the courses if you need them to learn how to be an effective PM/PMM. But I've yet to see someone make a hiring decision on that basis, and I wouldn't.