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New Industry-Standard AIPMM Agile Product Management Certification Released with Support from Training Organizations Around the World

280 Group™ joins companies supporting agile product management certification standard.

Los Gatos, California ([PRWEB](#)) Sept 23.2009

The 280 Group and five other companies today announced support for the industry-standard AIPMM (Association of International Product Management & Marketing) Agile Certified Product Manager® (ACPM) exam standard.

The exam, offered by AIPMM, tests for a thorough understanding of basic and advanced strategic and tactical concepts in agile product management. It ensures that those who pass the exam fully understand agile product management and are able to apply the concepts immediately to be more effective in their jobs. Topics covered in the exam range from basic to advanced and include multiple types of agile development (Scrum, XP, Lean), release management & planning, documentation, organizing around agile, launches, roadmapping, distributed/larger teams and integrating agile within a traditional product process.

Joining with the 280 Group to support the new standard are AIPMM, of Carson City Nevada, Technobrands of Canada, Lucrum Marketing of Austin, TX, Brainmates of Australia and PLM Associates of Los Angeles, CA. All partners have licensed the materials and will be delivering the courses in-person and online throughout the world. Training materials are being licensed to interested product management training and consulting firms for a low fee to encourage adoption and support of the international standard. Further announcements of support from other highly regarded firms are expected shortly.

“The AIPMM agile product management certification is the first industry-standard certification that has worldwide support and covers agile best practices rather than one vendor’s specific methodology” stated Brian Lawley, 280 Group CEO, former President of the Silicon Valley Product Management Association and author of the two best-selling books “Expert Product Management” and “The Phenomenal Product Manager”. “Other Agile certifications are not specifically designed product managers. We encourage every product management training and consulting company to join us in supporting the standard and offering the courses and certification exam.”

“Widespread support from industry-leading companies like the 280 Group and many others have ensured that product managers now have an agile certification for product managers by product managers.” said Therese Padilla, founder of AIPMM, “We are excited by the number of companies who have approached us and will be joining the effort.”

The Agile Certified Product Manager exam is available from AIPMM.com. More details can be found at www.aipmm.com.

The 280 Group ACPM Self-Study Course is available now online at www.280group.com at a price of \$1,295 (includes exam fee.) The 280 Group and other partners will be announcing in-person training schedules over the coming weeks.

About the 280 Group

The 280 Group is the world’s leading Product Management and Product Marketing consulting and training firm, and has been featured on CNBC’s World Business Review and the Silicon Valley Business Report. Formed in 1996, the company has helped thousands of companies to learn and implement best practices, resulting in better products and increased revenues. Major consulting clients of the 280 Group include SAP, Nokia, Intel, Adobe and Palm as well as dozens of small and medium-sized high-tech companies. A partial list of clients, letters of reference and samples of work are available on the 280 Group website in the clients section.

Brian Lawley is the President and Founder of the 280 Group and former President of the Silicon Valley Product Management Association (www.svpma.org). During his twenty year career in Product Management he has defined, launched and marketed over fifty successful products. He is the Author of the Book “Expert Product Management: Advanced Techniques, Tips & Strategies for Product Management & Product Marketing.” In 2008 he won the Product Management Excellence Award for Thought Leadership by the Association of International Product Marketing & Management. Mr. Lawley is a Certified Product Manager (CPM) and Certified Product Marketing Manager (CPMM). He earned an MBA with honors from San Jose State University and Bachelors Degree in Management Science from the University of California at San Diego.

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