



PRODUCT DEVELOPMENT & MANAGEMENT ASSOCIATION

Top 10 ways to make the most of your PDMA MEMBERSHIP

Gain Product Development Knowledge. Enhance Your Career. Build Your Network...and Much More!

1. COME OUT AHEAD! EXCHANGE KNOWLEDGE WITH INDUSTRY EXPERTS AT PDMA EVENTS.

Expand your network and gain the knowledge you need to excel at your job by attending the **PDMA Annual Conference, JPIM Research Forum, Chapter and International Affiliate** events at discounted member rates.

2. GROW YOUR GLOBAL COMMUNITY. JOIN A PDMA CHAPTER OR GLOBAL AFFILIATE.

Connect with other **product leaders** who can help you answer the questions you face on the job. Contact your local PDMA chapter today!

3. BUILD YOUR DIGITAL CONTACTS. CONNECT WITH OTHER MEMBERS THROUGH OUR MEMBER DIRECTORY.

Getting in touch and staying in touch with other PDMA members has never been easier with the **Member Directory**.

4. GET ACCREDITED INDUSTRY RESEARCH 24/7.

Visit the **PDMA Store** for instant access to white papers, presentations and articles on new product development.

5. GO ABOVE AND BEYOND. TAKE YOUR CAREER TO THE NEXT LEVEL WITH NPDP CERTIFICATION.

Receive recognition by achieving the **New Product Development Professional (NPDP) Certification**, a credential that confirms your mastery of NPD principles and best practices and sets you apart as an expert and leader in the NPD and Product Management field.

6. INFORMATION AT YOUR FINGERTIPS. ENJOY COMPLIMENTARY SUBSCRIPTION TO JPIM. Keep up with the latest industry information that affect product management and innovation through your **free online subscription to Journal of Innovation Management**.

7. HEAR FROM AWARD-WINNERS. GET ACCESS TO PRESENTATIONS FROM OUTSTANDING CORPORATE INNOVATOR (OCI) AWARD WINNERS. Learn how companies are able to sustain **quantifiable business from new products** and services for five years or more. Past winners include Starbucks, Novozymes, Baker Hughes, Sherwin Williams and many more.

8. MORE MONEY IN YOUR POCKET. RECEIVE MEMBERS-ONLY DISCOUNTS. **More value with members-only discounts** on events, annual conferences, NPDP certification, webcasts, publications and more. Most PDMA benefits come at a special lower member price.

9. FINDING OR ADVERTISING JOBS IS EASY. CHECK OUT THE PDMA CAREER CENTER. Reach product managers and developers from all fields directly through **PDMA's user-friendly Career Center**, your one-stop shop for finding or advertising careers in new product development and innovation.

10. WORK ON YOURSELF. SEEK LEADERSHIP OPPORTUNITIES THAT APPEAL TO YOU. **Gain personal and professional growth**, as well as a broader view of the depth and vision for the organization, by taking on a leadership role.

For more on PDMA membership and benefits, please contact us at: pdma@pdma.org



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