

Upskill with the CMA

September 16, 2024



The Association of
Accountants and
Financial Professionals
in Business

Today's Presenters



Darren Zwick

Strategic Partnerships Manager
IMA

Darren.Zwick@imanet.org



Mitra Kleinberg

Strategic Partnerships Manager
IMA

Mitra.Kleinberg@imanet.org

Panelists



George Parman, CMA, CPA
Senior Finance Advisor – LNG
Shell



Polina Nyer, CMA, CSCA
PS Digital & Finance Transformation Lead
HP Inc.

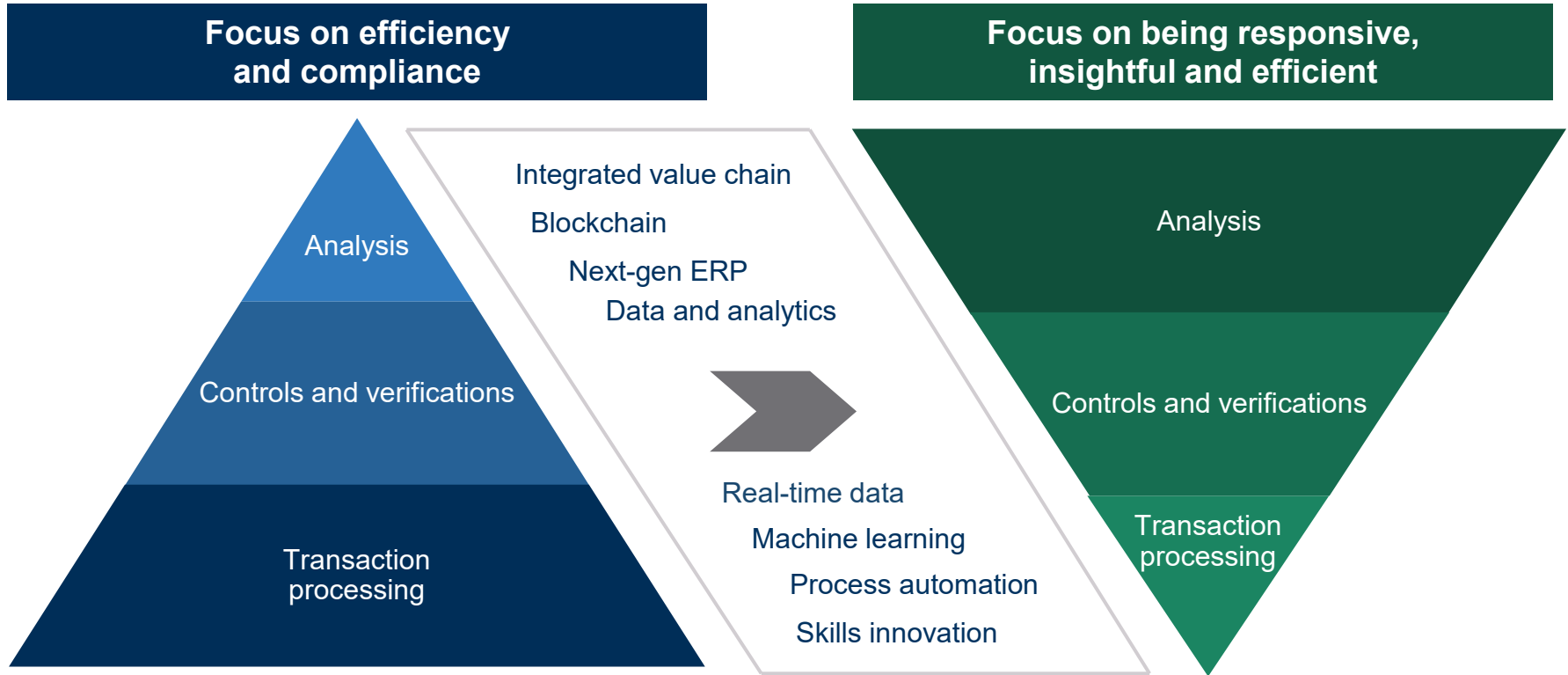


Tabitha Delmont (CMA pending)
Senior Accountant
Enterprise Mobility

Learning Objectives

1. Describe the changing role of the modern CFO's organization.
2. Recognize the benefits of earning the CMA.
3. Explain the content and structure of the CMA exam.
4. List the steps to becoming a CMA.
5. Use CMA competencies to develop the talent in your finance organization.

Business and Finance Transformation



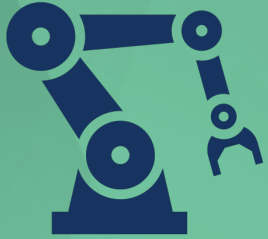
Poll Question 1:

Where is your organization in its finance transformation journey?

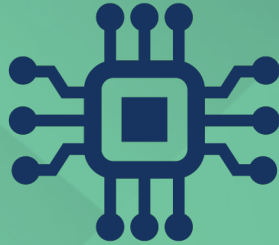
- a. Just getting started, our organization resembles the pyramid.
- b. We have begun implementing tools to provide analysis.
- c. We are organized to provide analysis, be business partners and support decision making.
- d. Not sure.

Poll Question 1 Results: (Placeholder)

Getting Future Ready



Automation is not coming. It is here now and will only increase very quickly.



Embrace technology as an opportunity, not just a risk.



Develop your skills in data analytics, synthesis and relationship management.



Consider The CMA!

What is a Certified Management Accountant (CMA®)?

Management Accounting vs. Public Accounting

Management Accounting

Internal

Develop

Implement

Manage

Report

Management accountants **support the creation of value**, rather than simply measuring it.

Relevant certification: **CMA**

- Global professional certification
- Focus on the future and on supporting strategy

Public Accounting

External

Audit

Tax

Public accountants **focus on compliance**.

Relevant certification: **CPA**

- License granted by a US state
- Focus on historical data

It's a global passport



The Difference is in the Numbers

24%

higher compensation



CMAAs in the U.S. earn 24% more than non-certified accounting professionals.*

*IMA's 2023 Global Salary Survey

CMA®

Poll Question 2:

Where are you in your pursuit of the CMA?

- a. I am trying to decide if the CMA credential is right for me.
- b. I know that the CMA is in my future, but I don't know how or when to start.
- c. I am currently studying for one of the CMA exams.
- d. I am a manager considering the CMA as a means to upskill my staff.

Poll Question 2 Results: (Placeholder)

Steps to Becoming a CMA

Program Requirements



Bachelor's degree from an accredited college or university (in any major)



Completion of 2 exams



Two years of professional work experience



Active membership in IMA

CMA Exam Structure

Part 1: Financial Planning, Performance, and Analytics

-  External financial reporting decisions
-  Planning, budgeting, and forecasting
-  Performance management
-  Cost management
-  Internal controls
-  Technology and Analytics

Part 2: Strategic Financial Management

-  Financial statement analysis
-  Corporate finance
-  Business decision analysis
-  Enterprise risk management
-  Capital investment decisions
-  Professional ethics

Each exam part is four hours long:
100 multiple-choice questions, followed by two 30-minute essay problems

Exam Testing



Exam administered at hundreds of Prometric computer testing facilities worldwide



Three exam testing windows offered each year
January and February
May and June
September and October



Candidates schedule exams at their own pace
Part 1 and Part 2 can be taken in any order
On average, candidates complete the program within 12-18 months

How to Get Started

1. Hold Membership in IMA
 - a. \$295 per year - **Discounted to \$206.50**
2. Pay the CMA Entrance Fee
 - a. \$300 - **Discounted to \$210**
3. Register to sit for an exam part
 - a. \$495 per part



Through October 15, 2024

- Join IMA with **30% discount**
- Enter the CMA Program with **30% off** the Entrance Fee!
- Use code **CMAWW30** at checkout in IMA's Online Store



CMA Handbook

Your Guide to Information and
Requirements for CMA Certification

The CMA Handbook

- An important resource for CMA candidates is the **CMA Handbook**
- Find it on the IMA website:
- www.imanet.org -> Certifications -> CMA Handbook



IMA's Certification for
Accountants and
Financial Professionals
in Business

Poll Question 3:

Does your organization encourage employees to pursue professional certifications?

- a. Yes, and I am compensated/rewarded for earning a new credential.
- b. Yes, but I do not receive any financial incentives.
- c. No, professional certifications are not discussed as a component of learning and development.
- d. Not sure.

Poll Question 3 Results: (Placeholder)

Panelists



George Parman, CMA, CPA
Senior Finance Advisor – LNG
Shell



Polina Nyer, CMA, CSCA
PS Digital & Finance Transformation Lead
HP Inc.



Tabitha Delmont (CMA pending)
Senior Accountant
Enterprise Mobility

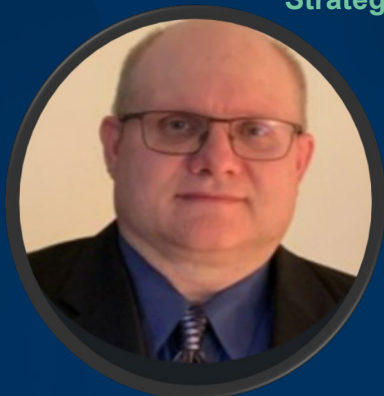
Questions & Answers



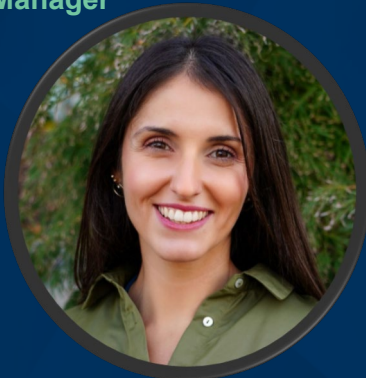
Darren Zwick
Strategic Partnerships Manager
IMA



Mitra Kleinberg
Strategic Partnerships Manager
IMA



George Parman, CMA, CPA
Senior Finance Advisor--LGN
Shell



Polina Nyer, CMA, CSCA
PS Digital & Finance Transformation Lead
HP Inc.



Tabitha Delmont
Senior Accountant
Enterprise Mobility

Thank you!



The Association of
Accountants and
Financial Professionals
in Business