

IMA Fiscal Year 2019 in Review: 100 Years and Counting

A recap of events and milestones during the
year ended June 30, 2019



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Message from the IMA Chair

“Serving as Chair for this organization in its 100th year of existence has been more than an honor. Pursuing a career in management accounting has been life-changing for me and to be an ambassador for this great profession has been beyond rewarding. I am continually inspired and energized by the IMA members I have met around the world and so proud to have served IMA in the capacity of Chair.”

Ginger White, CMA, CSCA
IMA Chair, Fiscal Year 2019



100th Anniversary Celebration

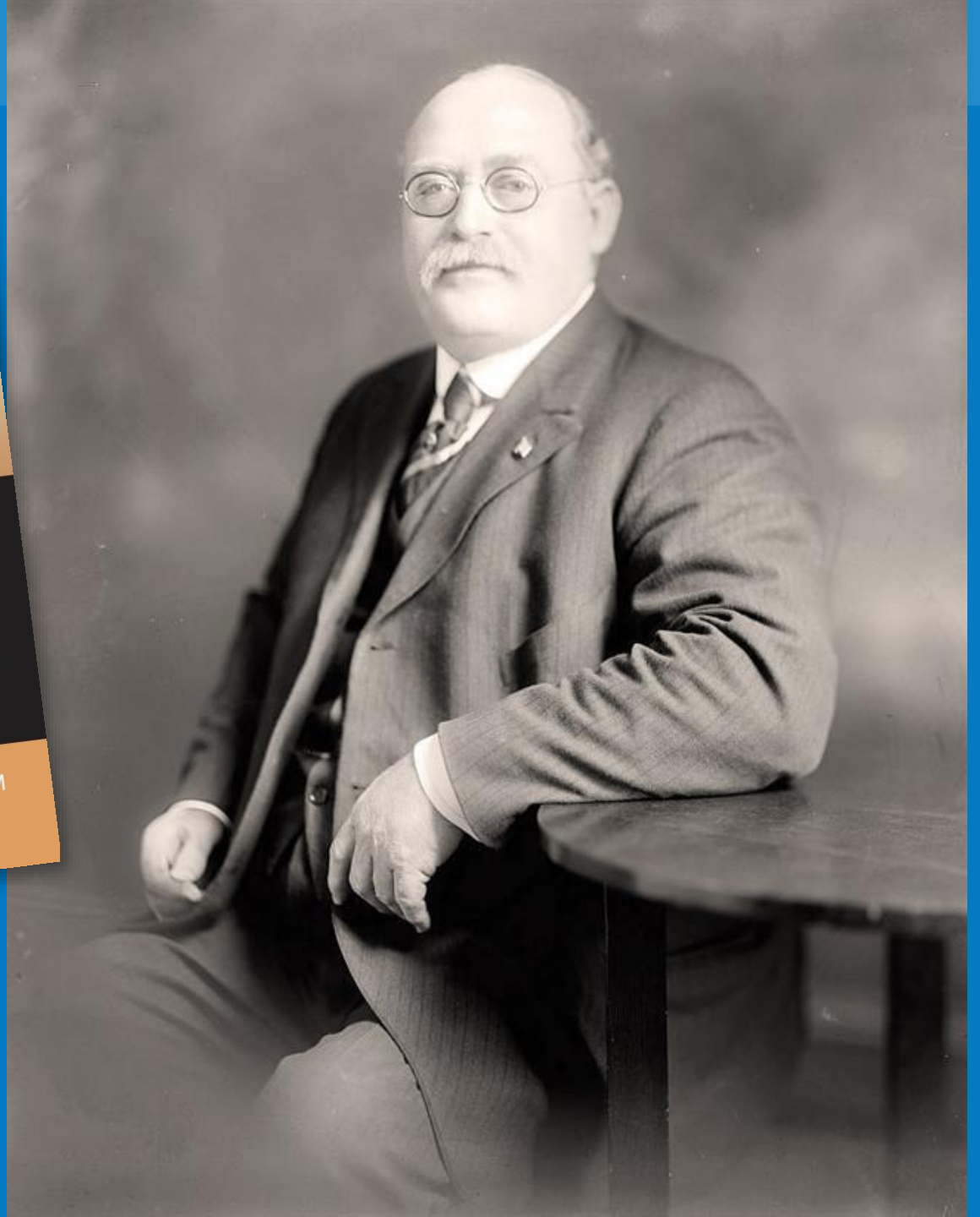
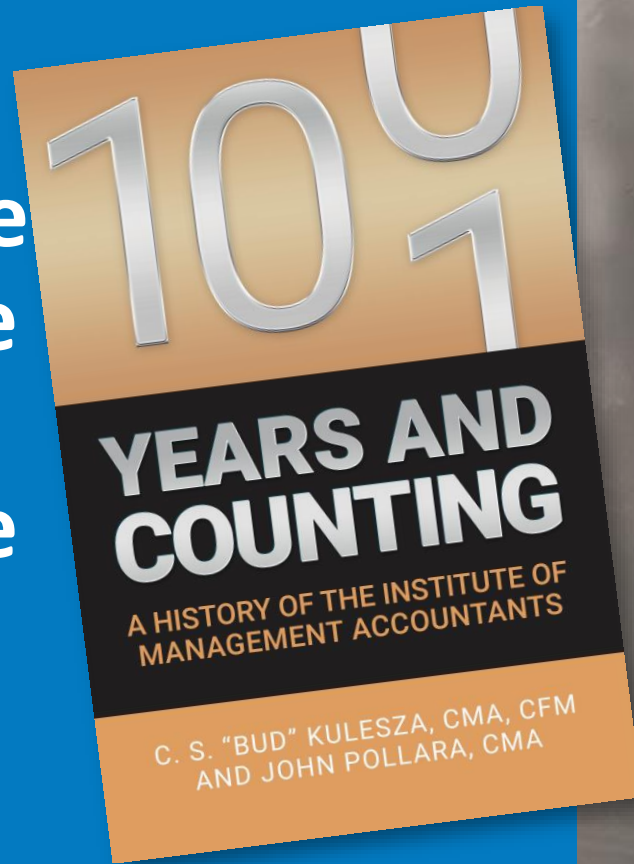
100 Years and Counting Highlights

- **Unprecedented growth for more investment in your future** = Significant, double-digit, volume growth (year over year) in membership (25%) and key CMA metrics such as new CMA candidates (26%), CMA exam registrations (46%), and new CMAs (89%)
- **Strong fiscal health for members' competitive advantage** = Sustained top-line growth with innovative cost management has allowed IMA to invest in your future with a robust portfolio of products and services designed specifically for our members
- **Cutting-edge learning products to navigate your career and achieve your goals** = Technology and Analytics Center (online library of digital courses, research papers, webinars, articles, and blogs), updated CareerDriver® assessment and development tool, IMA Excel Data Analytics course, and Ethics course
- **Enhanced competencies to ensure relevance** = Enhanced Management Accounting Competency Framework and new CMA 2020 exam, reflecting the skills needed to stay relevant and succeed in today's digital workplace
- **Value that our members and community can count on** = IMA delivers unique value through the contribution of volunteers who participate in IMA's 300+ chapters (both student and professional) and councils, dedicated employees, and engaged members



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A Year When We Reflected on the Past and Prepared for the Future



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IMA 100-Year Anniversary Website

Celebrating the history of IMA through historical photo galleries, videos of today's members, the 100-Year Anniversary book, and so much more!

www.ima100years.org



Alfred M. Worden, Richard D. Aldred, president of Palm Beach Area Chapter, and Edward A. Rincon (1978)



Vincent J. Giovinzano, James W. Squires, and Ernest A. Huband (1984)



Gallery of historical photos

<https://ima100years.org/stories/gallery/>

Video of what IMA's 100-Year Anniversary means to today's members

<https://youtu.be/GcO2m3c7uDU>



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Annual Conference in San Diego



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What We Value

The Golden Thread of Value



The Enduring Values of IMA

 **Respect for the Individual**

 **Passion for Serving Members**

 **Highest Standards of Integrity and Trust**

 **Innovation and Continuous Improvement**

 **Teaming to Achieve**

Our Strategic Goals

Win

Win additional market share by growing the CMA program in the U.S. and globally

Drive

Drive member retention and loyalty in all regions by delivering tangible value through relevant programs, products, and services

Raise

Raise awareness in the Student/Academic market to expand the membership pipeline and reach CMA-certified Young Professionals of tomorrow

Master

Master technology that directly impacts IMA members and our value proposition

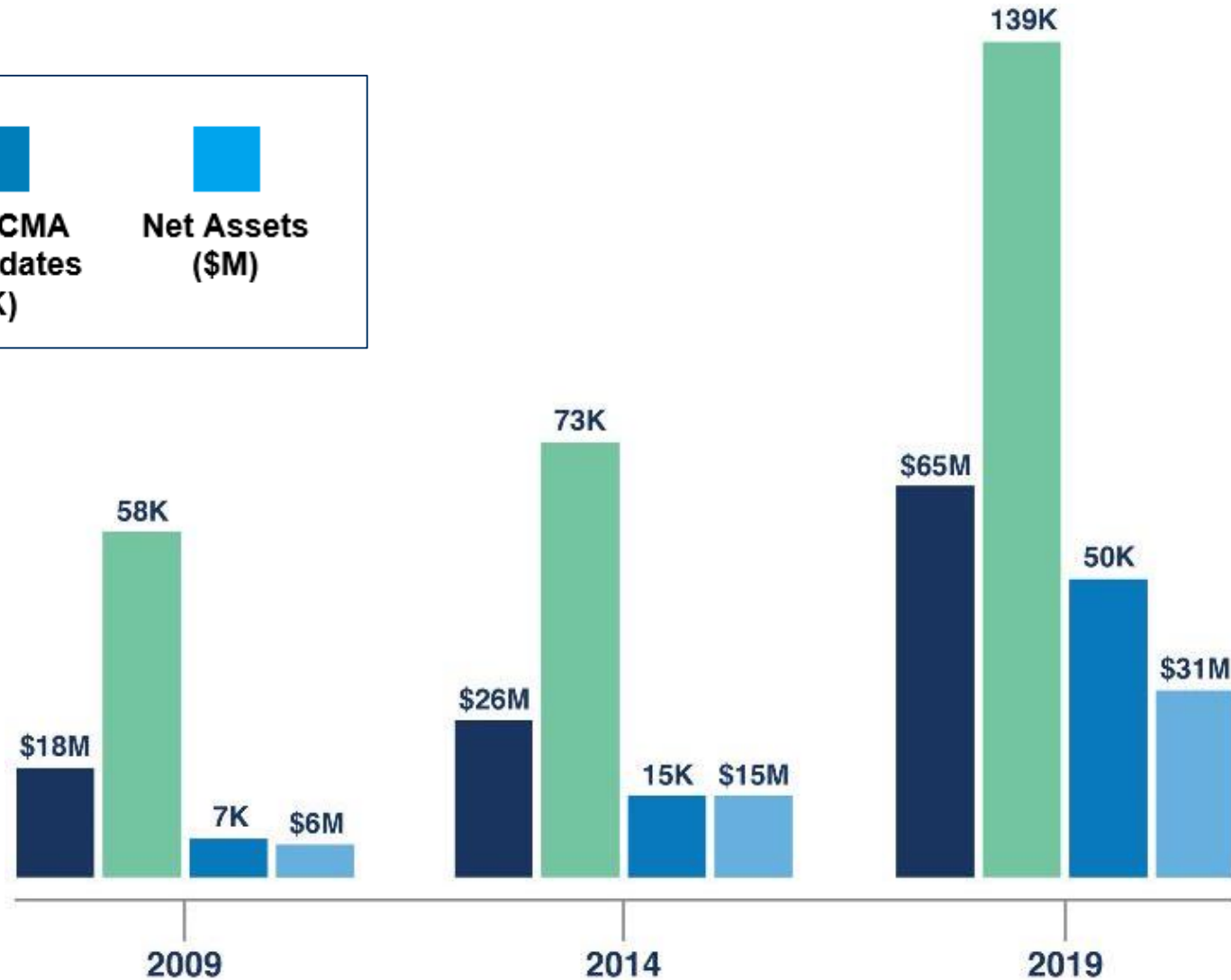
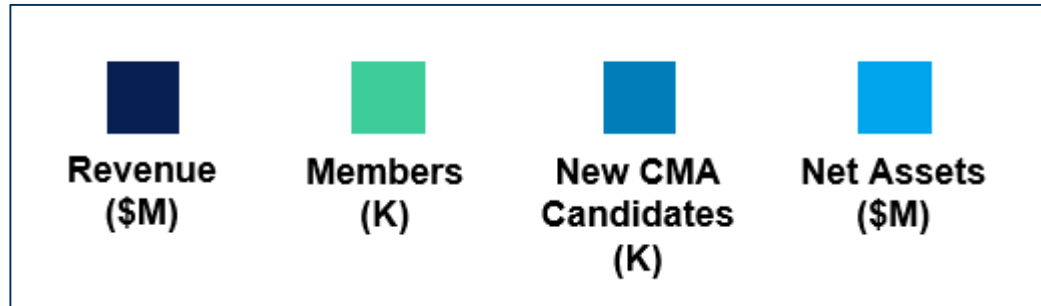


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**Unprecedented
Growth for More
Investment in Your
Future**

IMA's Journey of Growth



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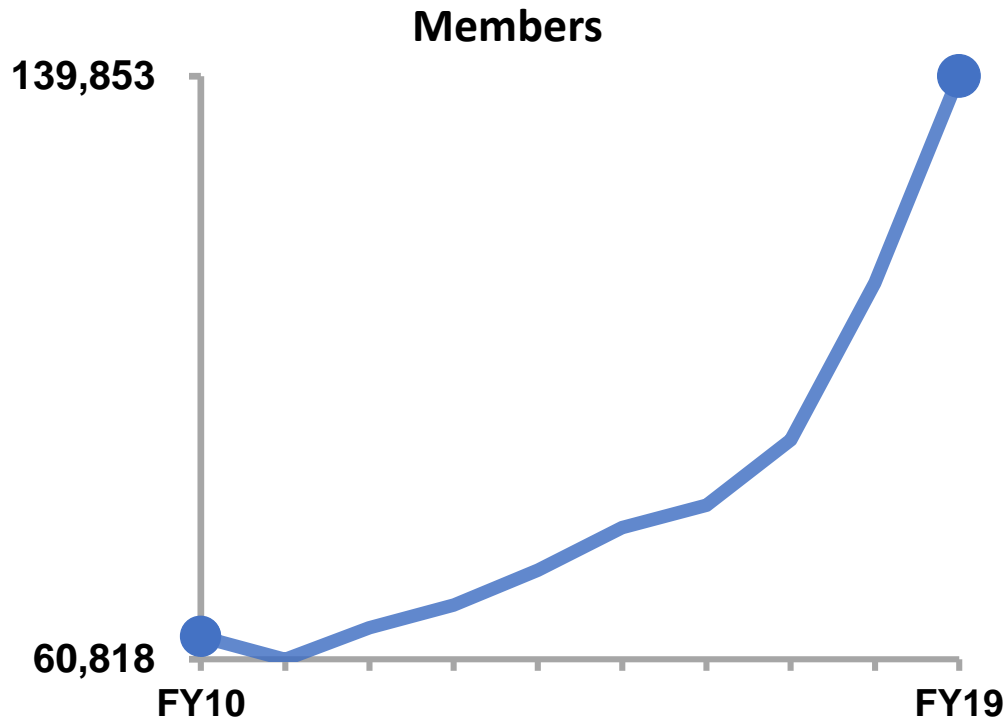
The CMA



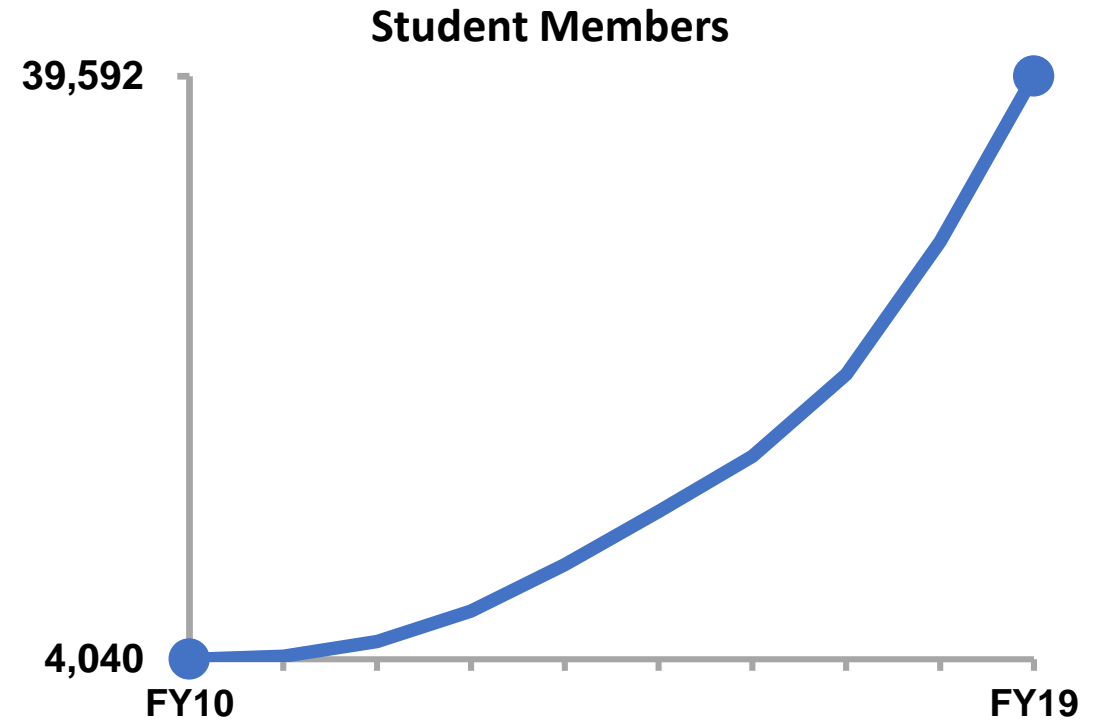
Registered more than **100,000 CMA exams** for the year and our total number of CMA candidates is over **80,000**, representing year-over-year **growth of 32%**.

More than **10,000 CMAs awarded**, with year-over-year **growth of over 89%**.

IMA 2019 – A Story of Sustained Growth



IMA total membership at fiscal year-end June 30, 2019

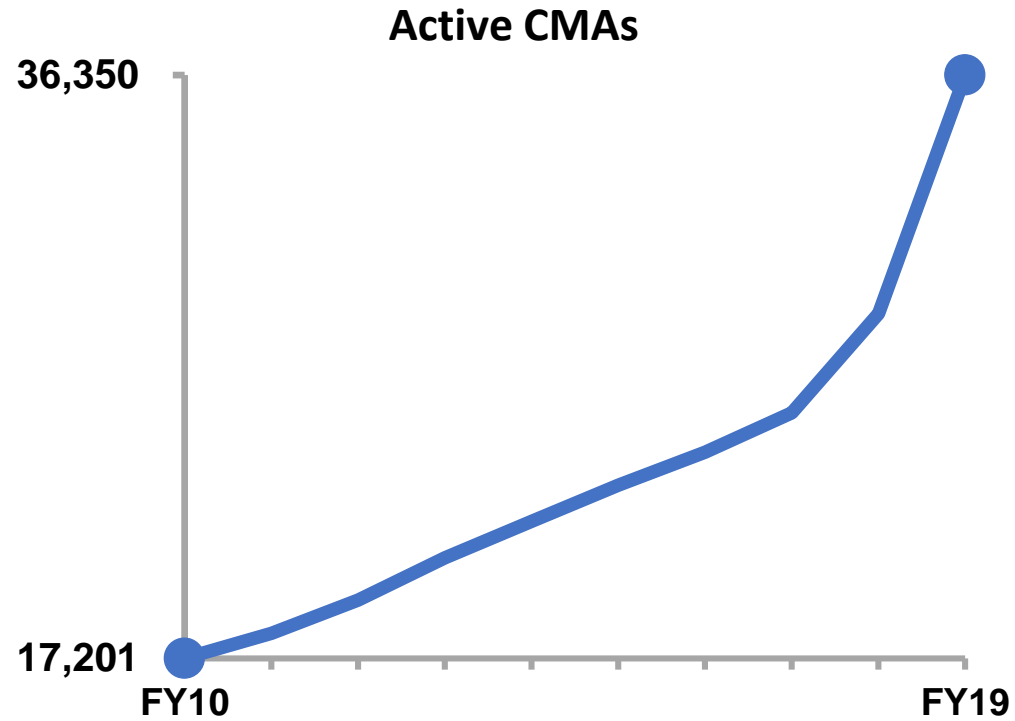


Total student membership at fiscal year-end June 30, 2019

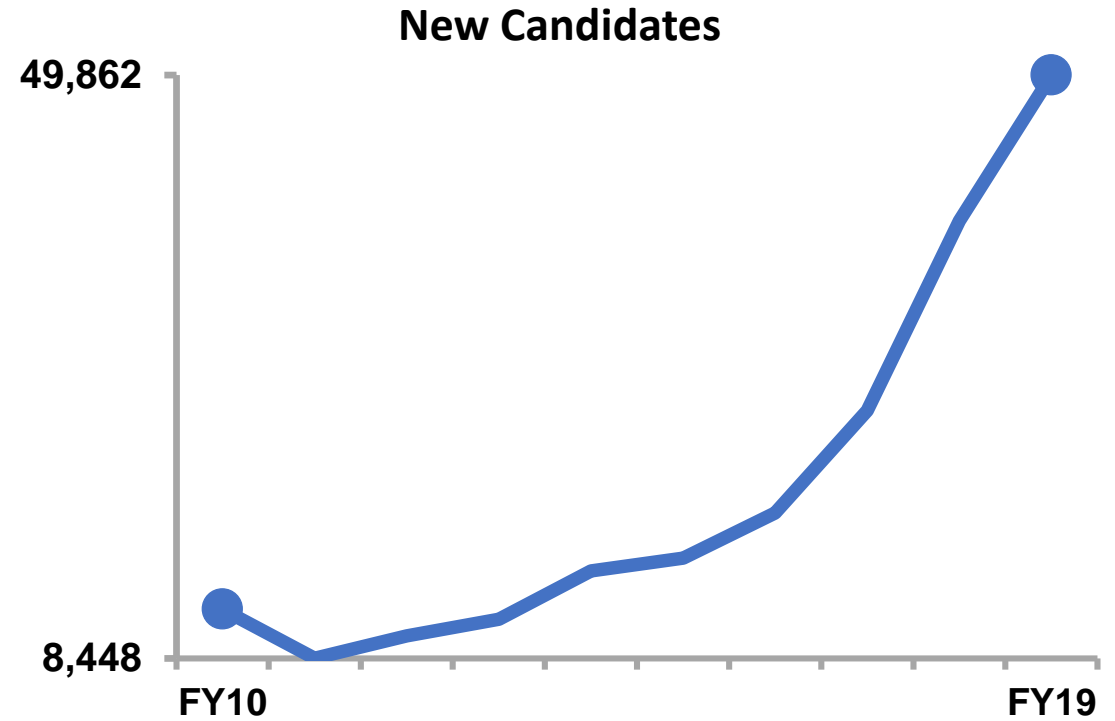


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IMA 2019 – A Story of Sustained Growth



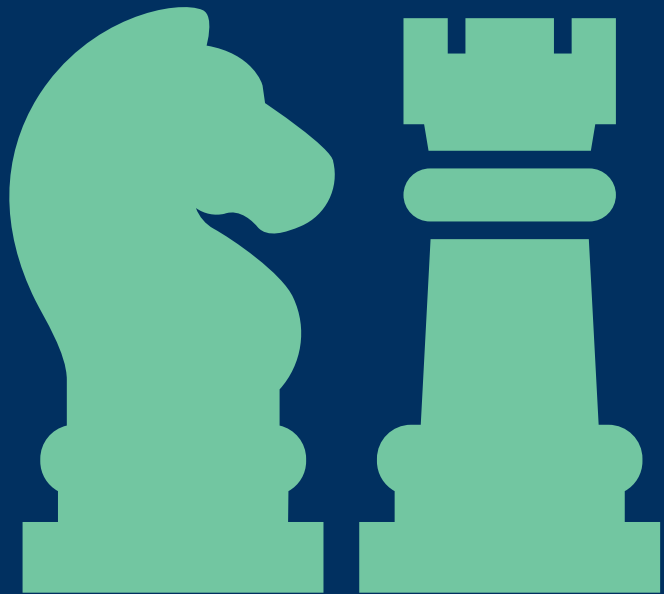
Total active CMAs at fiscal year-end June 30, 2019



New candidates at fiscal year end June 30, 2019



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**Strong Fiscal
Health for Members'
Competitive Advantage**

IMA's Membership Growth



- Five-year CAGR (Compound Annual Growth Rate) for **new CMA candidates is 28%** and **IMA membership is 92%**.
- According to Marketing General Incorporated, **only 19% of the associations surveyed recorded increases of 50% or more** over the same five-year period.



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Membership Growth

- Total of 139,853 members in **150 countries**
- **300+** professional and student chapters
- Membership continues to grow, expand, and diversify, and the utilization of IMA's resources is at an all-time high.



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IMA Around the World



- Over **139,853** members in more than **150** countries
- **10** global offices established or in formation
- **300+** IMA chapters, both student and professional
- **150** CMA review course providers globally



For Our Members

Impact on Members' Careers

- CMAs earn **57%** more in median salary*
- CMAs have strengthened job security, according to **72%** of members*
- CMAs are among the world's top finance and accounting professionals

**2019 IMA Global Salary Survey*



Individual Growth

- CMAs have greater potential to earn leadership positions
- CMAs can make influential decisions and interpret the numbers



CMA's Add Value in Ways Robots Cannot

**Would you rather
run the numbers or
run the show?**



There's a lot of talk about robots taking the jobs of accountants. They're certainly faster at crunching numbers. But who's going to turn their information into insights? And their data into decisions? The answer is, Certified Management Accountants. Because CMA's can do things robots can't. And they have the credential to prove it. Visit us at cmacertification.org for details.



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Strategy Management Skills Are Key for Management Accountants

Earn the CSCA[®] (Certified in Strategy and Competitive Analysis)

A specialty credential for CMAs

Enhance the CMA[®] certification by focusing on strategic planning, competitive analysis, and decision making.

Strategic Analysis | Creating Competitive Advantage | Strategic Implementation & Performance Evaluation

Visit www.imanet.org/CSCA
to register!

CSCA[®] CMA Certified in Strategy and Competitive Analysis



- The CSCA[®] (Certified in Strategy and Competitive Analysis) equips you with a forward thinking, strategic perspective to drive critical decision-making
- CSCAs are comfortable directing the strategic planning process, analyzing the environment, creating competitive advantage for their organizations, recommending, implementing, and evaluating strategies
- CSCAs demonstrate the creativity and strategic vision necessary for organization-wide transformation

ima[®]

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CMA Media Campaign Reach in Fiscal Year 2019



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Recognition of Our Global Efforts

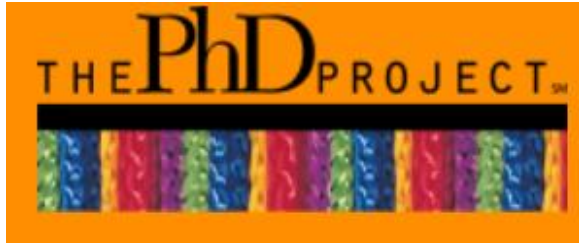


Recognized by *The Accountant/International Accounting Bulletin* as the 2017 and 2018 Professional Body of the Year



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Partnerships Help IMA Achieve Its Mission



Deloitte.



NABA, INC.
NATIONAL ASSOCIATION OF
BLACK ACCOUNTANTS, INC.



Koninklijke Nederlandse
Beroepsorganisatie
van Accountants



rh Robert Half®



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Cutting-Edge Learning Products to Navigate Your Career and Achieve Your Goals

Enhanced Management Accounting Competency Framework



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Technology and Analytics Center

ima The Association of Accountants and Financial Professionals in Business

CMA Certification CSCA Credential Membership Education Center Career Resources Research & Publications Events

Technology & Analytics Center

Home > Education Center > Technology & Analytics Center

Empowering You with Technology & Analytics

Welcome to IMA's center for educational resources focused on key technology and data analytic trends affecting the accounting and finance profession. From webinars to research, IMA is dedicated to providing a relevant and robust portfolio of resources to better serve your technology needs.

Webinars

Accountancy in The Digital Age – Relevance Gained and The Call to Action

Data Analytics - Exposing the Organization to Finance's Value
Data Science in Accounting: Foundational Skills in Modern Analytics
Technology Trends for Accountants, Controllers, and CFOs
Step Up Your Tech: Top Tech Trends for Management Accountants in 2018-2019
Data Visualizations Decoded
Building a "Data" Company via Data Modeling and Analytics
Machine Learning Forecasting: The Future of FP&A?
Robotic Process Automation

[Click here for more webinars](#)

Articles

AI: New Risks and Rewards

Security Breaches: Are You Ready?
Can RPA Improve Agility?
Preparing to Compete in the Digital Age
Digital Demands
How To Master Digital Age Competencies
From the Mainframe to the Blockchain
Transforming Analytics Through Data Governance

[Click here for more articles](#)

- Webinars
- Articles
- Online Courses
- Research



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Strategic Finance

IMA's flagship publication is available in print and online every month in English and 6 times a year in Chinese. The winner of a 2019 APEX Award for Publication Excellence, *Strategic Finance* covers topics vital to the profession, ranging from technology and ethics to strategy and financial reporting. The special June 2019 issue celebrated 100 years of IMA's leadership and service to the accounting profession.



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IMA Research

IMA Research and Publications produces thought leadership on the most pressing issues affecting management accountants, from technology to sustainability reporting.



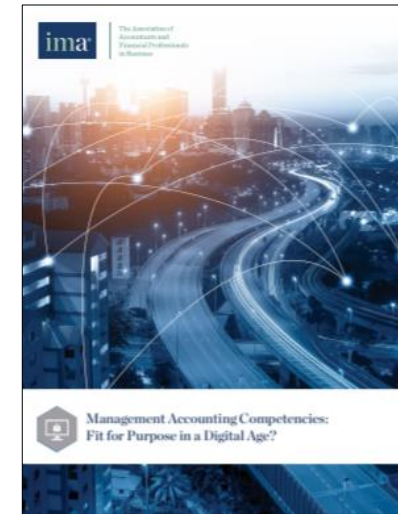
The Data Analytics Implementation Journey in Business and Finance
(January 2019)



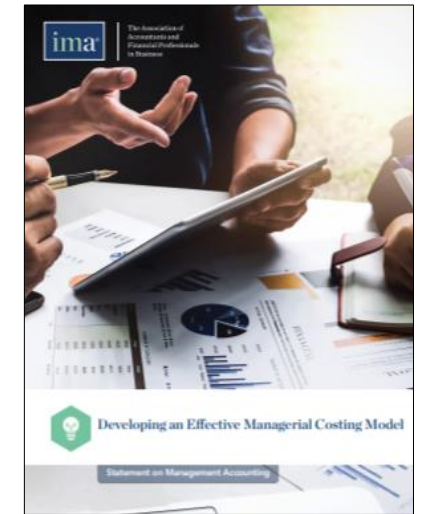
How to Embrace Data Analytics to Be Successful
(February 2019)



IMA Management Accounting Competency Framework
(February 2019)



Management Accounting Competencies: Fit for Purpose in a Digital Age?
(April 2019)



Developing an Effective Managerial Costing Model
(April 2019)



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Supporting the Global Profession with Educational Offerings Around the World



Continuing Education

- 65+ IMA webinars
- 110+ partner webinars (China)
- 800+ eLearning courses
- IMA Strategy and Competitive Analysis Learning Series®
- COSO Internal Control and Enterprise Risk Management workshops and online courses



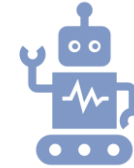
Global Conferences

- IMA's Annual Conference and Expo
- Student Leadership Conference
- China Annual Conference
- Middle East Annual Conference
- Women's Accounting Leadership Series



Ethics Series

- Courses
- Workshops



Education and Resources for the Future

- Technology & Analytics Center
- TechTalk webinars



Career Resources

- CareerDriver® career assessment and management tool



Live Events

- Over 1,000+ chapter events



Soft Skills Development

- Leadership Academy

Updated CareerDriver® Assessment Tool



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Educational Offerings Around the World: China



IMA管理会计在线学习平台 Learning Management System (LMS)



- **114 eLearning courses and WeChat courses with 17,875 views!**
- **Continue to utilize WeChat (popular Chinese social media and mobile app) to deliver short educational courseware in the Chinese language**
- **China Annual Conference**



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Educational Offerings Around the World: Europe



- Multiple chapter events offering continuing education opportunities
- Strong engagement with members and prospects via social media



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Educational Offerings Around the World: Middle East/India



- 100+ chapter events
- Proprietary research on the role of management accountants in India conducted in partnership with MyCFO
- Middle East Annual Conference



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CMA 2020: Keeping the CMA Relevant

	New Title	New Content
Part 1	Financial Planning, Performance, and Analytics	<ul style="list-style-type: none">• Technology and Analytics• Integrated Reporting
Part 2	Strategic Financial Management	<ul style="list-style-type: none">• Business Ethics• Sustainability and Social Responsibility

Our recent comprehensive job analysis prompted us to update the CMA exam (effective January 2020) to reflect new demands on the profession



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**Value That Our
Members and
Community Can
Count On**

Highlights from Women's Accounting Leadership Series

Events held in New York, Boston, Amsterdam, Jordan, Saudi Arabia, and India



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Diversity and Inclusion Commitment

Fundamental to our Core Values, IMA is committed to creating and nurturing a diverse and inclusive member community, accounting and finance profession, organizational workplace, and partner network and to fostering mutual respect between individuals.

IMA embraces a culture of open-mindedness and encourages multiple perspectives to enhance our collaborative solutions, drive innovation, and create and deliver value in all that we do.



“Red Nose Day”
May 2019



“Soupa Bowl”
Food Drive
February 2019



IMA Employees Teaming to Make a Difference Through Charity Events



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Volunteer Leaders Honored at Our 2019 Annual Conference



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Chapter and Council Events Around the World



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Message from the President and CEO

“The unprecedented growth we have achieved this year translates directly into more investment for your future. Our members are the reason we exist, and the products and services we develop are designed for your competitive advantage. We understand the challenges of navigating a career in this digital age, but we are committed to helping you achieve your goals. When you gain relevance because you learned a new skill or expanded your career comfort zone, we have done our job. Succeeding in today’s workplace is more challenging than ever, but I want you to know IMA is behind you, ready to help in whatever way we can.”

Jeff Thomson, CMA, CSCA, CAE
IMA President and CEO





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