IMA Fiscal Year 2018 in Review: Leading in the Digital Age

A recap of events and milestones during the year ending June 30, 2018
Thoughts from Alex Eng, CMA, CFM, CPA
IMA Chair, Fiscal Year 2018
Today IMA counts seven offices around the world (with a new one opening soon in India). I have been lucky enough to visit many of them this past year as Chair. I see great enthusiasm for management accounting around the world.

My travels around the world this past year at IMA have shown me the global enthusiasm for management accounting. It has been such an honor to serve as IMA Chair during this global expansion.

Today we collaborate with partners like the Institute of Directors India on research about the state of the finance function and celebrate International Management Accounting day in China and around the world. At our Annual Conference & Expo in Indianapolis we recognized a team from Vietnam for their winning entry in our global video contest. IMA’s perspective on management accounting is enriched by the diversity of our organization.

IMA is comprised of people with different backgrounds and viewpoints who share a commitment to advancing the management accounting profession with trust and integrity. This past year as your Chair I have seen firsthand the positive trajectory IMA has had on people’s professional and personal lives.

Closing out 2018, I want to say thank you for the privilege of serving as your Chair. It has been a transformative and rewarding experience and I am so proud to be a lifelong member of this organization.

Alex C. Eng, CMA, CFM, CPA
Chair, 2017 - 2018
Leading in the Digital Age

- **Sustained Growth** = Over 39,000 new CMA candidates and 6,000 new CMAs.

- **Member-centric Innovation** = New educational products and services and an improved digital user experience.

- **Culture of Service** = Community that supports diversity and making a positive social impact.

- **Focus on Future-readiness** = Launched “Series of the Future” video chats, Tech Talks, and Excel data analytics courses.
“CMA First” Focus

Open New Doors with the CMA
Take charge of your career today
Visit cmacertification.org

• CMA First message strategically deployed across communication channels
• Targeted email marketing to cultivate new audiences for the CMA and convert prospects into exam takers
• Message reinforced by award-winning creative
• Second year of success in growing global CMA pipeline
Golden Thread of Value

How We Achieve Our Strategic Goals*

Vision → Mission → Core Values → Diversity & Inclusion Statement

Strategic Goals
Sustained Growth
Sustained Growth

Double-digit, volume growth in membership (24% year over year)
- Surpassed symbolic 100,000 global member milestone
- Student membership grew 39% year over year

Healthy year over year CMA growth rates
- New candidates (52%)
- Exam registrations (59%)
- New CMAs (47%)

Focus on making members “future-ready”
- Enhanced Management Accounting Competency Framework
- New specialty credential, Certified in Strategy and Competitive Analysis® (CSCA)
- IMA Excel: Data Analytics – Leveraging Excel
- Tech Talk Webinars with leading thought leaders in digital transformation
- Thought leadership based on original research
Total Global Members*

*111,866 as of June 30, 2018

Student Members*

*29,503 as of June 30, 2018
Sustained Growth – cont’d

New CMAs*

[Graph showing an upward trend in new CMAs from 2008 to 2018]

*6,093 as of June 30, 2018

New CMA Candidates*

[Graph showing an upward trend in new CMA candidates from 2008 to 2018]

*39,516 as of June 30, 2018
The Virtuous Cycle Behind IMA’s Growth

Diversity & Inclusion

Respect

Ethics

Long-Term Sustainability

Teaming to Achieve
Member-centric Investment
Enhanced Competency Framework

- Leadership is at the core
- To meet the changing demands of the profession, new competencies added in:
  - Strategic Management
  - Data Analytics
  - Data Visualization
  - Data Governance
- New domain in Professional Ethics and Values
New Products and Services

• New Certified in Strategy and Competitive Analysis (CSCA) specialty credential

• Expanded thought leadership and research in the area of digital competencies
New Platforms and Programs

“Series for the Future” video talks with Jeff Thomson livestreamed on Facebook

China WeChat (China’s most popular social media site) Education Products
Culture of Service
Red Nose Day, May 20, 2018
Employees wore red noses and made donations to anti-child poverty campaign

Make-A-Wish Sponsorship
Employees raised over $6,000 for Make-A-Wish child Solei to reunite with her extended family in Switzerland
Diverse IMA Community With Global Vision
Unwavering Support from Our Volunteer Ambassadors
Women’s Accounting Leadership Series

**New York** (October) and **Amsterdam** (March) *Women’s Accounting Leadership series* events provided networking opportunities to women who want to further develop leadership skills and strategies for advancement in the accounting profession.
Partnerships Deliver More Value to Members

Robert Half International

Wiley Efficient Learning

NABA (National Association of Black Accountants)

Deloitte Center for Controllership™

ACCA (Association of Chartered Certified Accountants)

Member Value
IMA Membership in External Committees on Behalf of the Profession

**COSO (Committee of Sponsoring Organizations of the Treadway Commission)**
Dedicated to providing thought leadership through the development of frameworks and guidance on enterprise risk management, internal control, and fraud deterrence

**IFAC® (International Federation of Accountants)**
Dedicated to serving the public interest by strengthening the profession and contributing to strong international economies

**IIRC (International Integrated Reporting Council)**
Dedicated to promoting communication about value creation as the next step in the evolution of corporate reporting
Focus on Future-readiness
Award-winning Integrated Marketing Campaign
Paid Media
Earned Media

Is the Accounting Profession Committed to Closing the Skills Gap?

October 2017

CPA, CMA, CIA or ACCA – which accounting qualification will get you a job in the U.S.?

Efinancial.com, June 2017

IMA CEO Jeff Thomson favors accountants over robots

October 2017

Management accounting's future starts today

ima®
Awards

Recognition by The Accountant/International Accounting Bulletin as 2017 Professional Body of The Year

Other awards of note:
• PRSA-NJ Pyramid Awards
• Gold Award in the Excel Awards from the Association of Media and Publishing
• Hermes Creative
• Astrid Awards
• APEX Awards
Launch of 100 Year Anniversary Microsite

www.ima100years.org
In honor of 100 years of service and support for the management accounting profession, and a long history of investing in students, we are proud to present the IMA Century Student Scholarship Fund.

Contribute on the 100 Year Anniversary website: http://ima100years.org/contribute/

“My hope is that students who have the right drive and ambition have the opportunity to get a strong educational foundation with the help of others who have taken that path before them.” – Ron Luther, CMA, CPA, IMA member since 1975
IMA President and CEO Perspective
Leading the efforts to prepare members for digitization has been a rare privilege. This organization has proven agile and responsive to the changing needs of the profession.

It is a transformative time in our profession. Robotics, automation, artificial intelligence, and data analytics are not passing trends. Every business professional must pivot towards technology.

This requires the support of community. That community is IMA. IMA’s membership now exceeds 110,000. As IMA renews its commitment to prepare its members for the changing demands of the profession, specifically seizing on the opportunities presented by technology, I am confident growth will continue.

The CMA continues to be the most respected, trusted, and fast-growing certification for management accounting. More than 60,000 professionals have earned the CMA since the program’s inception in 1972. In fiscal year 2018 over 39,000 new candidates entered the CMA program, an increase of 51.7% from the year prior. This year we awarded over 6,000 CMAs! Our commitment to high standards and our focus on the 11 competencies that add the most value to organizations, has made the CMA attractive to both individuals and organizations. The CMA provides upward advancement to individuals and a deeper bench of expertise for organizations.

Next year we celebrate our 100th anniversary. The steps we take today to become “future-ready” will ensure IMA will be here to celebrate 100 more.

Jeff Thomson, CMA, CSCA, CAE
IMA President and CEO
**Vision:** To be the leading resource for developing, certifying, connecting, and supporting the world’s best accountants and financial professionals in business.

**Mission:** IMA’s mission is to provide a forum for research, practice development, education, knowledge sharing, and advocacy of the highest ethical and best business practices in management accounting and finance.

**Values:** IMA’s five Global Core Values inform our Mission:
- Respect for the Individual
- Passion for Serving Members
- Highest Standards of Integrity and Trust
- Innovation and Continuous Improvement
- Teaming to Achieve
Diversity and Inclusion Statement: The global governance of IMA acknowledges and embraces the diversity of our membership and considers an inclusive atmosphere essential. Through the backgrounds and experiences of our global membership base, we gain perspective and insights that impact the strategic and operational direction of our organization. Our global diversity also provides new ideas and alternative perspectives that expand IMA's contribution to the profession.

IMA enjoys a very diverse membership. Diversity encompasses embracing the various backgrounds and celebrating the uniqueness of each culture within our membership. IMA appreciates that uniqueness and leverages it as an asset wherever possible.
Strategic Goals:

• Win additional market share with “CMA First,” an aggressive pipeline building effort and expansion of the CMA in the U.S. and globally

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

• Raise awareness in the Student / Academic market to expand the membership pipeline and reach the Young-CMA certified Professional of Tomorrow

• Master technology that directly impacts IMA members and our value proposition