

Upskill with the CMA

November 8, 2022



The Association of
Accountants and
Financial Professionals
in Business

Webinar Features

A purple square icon containing the text "Q&A" in white.

Q&A

Asking Questions

A yellow square icon containing a white question mark.

?

Help

A white square icon containing the letters "CC" in black, representing closed captioning.

CC

Closed Captioning



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Today's Presenters



Randall Kurtz
Strategic Account Manager
IMA
Randall.Kurtz@imanet.org



Mitra Kleinberg
Strategic Account Manager
IMA
Mitra.Kleinberg@imanet.org

Randall Kurtz's Biography

- Randall Kurtz and Mitra Kleinberg collaborate at IMA to develop and maintain relationships with companies, government agencies, and non-profit organizations. They function as part of the larger global business development efforts of IMA, accelerating the growth of the CMA and CSCA credentials around the world.

Mitra Kleinberg's Biography

- Mitra Kleinberg and Randall Kurtz collaborate at IMA to develop and maintain relationships with companies, government agencies, and non-profit organizations. They function as part of the larger global business development efforts of IMA, accelerating the growth of the CMA and CSCA credentials around the world.

Panelists



David Barnett, CMA, CPA
Corporate Controller and HR Manager
NetAlly



Brant Parker, CMA, CPA, CIA
VP of FP&A
Next Bank Capital, Inc.



**Jevonne Shepherd, CMA, MBA,
CIA, PMP**
Manager
Deloitte

David Barnett's Biography

- David Barnett is currently the Corporate Controller and HR Manager for NetAlly in Colorado Springs, Colorado. He is an accountant, speaker, author, and consultant, and has worked for companies such as Johnson & Johnson, NetAlly, and Fiskars.
- David joined the faculty of the IMA Leadership Academy in 2017.
- He has spoken around the country on topics including Remote Work and Remote Teams, Excel, Company Culture, Goal Setting, Time-Management, Employee Engagement, Leadership, Networking, and more.

Brant Parker's Biography

- Brant Parker has worked in the accounting and finance industry for nearly a decade and is currently the Vice President of Financial Planning & Analysis at NexBank Capital, a large commercial bank based in Dallas, Texas.
- Brant earned his undergraduate degree in accounting and MBA from Northeastern State University and is a graduate of the Financial Manager's Program at the University of Wisconsin Graduate School of Banking. He is a licensed CPA in the states of Arkansas and Oklahoma and has obtained his CMA and CIA certifications.

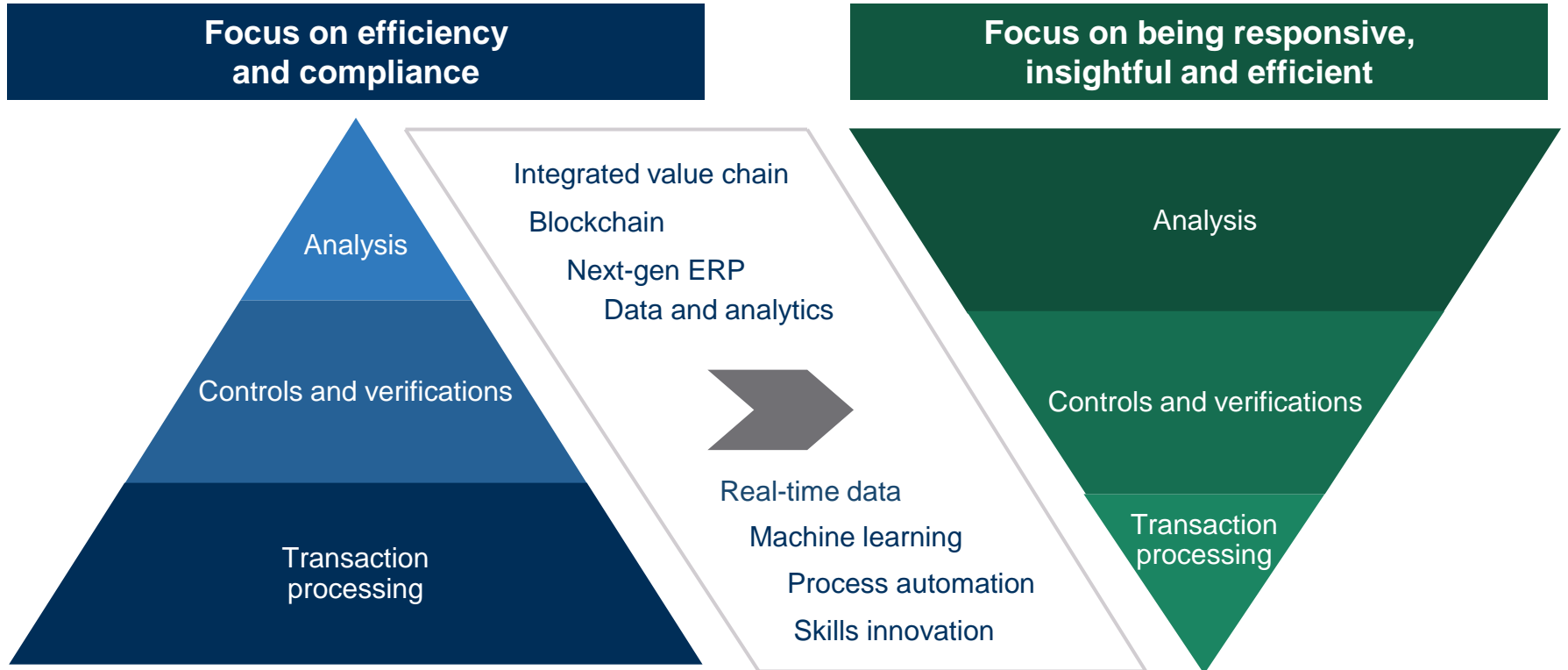
Jevonne Shepherd's Biography

- Jevonne Shepherd is a manager for Deloitte in Los Angeles, CA.
- She holds an undergraduate degree from UCLA and earned an MBA from Cal State Northridge. In addition to being a CMA, she holds the CIA and PMP certifications.
- Ms. Shepherd is President of the Los Angeles Chapter of the National Black MBA Association.

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



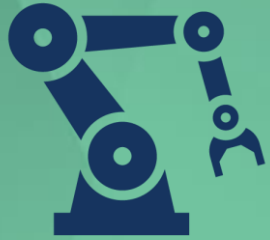
Poll Question 1:

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



CMA



The Difference is in the Numbers

30%

higher compensation



CMA[®]s earn 30% more in the U.S. than non-certified accounting professionals.*

*IMA's 2021 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
-  Decision analysis
-  Risk management
-  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 are administered by Prometric Testing

- a. Take exam at a Prometric testing center
- b. Take exam at home using remote testing option



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. \$260 per year + \$15 one-time fee -
Discounted to \$182 - \$15 fee waived
2. Pay the CMA Entrance Fee
 - a. \$280 one-time fee – **Discounted to \$196**
3. Register to sit for an exam part
 - a. \$460 per part



Through November 30, 2022

- Join IMA with **30% discount**
- Enter the CMA Program with **30% off** the Entrance Fee!
- Use code **CMAXW30** 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 -> CMA Certification -> Getting Started



IMA's Certification for
Accountants and
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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)

CMA Panel Discussion



David Barnett, CMA, CPA
Corporate Controller and HR Manager
NetAlly



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**Jevonne Shepherd, CMA, MBA,
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Manager
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Poll Question 4:

Would you like to receive communications from IMA about our products, services, and events?

- a. Yes, I'd like to learn more about IMA's products, services, and events.
- b. No, I prefer not to be contacted.

Poll Question 4 Results: (Placeholder)

Questions & Answers



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Strategic Account Manager
IMA



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Thank you!



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