

Upskill with the CMA

November 9, 2021



The Association of
Accountants and
Financial Professionals
in Business

GLEIM[®] CMA REVIEW

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Webinar Features and CPE Credit

Q&A

Asking Questions

?

Help



The Association of
Accountants and
Financial Professionals
in Business

Today's Presenters



Randall Kurtz
Manager of Strategic Partnerships
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Mitra Kleinberg
Manager of Strategic Partnerships
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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



Xiu Ying Zheng Pratt, CMA, CPA
Division CFO
Caterpillar, Inc.



Tyler Grinstead, CMA
Senior Finance Manager, N.A.
Paper Commercial Finance
Nalco Water an Ecolab Co.



Chrissy Palestine, CMA, CPA
Sr. Manager
of Accounting & Finance
Kyo

Xiu Ying Zhen Pratt 's Biography

- At Caterpillar, Xiu leads a global team whose core functions include enabling enterprise services growth initiatives through decision support, sales planning and financial reporting, leveraging digital capabilities to generate business insights; providing enterprise investment governance and corporate business analysis, and mergers and acquisition support; and executing standardized product costing processes. A recognized trusted adviser to the business, she has held various leadership roles and lived in three different countries during her 18-year tenure with Caterpillar. Xiu considers it a privilege to lead and enjoys making a positive difference on her teams through recruiting and developing the best talent, fostering a culture of diversity and inclusion, and encouraging continued personal and professional growth.
- Xiu has been an IMA member for 20 years.

Tyler Grinstead's Biography

- Ecolab is the global leader in water, hygiene and infection prevention solutions and services. Tyler leads the commercial finance team for Ecolab's Paper Division within North America. His team's responsibilities include deal/contract strategy and financial modeling, support for pricing negotiations, implementation of profitability improvement projects, and general sales support.
- Tyler graduated from the University of Minnesota in 2014 and earned his Certified Management Accountant (CMA) credential shortly after in 2016.

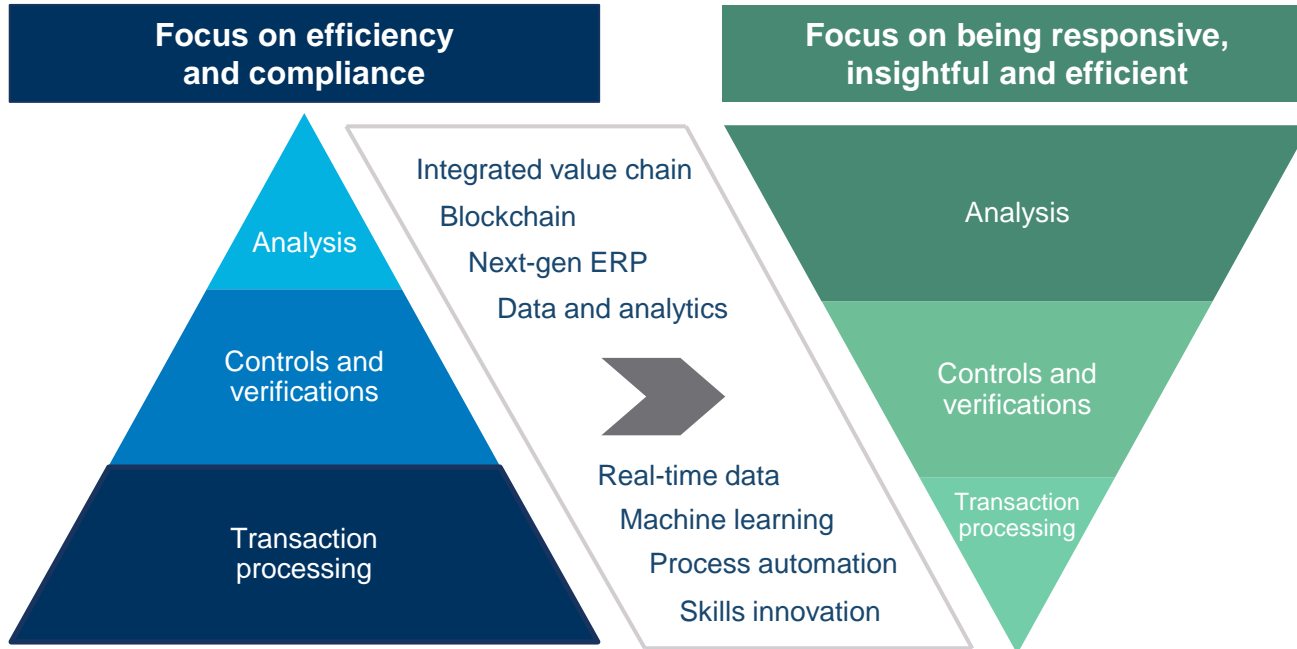
Chrissy Palestine's Biography

- Chrissy Palestine is the Senior Manager of Accounting and Finance at Kyo, a company that strives to redefine outcomes in autism therapy. She is responsible for overseeing the accounting function, ad hoc analysis and supporting the clinical operations team.
- Chrissy started her career at KPMG in Denver as an audit associate and supported a variety of clients including telecommunications, manufacturing and not for profit. She then transitioned into industry, starting at the E-470 Public Highway Authority as a Financial Analyst and working her way up to the Finance and Budget Manager.
- Chrissy graduated from James Madison University with a Bachelor of Business Administration and Master of Science in Accounting and is a Certified Management Accountant (CMA) and a Certified Public Accountant (CPA).

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



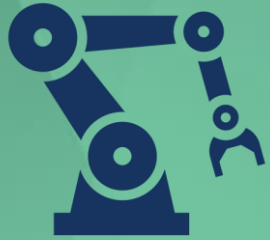
Poll Question 1:

Where do you see yourself in your current role?

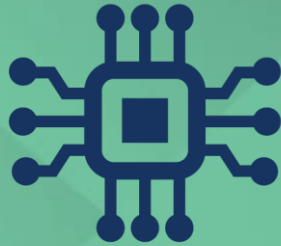
- a. Traditional Accounting/Finance Role
- b. Business Partner
- c. Strategic Enabler
- d. Not sure

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!

Finance Team Competencies: Driving Value in the Organization



The CFO's team sees the organization as a whole and is expected to develop the analytical and integrated thinking skills necessary for value creation.

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**

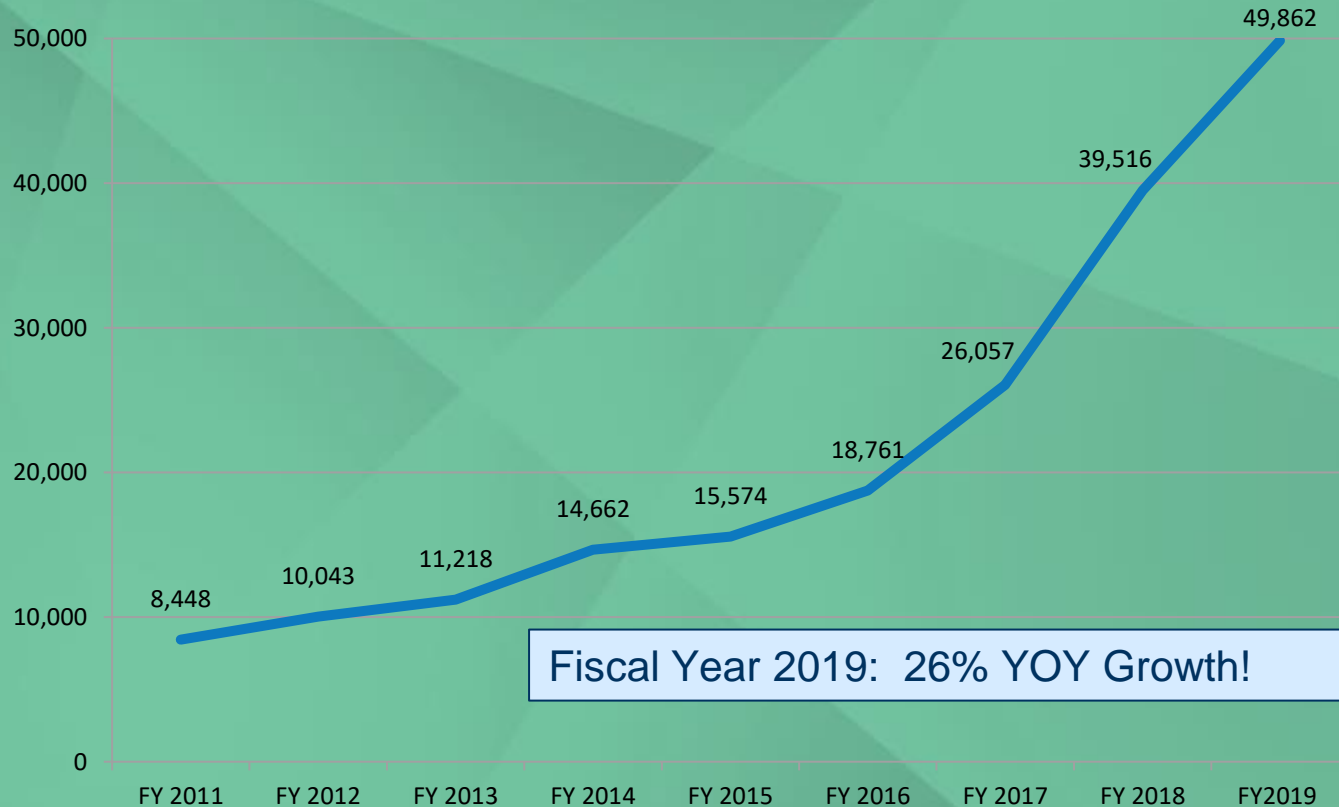
- License granted by a US state
- Focus on historical data

It's a global passport

The CMA is a global certification. There are active CMAs in more than 100 countries. They're all fluent in the language of business.



Total New CMA Candidates (FY11-19)



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 administered at hundreds of 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. \$230 per year + \$15 one-time fee
2. Pay the CMA Exam
 - a. \$250 one-time fee
3. Register to sit for an exam part
 - a. \$415 per part



Through 11/30/21

- Join IMA with **30% discount**
- Enter the CMA Program with **30% off** the Entrance Fee!
- Use code **CMAW30** 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



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Questions & Answers



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