

Upskill with the CMA

June 6, 2022



The Association of
Accountants and
Financial Professionals
in Business

Webinar Features

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

Asking Questions

A yellow square icon with a white question mark.

Help

A white square icon with a black border and the letters "CC" in black.

Closed Captioning



The Association of
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Today's Presenters



Randall Kurtz
Strategic Account Manager
IMA
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Mitra Kleinberg
Strategic Account Manager
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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



Shelly Hogans, CMA, CPA, MBA
Managing Consultant
Empowerment Financial Advisory
Services



**Charles Taylor, CMA,
CSCA, MBA**
Financial Systems Manager
Amkor Technologies



**Savannah Camp, CMA, MBA,
MSBIA**
Business Systems Analyst
New Flyer

Shelly Hogans' Biography

- Shelly Hogans is the Managing Consultant of Empowerment Financial Advisory Services. She has held many positions over her 30-year career, spanning accounting transformation, project management, financial reporting and analysis, and ERP systems implementations.
- Ms. Hogans is passionate about diversity, equity and inclusion, teaches intermediate accounting to adult learners as an adjunct professor and mentors students pursuing accounting and finance as a career.
- She is a member of IMA's Global Diversity, Equity & Inclusion Committee and will serve on the IMA Global Board this upcoming fiscal year.

Charles Taylor's Biography

- Charles Taylor is the Financial Systems Manager at Amkor Technology and has been a CMA since 2018, while also holding an MBA from the University of Hong Kong.
- He has spent most of his career working at global manufacturing companies in the semiconductor industry and is interested in business in Asia.
- Charles actively participates in the IMA, taking part in the Young Professional Leadership Experience in 2021, as well as joining the Conference Committee in 2022.

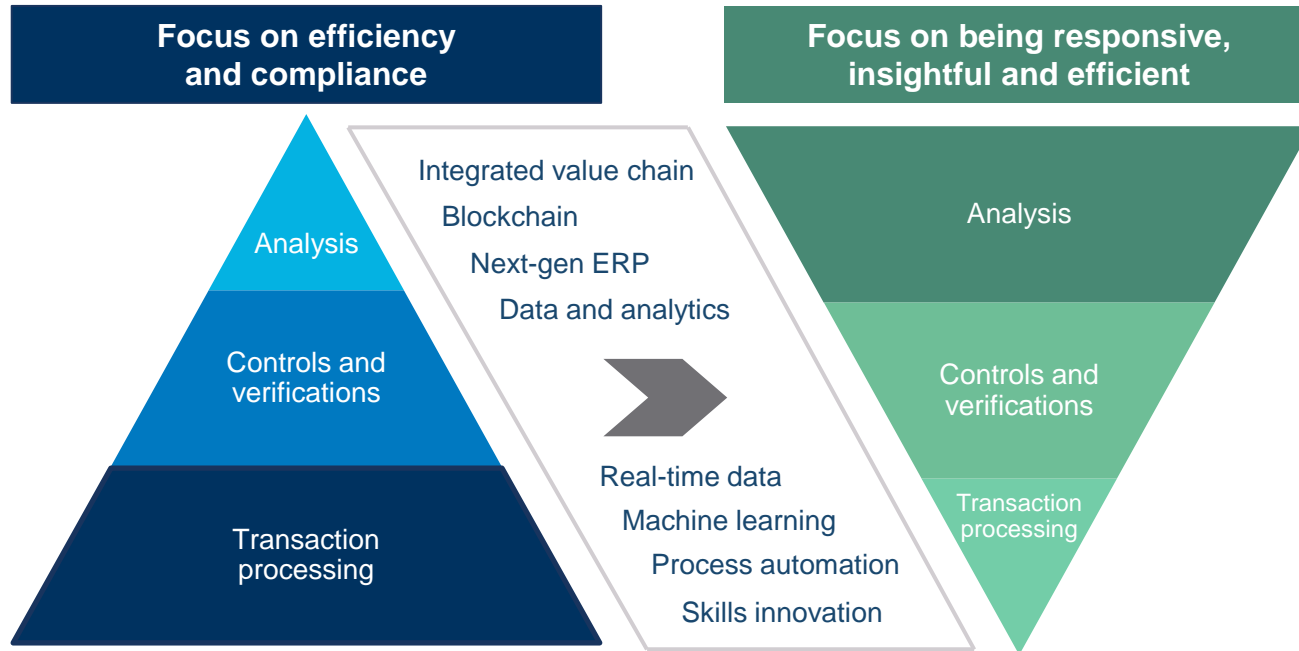
Savannah Camp's Biography

- Savannah Camp is a Business System Analyst for NFI Group, has been a CMA since 2018. In addition to the CMA, she has an Accounting Degree, MBA and at the end of 2019 earned her Masters in Business Intelligence and Analytics.
- Savannah is President of IMA's Louisville Chapter in Kentucky.

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



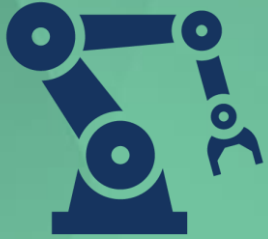
Poll Question 1:

Where is your organization in it's Finance Transformation Journey?

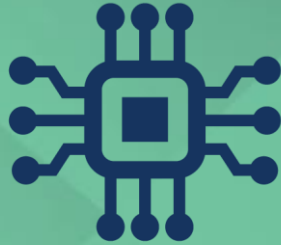
- a. Just getting started, our organization resembles the pyramid
- b. We have begun implementing tools to provide analysis
- c. We are organized to provide analysis, be business partners and support decision making
- d. Not sure

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



CMAAs 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
2. Pay the CMA Exam
 - a. \$280 one-time fee
3. Register to sit for an exam part
 - a. \$460 per part



Through June 30, 2022

- 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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Managing Consultant
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Questions & Answers



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June 12-15, 2022 • JW Marriott, Austin, TX

imaconference.org

Thank you!



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