

CMA Candidate Series Presents:

Upskill with the CMA

December 8, 2020



The Association of
Accountants and
Financial Professionals
in Business

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#CMA 2

Webinar Features and CPE Credit



Q&A

Asking Questions



?

Help

Moderator



Randall Kurtz
Manager of Strategic Partnerships
IMA



#CMA 4

Featured Presenters



Matt Workman
Manager of Strategic Partnerships
IMA



Mitra Kleinberg
Manager of Strategic Partnerships
IMA



#CMA 5

Presenters' Biographies

- As a team, Randal Kurtz, Mitra Kleinberg, and Matt Workman develop and maintain relationships with an extensive network of corporations, government agencies, non-profit organizations, and other businesses throughout the United States. They function as part of the larger global business development efforts of IMA, accelerating the growth of the Certified Management Accountant credential around the world.



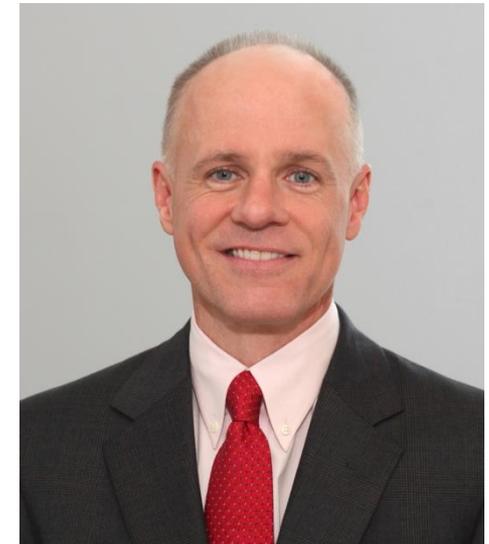
Panelists



Hipolito Colon, CMA, CPA
Director of Support Services
Patheon PR, Inc.,
part of Thermo Fisher Scientific



Connie Savage, CMA, CPA
Director of Audit Services &
Financial Compliance
Perdue Farms



David Fraser, CMA, CPA
Group Director of Financial
Operations
The Coca-Cola Company



#CMA 7

Hipolito Colon's Biography

- Hipolito Colon serves as Director of Support Services for Patheon PR, Inc. part of ThermoFisher Scientific PSG contract pharmaceutical manufacturing operations in Puerto Rico. He has been two years in this transformational special project role that oversees finance, supply chain, PPI (Operational Excellence) and IS.



Connie Savage's Biography

- Connie Savage is an accounting/finance professional with over 20 years of experience in various functions. She has been employed with Perdue Farms since 2001 and currently works as the Director of Audit Services & Financial Compliance.



David Fraser's Biography

- David Fraser, is a Group Director of Financial Operations at The Coca-Cola Company , where he is responsible for the consolidation of the Coca-Cola North America financial results, including performance management reporting, and leads the Opex Center of Excellence.



Learning Objectives

Upon completing this webinar, you will be able to:

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.



Evolution of the Modern CFO



Accountant

Account-
centric
Descriptive
Backward-
looking
Financial
data
Accounting
skills
Functionally
siloes

Business Partner

Business-
centric
Predictive
Forward-
looking
Financial
operational
Analytic skills
Business
aligned

Strategic Enabler

Transform
finance
productivity
Retool and
retain talent
Become a
data-driven
organization
Use applied
technology
Adopt an
agile
operating
model

Source: "The CFO Reimagined," Accenture, 2018

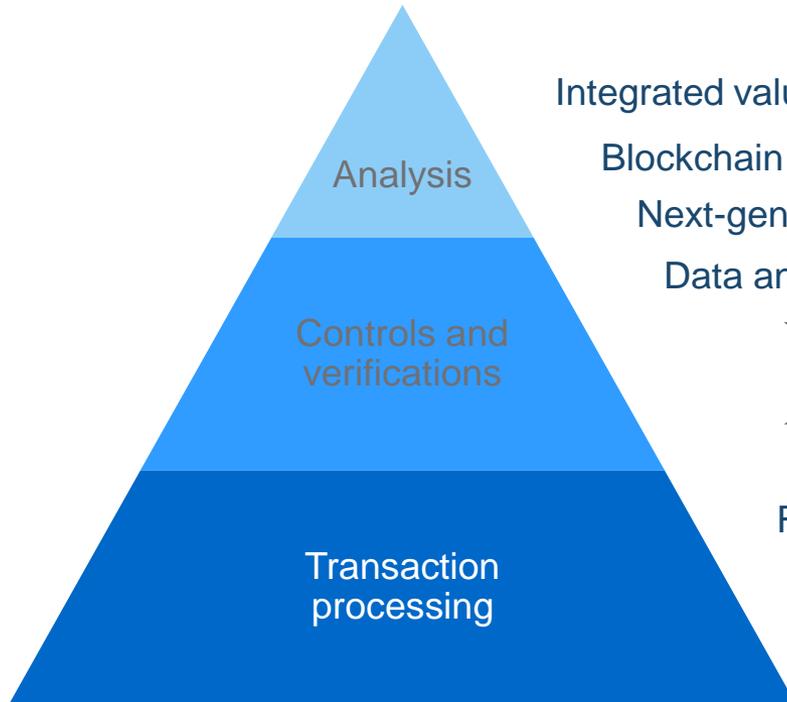


#CMA 12

Modern CFO Organization

Focus on efficiency and compliance

Focus on being responsive, insightful and efficient



Integrated value chain

Blockchain

Next-gen ERP

Data and analytics

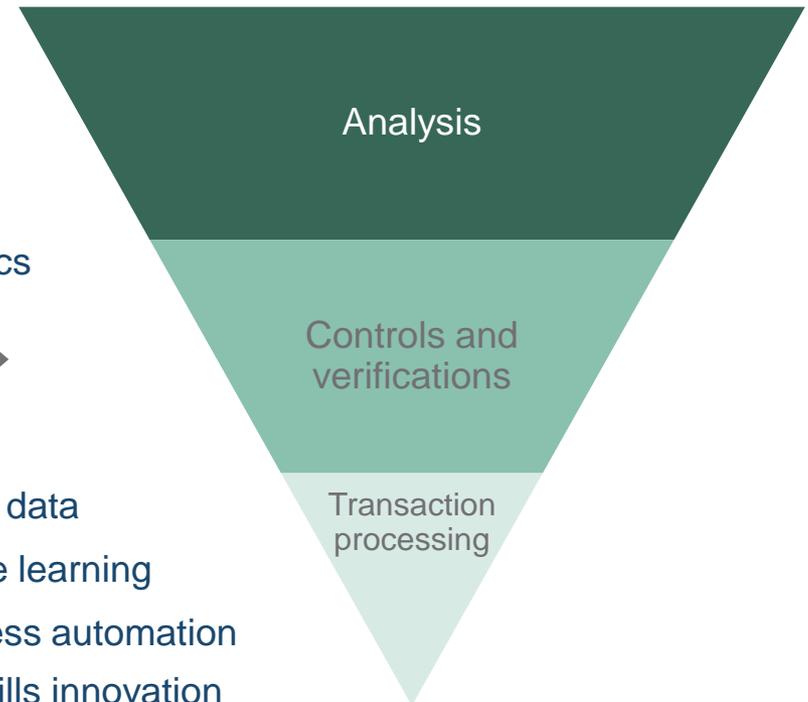


Real-time data

Machine learning

Process automation

Skills innovation



#CMA 13

Polling 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



Polling Question 1 Results (Placeholder)

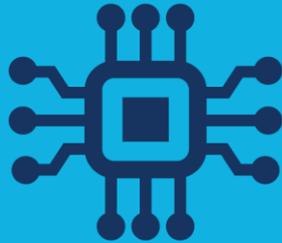


#CMA 15

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



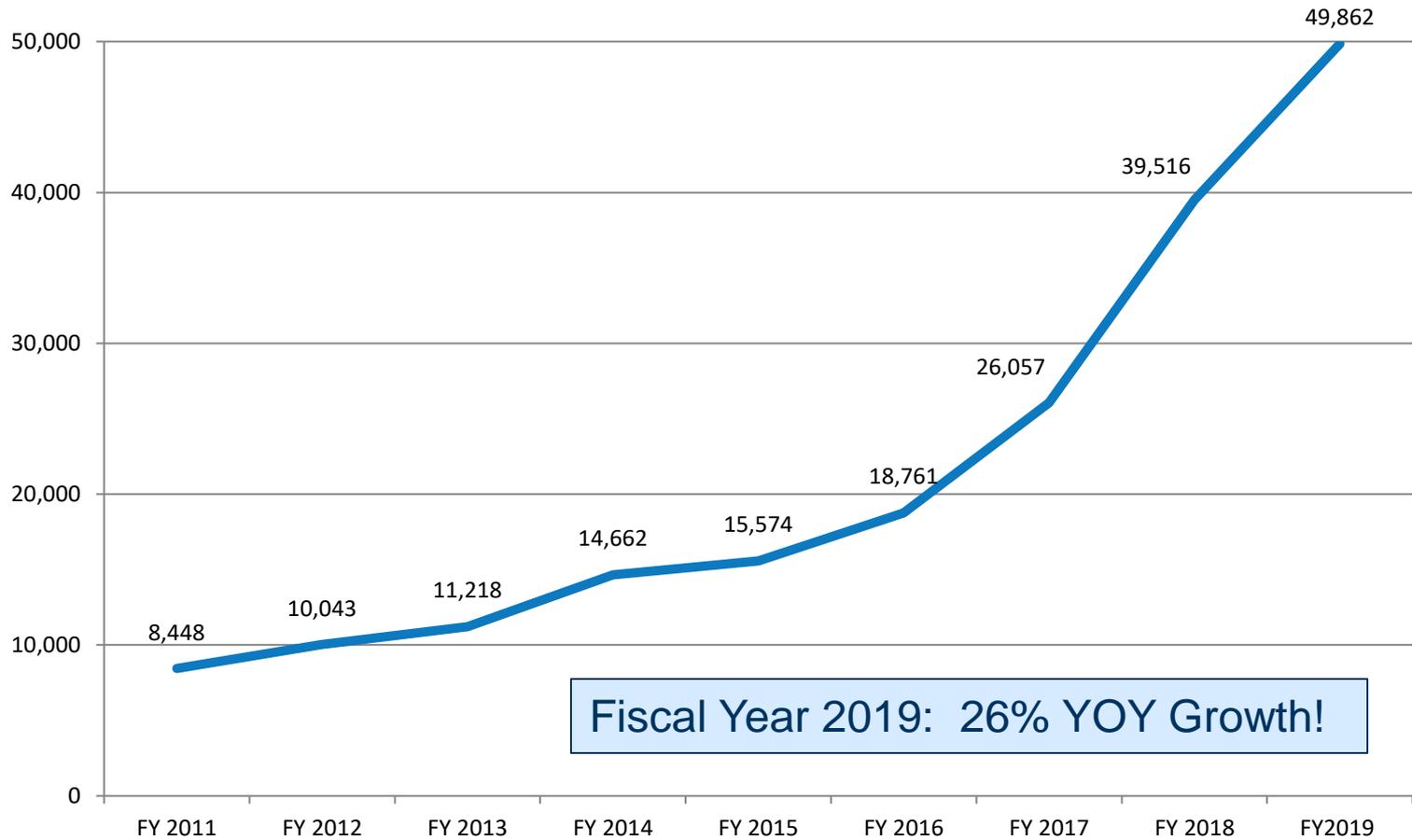
It's a global passport

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



#CMA 20

Total New CMA Candidates (FY11-19)



#CMA 21

The Difference is in the Numbers



Globally, the median total compensation is 63% higher for CMAs over non-CMAs.*

*IMA's 2020 Global Salary Survey



#CMA 22

Polling 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.



Polling Question 2 Results (Placeholder)



#CMA 24

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

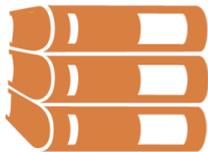
-  Financial statement analysis
-  Corporate finance
-  Decision analysis
-  Risk management
-  Investment decisions
-  Professional ethics

**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
 - \$230 per year + \$15 one-time fee
- 2) Pay the CMA Exam Entrance Fee
 - \$250 one-time fee
- 3) Register to sit for an exam part
 - \$415 per part



Through 12/31/2020

- Join IMA with **50% discount**
- Enter the CMA Program with **50% off** the Entrance Fee!
- Use code **USBD50** at checkout in IMA's Online Store



#CMA 29

CMA Handbook



CMA Handbook

Your Guide to Information and
Requirements for CMA Certification



IMA's Certification for
Accountants and
Financial Professionals
in Business

- An important resource for CMA candidates is the **CMA Handbook**
- Find it on the IMA website:

www.imanet.org → CMA Certification → Getting Started

Polling 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



Polling Question 3 Results (Placeholder)



#CMA 32

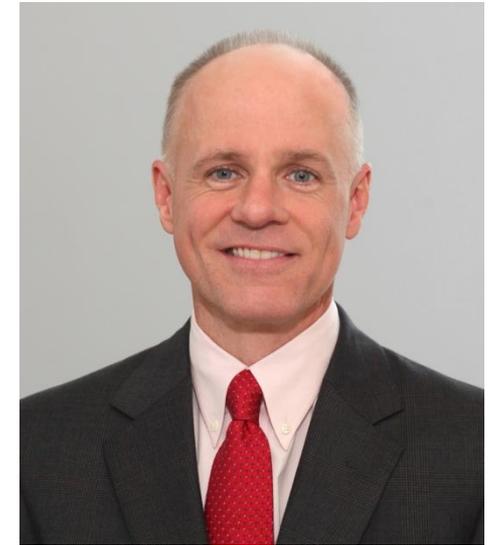
Fireside Chat



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#CMA 33

Questions & Answers



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Manager of Strategic Partnerships
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Thank You to Our Presenters!



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