



GRAY GLOBAL
CONSULTING

AIPMM CERTIFIED COURSES



CERTIFIED PRODUCT MANAGER (CPM)

This course provides a comprehensive understanding of product management principles, focusing on the entire product lifecycle from ideation to market launch and beyond. Participants gain the skills needed to manage products effectively, ensuring they meet customer needs and market demands.

CERTIFIED PRODUCT MARKETING MANAGER (CPMM)

This course equips participants with the knowledge and tools to successfully market products. It covers market research, product positioning, go-to-market strategies, and managing product performance, enabling professionals to bridge the gap between product development and market success.

CERTIFIED INNOVATION LEADER (CIL)

Designed for those leading innovation initiatives, this course explores advanced strategies and methodologies to foster innovation within organizations. Participants learn how to drive creativity, manage innovation processes, and lead teams in developing breakthrough products and services.

CERTIFIED BRAND MANAGER (CBM)

This course focuses on the strategic management of brands, teaching participants how to build, maintain, and grow brand equity. It covers brand positioning, customer perception management, and strategies for sustaining a brand's competitive advantage in the market.

GRAY GLOBAL CONSULTING PROPRIETARY COURSES



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PRODUCT MANAGEMENT PRACTITIONER

Designed for professionals who are either new to the product management discipline or not seeking certification, this course delves into the practical aspects of product management. It emphasizes cross-functional collaboration, providing tools to implement effective product management practices in any industry.

CROSS-CULTURAL MARKETING

This course explores the nuances of marketing across different cultural contexts. Participants learn how to adapt marketing strategies to diverse cultural settings, ensuring that messaging resonates globally while maintaining brand consistency.

MESSAGING PLATFORM

Focusing on the development of effective communication strategies, this course teaches participants how to create compelling messaging that aligns with brand values and business goals. It covers the principles of messaging, audience segmentation, and platform-specific strategies for maximizing impact.



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