



Perceptum ex Optimus

**AIT**  
CENTER  
OF EXCELLENCE  
FOR RESEARCH  
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ΠΙΣΤΟΠΟΙΗΣΗ ΣΤΟ PRODUCT MANAGEMENT ΑΠΟ ΤΟ **AIPMM**

*Δύο καινοτόμα προγράμματα εφάπαξ πιστοποίησης  
του μεγαλύτερου διεθνούς οργανισμού Επαγγελματιών  
Product, Brand & Product Marketing Manager*

**AIPMM**

**Certified Product Manager®**  
5,6,7 Ιουλίου 2010, AIT

**Certified Product  
Marketing Manager™**  
8,9,10 Ιουλίου 2010, AIT

*"Really one of the best programs  
that truly met my expectations,  
the best tool for the new Product  
Managers"*

V. Karvounis, Product Manager,  
ΓΕΡΜΑΝΟΣ ΑΕ, AIPMM Certified 2009

[www.productmanagement.gr](http://www.productmanagement.gr)

AIT offers the unique opportunity in Greece of the AIPMM Certification & Membership. Now is the time to rise above your competition with AIT's innovative courses:

- demonstrate a thorough understanding of underlying concepts, principles & terminology
- learn best practices & how to apply them in your organization
- sharpen your management skills
- increase your professional recognition by the prestigious industry renowned AIPMM Certified Designation
- take the certification exam
- one year AIPMM Membership
- network with 8000 Product Management Professionals
- ensure product/service success in the marketplace
- throughout the product lifecycle: from inception, to launch through growth, maturity and eventual decline

Led by: **Leland D. Shaeffer**, Managing Director of PLM Associates, outstanding expert and instructor in product management, has held senior positions in engineering and product management at companies including **Apple Computer, Unisys** and **Imagery / Eastman Kodak**. Mr. Shaeffer was also a consultant at **McKinsey & Company**, specialized in product/market strategy.

Also serves on the Advisory Board of the **AIPMM** and Board of Directors of the Product Development and Management Association (PDMA).

## Certified Product Manager®

### From Idea to Launch

ideation-concept-development-test-launch

- manage the front end of the product /service lifecycle effectively
- achieve faster time-to-market, higher revenues & stronger customer relationships

## Certified Product Marketing Manager™

### From Launch to Withdrawal

launch- growth- maturity-decline

- manage product/service commercialization profitably
- optimize marketing strategy for products & services full potential achievement



### AIT Department of Executive Education

P.O. Box 68, 19.5 km Markopoulou Avenue, GR 190 02 Peania, Athens, Greece  
T: +30 (210) 668-2806 F: +30 (210) 668-2844, excedu@ait.edu.gr

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