

By Jeffrey C. Thomson, CMA



We Value Our Strategic Partners

IMA® joins forces with some prominent partners in the management accounting world to bring members even more benefits that will help them personally and professionally.

Dear IMA Members:

As IMA begins a new fiscal year, we are guided by our overarching mission and strategic plan. Our strategic plan calls for us to sustain our growth of the past several years, recognizing that financial health allows us to do great things for our members and the global profession. An integral element of the plan is a growing group of strategic partnerships that allows us to increase awareness and adoption of existing products and services and, perhaps more important, allows IMA to create new value-adding innovations and deliver them to individuals and organizations around the world.

Last month, during IMA's Annual Conference & Exposition in Las Vegas, I was proud to speak about three strategic partnerships that we value very much.

The first partnership I announced during the Annual Meeting of Members is an example of innovation at work. It's a partnership with **John Wiley & Sons**, publisher of some of the top accounting and management textbooks. Wiley will

work with us to cobrand, distribute, and design new products for the *CMA Learning System (CMA LS)* and exam prep suite of products. This partnership will help dramatically increase awareness of the CMA program, especially in the United States. Wiley brings several advantages that IMA can't duplicate on its own, including "platinum" status on Amazon.com, more than 20,000 faculty connections, access to 100,000 students in the U.S., a global footprint, and the backing of a \$2 billion corporate entity. Wiley is particularly interested in advancing the accounting profession through learning and values IMA's reputation as a worldwide leader in management accounting with our gold standard certification, the CMA®.

Our Annual Meeting of Members also included a strategic partnership signing ceremony with ACCA (Association of Chartered Certified Accountants). With a history dating to 1904, ACCA is acclaimed as one of the world's most respected and influential accounting associations. It now has 83 regional offices serving more than 550,000 members in 170 countries. After nearly a year's worth of experience working together on various projects, we

formalized our relationship with ACCA, and we'll continue to deliver compelling and relevant joint research, CFO roundtables, and new educational products. In addition, the ICMA Board of Regents, which governs the CMA program, recently approved exam recognition options, soon to be announced, that will increase the awareness and adoption of the respective certifications. The tagline for our partnership with ACCA is "ACCA and IMA: Global Bodies Empowering Accountants and Financial Professionals in Business to Drive Business Performance."

During the Annual Dinner, held on the final evening of the Conference, we honored SAFEA (the State Administration of Foreign Expert Affairs), our partner in China, with the prestigious ICMA Bulloch Award. This award recognizes an organization that demonstrates outstanding sponsorship, encouragement, and support of the CMA program. SAFEA has a track record of developing finance and accounting talent for Chinese State-owned entities to create stronger organizations that serve society. Together, SAFEA and IMA have been able to transform the management accounting profession there by

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bringing the CMA program (and a new Simplified Chinese language exam) to nearly 10,000 current and aspiring accounting and finance professionals so far. Through this partnership, IMA has lived true to its mission of helping professionals make their companies better and, in turn, their lives better.

I'm confident that fiscal year 2013 will be a year of growth, influence, and opportunity to better serve the global accounting profession. As always, please let me know what you think about our exciting journey to sustainable growth enabled by innovation, strategic partnerships, financial health, and a vibrant community of volunteers.

Please share any thoughts with me at jthomson@imanet.org. **SF**

Sincerely,

Jeff Thomson, CMA

IMA President and CEO