

# IMA Media Kit



The Association of  
Accountants and  
Financial Professionals  
in Business



# Overview

## ABOUT

**IMA® (Institute of Management Accountants)**, named the 2017 and 2018 Professional Body of the Year by *The Accountant/International Accounting Bulletin*, is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) program, continuing education, networking, and advocacy of the highest ethical business practices. IMA has a global network of more than 140,000 members in 150 countries and 350 professional and student chapters. Headquartered in Montvale, N.J., USA, IMA provides localized services through its four global regions: The Americas, Asia/Pacific, Europe, and the Middle East/India. IMA is a 501(c)(3) nonprofit organization committed to advancing the accounting profession.



**ICMA® (Institute of Certified Management Accountants)** For nearly 50 years, the CMA certification has been the global benchmark for management accountants and financial professionals. ICMA is the certification affiliate of IMA. ICMA is responsible for developing, administering, and grading the CMA exam, establishing the policies and procedures for the CMA program, and for ensuring the program's overall integrity. The ICMA Board of Regents is responsible for setting policies, and the ICMA staff is responsible for operations.

For more information about IMA, please visit [www.imanet.org](http://www.imanet.org)

## HISTORY



**For more than 100 years, IMA has been a champion of—and resource for—management accounting and financial professionals.** Its story is one of steady

transformation yet unwavering commitment: As IMA has progressed through each decade, it has never lost its mission-led purpose to uphold the profession. The organization was founded in Buffalo, N.Y., in 1919, as the National Association of Cost Accountants (NACA) to promote knowledge and professionalism among cost accountants and foster a wider understanding of their role in management. In 1957, its name was changed to the National Association of Accountants (NAA), beginning an era in which it would later develop its hallmark certifications, the CMA. In 1991, the organization's name was again changed to the Institute of Management Accountants (IMA), signifying its broader role as the association for accountants and financial professionals working inside organizations. Today, the organization is known by the shorthand—IMA—and continues the legacy of professional excellence begun a century ago.

## FAST FACTS

MORE  
THAN

**140,000**  
TOTAL MEMBERS

**100,000**  
TOTAL CMAS

**350**  
PROFESSIONAL AND  
STUDENT CHAPTERS

**NINE GLOBAL  
OFFICES**

Montvale, N.J., USA

Beijing, China

Chengdu, China

Shanghai, China

Shenzhen, China

Dubai, UAE

Amsterdam, Netherlands

Zurich, Switzerland

Singapore

To contact IMA's global offices, visit [here](#)

# IMA Spokespeople

## STAFF



**Russ Porter**

CMA, CFM, CSCA,  
Chief Financial  
Officer and Senior  
Vice President of  
Strategy, Technology,  
and Analytics



**Jim Gurowka**

CAE, Senior Vice  
President of  
Global Business  
Development



**BIO**

**Jeff Thomson**

CMA, CSCA, CAE,  
President and CEO



**Loreal Jiles**

Vice President,  
Research and  
Thought Leadership



**Dennis Whitney**

CMA, CFM, CAE,  
ICMA Senior  
Vice President

*Bios available upon request*

## VOLUNTEERS



**BIO**

**Gwen van Berne**

CMA,  
Chair of IMA's Global  
Board of Directors



**BIO**

**Richard T. Brady**

CMA, CGFM, CDFM,  
Chair-Elect of  
IMA's Global Board  
of Directors



**BIO**

**J. Stephen  
McNally**

CMA, CPA,  
Chair-Emeritus of  
IMA's Global Board  
of Directors

IMA spokespeople regularly comment on topics of concern for the finance and accounting profession. To read more, see [here](#)

**To contact a spokesperson or for all media inquiries:**

Giuseppe Barone, IMA Global  
+1 (201) 474-1681

[Giuseppe.Barone@imanet.org](mailto:Giuseppe.Barone@imanet.org)

Stern Strategy Group  
+1 (908) 276-4344

[IMA@SternStrategy.com](mailto:IMA@SternStrategy.com)

# Advocacy

**1 Financial Reporting Committee:** IMA's Financial Reporting Committee (FRC) represents IMA members to standard-setting bodies. The FRC comments on proposed standards of the Financial Accounting Standards Board, Governmental Accounting Standards Board, American Institute of Certified Public Accountants, International Accounting Standards Committee, International Federation of Accountants, and the U.S. Securities and Exchange Commission (SEC). The FRC proactively brings relevant issues to the attention of these organizations and suggests solutions on behalf of IMA's members and the profession at large.

**2 Diversity Equity & Inclusion Committee and DE&I:** IMA's Diversity Equity & Inclusion Committee and DE&I spearheads the development of new resources to help members implement DE&I strategies and monitor performance in this area. Fundamental to IMA's core values, the committee aids in IMA's commitment to creating and nurturing a diverse and inclusive member community, accounting and finance profession, organizational workplace, and partner network, and to fostering mutual respect between individuals.

**3 Small Business Committee:** IMA's Small Business Committee (SBC) addresses issues that impact small and medium-sized organizations.

On behalf of IMA's members and all accounting professionals working within these organizations, SBC engages and suggests solutions to standard-setters and regulatory agencies such as the Financial Accounting Standards Board, the SEC, International Accounting Standards Board, Small Business Administration, American Banking Association, IRS, and others.

**4 Technology Solutions and Practices Committee:** The Technology Solutions and Practices (TS&P) Committee was created to inform members about existing and emerging technology solutions and practices (in a vendor-independent manner) to enable accountants and financial professionals to be more strategically effective and efficient. This is accomplished through an integrated approach to providing education programs, research, advocacy, and thought leadership around the use of technology in areas such as financial planning and analysis, risk management and internal controls, business reporting and analysis/advanced analytics, performance measurement, business process improvement, and enabling technologies such as eXtensible Business Reporting Language (XBRL).

**5 Committee on Ethics:** IMA's Committee on Ethics (CoE) encourages IMA members, their organizations, and other professionals to adopt, promote, and execute the highest ethical business practices. The CoE maintains IMA's policies, thought leadership, and intellectual property related to ethics, including IMA's Statement of Ethical Professional Practice. The CoE provides input on ethical issues in professional development and provides commentary on draft pronouncements of regulatory bodies and other organizations, as appropriate. For information about IMA's Statement of Ethical Professional Practice and Ethics Helpline, please visit IMA's Ethics Center.





# Certifications



IMA's Certification for  
Accountants and  
Financial Professionals  
in Business

## CMA®(Certified Management Accountant)

IMA's globally recognized CMA (Certified Management Accountant) program is a relevant assessment of advanced accounting and financial management knowledge in critical areas such as financial planning, analysis, control, and decision support. The two-part exam, inclusive of 200 multiple-choice questions and four essays, addresses key issues and changes in the finance and accounting profession by providing an additional means for continued learning. The

requirements for earning a CMA include a degree in any field, passing a two-part exam, and two years of work experience, maintained annually with 30 hours of continuing professional education (CPE). In 2019, the annual IMA Salary Survey reported CMA holders on average earn 31% more than non-CMA finance professionals. Additionally, 83% of those holding the CMA agree their certification creates career opportunities, while 76% agreed it strengthened their ability to move across all areas of the business.

### THE EXAM

#### PART 1

##### Financial Planning, Performance, and Analytics

- External financial reporting decisions **(15%)**
- Planning, budgeting, and forecasting **(20%)**
- Performance management **(20%)**
- Cost management **(15%)**
- Internal controls **(15%)**
- Technology and analytics **(15%)**

#### PART 2

##### Strategic Financial Management

- Financial statement analysis **(20%)**
- Corporate finance **(20%)**
- Decision analysis **(25%)**
- Risk management **(10%)**
- Investment decisions **(10%)**
- Professional ethics **(15%)**



Certified in Strategy  
and Competitive  
Analysis

## CSCA® (Certified in Strategy and Competitive Analysis)

The CSCA is a specialty credential designed for IMA members who have passed both parts of the CMA® exam. The CSCA complements and expands upon the strategic planning and analysis skills developed

through the CMA certification. This credential helps professionals master the concepts and techniques that are required to become a key player in driving the strategic planning process at an organization.

# Membership in External Industry Bodies

**IMA is a member of the following external bodies that collaborate with similar organizations to further the accounting profession:**

## **COSO (Committee of Sponsoring Organizations of the Treadway Commission):**

IMA is a founding sponsor and full voting member of the Committee of Sponsoring Organizations of the Treadway Commission (COSO). COSO was formed in 1985 to sponsor the National Commission on Fraudulent Financial Reporting, an independent private-sector initiative which studied the causal factors that can lead to fraudulent financial reporting. It also developed recommendations for public companies and their independent auditors, for the SEC and other regulators, and for educational institutions. The National Commission was sponsored jointly by IMA and four other major professional associations headquartered in the United States: the American Accounting Association (AAA), the American Institute of Certified Public Accountants (AICPA), Financial Executives International (FEI), and The Institute of Internal Auditors (IIA). IMA is an active participant in the activities of COSO, and there are regular opportunities for IMA members to contribute to discussion documents guiding the statements of the organization.

## **IIRC (The International Integrated Reporting Council):**

IMA is a full voting member of the IIRC. IMA, a global thought leader on the

topic of integrated reporting <IR>, is one of only three U.S.-based associations to achieve this honor. IIRC is a global coalition of regulators, investors, companies, standards setters, representatives of the accounting profession, and nongovernmental organizations that share a common goal of realizing the benefits of integrated strategic thinking, improving external disclosures, and enhancing the value of corporate reporting. <IR> assimilates financial and nonfinancial information to inform stakeholders about an organization's short- and long-term value-creation capacity and capability. IIRC released its International Integrated Reporting Framework in December 2013.

## **IFAC (The International Federation of Accountants):**

IMA is a member of the International Federation of Accountants (IFAC). IMA's IFAC membership reflects the organization's increasing global influence and the demand for the CMA. As a member of IFAC, IMA contributes to the organization's mission of strengthening the accounting profession through global initiatives, including IFAC's Professional Accountants in Business (PAIB) Committee. IMA also offers technical guidance on international accountancy programs and standards issued by independent standard-setting boards supported by IFAC and the International Accounting Standards Board (IASB).

For more information about  
COSO, please visit:  
[coso.org](http://coso.org)

For more information about  
IIRC, please visit:  
[integratedreporting.org](http://integratedreporting.org)

For more information about  
IFAC, please visit:  
[ifac.org](http://ifac.org)