



# OVERCOMING THE ACCOUNTING SKILLS GAP

with the Certified Management Accountant (CMA) certification for your employees.

## What Is a CMA?

A Certified Management Accountant blends accounting practices with business acumen. CMAs add value to organizations worldwide, explaining the “why” behind the numbers and turning data into dialogue. Working closely with upper management, their knowledge, skills, and experience influence the direction of many multinational companies.

*The CMA is recognized globally—it demonstrates a high degree of competence that crosses borders.*

*“For a large multinational company like J&J, the CMA provides a breadth of subjects that prove, once you’ve earned the certification, that you’re both knowledgeable and competent.”*

— Christian Cuzick, CMA  
Vice President of Finance, Johnson & Johnson Vision

## The Benefits of Training a CMA

Efficient organizations run leaner. In fact, the more training organizations provide to their finance and accounting staff, the lower their department costs tend to be. The up-front expense incurred by professionally certifying your employees is quickly offset by lower operating costs.

Certification also increases employee job satisfaction. The Institute of Management Accountants (IMA), the organization that certifies CMAs, conducts an annual survey of its members. Per their 2020 Global Salary Survey, 76% of respondents somewhat or strongly agree that they love their jobs. With the cost of filling a vacancy up 36% over the last 5-year period, as examined by the Society for Human Resource Management (SHRM), reducing turnover through employee investment is a wise use of budget, other benefits notwithstanding.

*Elevate your business by investing in CMA training for your employees.*

## Contact us!

corporate@gleim.com  
800.874.5346 | 352.375.0772

# The Original CMA Review Course

99% SATISFACTION RATE | 40+ YEARS PREPARING CMAs | CHOSEN BY 300+ UNIVERSITIES

## How To Become A CMA

To become a CMA, candidates must **pass the CMA exam** to prove they have the knowledge and skill to perform the duties of a CMA. The bar is set high. The CMA exam has been administered for nearly **50 years**, and over **100,000 CMAs** have been certified worldwide.

## The Proven Gleim Method

Since 1974, our Review Systems have helped accountants across the globe quickly and confidently develop their skills and pass millions of exams.

We work with professional educators at leading accounting schools to develop our material, which is why professors at **over 300 universities** trust Gleim to help instruct their students and give them a headstart on certification prep.

## What We Do Sets Us Apart

### Award Winning Customer Support

If candidates have questions, a member from one of our live support teams has the answer.



- ➔ Accounting Experts can be easily accessed within the course for help with technical content.
- ➔ Personal Counselors can help candidates set up a study plan. From start to finish, they are there to guide, motivate, and ensure exam success.
- ➔ Technical Support issues are resolved promptly by dedicated in-house staff.

## Your Trusted Guide

SmartAdapt™, our adaptive online platform, is like having a personal exam tutor. It evaluates candidates' performance, directs them to the resources they need, and adjusts as their quiz scores improve. SmartAdapt even tells candidates when they're ready to pass.

### Access Until You Pass®—Guaranteed.

Candidates get unlimited access to their materials and receive free updates for as long as they're studying. With the most up-to-date information, they'll be able to pass with confidence.

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