

Ken Schmitt presents at Institute of Management Accountants Workshop

SAN DIEGO, CALIFORNIA, August 15th, 2008—Earlier this month, the Institute of Management Accountants (IMA) hosted a workshop to discuss the benefits and value of the Certified Management Accountant (CMA) certification. The goal of this presentation was to heighten the awareness of the CMA among San Diego's leading accounting and finance professionals. Ken Schmitt, President and Founder of TurningPoint Executive Search, spoke to the audience about the value of earning the CMA.

"Ken showed the quantitative benefits of certification in today's Finance and Accounting job market" stated Pem Smith, CMA, CFM and Senior Operations Consultant for General Dynamics here in San Diego. "He then helped attendees visualize how this might fit into their individual career paths." During the presentation, Mr. Schmitt discussed the preference of hiring managers to employ certified professionals whenever possible. "94% of the job descriptions we receive from clients indicate that a CMA or CPA certification is required or strongly preferred" explained Schmitt.

Schmitt has served as an IMA board member for 5 years including 2 ½ years as the chapter's President. Throughout his tenure, he has consistently worked with local hiring managers and human resources professionals to provide them with a better understanding of the value that the CMA brings to their organization. "San Diego is comprised of small-medium, privately held businesses that require a unique set of skills to effectively manage their finances. These businesses require competent professionals who combine technical knowledge, strategic thinking and strong communication skills to ensure their numbers are accurate and complete" says Schmitt. "The CMA is the one certification that designates competency in each of these areas." Ron Zambrano, CMA, CPA, CPIM and Accounting Manager for publicly traded ResMed was impressed by the presentation. "Ken clearly articulated how he has been able to forge a partnership with employers and candidates by highlighting the relevance of CMA certification for solving everyday business challenges".

Schmitt went on to cite a 2007 survey by the IMA which revealed a 27% premium in base salary for CMAs vs. their non-certified peers. "Ken's presentation on Uncovering the Value in CMA Certification is one of the best presentations on the CMA I have seen" says Frank Garcia, CPA, CMA and Controller of Luna Communications. "(His) presentation was right on target as he presented the ROI analysis (stating that a lifetime investment) of \$6,925 yields \$1,093,500 of additional salary!"

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If you are interested in inviting Ken to present to your organization please contact TurningPoint Executive Search at 760.434.5401 or info@turningpointsearch.net

Contact:

Ken Schmitt

760.434.5401

kens@turningpointsearch.net

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