
P/PM PROFESSION NEWS

asapm Rebrands as IPMA-USA

1 January 2016 – Colorado Springs, Colorado, USA – asapm President Joel Carboni announced today that asapm has now completed its re-branding as IPMA-USA. This move has been in process for the last five years, as the USA member association of the International Project Management Association has consistently identified itself as asapm, IPMA-USA. The asapm Board voted unanimously in a special meeting at the IPMA World Congress in September 2015 to complete the transition by year-end.



What drove this re-branding? Two things, according to Director of Marketing, Stacy Goff: “IPMA-USA has increased the number IPMA services we offer in the United States, adding the Project Excellence Awards and other programs to our existing offerings of advanced, professionally assessed certifications, the prestigious International Journal of Project Management, and ‘two memberships in one’ advantages. And, we were inspired by IPMA VP of Marketing Bernhard Haidacher’s (Guatemala) insight that we can all amplify our global strength by branding under the same IPMA banner.”

IPMA-USA’s legal name remains as the American Society for the Advancement of Project Management; the re-branding is primarily for the public website and related visibility. This culminates a series of interesting changes in leverage IPMA’s global footprint. Several years ago, IPMA-USA adopted, with permission, the Vision statement of the Association for Project Management (APM, IPMA-UK). The Vision: **“A world in which all Projects Succeed!”** This Vision was so compelling, that IPMA itself adopted a similar vision statement, during a strategic plan update. This one example shows the extent to which the unique IPMA federation of national associations works tougher to combine their strengths.

With the www.ipma-usa.org website now fully transitioned, there do remain tens of thousands of links, from all over the world, seeking content on the asapm.org website. Those will be redirected to the new website name, but we do ask that organizations, media, and individuals who have links to asapm.org to replace them with ipma-usa.org.

About IPMA-USA

Founded in 2001, IPMA-USA is a member-driven, not-for-profit USA association, formed to meet the unfilled needs of today’s Program and Project Managers, stakeholders, and their Enterprises. As the USA member of the International Project Management Association, we work with over sixty other global professional associations to accomplish our Vision: A World where all projects succeed. *Contact:* stacy.goff@ipma-usa.org.