

inflexion | **abm academy**TM

Welcome to the ABM Academy

Designed, developed and delivered
by practitioners, for practitioners

Contents



The experienced Inflexion team of practitioners trained our global team of ABM-ers, our regional and industry marketers, and our marketing leadership team. We've seen real value from the training and it has helped us look differently at our marketing approach and how we engage with clients. Having a community, with everyone aligned to our goals and our way of working, has accelerated our impact."

Rachael Bell
VP Global ABM, NTT DATA, United Kingdom

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I'm delighted that you're considering building your skills with the ABM Academy.

For more than two decades, I've been researching and developing account-based marketing (ABM) as a marketing practice, capturing much of what I've learned in my series of books for Kogan Page.

Since 2021, I've brought together some of the best global programme leaders and practitioners in Inflexion Group to support the evolution of this marketing discipline around the world. Not only do we work with clients to solve some of the most pressing challenges in applying ABM to drive sustainable growth, we scope areas for future research, build new thought leadership, and develop the professionalism of everyone who wants a career in ABM.

Whether you decide to follow a self-directed learning path with our range of on-demand modules, attend one of our public training courses, or collaborate with us to develop a custom course for your team, we're here to help. We even offer a mentoring service for more focused and personalised career development. All of our courses lead to public accreditation, including digital credentials via Credly.

We want you, your organisation, and your customers to be successful.

Thank you for choosing to study with us.



Bev Burgess
Chief Executive





This programme has been truly transformative. I've developed the capability to design and deliver a global ABM programme in any organisation, and I'm excited to apply these learnings within my role."

Rocío Arrarte
Senior Manager, Demand
Generation, KPMG UK

ABM competency framework

A mix of 10 technical marketing and soft skill categories

Technical marketing skills

Creates
actionable
insight

Designs
marketing
strategy

Develops
key messages

Plans
and activates
campaigns

Manages
marketing
performance

The competencies you need for ABM

From our personal experience and our work with clients, we know that great ABM-ers have a mix of technical marketing skills and soft skills. So, our courses are designed to help you to develop both as you build your career.

Think of us as your professional development partner. We'll keep you up to date with the latest trends, strategies, and best practices in ABM, ensuring you're always honing your skills and staying at the forefront of this exciting field.

Soft skills

Collaboration

Commercial
acumen

Stakeholder
management

Workstyle

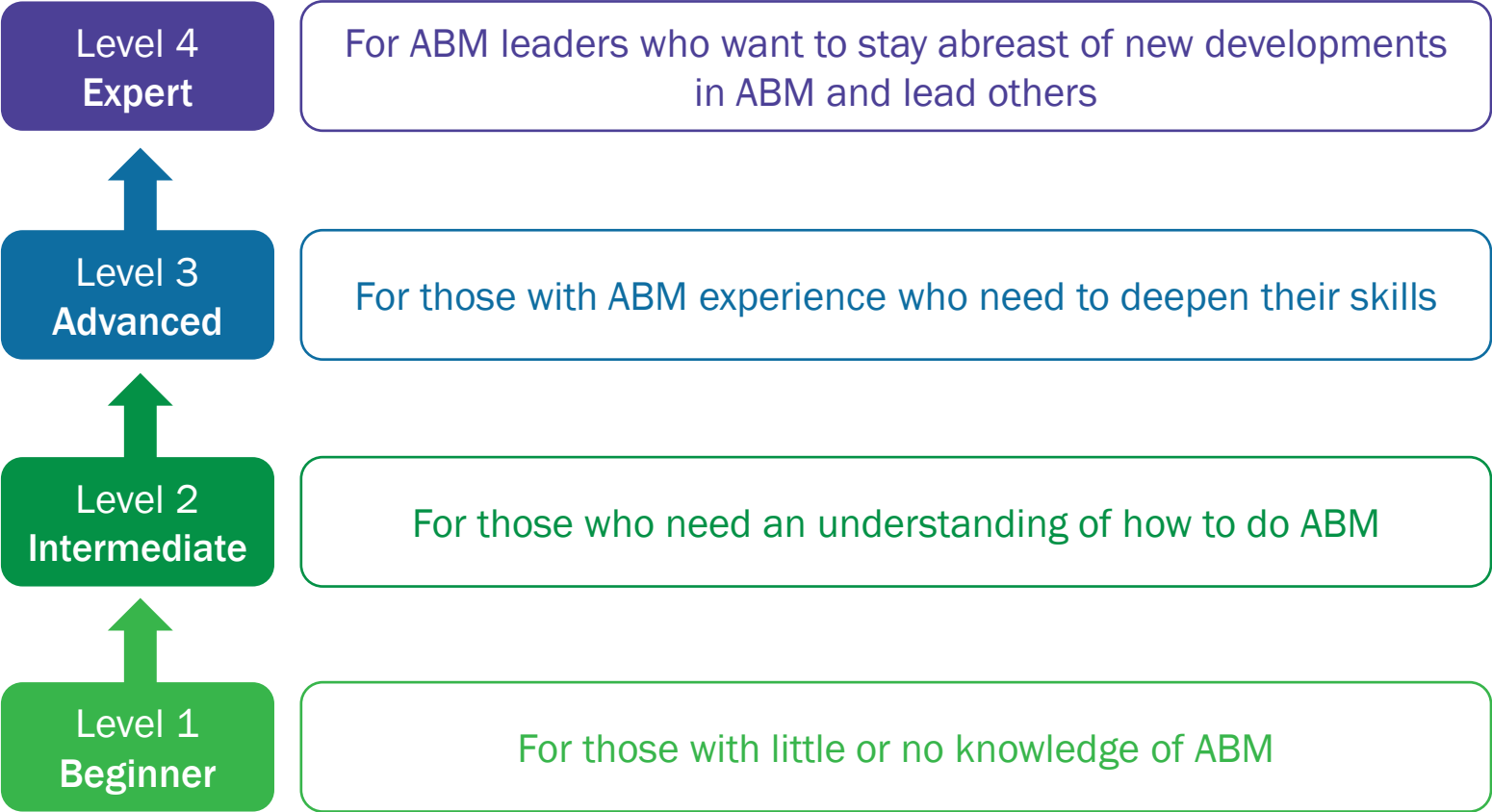
AI literacy

Source: Adapted from 'Account-Based Marketing' by Bev Burgess (Kogan Page, 2025), Chapter 10, Figure 10.11.

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Our approach to professional development

Four levels to support you as you build your career in ABM



Our professional development framework
Our courses are developed by experienced professionals who truly understand today’s business challenges. We focus on practical, real-world solutions – no fluff, just the essential skills you need to thrive. Whether you’re new to ABM or an experienced pro, we have the right course for you.

We offer four levels of learning to help you grow at your own pace, supporting you as you build your career in ABM.



A great experience. Classes were run smoothly, promoting conversation and interactivity. Information clear and engaging, coaching sessions practical. The entire course very well structured.”
Ieva Barauskaite
Head of Marketing,
Capgemini Invent UK

The ABM Academy learning pathway



4 ways to learn

We believe learning should fit your goals, your schedule and your style. That's why we offer a variety of flexible options to help you grow and succeed.

Want to learn at your own pace? Our on-demand modules let you dive in anytime, anywhere.

Prefer a more interactive experience? Join one of our live public training courses and connect with like-minded professionals.

Need something tailored just for your team? We'll work with you to design a custom course that fits your exact needs.

And if you're looking for one-to-one guidance, our mentoring service offers personalised career support to help you take the next step with confidence.

Best of all, every course you complete earns you public accreditation and digital credentials – proof of your expertise that you can proudly share as your career develops. No matter how you choose to learn, we're here to support you.



Excellent course, professionally developed in an engaging way. Loved the real-life customer case studies sprinkled throughout and the opportunity to interact – brilliant!”

Marisa Sheppard
Field Marketing Lead,
Adobe ANZ, Australia



On-demand courses

Self-directed,
on-demand training
modules to work
through at your
own pace



Live virtual courses

Learn with others in
live, interactive
virtual or face-to-face
sessions



Custom courses

Designed for teams
who need a more
bespoke experience



Individual mentoring

One-to-one support
from an experienced
ABM practitioner

Our range of courses

There's never been a better time to dive into ABM. We're committed to making your learning experience engaging, practical, and, most importantly, enjoyable wherever you are in your career.

Beginner courses, for those with little or no knowledge of ABM



Introducing ABM

Understanding the art of the possible with account-based marketing



The Business Case for ABM

Establishing ABM in the context of an account-based growth strategy



The Customer Perspective

Examining customer priorities and their implications for ABM

Intermediate courses for those who need an understanding of how to do ABM



Your Role as an ABM-er

Exploring the skills you need to succeed



Designing the Right ABM Strategy

Shaping the right approach for your company



Prioritising Accounts for ABM

Taking an objective, data-led approach to investment decisions



Getting Started with Strategic ABM

Creating and executing a bespoke marketing plan for your account



Getting Started with Scenario ABM

Driving specific business outcomes through the customer lifecycle



Getting Started with Segment ABM

Targeting meaningful clusters of accounts with a tailored approach



Getting Started with Programmatic ABM

Scaling across more accounts with personalised engagement



Getting Started with Pursuit Marketing

Using ABM to win strategic deals



The ABM Practitioner

The core principles of ABM for B2B marketers



I found the programme extremely valuable – especially the concepts and frameworks we covered – and I'm confident I'll apply them in my day-to-day work."

Milena Campo Rolong
Field Marketing Manager, Red Hat
Colombia

Advanced courses for those with ABM experience who need to deepen their skills



The Advanced ABM Practitioner

Building best-in-class account-based marketing skills



Advanced Pursuit Marketing

Increasing your company's ability to compete and win



AI in ABM Bootcamp

Understanding the art of the possible with generative AI

Expert courses for ABM leaders who want to stay abreast of new developments in ABM and lead others



The Expert ABM Practitioner

Continuing professional development for your advanced practitioners

The ABM Mentoring Programme



3-6 months individual mentoring programme

Individual support as you develop your skills and career as an expert ABM-er



The entire process of deal-based marketing was explained in a live case study format, which was a great way to understand the challenges faced by other organisations and how to solve them."

Reena Jagtap
ABX Vertical Strategy, Henkel,
Germany

Our faculty of experienced practitioners

At the ABM Academy, we offer a practical and results-driven learning experience. We know that ABM isn't just about theory – it's about delivering real commercial impact and measurable return on investment. That's why our courses are designed, developed, and delivered by seasoned practitioners who work every day with leading ABM teams worldwide. The Inflexion Group team has helped over 50 global technology and professional services companies drive account-based growth and trained thousands of ABM-ers around the world.



Louise Jefferson
Co-founder
Managing Principal
Academy Director



Bev Burgess
Co-founder
Chief Executive



Dorothea Gosling
Executive Consultant



Jacqueline Gummer
Executive Consultant



Corrinne Heading
Executive Consultant



Megan Heuer
Executive Consultant



Catherine Ahern
Senior Consultant



Louise Clark
Senior Consultant



Kyle Duarte
Senior Consultant



Laura Holmes
Senior Consultant



Louise Power
Senior Consultant



Jaspreet Bindra
Senior Advisor



Anuj Magazine
Co-Founder and CTO,
AI&Beyond



Absolutely loved how the classes were engaging, activity oriented and involved participants rather than being a one-directional flow of information.”

Avishek Chakrobarty
Head of Global ABM Centre of
Excellence, Kyndryl, India



Packed with practical tools, the bootcamp provided invaluable insights into leveraging AI throughout the ABM journey – from defining account ambitions and conducting deep research to developing personalised strategies and executing data-driven campaigns for maximum impact.”

Paige Roche
Manager, Account Marketing,
Bain & Company, USA



Showcase your success

Every time you complete one of our courses, you'll earn a Credly digital badge – a certified mark of your achievement! It's a great way to showcase your skills, boost your CV, and share your success with your network. Whether you add it to your LinkedIn profile, CV, or social media, your badge proves your expertise in a way that's recognised and respected.

Ready to elevate your career?

Join us at the ABM Academy and gain the skills, confidence, and qualifications to excel in account-based marketing. Whether you're looking to start fresh or accelerate your career, we're here to support your journey every step of the way.

Find out more

For course availability and prices, visit:
inflexiongroup.com/abmacademy
or email us on:
abmacademy@inflexiongroup.com



ABM Academy Alumni

Your training is just the beginning



Graduating from our Academy doesn't mark the end of your learning journey – it launches you into a lifetime of accelerated career growth. Our Alumni network transforms your individual achievement into collective power, connecting you with hundreds of client-side professionals who share your passion for ABM and are committed to mutual success.

The network's value increases as individual alumni grow stronger. When members achieve professional recognition or land great roles, it elevates the reputation and opportunities available to every graduate of the ABM Academy, this community investment is designed to grow in value over time. The launch coincides with growing demand for professional ABM expertise, with over 250,000 marketers worldwide now having ABM in their job titles.

Membership provides:

- Weekly themed discussions and ABM news alerts
- Global connections with fellow alumni
- Continuous learning through peer-to-peer knowledge exchange
- Job opportunities from companies seeking certified ABM professionals
- Access to mentorship circles

inflexion

abm academy™

Four reasons to study with the ABM Academy

- Practitioner-led
- Real world examples
- Shaped by ABM leaders
- Informed by research

About Inflexion Group

A company focused on account-based growth, Inflexion Group was founded in 2021 by Bev Burgess, Tim Shercliff and Louise Jefferson, bringing together over 100 years of marketing, sales, operational management and consulting experience between them. Like the rest of the Inflexion Group team, they are all practitioners.

Building on our global leadership position in account-based marketing (ABM), we help companies choose the right accounts, align internally to focus on them, and engage with them through orchestrated account management, ABM, customer success and executive engagement programmes. Through our ABM Academy, we deliver comprehensive practitioner-led training pathways that equip marketing professionals with the proven frameworks and strategies they need to excel in account-based marketing.

Our goal is to help our clients build long-term relationships with their most important customers and deliver sustainable value for them and their key stakeholders. Together, the Inflexion team has helped over 50 global technology and professional services companies drive account-based growth and trained more than 10,000 marketers worldwide.