inflexion | abm academy™

# Welcome to the ABM Academy

Designed, developed and delivered
by practitioners, for practitioners

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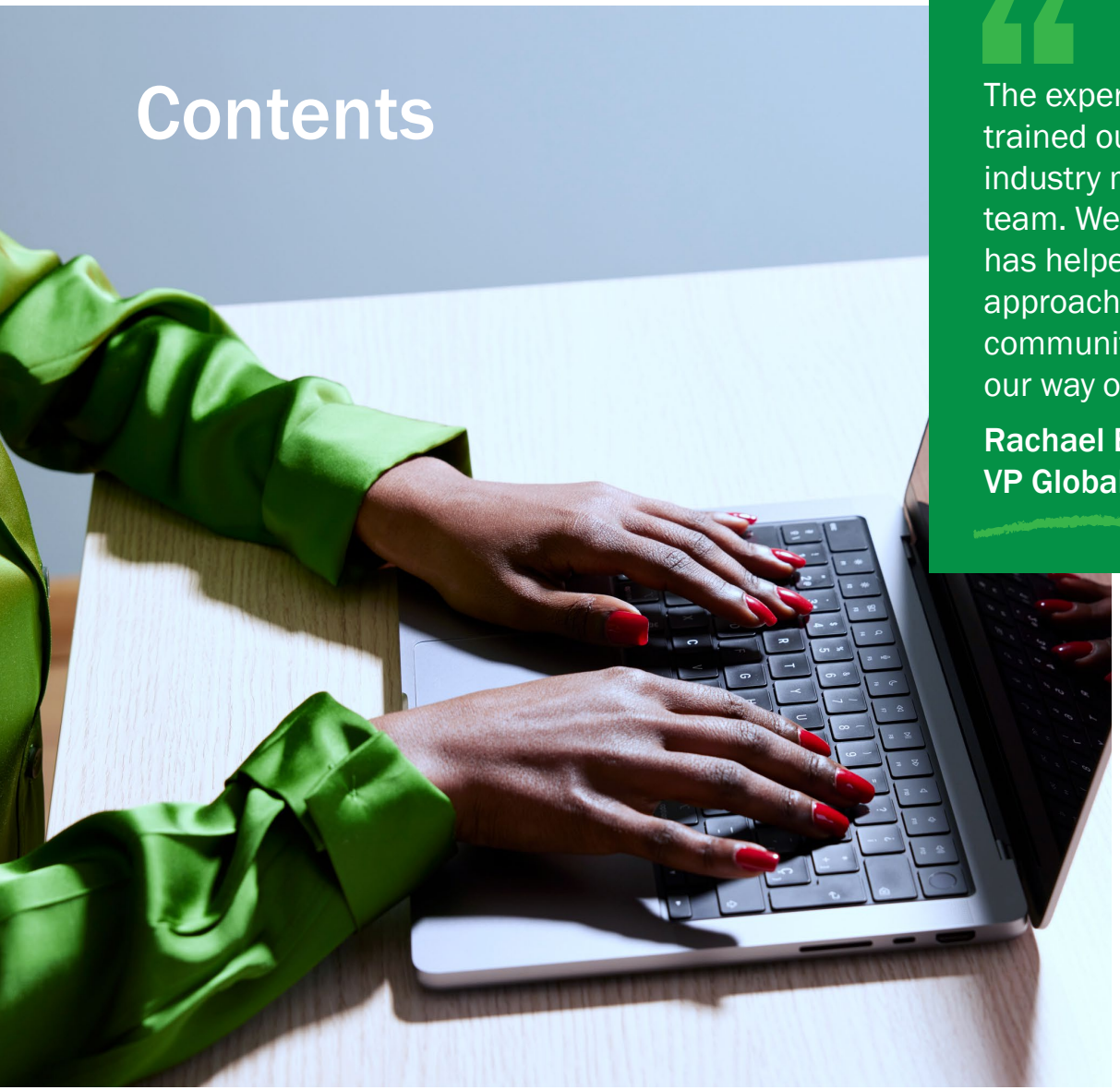

> The experienced Inflexion team of practitioners trained our global team of ABM-ers, our regional and industry marketers, and our marketing leadership team. We've seen real value from the training and it has helped us look differently at our marketing approach and how we engage with clients. Having 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

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# ABM competency framework

A mix of 10 technical marketing and soft skill categories

> 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**

**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.

## Technical marketing skills

- Creates actionable insight
- Designs marketing strategy
- Develops key messages
- Plans and activates campaigns
- Manages marketing performance

## Soft skills

- Collaboration
- Commercial acumen
- Stakeholder management
- Workstyle
- AI literacy

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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

| | |
|---|---|
| Level 4 **Expert** | For ABM leaders who want to stay abreast of new developments in ABM and lead others |
| Level 3 **Advanced** | For those with ABM experience who need to deepen their skills |
| Level 2 **Intermediate** | For those who need an understanding of how to do ABM |
| Level 1 **Beginner** | For those with little or no knowledge of 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**

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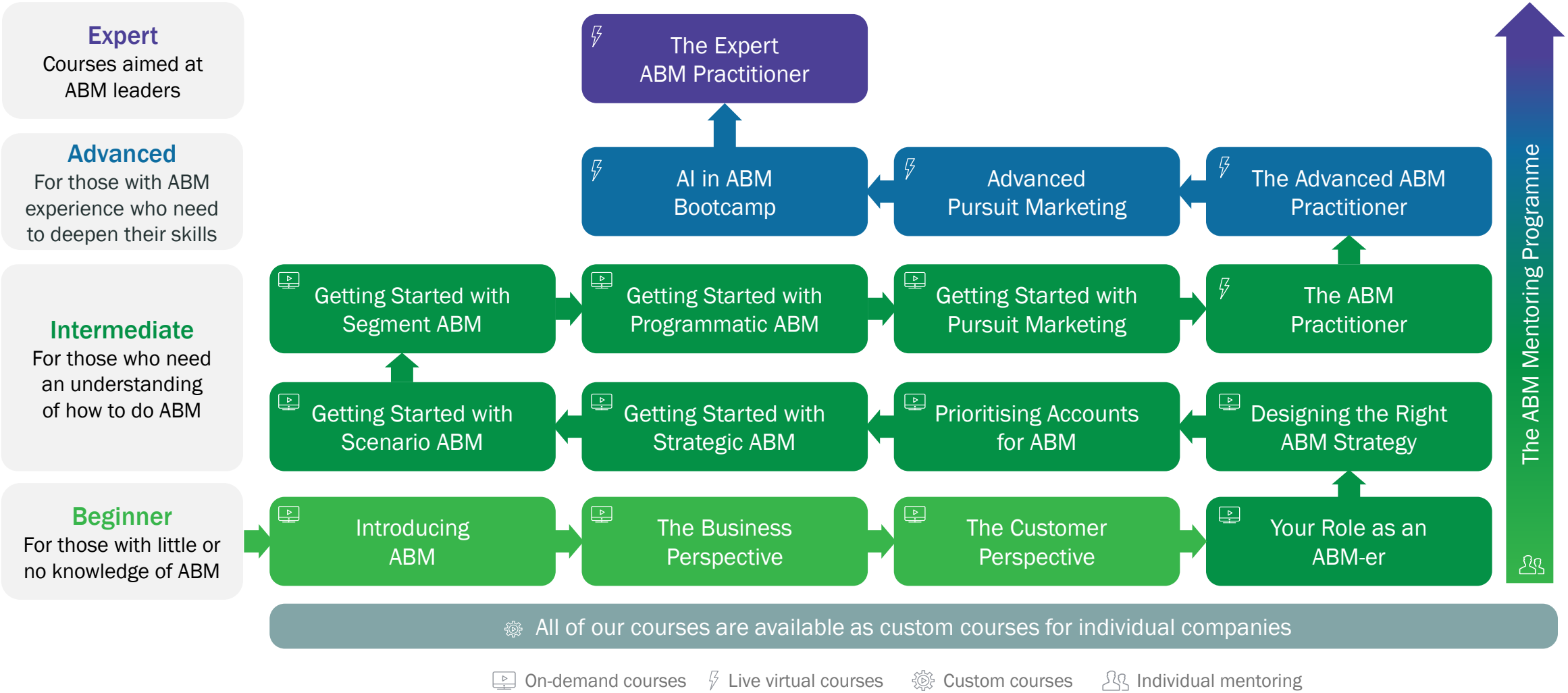
# The ABM Academy learning pathway





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# 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**


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**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

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# 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

> "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**

**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


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## 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**

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# Our faculty of experienced practitioners

**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

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.

> "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**

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> 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

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# 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

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## 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.