



CERTIFIED PRICING EXECUTIVE

Your roadmap to strategic pricing leadership and performance

EPP® CERTIFIED

C|P|Ex

B2B

Certified Pricing Executive

B2B



CONTENT

Program	3
The EPP Experience & Trainers	5
Who will benefit from this program?	6
The Value Monetization and Pricing Excellence Framework	7
Contact Us	8

EPP® CERTIFIED

C|P|Ex

B2B

Certified Pricing Executive

PROGRAM

The EPP **Certified Pricing Executive (CPEx) B2B** Program is designed for senior pricing professionals ready to lead pricing transformation and deliver measurable business impact. The program connects pricing strategy, value monetization, technology, organizational design and performance management.

Through a practical learning journey, you will explore how to build an effective pricing organization, select meaningful KPIs, navigate price wars, implement innovative monetization strategies and translate your learning into an actionable 12-month pricing roadmap.

The experience combines expert insights, practical discussions and real-world cases with valuable opportunities for networking, peer exchange and benchmarking.

MODULE 1

THE PRICING FRAMEWORK

- Reflect on your organizational pricing maturity (EPP Maturity Assessment) and define actionable pricing goals for the next 12 months.

MODULE 2

PRICING STRATEGY

- Learn how to define and articulate a coherent pricing strategy aligned with your business objectives.
- Understand the competitive dynamics of pricing and determine your organization's position as a leader, follower, or challenger.
- Acquire skills to establish and utilize competitive pricing intelligence effectively.
- Grasp the fundamental concepts of effective pricing and apply them to your pricing strategies.

MODULE 3

INSTALLING A VALUE STRATEGY

- Lead the transition by deploying a true value strategy.
- Equip yourself with leadership techniques to drive the change needed in your pricing strategies within your organization.
- Understand how to embed value-based pricing into the innovation cycle.
- Explore pricing strategies that support the digital buying process.

MODULE 4

ARTIFICIAL INTELLIGENCE, DATA AND PRICING TECHNOLOGY

- Learn to leverage technology for automating and optimizing pricing decisions.
- Gain insights into predictive pricing analytics for B2B contexts.
- Construct a compelling business case for the adoption of pricing software.
- Lead successful implementation of pricing software, ensuring smooth integration with business processes.
- Understand the implications of artificial intelligence on the evolution of pricing.

MODULE 5

LEADING THE PRICING ORGANIZATION

- Identify and establish the optimal operating model for your pricing team.
- Organize your pricing team to enhance efficiency and effectiveness.
- Cultivate growth and professional development within your pricing team to build a strong pricing culture.
- Understand the importance of negotiation skills needed on a pricing team.
- Thrive in change: actively learn how to navigate change.
- Pricing Governance.

MODULE 6

PRICE PERFORMANCE MANAGEMENT & KPIS

- Selecting meaningful pricing KPIs.
- Balancing leading and lagging indicators.
- Measuring price realization, discount leakage and value capture.
- Monitoring sales adoption and transformation progress.
- Establishing effective governance and performance review routines.
- Avoiding an overly complex KPI landscape.

MODULE 7

ARTIFICIAL INTELLIGENCE, DATA AND PRICING TECHNOLOGY

- Learn how to stop a price war before it breaks out.
- Gain insights on when and how to fight in price wars, if unavoidable.
- Develop an approach on how to get out of a price war while limiting damages.

MODULE 8

THE ROLE OF THE CEO IN PRICING

- Deep dive into the role of the CEO in pricing: creating awareness and setting goals.
- Review key pricing tasks of a CEO.
- Understand how to make change happen by instilling pricing discipline.

MODULE 9

INNOVATIVE MONETIZATION STRATEGIES

- Learn how innovative monetization models are the new source of competitive advantage.
- See how value pricing makes the difference in practice.
- Understand the logic of psychological pricing.

MODULE 10

INCREASE PRICES WITH SUCCESS

- Learn to increase value and prices together.
- Understand how to increase prices while providing less value, and how to apply surcharges and many other pricing approaches.

YOUR VALUE MONETIZATION ROADMAP

- Reflect on the key learnings and begin defining priorities for your 12-month pricing roadmap.
- Design a 12-month actionable pricing strategy focused on execution and results.
- Prepare for certification, solidifying your expertise in pricing strategy and implementation.

THE EPP EXPERIENCE

CPEX: Leading the Charge in Value Monetization

This executive certification takes senior pricing professionals through a focused learning journey, combining advanced pricing strategy, organizational leadership, performance management and value monetization to drive transformation and measurable business impact.

1 LEARN STRATEGIC PRICING LEADERSHIP

Explore the strategic dimensions of pricing, from value monetization and innovative pricing models to technology, organizational design and performance management.

2 INTERACT EXECUTIVE LEARNING & EXCHANGE

Exchange perspectives with experienced pricing leaders and EPP faculty through expert-led discussions, real-world cases, interactive exercises and peer-to-peer benchmarking.

3 APPLY FROM STRATEGY TO TRANSFORMATION

Translate key learnings into an actionable 12-month pricing roadmap designed to strengthen execution, accelerate transformation and deliver measurable results within your organization.

4 CERTIFICATION EXECUTIVE RECOGNITION

The CPEX certification and official digital badge recognize your advanced pricing expertise and readiness to lead strategic pricing initiatives and organizational transformation.

MEET YOUR TRAINERS

accenture
IMPLEMENT
CONSULTING GROUP



**Daniel
Lindner**
Managing
Director



**Danilo
Zatta**
Senior
Partner



**Ludwig
Göbl**
Strategy Senior
Manager



**Marcus
Demmelmair**
Managing
Director



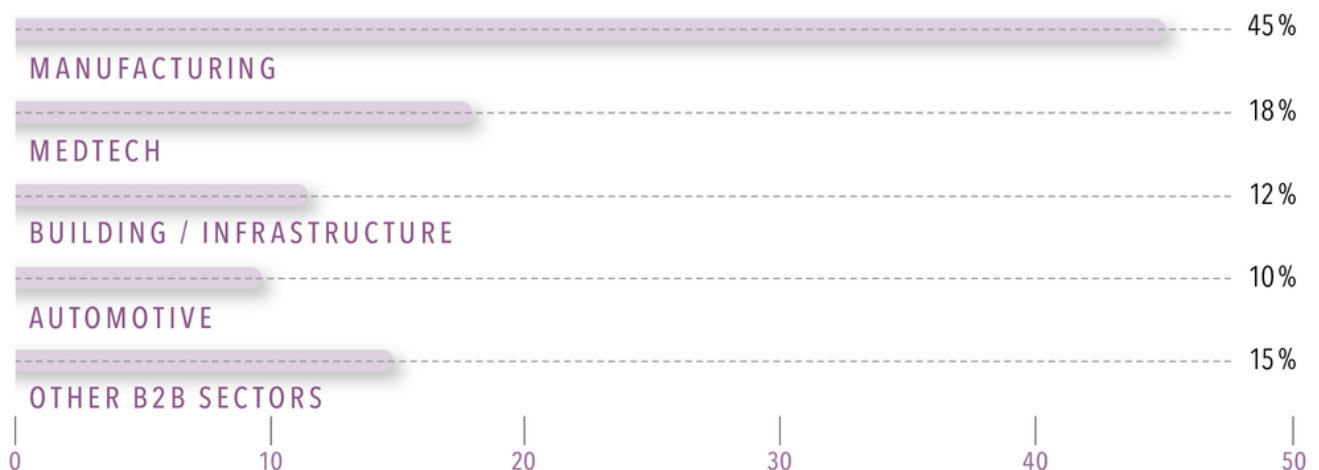
**Polina
Pavlova**
Strategy Senior
Manager

WHO WILL BENEFIT FROM THIS PROGRAM?

The **Certified Pricing Executive (CPEx)** program is specifically designed for seasoned **pricing managers and pricing leaders** aspiring to elevate their mastery across core pricing competencies and lead impactful value monetization within their organizations. It is also a natural next step for CPM alumni looking to **build on their existing pricing expertise and develop a more strategic, executive-level perspective**. This advanced course is most beneficial for:

- **Senior pricing professionals** with over 5 years of dedicated experience in pricing.
- **Pricing leaders** intent on furthering their development to effectively navigate and lead complex value monetization initiatives.
- **Executives and directors** committed to driving growth and profitability through advanced pricing strategies and prepared to engage in a focused, executive-level learning experience.

REPRESENTATIVE INDUSTRIES INCLUDE:



30x ROI

reported by CPEx participants and their companies.



87%

of CPEx participants developed a more strategic approach to pricing.



96%

of CPEx participants would recommend the program to pricing colleagues.



92%

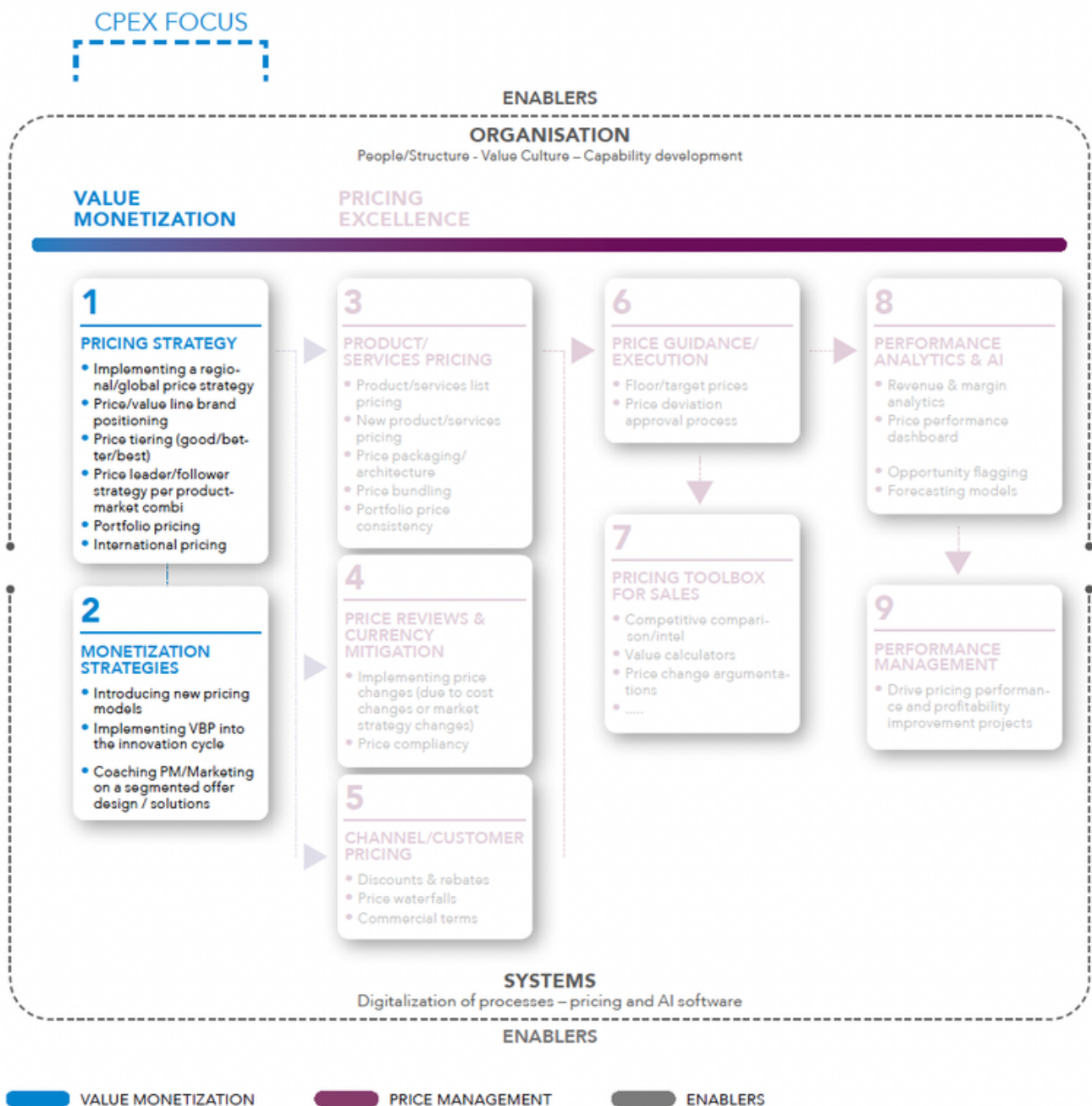
of CPEx participants strengthened their contribution to pricing performance.

**Based on surveys conducted since December 2020 with a sample from EPP Certifications past participants.*

THE VALUE MONETIZATION AND PRICING EXCELLENCE FRAMEWORK

The **Value Monetization and Pricing Excellence Framework** is created through the collective insights of globally renowned pricing experts. It is intentionally designed as the cornerstone for two certifications: the Certified Pricing Manager (CPM) and Certified Pricing Executive (CPEx), and it stands out for its dual-focus approach: the CPM program concentrates on mastering pricing excellence and margin optimization from an operational and project-based perspective while CPEx is geared towards mastering and leveraging value monetization from a more strategic and leadership perspective.

What truly differentiates this framework is its integration into the comprehensive curriculum of these certifications, making it not just a collection of concepts but a practical roadmap for those aspiring to excel in the art and science of pricing, nurturing future leaders in our field.



Talk to a Program Advisor!

Need more details about the training experience? Reach out to our team anytime.

Contact us



For further information on the CPM® Program please contact
academy@pricingplatform.com

www.pricingplatform.com
© 2026 EPP Pricing Platform. All rights reserved.



EPP is the global business community for pricing and revenue management professionals. We partner with forward-looking businesses to co-create impactful learning journeys, events and content to improve top line revenues and profitability.

