



We are committed  
to your growth!

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# 2025 EPP Academy Catalogue

Value Monetization, Pricing & RGM Excellence



EPP is proud about the positive impact and transformation our learning programs have created over the past decade in the value monetization, pricing and RGM community and their business. We put the bar high for you when it comes to your career development.



#### Faculty excellence

Our faculty comprises seasoned practitioners and experts who bring real-world insights into the room.



#### Actionable Learning

We focus on delivering actionable learning experiences that equip you with practical skills and strategies to implement immediately.



#### Industry specific

We tailor our programs to your needs. All our programs focus on specific know-how and know-what in your business.



#### Continuous learning

Learning never stops. We provide ongoing support and access to our resources to ensure you stay up-to-date with the latest trends.

At EPP, we empower the global value monetization, pricing, and RGM community with the essential skills and knowledge to drive business growth and profitability.

Our programs are continually updated to reflect the latest industry trends, and are taught by world-class faculty. We offer a range of learning experiences designed to meet diverse needs, including:

- Certification Programs
- Open Programs
- Online Trainings
- In-Company Trainings

Each of these offerings is crafted to equip you and your team with the tools necessary for success in today's competitive business environment.







## B2B focused programs

Navigate the complexities of B2B pricing and unlock profit potential with our comprehensive programs.

Equip yourself with the expertise to set-up your vital analytics, develop effective pricing strategies, manage dynamic pricing models and stay ahead of evolving trends with our focused training programs.



## Advance your career with EPP certification



**Certified Pricing Manager – B2B (CPM B2B)**



**Certified Pricing Executive (CPEX B2B)**



## Open Programs for B2B Professionals

- **Strategies & Tactics of Pricing**
- **Value Pricing in Practice**  
*Innovation Tools & Techniques*
- **Spare Parts Pricing**



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## Life Sciences focused programs

In the highly regulated and evolving healthcare industry, effective pricing strategies are essential for success.

Gain deep understanding of pricing principles, analytical tools, tender processes, value-based agreement and market dynamics specific to the pharma and medtech industries.

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## Advance your career with EPP certification



**Certified Pricing Manager –  
Pharma (CPM Pharma)**







## FMCG/CPG focused programs

In the competitive FMCG/CPG industry, RGM is a critical driver of brand success.

Leverage RGM capabilities for triple win. Develop effectively trade plans, and learn to gather, analyze, and interpret market data, consumer insights, and competitor actions to take defensive or strategic actions.



## Advance your career with EPP certification



**Certified Revenue Growth Manager (CRGM)**



## FMCG/CPG Specialized Open Programs

- RGM Foundations
- Trade Promo Optimization



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## Retail focused programs

In the fast-evolving retail environment, spanning both online and brick-and-mortar channels, our programs provide significant benefits.

You will learn how to develop effective multi-channel pricing strategies and gain expertise in dynamic pricing to optimize profitability.



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## Advance your career with EPP certification



**Certified Pricing Manager –  
Retail (CPM Retail)**



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## Retail focused programs

- **Strategies & Tactics of Pricing**



## Online Learning Programs

Our online training programs offer flexible, high-quality learning experiences designed to fit your schedule and needs.

You'll gain practical insights and actionable strategies, allowing you to immediately apply what you've learned to drive results in your organization.



## Advance your career with EPP online certification



**Certified Pricing Manager – B2B (CPM B2B Online)**



## Online programs

- Strategies & Tactics of Pricing
- Servitization Pricing
- Pharma Pricing Essentials
- Legal Pricing Services

*and many more to come!*



## Certified Programs

- Certified Pricing Manager B2B
- Certified Pricing Executive B2B
- Certified Pricing Manager – Pharma
- Certified Pricing Manager – Retail
- Certified Revenue Growth Manager

## Open Programs

- Value Pricing in Practice
- Spare Parts Pricing
- RGM Foundations
- Trade Promo Optimization
- Strategies & Tactics of Pricing

## Online Programs

- Strategies & Tactics of Pricing
- Servitization Pricing
- Pharma Pricing Essentials
- Legal Pricing Services
- Certified Pricing Manager B2B (soon)

I found the training very useful, it gave me a lot of new insights and ideas on how to approach pricing in our organization. Also for my personal development it was a very good training.

*Huub van der Esch – Nutreco*

“CPM Pharma is a “must attend” course for any pricing manager in the pharmaceutical sector. The course has equipped me with many ideas that I plan to take back to my company to implement.”

*Sam Owens – Aspen*

“I recently completed the EPP’s Retail program, which has enhanced my expertise in retail pricing. The program offers a thorough understanding of advanced pricing strategies and SKU-level price tactics, incorporating essential factors such as price elasticities and competitive dynamics.”

*Michael Lindberg – Elkjøp Nordic AS*

“I found the CPM B2B program beneficial to me in many ways. The content was incredibly valuable, offering not just theoretical concepts but tangible frameworks that can be easily applied to my industry.”

*Miikka Kuosmanen – ABB Oy*





## EPP ACADEMY

Make professional development a continuous part of your pricing and revenue growth management career, with the support and expertise we provide **every step of the way.**

## Trusted by Global Leaders



[www.pricingplatform.com](http://www.pricingplatform.com)  
for more references



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## Reach out to us, we're happy to support you!

Get in touch with our team today to explore your unique learning needs and start your journey towards Pricing and RGM excellence.



### Contact Us:

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[www.pricingplatform.com](http://www.pricingplatform.com)