



PRESS RELEASE

Demand Driven Institute to Launch Professional Certificate Suite

Seattle, July 10, 2017. The Demand Driven Institute announced today that it is launching a new suite of professional endorsement certificates. As the global authority on Demand Driven methods, the Demand Driven Institute expects these endorsement certificates to be the leading standard in ensuring and identifying an individual's understanding, ability to apply, analyze, evaluate and create value using Demand Driven methods.

The four endorsement certificates initially planned and their expected availability are listed below:

- Demand Driven Planner Professional (DDPP)TM - Q4 2017
- Demand Driven Leader Professional (DDL)TM - Q4 2017
- Demand Driven Fundamentals Professional (DDFP)TM - Q1 2018
- Demand Driven Supply Chain Professional (DDSCP)TM - Q2 2018

The Demand Driven Institute intends to keep the testing in close synchronization with the evolving and expanding Demand Driven methodology. Testing for each certificate will be available in multiple languages.

Additionally, citing a need to focus on these new certificates, the Demand Driven Institute announced that it will be ending its contributions to and collaboration with the International Supply Chain Education Alliance's (ISCEA) Certified Demand Driven PlannerTM and Certified Demand Driven LeaderTM certificates. The Demand Driven Institute would like to express their appreciation to ISCEA for their alliance during the last five years.

Carol Ptak and Chad Smith, founders of the Demand Driven Institute issued a joint statement about the move:

"We are standing at the edge of a tremendous opportunity to transform the world of manufacturing and supply chain with the Demand Driven Adaptive Enterprise methodology. This next logical step in our growth strategy will allow us to keep the endorsement process synchronized with the expansion, innovation and continued development of the Demand Driven methodology as well as to support the growing demand for additional language versions of our educational products and endorsement exams. Ultimately this will accelerate our mission to advance and proliferate Demand Driven strategies and practices in the global industrial community."

More information about these certificates is available on the Demand Driven Institute's website:

www.demanddriveninstitute.com.