



The Guide to the Product Management and Marketing Body of Knowledge

Greg Geracie Co-Editor Executive Biography



Editor-in-chief of AIPMM's *The Guide to the Product Management and Marketing Body of Knowledge (ProdBOK)*, Greg Geracie is an internationally-recognized thought leader in the field of product management. As president of Actuation Consulting, a global provider of product management training, consulting, and advisory services to some of the world's most well-known brands, Geracie spearheads the firm's delivery of popular training courses for product managers and product teams, and the publication of its global annual Study of Product Team Performance[®].

In addition to his involvement with *ProdBOK* and AIPMM, Geracie is the author of the international business bestseller, *Take Charge Product Management*[®]. In 2012, he was nominated to AIPMM's Certification Standards Board. He is also an adjunct professor at DePaul University's College of Computing and Digital Media where he teaches graduate and undergraduate courses on high-tech product management.

Geracie is a regular contributor to a wide variety of industry publications and associations, including Silicon Valley Product Management Association, the Boston Product Management Association, the Association of International Product Marketing and Management, Project Times, the American Society for the Advancement of Project Management, the International Project Management Association, and the Business Analyst Times. He has also been asked to contribute his product management knowledge to a growing list of other professional bodies of knowledge, including the Institute of Electrical and Electronics Engineers' (IEEE) first ITBOK and the latest BABOK[®] Guide.

Geracie is a former board member of the Business Architecture Guild, for which he actively contributed to the development of the product chapter of the guild's BIZBOK[™] Guide.

Geracie earned his undergraduate degree from the University of Vermont, and he continued his executive education at Harvard University, the Massachusetts Institute of Technology (MIT), and The Wharton School of the University of Pennsylvania.

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