

The logo for AMA, featuring the letters 'AMA' in a bold, blue, sans-serif font. A small red triangle is positioned to the left of the first 'A', pointing towards it.

CELEBRATING
100
— YEARS —
IMPROVING PERFORMANCE

As AMA begins the next hundred years, we're renewing our commitment to help you transform performance and achieve your goals through the most effective training solutions possible.



DEAR FRIENDS,

Since 1923, the American Management Association has been helping develop and improve the way people and organizations think, work and achieve their professional and business goals.

In the past decade alone, we've enjoyed educating over ten million learners from organizations of all sizes, including 92% of the Fortune 1000 companies.

Through immersive learning, our solutions inspire and motivate people to challenge and rethink assumptions and prepare them to achieve better results. We're most proud that 98% of our participants report they have implemented the skills they learned, back on the job.

It's because of the loyalty and support of customers like you that AMA has persevered through the century's momentous changes and opportunities. It's also because of you that we will continue to evolve and rise to new challenges in our second hundred years.

Thank you for being a valued part of our continuing legacy. As always, it is an honor to serve you.

Sincerely,

A handwritten signature in black ink, appearing to read "Manos Avramidis". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Manos Avramidis
President and CEO
American Management Association



Embracing the Challenges of the Future

As we mark 100 years of continuous operation and service to the global business community, it's an opportunity to re-affirm the principles on which we were founded and adapt them as the times demand. AMA will continue to strive to be a trusted voice people can turn to for the answers they need to help them succeed.



Business doesn't rely on genius entrepreneurs coming along on a regular basis—but it very much depends on people developing their potential.

The band of visionary business leaders who established AMA in 1923 recognized this—and ever since then, AMA has offered a vast array of resources to bring the benefits of learning to both individuals and organizations. Here are a few highlights...

1923

American Management Association is established to help managers exchange information, ideas and solutions.

1929–1943

AMA helps leaders address challenges of the Great Depression.

Research conducted by AMA on African-American factory workers strikes a firm message for equality.

The company also explores the lack of opportunities for women in business.

1923

1929



The staff of the National Personnel Association in a formal portrait in 1922, one year before it changed its name to American Management Association to better reflect its broad-based mission.

1944-1953

AMA helps rebuild the peacetime economy with a seminal research study on productivity.

A new 4-week Management Course by AMA becomes the most influential management program worldwide.

1954-1966

President Dwight Eisenhower is a speaker at AMA's special Economic Mobilization Conference.

AMA expands its global presence, opening centers in Europe and Mexico.

1944

1954



The National Packaging Exposition of American Management Association annually attracted hundreds of exhibitors and tens of thousands of visitors. It was just one of the many large-scale programs AMA sponsored in its early years to help disseminate information to managers on emerging trends and key business topics.

1970-1990

AMA opens the Canadian Management Centre (CMC) in Toronto.

AMA launches AMACOM, a professional publishing division.

The weekly PBS series “America’s Challenge: The Quest for Leadership in the Global Economy” is hosted by AMA.

1993-2006

AMA Japan in Tokyo and AMA Latin America in Argentina are established.

AMA provides training to small NYC businesses affected by the World Trade Center attack.

The Federal Learning Institute (FLI) is launched by AMA to provide training solutions for government employees.



AMA President Lawrence Appley (left) shares the podium with U.S. President Dwight Eisenhower and Vice President Richard Nixon. All three spoke at AMA's Economic Mobilization Conference organized to cope with the post-war recession of 1957. Guests included British Field Marshal Bernard Law Montgomery and Nelson A. Rockefeller, who became governor of New York State one year later.

2009–2019

AMA develops a variety of flexible online learning solutions, including virtual seminars and on-demand e-learning.

The AMA Women's Leadership Center is created, offering membership, events and increased learning resources.

2020–2022

AMA Certified Professional in Management® program is launched as a new standard in management excellence.

In response to the COVID-19 pandemic, AMA, within months of lockdown, makes all of its instructor-led seminars available virtually and trains all faculty to excel in online delivery.

AMA Flex Pass®, for the first time, allows clients to license AMA content including the AMA OnDemand Library.



2023

American Management Association celebrates 100 years supporting excellence in management development.

Today, AMA is helping businesses everywhere reinvent themselves to meet the new demands of the evolving business environment.



“Good management can
produce a better world.”

—Sam A. Lewisohn, Vice President, AMA, 1923

www.amatransform.org