

decisions come from all areas of  
business...and so do our members



scip



### JUSTIN, MANAGER. M&A

"I am responsible for growing my company's business through the identification of the right acquisition candidate, partners and strategies related to business development deal making."

**Where does SCIP membership help me?** SCIP teaches methodologies and practices to best understand markets, where there are needs gaps and new innovations on the rise, where markets are growing or declining and how best to determine gaps in portfolio analysis and in the market. That is what I learn from SCIP experts.



### FELIPE, V.P. MARKETING

"I am responsible for growing my company's brand establishment and equity. I work to target the right customers at the right price with the right products and it is my business to know where those potential markets and customers are and may arise."

**Where does SCIP membership help my team?** At SCIP I get involved in best practice sessions to learn methods and processes used by gold standard organizations to best gather and develop the best brand intelligence. This means that I learn to gather the best integrated insights about the marketing and synthesize them to target customer needs.



### STEVE, V.P. OF GLOBAL SALES

"I am responsible for revenue generation by selling into key accounts. Knowing my customers and competition is key."

**Where does SCIP membership help our sales team?** SCIP professionals work along side sales in order to help sales target the right accounts, to recommend new markets and to monitor competitive moves so I am well versed to respond to my customers. I engage in SCIP because I learn the use of intelligence feedback loops that inform my field sales group to best address customer needs and respond quickly. I also find great potential employees there.



### MARYANN, DIRECTOR OF FINANCE

"I am responsible managing the company's business and providing insight into the long range assumption based planning."

**Where does SCIP membership help my team?** We must be experts in the development of market sizing, forecasting and assumption based trends and drivers that are very useful in the strategic planning, finance transformation and financial evaluation. At SCIP you learn these methods. Our FPA's team with Insights, strategy and intelligence to learn these skills and integrated decision based recommendations to management teams.



### SIMON, DIRECTOR, MARKETING COMMUNICATIONS & SOCIAL MEDIA STRATEGY

"I am responsible for my company's brand image, events and all that goes with it."

**Where does SCIP membership help my team?** At SCIP we learn applied methods for understanding customers, methods for gathering and using insights we gains from events, and techniques to synthesize the vast amount of social media data and use it to build our brand in the market. Learning Integrated insights and intelligence has helped us build these processes and work with the rest of the company to share valuable decision support information with them.



### KRISTI, MANAGER OF CUSTOMER INSIGHTS AND MARKET RESEARCH

"I am responsible for researching customers, markets, and detailing and understanding successful customer experience to aid the new product teams."

**Where does SCIP membership help our team?** Integrated insights and competitive intelligence has helped me fused our market research with insights about the rest of the market to create valuable decision support programs. I am excited because it has taught me skills to integrate my findings into real processes like New product development and value proposition houses. I learned this collaboration and methods through SCIP.



### LINDA, DIRECTOR OF HUMAN RESOURCES

"I am responsible for ensuring our company has the most competitive human resources and attracts the best talent in the industry."

**Where does SCIP membership help my team?** SCIP is a treasure trove of the best decision makers, strategists and insights professionals in industry. I go there to find our network and find our next leaders. I also learn skills to gather insights about my own market and integrate my findings with company leaders. SCIP also provides yearly studies that help me with the latest news on the strategy, research and intelligence professions that my company seeks as well as having helped me develop a solid decision support training program for our leaders.



### WILLIAM, MARKET RESEARCH ANALYST

"I am a market research analyst and my role is to provide insights to my decision leaders across the company."

**Where SCIP can help ?** SCIP teaches methodologies and practices to best understand markets, customer insights and feedback. I work with a number of disciplines and I need tools to help me analyze markets. Through SCIP, I learn valuable skills in leadership and intelligence.



## SANJAY, DIRECTOR OF BUSINESS INTELLIGENCE & IT

"I am responsible for my company's IT programs including managing IT, analytics, reporting and all BI programs."

**Where does SCIP membership help our team?** Our CFO is spending significant money this year in analytics that we supply. Our insights and reporting must include solid trend drivers that support growth projections, market sizing, forecasting and early warning. My team learns skills in developing these tools in collaboration with other disciplines that support the company through SCIP.

## GUNTHER, HEAD OF R&D

"R&D develops the products and services of the future. Innovation depends on how well we do our job. Future trends are critical to that development. I lead that team of scientists and insight leaders."

### Where SCIP can help ?

CTI or Competitive Technical Intelligence methods such as portfolio, patent, insights analysis is critical to new product development. SCIP CTI teaches my team the use of a variety of tools to understand markets, future trends, patent mapping, persons and so on. I expect my team to come back from SCIP understanding technical decision tools and how to drive innovative decisions via M&A, strategy. SCIP teaches my team how to use their knowledge to compete.

## MARGUERITE, V.P. OF STRATEGY

"I lead our company's strategic efforts across the businesses. I am responsible for developing our growth plans based on solid assumptions"

### Where does SCIP membership help my team?

SCIP's strategic intelligence and strategy programs are the best foundation for our strategy team. Learning tools that help us determine growth assumptions, forecasting, strategic early warning and scenario planning is vital. Our team attends SCIP functions together and uses SCIP tools throughout everywhere in our strategic decisions. All strategists should have a good solid integrated competitive intelligence background. Our team learns that through SCIP membership.

## GREG, CEO

"I am responsible for the company's success in every aspect from revenue growth to employee satisfaction. That's the bottom line."

**Where does SCIP help my team?** I am part of SCIP's Executive Advisory Board that helps build the next leaders. I need strong solid advisors and SCIP helps me develop them. I have noticed a vast difference in the leadership style of my team because of the skills and confidence they learn to state and support their recommendations



## ROSALEE, DIRECTOR OF LOGISTICS & SUPPLY CHAIN

"Supply chain is the critical engine that drives our ability to produce. Commercialize and deliver products and services to our customers in a timely and efficient way. I am responsible for that team."

**Where does SCIP membership help our team?** Supply chain and logistics teams gather vast amounts of data about competitor footprints, products, on the ground activity, sourcing and customer insights. Learning how to integrate our insights with the rest of the company processes has furthered our ability to competitive, streamline and build credibility as part of the decision making team. CIP understand how our intelligence is utilized and so I send my team to learn these skills which help, not only our company but bring credibility to the team! SCIP teaches methodologies and practices to best understand markets, where innovations are developing, where markets are growing or declining and how best to determine gaps in portfolio analysis and in the market by understanding customers.

## MAURY, UNIVERSITY PROFESSOR

"I teach the next generation decision makers. Integrated intelligence, strategy and insights are all core parts of the curriculum."

### Where SCIP can help me and our university ?

At SCIP I learn tools, methods, processes that I can take back and integrate into our curriculum. I also team with some of the best academic leaders who are members of SCIP and we collaborate on new ideas. Their case challenges and student programs are critical to attracting students to our university. SCIP has also help many of our students find career positions in the market.

*"My entire team are SCIP members. They use SCIP events and products to learn how to integrate their decision making and leadership efforts."*

...a well rounded decision doesn't come from one place, why should the insights and intelligence that support it?

