



# **SCIP 2010 Award Recipients**

# Meritorious Award 2010

## Kenneth Sawka

Each year SCIP recognizes one individual who has made significant and meritorious contributions to the competitive intelligence profession. This person has advanced, nurtured, and promoted the profession across disciplines, achieved notable publicity for CI as a result of personal accomplishments; received recognition and respect from peers; improved the public understanding of the profession; and advanced high ethical standards. The Meritorious Award is the highest honor bestowed by the Society.



Ken Sawka is a nationally recognized competitive intelligence, early warning system, and strategy development expert. He has had a long and acclaimed career as both an intelligence practitioner and consultant, having developed competitive intelligence programs with numerous Fortune 500 companies. An expert commentator, Ken is a published author and has been quoted extensively on competitive strategy and intelligence matters.

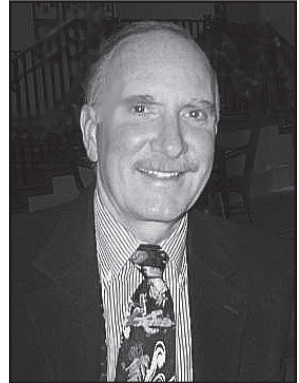
Prior to joining Outward Insights, Ken directed pricing and competitive analysis at Deloitte Consulting and also served as a practice leader, managing the delivery of services in strategy development, competitive analysis, and scenario planning. Earlier, Ken led the competitive intelligence consulting practices at Fuld & Company, Inc. and The Futures Group. He was also an Intelligence Analyst with the U.S. Central Intelligence Agency.

Ken received the SCIP Fellow Award in 2003. He was the editor of SCIP's book, *Starting a Competitive Intelligence Function*, and has contributed chapters to other SCIP books. He also wrote over 40 columns on competitive intelligence analysis in two SCIP publications, *Competitive Intelligence Review* and *Competitive Intelligence Magazine*. Ken holds a Bachelors Degree in Political Science (*cum laude*) and Masters Degree in International Relations from American University. Ken is based in the Outward Insights headquarters office in Andover, MA.

# Faye Brill Award 2010

## Dale Fehringer

Every two years SCIP recognizes one individual who over many years has provided direct and extraordinary support to SCIP committees, projects, and initiatives. As a direct result of the selfless efforts of Faye Brill and those who have shared her enthusiasm for competitive intelligence, the Society has been able to grow and flourish for 25 years. The Faye Brill Award is the highest service honor bestowed by SCIP.



Dale Fehringer has had wide-ranging experience in the financial services industry and as a freelance writer and editor. He has been actively involved in competitive intelligence for many years and has been an active member of SCIP throughout that time. As Vice President of Market Intelligence at Visa International, Dale started and managed a competitive intelligence function.

Over the years, Dale has volunteered an extraordinary amount of time and effort to the Society. He has served on the steering committee for SCIP's Silicon Valley chapter; edited the first publication of SCIP's Competitive Intelligence Foundation, *Competitive Intelligence Ethics: Navigating the Gray Zone*; authored a chapter in the SCIP publication *Starting a Competitive Intelligence Function*; analyzed the survey responses of and authored SCIP's last research report, *State of the Art: Competitive Intelligence*; has been a frequent speaker at SCIP chapter meetings and annual conferences; served on SCIP's Board of Directors; chaired the 2005 SCIP Annual Conference; and served on SCIP's Education Advisory Committee. He also received the SCIP Fellows Award in 2007.

Now pursuing a second career as a free-lance writer and editor, Dale writes a column for *Competitive Intelligence Magazine*; and his articles on people, places, and contemporary culture have been published in a variety of magazines and newspapers.

# Fellows Award 2010

The Fellows Award recognizes individuals who have made outstanding contributions to the competitive intelligence profession. These SCIP members have completed five years of valued and recognized service to the profession, which include contributing to CI knowledge through original research and publication; applying new CI knowledge in practical and valuable ways; serving as a valuable source of CI expertise and experience; practicing high ethical standards; and improving public understanding of the competitive intelligence profession.

## Jonathan Calof

Dr. Jonathan Calof is the professor of international business and strategy at the Telfer School of Management at University of Ottawa, where he combines research and consulting in competitive intelligence, technical foresight, and management insight. He is a board member for the Canadian Association of Security and Intelligence Studies, and received the CI Lifetime Achievement Award from Frost & Sullivan. Jonathan has given over 1000 speeches, seminars, and keynote addresses around the world on intelligence and insight and has over 150 publications to his credit.



As well, Jonathan is the author and editor of several books on competitive intelligence including SCIP's *Conference and Trade Show Intelligence* book, pens a column on event intelligence for the *CIM*, and received the Catalyst award in 1997. He is a director with Success Nexus (a Malaysian biodiesel company) and RoboCoder (a Canadian software company), is an associate with the Estey Centre, and is on the advisory board of Mempore (a Canadian cleantech company). In these executive capacities, Jonathan uses intelligence to identify technology trends and market opportunities.

## David Gibson

David Gibson, MBA, CMC is a Senior Vice President of Kaiser Associates, Inc. Since 1992 he has managed Kaiser's Canadian practice, presented courses on competitive research, and spoken at conferences and workshops on CI for SCIP and universities in North America and Europe. All of David's presentations and workshops are dedicated to showing CI professionals how to do all types of competitive research and analysis.



David is the 1995 founder and chapter coordinator of the Toronto SCIP Chapter. Working with a strong steering committee, the Toronto Chapter has presented over 80 separate events featuring leading authorities from the public sector, private sector, and academia on the practice and use of competitive intelligence. David received the Catalyst Award in 1999, and served on numerous committees, including SCIP's annual conference committees, the award and nominating committees, and the Chapter Coordinators and Bylaws task forces.

## Martha Matteo

Martha Matteo, PhD has been an active practitioner of competitive intelligence since 1988. She began her career as a biochemist and moved out of the lab to create the competitive technical assessment function at Boehringer Ingelheim Pharmaceuticals, Inc. This function ensured that the technology experts understood the needs of the business and, conversely, that the business side based its decisions upon accurate assumptions about the company's technology and that of its competitors.



Martha co-chaired two national CTI conferences for SCIP, and has written several articles on the topic. She served on the SCIP Board of Directors, and as President in 2007. She received the Catalyst Award from SCIP in 2006 and the CI Lifetime Achievement Award from Frost & Sullivan in 2007. After her retirement in 2006, Martha remains active in the New York Academy of Sciences, where she served on the Board of Governors and President's Council and is a Fellow. She is also on the corporate advisory board of BioXcel, mentors industry practitioners and coaches young scientists interested in developing the perspective of a CTI professional.

# Catalyst Award 2010

Each year, SCIP recognizes individuals who, through their volunteer services, have made important and valued contributions to the Society. These SCIP members have provided exceptional local-level promotion of SCIP; significant contributions to the operations of SCIP, chapter operations, or annual conferences; and practice high ethical standards.

## Adrian Alvarez

Adrian Alvarez is Founding Partner of Midas Consulting, a consultancy that focuses on CI and management consulting in Latin America, Spain and Portugal, and serves large multinational and local customers as well as global consultancies. A SCIP board member, he speaks internationally on competitive intelligence, including Argentina, Chile, Spain, US, and Italy. Adrian has published numerous articles on CI topics in Spanish magazines: Puzzle, Close-Up, MateriaBiz, and Argentine Pharmaceutical Association. He was co-chair of the first SCIP Latin American CI Summit in 2009, and chaired the SCIP Argentine affiliate group. Adrian teaches a postgraduate CI course at Universidad de Belgrano.



## Sean Campbell

Sean Campbell is co-founder of Cascade Insights, where he provides CI, qualitative market research, and strategic marketing services for clients in the hardware and software industry. Previously he founded 3 Leaf, a technical consultancy for some of the largest companies in the software and hardware field. Sean also authored three books with Microsoft Press and Intel Press on best practices in the technology industry, and writes a regular column for *Competitive Intelligence Magazine*. He frequently delivers presentations and authors



articles on qualitative research and competitive intelligence related topics. Sean chairs the Oregon SCIP chapter and co-chairs the 2010 annual conference. He has a Master's degree from Purdue University.

## **Parmelee Eastman**

Parmelee Eastman has been president of EastSight Consulting for 16 years, offering clients unique insights based on her strong research and analytical skills. Previously, she was the vice president at Fuld & Company and had a successful 16 year career at Digital Equipment Corporation. A SCIP member for 9 years, she has been active in the SCIP Womens Leadership Council, served as chapter chair (now co-chair) of the SCIP Boston chapter, written for *Competitive Intelligence Magazine* and *scip.online*, and presented at SCIP chapter meetings and conferences. Parmelee holds a B.A. from Wellesley College and an M.B.A. from the Harvard Business School.



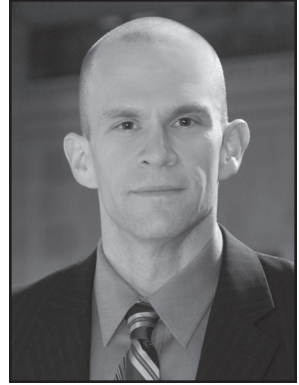
## **Paulo Franklin de Abreu**

Paulo Franklin de Abreu is the head of business strategy and collaboration at Embraer, where he manages international cooperation, business development, and strategy at the corporate level. He is a frequent speaker at SCIP Conferences and other aerospace events in Brazil, the US, and Europe. Paulo has implemented CI functions in leading multinational companies, and has hands-on experience in corporate strategy, sales, marketing, and production planning. He has taught CI at the post-graduate level and frequently lectures at top business schools in Brazil. Paulo was elected to the SCIP board in 2008. He is an economist with MBA and M.Sc. degrees in business administration from FDC with specialization in finance and marketing.



## Derek Johnson

Derek Johnson is Chief Executive Officer of Aurora WDC, a research and consulting agency specializing in collecting information from global primary and secondary sources, and returning to its clients actionable strategic, tactical, and operational intelligence. He joined Aurora in 2003 and his primary responsibilities include overseeing the firm's diverse research activities and managing the operations of the business. Derek served as Wisconsin's SCIP chapter co-chair from 2007-2009, Program Chair of the 2009 SCIP International Conference in Chicago, and is also a Chartered Financial Analyst (CFA). He has an MBA and a BBA in Finance and Economics from the University of Wisconsin.



## Best Presentation 2010

## Judith Leavitt

During all SCIP events, attendees evaluate the effectiveness and professionalism of the session speakers. After ranking the evaluations, one speaker heads the list, and this person merits receipt of the annual Best Presentation Award. This person is also invited to share their expertise at another regional SCIP conference (currently Latin America, Europe, and Asia). The first recipient of the 2009 Best Presentation award is Judith Leavitt for *Creating the Roadmap to World-Class Competitive Intelligence Programs*.



As Market Research Manager in Corporate Development at Rockwell Collins, Inc., Judy Leavitt is responsible for enterprise competitive assessments and strategic research and analysis for growth opportunities in new markets. She is also a member of the company's Enterprise Risk Management Advisory Council. Judy served on the SCIP Board of Directors from 2002-2005, and was co-coordinator of the SCIP Iowa Chapter. She received the SCIP Catalyst award in 2006 and became a SCIP Fellow in 2008.