

## Client Testimonials

“Dr. Helen Rothberg teaches in one day what you would learn from a semester-long course in a top-tier MBA program, with a great sense of humor!”

**Colm Lysaght, VP Corp. Strategy, Western Digital**

“Best most concise well delivered strategy War Gaming course!”

**Joseph Neubert, McNulty & Assoc.**

“Be prepared to question what you think you know and understand about reality!”

**Solomon Foshko, Wargaming.net**

“Exceptional look at leveraging 5-forces and Value Chain Analysis to tear down an industry and competition and put strategy together”

**Joseph Neubert, McNulty & Assoc.**

“I wish everyone in my company could hear Ben Gilad talk about CI”

**Kate Maliga, Aerojet Rocketdyne**

“Ben is a passionate, knowledgeable and engaging teacher who provides key insights and actionable tools that can be used right away”

**Colm Lysaght, Western Digital**

“Leonard Fuld clearly enjoys the subject matter with a passion that makes the day go quickly and informatively!”

**Deanna Greene, McNulty & Assoc.**

“Informative, insightful, intelligent interactive sessions with in-depth discussions and practical examples”

**Tanya Ellis, Woodside Energy**

“Great takeaways and interactive learning environment”

**Logan Hughes, Bose Corp.**

“The seminar provides other valuable ways of obtaining information as well as analyzing it.”

**Ouida Charles, Genentech**

“High impact. High value. I am very happy with the extremely useful tools, methods and techniques”

**Luciano Oviedo, Intel**

“There is no better way to learn your industry that through this course – especially your own company’s blindspots! Fabulous.

**Tyler Oborn, Mars**

“This course was above and beyond my expectations providing the right mix between theory, practice and networking. Very empowering”

**Hanadi Said, TEVA Pharmaceuticals**

## Client Testimonials

“The Blindspots course was an excellent hands on exercise. If one masters the skill of Blindspots they provide an invaluable value to their company”

**Ouida Charles, Genentech**

“I’ve gained a different and invaluable perspective on the impact I can make on strategic decisions – I’m more motivated to “preach” the CI culture at my own company”

**Eden Wells, Novartis**

“A must attend for MI/CI professionals”

**Binoj Nair, Samsung**

“Ben Gilad will take you on a journey that will be an eye-opener in how strategic your company is and give you tools to question status-quo”

**Florence Theys, SCA**

“A refreshing reminder of the intended application of Competitive Analysis in business”

**Joseph Silvent, SCA**

“Each of the elements of the courses provides information, or techniques that can be applied to any industry. I am confident that we can leverage the learning to improve our analysis”

**Stuart deGeus, Little Caesar Enterprises**

“Bens enthusiasm, style and involvement of the attendees made this an extremely worthwhile introduction to identification of competitive blindspots”

**Greg Altman, Michelin**

“I immediately applied my new knowledge after completing the CIP-I core courses. The resulting conversations yielded key decisions. Immediate payback!”

**Madelyn Gengelbach, inContact**

“It challenged my sense of understanding and moved me to a new dimension in strategy”

**Hauwa Ali – Nigerian National Petroleum Corp.**

“Great instructors who give real examples to apply new CI techniques”

**Corrine Peck, Bose Corp.**

“An outstanding resource for viewing your industry and competitors in a way that can potentially move the needle”

**Kevin Doll, Re/Max**

“Great course to stretch your brain and add to how you think about the market, every market”

**Catherine Costa, Allscripts**

## Client Testimonials

“Intelligence Sources and Collection Techniques provides excellent training for new CI professionals”

**Maria Vidalis, Shell**

“Many seminars tell you where to go to look for information. This seminar helps you: Look deeper, interpret better, and – most importantly – present your findings more effectively” **Dan Mulligan, Mercyhurst College**

“As a recent recruit to CI, the course has provided a fantastic structure to my future CI activities”

**Claire Nash, Novartis Pharmaceutical**

“Powerful combination of hands-on analysis and examples and stories packed into one day you can actually put to use the next day”

**Vivian Cohen-Leisorek, CI Focus**

“Invigorating and Challenging”

**Jessica Bejarano, Lockheed Martin**

“The Cross Competitor Analysis class will develop skills to make CI function a real asset to the company not just a resource”

**Dan Belvin, Blue Cross Blue Shield of RI**

"Nobody challenges you quite like Ben Gilad to think creatively and strategically, drawing on seemingly mundane, matter of fact, observations or clues to piece together driving motive or underlying intent, that in retrospect seem glaringly obvious."

**Ronan Farren, Competitive Leadership Team, Cisco Systems**

“Managing the Intelligence Program is an essential toolkit every CI professional needs to manage world-class CI programs”

**Debraj Dasgupta, Novartis Pharmaceuticals**

“For librarians that work with competitive intelligence; these workshops are necessary to understand what we are doing and how we fit into the CI process”

**Paul Deane, Medical Librarian, Alexian Brothers Health System**

“Wow, you get the info you are looking for and much more.”

**Anne-Sophie Leduc, Eclipsys**

“Leonard Fuld’s enthusiasm for and insight on competitive intelligence really makes this course a pleasure to attend”

**Kristin Murphy, SAS**

“This should have been part of my MBA”

**Azucena Overman, TRI/Austin**

## Client Testimonials

“Enlightening, now I understand what real intelligence is!”

**Bengt Lindqvist, SCA Hygiene Products AB**

“Very insightful and to the point, hands on practice make the new learnings show and make possible to adopt immediately!”

**Bengt Lindqvist, SCA Hygiene Products AB**

“If you want to improve your CI skills, this is the course you should take”

**Eduardo Quintero, Janssen**

“I recommend this course to anyone who wants to know what CI collection is about. Great interaction”

**Ruben Arcos, Intelligence Services - Rey Juan Carlos University**

“It’s amazing to see so many thought processes from different people across geography. The impeccable learning experience and meeting new people is outstanding”

**Pranav Tripathi, CGI**

“Professional and comprehensive. I especially like the approach to focus on principles or the thinking behind, very pragmatic”

**Bengt Lindqvist, SCA Hygiene Products AB**

“Very useful for market intelligence young professionals as gives an overview about what CI is, how to get information and how to use it in an effective way. It helps think out of the box.”

**Eliza Kokavec, Vale International**

“CI 101, everything I needed in order to get acquainted with the world of CI”

**Gaitano Sulla, Lightpath**

“Very insightful to the art and science of industrial information collection & reporting”

**Samuel Ayinde, Ray-Samelson Consulting**

“Great Seminar! It showed me how to properly engage internal and external forces for CI”

**Nathan Neubecker, BCBSFL**

“Great Course...The concepts taught in the War Gaming class are immediately applicable to any business and any industry, at any phase of the business life cycle”

**Howard Miller, Northrop Grumman**

“Course reinforces how difficult it is to anticipate industry disruption – however, the learning here gets you close to it!”

**Emeka Okoro, USAA**

## Client Testimonials

“Hands down the best courses. Beats MBA courses by tons (MBA from a top business school in US)”

**P. Chilukuri, Shell**

“CI 101 is a great introductory course to those new to the function”

**Kimber Graham, VHA Inc.**

“Thank you for excellent lectures last week in Amsterdam. It was extremely inspiring and I feel I learned a lot.”

**Urban Gabrielsson, SCA**

“CI 101 is a great introductory course for anyone looking to either build from the ground up or expand an existing CI program. The content is relevant & applicable to all industries” **Danielle McDowell, Bose**

“CI by Fuld-Gilad-Herring is an eye opener and enriching course even those who thought competition is not relevant to them. Interviewing techniques is a lifelong lesson”

**Simon Sang, Kenya Pipeline Co.**

“Provides a practical framework for Analyzing and delivering intelligence”

**Gabriel Villasmil, Aegion Corp.**

“Superb techniques, knowledge, examples – many years of experience brought to us in a strong CI skills well thought out and enthusiastic level MBA CI course”

**Libby Bernal, BASF**

“The best education I have had to date!”

**David Owen, Nuance Communications**

“Strategy dissection at a practical level”

**Gabriel Villasmil, Aegion Corp.**

“If you can only take one course, make it this one!”

**Brad Puckett, Little Caesars Enterprises Inc.**

“Ben will challenge you to be a better CI professional regardless of your current level of expertise!”

**Joe Twist, Novartis**

“Dr. Ben Gilad offers a harsh, unapologetic reality check. I guarantee anyone in any position of any company in any industry will learn something new”

**Dean Sotiriadis, Investors Group**

“This course should be required of anyone planning to establish a new CI function in a company”

**David Owen, Nuance Communications**

## Client Testimonials

“Extremely insightful and useful for competitive intelligence professionals”

**Wei Kang Ooi, Takeda Pharmaceuticals**

“This is the only course where pioneers and veterans of intelligence meet to produce the next generation”

**Simon Sang, Kenya Pipeline Co.**

“The honest dialogue about corporate America & how strategy works in it, will help anyone in their own organization. It is easy to see how ACI has become a cornerstone for CI”.

**Jeff Orf, The Boeing Co.**

“It removes the rose colored glasses and lets you see the raw reality of your decisions (and how bad most of them are)

**Dean Sotiriadis, Investors Group**

“Ben is one of the best teachers I have had, gives honest feedback, forces you to really think, and keeps classes interesting”

**Ryan Barnett, Corbion**

“This was an excellent, content rich seminar on competitive strategy. I would highly recommend this seminar to anyone aiming at a career in competitive intelligence or strategy”

**Tatjana Sparavalo, Itron inc.**

“The Value Chain Analysis course was one of the best applications to apply immediately to your CI efforts”

**Jeff Orf, The Boeing Co.**

“Fantastic real world application of theory in Anticipating Disruptions course. It allows you to see academia hit the business world head on”

**Jeff Orf, The Boeing Company**

“This is a course that stretches your mind backward to spring it forward into the future”

**Simon Sang, Kenya Pipeline Co.**

“The best training course I have taken in a dozen years with direct, immediate applicability to our way of thinking”

**Dave Dusza, Northrop Grumman**

“Very impressed at how looking at other industries in a different way can help change our own way of thinking”

**Dave Dusza, Northrop**

“This course is very unique and educational. It a serious future trend”

**Gabriel Sipa, Northrop Grumman**

## Client Testimonials

“Excellent introduction to tactical and strategic research, collection and analytical tools to expand the CI ability of your organization”

**James York, Northrop Grumman**

“The company is extending an offer to me this week! I know the CIP certification played an important role in their decision making process”

**Angela Kangiser, Online Business Research**

“An incredible set of pivotal lessons on CI. This is an absolute must have for everyone in the CI profession”

**Carlos Cruz, Chevron Phillips Chemicals**

“Fantastic course on tools that help create and enhance a business intelligence acumen”

**Matthew Chandler, ExxonMobil**

“The combination of theory, practice and world class teachers makes this one of the most valuable five days of my career”

**Hanadi Said, TEVA Pharmaceuticals**

“Very well designed course, relevant analysis and great insights by Ben Gilad”

**Hanadi Said, TEVA Pharmaceuticals**

“You will distinctly remember Bens course so much more than any other course you have taken before. His energy, wisdom and experience in strategic intelligence is unparalleled. Undoubtedly the best CI master in the world...and also the funniest”

**Heresh Rezavandi, UCB**

“Very hands-on and pragmatic course on war gaming. I will implement my learning at work”

**Ingemar Svensson, Ericsson**

“Black swan effect is hard to trace, with Anticipating Disruptions you can turn them white!”

**Ahmed Farouk El-Khatib, Pepsi Cola**

“Refreshing, Challenging, and Life Changing”

**Maggie Hill, Berry Plastics**

“Competitive Blindspots, the best course in the program. Miss it at your own cost!”

**Kushal Gohil, Parexel**

“Outstanding content, engaging presentations which are all grounded in practical experience”

**Stuart deGeus, Little Caesar Enterprises**

“Worth my time”

**Marc Paolantonio, Novartis**

## Client Testimonials

“Very valuable content that will help refine and evolve our strategy and enhance the effectiveness of our CI function”

**Steve Hausknecht, inContact**

“Ben Gilad is engaging and inspiring. I love that his primary motivation is to help us be a more effective CI professional and demonstrate my value at my company”

**Danielle McDowell, Bose**

“War Gaming with Ben Gilad explains and helps you determine strategy vs. everything else we do. Strategy will determine the successes and failures. We all execute by nature. We are not naturally good at grasping strategy”

**Dwight Odland, UTC Aerospace Systems**

“Ben Gilad is a master at teaching you how to think more strategically by giving you all the tools you need and then putting you on the spot to practice”

“War Gaming is a very useful course on how to lead your company to making strategic decisions”

**Christopher Jelks, Pratt & Whitney**

“Highly recommend Gilad’s War Gaming course as an invigorating kick-in-the-pants to make you better in CI”

**Barb Watkins, The Boeing Co.**

“Discovering all the activities that have nothing to do with strategy was eye-opening”

**Steven Ramirez, Symantec**

“Ben takes you out of your comfort zone in order to help you develop as a CI professional”

**Gerald Flynn, Amica**

“The CIP-I and CIP-II courses have equipped me with the fundamentals for true competitive intelligence (not information delivery!), which has played a significant factor in my rapid promotion at my current company”

**Heresh Rezavandi, UCB Pharma**

“This course provides great tools and models to address competitive analysis needs across industries.”

**Kristin Murphy, SAS**

“If you are interested in winning in the market place, you must attend this course”

**Robert Cornell, Lexmark International**

“Getting an education in CI from Leonard Fuld is like getting investment information from Warren Buffet: They both “wrote the book” in their perspective fields and they’re both engaging, smart and approachable experts”

**Fred Neurohr, WellPoint**



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“I found myself jotting notes and key intelligence questions that I revisited and refined as the course went on- immediately applying what I learned in the course all week”

**Rosemary Long, Johnson & Johnson Pharmaceuticals**

“I always appreciate a good challenge and this was a good one”

**Christie Leitner, Kimberly-Clark**

“I have been so impressed with the content and quality of instructors. Top notch – best ever!”

**Jennifer Isbister, EnCana**

“It was like a great movie that I didn’t want to take a bio break for”

**Lynda Dube, Unum**

“Makes you feel the passion for CI art”

**Daniel Benmuhar, Cemex**

“Leonard Fuld is a fantastic teacher”

**Fred Neurhr, WellPoint**

“It changes the way I see the company environment”

**Daniel Benmuhar, Cemex**

"Great education on how to view & analyze the industries"

**Naren Patel, GlaxoSmithKline**

“The difference between analysis and synthesis was invaluable”

**Aditya Bahl, Novartis Pharma AG**

“Amazingly insightful, changed the way I look at data and information”

**Mohamed Kesseba, Emirates Integrated Telecommunications Group**

“Excellent interactive course – highly recommend to all companies with any interest in CI”

**James Walsh, Enterprise Ireland**

“The classes provided by ACI were critical in our effort to build a world-class competitive intelligence function”

**Troy Pfeffer, Cintas Corp.**

“I look forward to using the concepts in the very near future in real-life projects related to my company”

**Eileen Kampf, Wyeth**

“This was an excellent course!”

**Geren Williams, Booz Allen Hamilton**

## Client Testimonials

“I liked it so much I took it twice”

**Luis Madureira, SCC-Sociedade Central de Cervejas – Heineken**

“It is very good material and a very good approach to CI”

**Maria Florez, Ecopetrol**

“This was the most complete CI course I have had. I learned a lot, and there is a lot to think through and more to learn with the items presented. Well worth my long travel and cost. Thank you.”

**Miho Nam, Schweitzer Engineering Laboratories**

“As a new CI function director I highly recommend this class and these instructors”

**Nikki Gainey, GE Healthcare**

“Comprehensive and Concise”

**Nichole Zuloaga, BAE Systems**

“Great interaction and learning process”

**Sara Marengo, Volkswagen de Mexico**

“An excellent introduction to CI, its methods, limits and applications”

**Alfred Doig, Cambridge Healthtech Publishing**

“The material and teacher’s enthusiasm and ability to convey interest and knowledge is outstanding. Makes it a real experience”

**Maria del Pilar Florez, Ecopetrol**

“Very concise and comprehensive”

**Nichole Zuloaga, BAE Systems**

“For anyone whose job responsibilities include attending trade shows and gathering data via secondary sources, this is an extremely beneficial seminar”

**Lisa Woulf, BAE Systems**

“Even after years in the CI field, I learned many practical tips and tools for competitive research and analysis”

**Greg Wilska, Booz Allen Hamilton**

“Great class!”

**Wei Wei Fan, Elekta**

“Great study cases to develop CI skill”

**Maria del Pilar Florez, Ecopetrol**

“Best training course I have ever attended”

**Miho Nam, Schweitzer Engineering Laboratories**

## Client Testimonials

“Ben’s expertise in War Gaming adds a significant amount of gravitas to the course”

**John Angel, Sanofi-Aventis**

“Dr. Gilad was an exceptional instructor. Such enthusiasm backed with real-world knowledge and examples made the class fun and effective”

**Todd Steiner, Trimble**

“Even when I sat through endless fantastic sessions at a top MBA School with Strategy experts, they still lacked the insightful, realistic, practical approach you showed us in just 2 days. I'm a fan.”

**Blanca Rosales, Novartis**

“You learn and improve your skills while having fun”

**Maria Florez, Ecopetrol**

“Ben is brilliant”

**Laura Baird**

“Ben is an engaging and excellent presenter with great insight and knowledge. A very valuable class on what to do right and what not to do to run a successful war game. The amount of information and learning’s to take in was so incredible these ACI courses are well worth the time and money”

**Laura Baird**

“Anticipating Innovation gave me the fundamental understanding to expand the role of competitive intelligence at my company and support innovation at all levels”

**Joseph Audette, Toyota Motor Sales**

“My boss in Zürich told me: "you will learn more in 2 weeks in Boston than in all your university time" I know only now he was right.”

**Marco Scafì, ABB Asea Brown Boveri Ltd**

“It's amazing what caliber of people the Academy attracts”

**Anna Levit, Ortho-McNeil Janssen Pharmaceuticals, J&J**

“Scenario Planning and Analysis is critical in the dynamic and competitive auto industry. I look forward to applying the skills gained at ACI to bolster my companies CI capabilities”

**Joe Audette, Toyota Motor Sales**

“Ben makes you passionate about strategy”

**Fernando de Almeida, FEA/USP**

“Solid experts in all dimensions of CI”

**Greg Wilska, Booz Allen Hamilton**

## Client Testimonials

“Eye opener, energizing, practical”

**Labouret Gilles, SKF**

“We learned more because we interacted with each other instead of viewing power points. Great learning method”

**Levy Boulogny, CGGVeritas**

“Transforming data to intelligence is Fuld’s specialty. Don’t wait to take this course”

**Levy Boulogny, CGGVeritas**

“Learn CI at ACI is amazing because it is so practical. It’s different from just having a theoretical class”

**Renata Teixeira, Petrobras**

“I have never visited something so dense, informative and challenging”

**Marc Stoeber, Bayer Animal Health**

“Ben Gilad helped me to really strip away the politics and other noise from the corporate environment to focus purely on strategy. A must-have skill to be effective in any business context large or small”

**Lee Razo, Independent Consultant**

“A pleasure to learn from experienced, knowledgeable competitive intelligence professionals. The highest compliment I can give is that it was worth the time and money to be here in person to interact with the other CIP professionals and those entering the profession.”

**Andrew Apedoe, The Churchill Corp.**

“The course left me wanting more. I couldn’t wait to get back to work to put what I had learned to use.

**Tyler Oborn, Mars**

“All CEOs’ should invest in these courses”

**Luis Madureira, SCC-Sociedade Central de Cervejas – Heineken**

“Revolutionary. Quotes from the teacher that you will often repeat with others”

**Anna Capraro, TetraPak**

“Either starting in CI or a seasoned professional you’ll always get huge added value from the ACI training”

**Luis Madureira, SCC-Sociedade Central de Cervejas – Heineken**

“The course added value to an analyst’s skill set that otherwise would be difficult to learn”

**Sam Patel, ETS**

“I found the discussion on Sources to be well balanced, with good use of internet –based sources but also very good insight into the value of traditional sources. The exercises on gathering trade show intel were a really good way to reinforce theory”

**Terry Frazier, Cognovis Group**

## Client Testimonials

“This session was very effective for anyone who is attempting to do competitive intelligence work in an effective and professional manner”

**Kathy Tompkins, Sheffield Haworth**

“Really helpful for world-wide CI professionals”

**Bruno Francisco, Petrobras**

“Great session, challenges my interviewing technologies. Leonard imparts knowledge fluidly and brilliantly”

**Funke Adepoju**

“Very knowledgeable instructors. Classes are high energy. Best in class in the competitive intelligence space”

**Kelly Kwan, Cubist Pharmaceuticals**

“The analytical frameworks examples and cases offered a clear and simple way to look at critical competitive areas.”

**Terry Frazier, Cognovis Group**

“Thought provoking and practical case studies used. Made the course very relatable. Leonard’s enthusiasm all through the session is amazing!”

**Funke Adepoju**

“This is brilliant!”

**Funkje Adepoju**

“Everybody knows that communication is a key for career success. Dan Mulligan at ACI knows how to make you work on that”

**Bruno Francisco, Petrobras**

“The ACI training filled a gap in training both at work and at the undergrad and MBA levels. Practical application benefitting both new and seasoned CI professionals”

**Keith Moody, ExxonMobil**

“Ben’s class is very entertaining yet profoundly informative”

**Funke Adepoju**

“The one class every CI professional should take, Ben is an amazing teacher/speaker, extremely knowledgeable”

**Kelly Kwan, Cubist Pharmaceuticals**

“This is the best course for anyone in the CI profession to attend – giving you all the required tools applicable to your job at whatever level”

**Funke Adepoju**

“The instructor and material were very engaging and the live exercises really drove the lessons home”

**April Ortiz, SAIC**

## Client Testimonials

“I found this session to provide me with the tools I needed to start up a CI function within my firm”

**Kathy Tompkins, Sheffield Haworth**

“The seminar topics were informative and applicable and were presented in an engaging format”

**Maria Conatser, Ingram Barge**

“ACI uses memorable and interactive methods to instill skills needed to be more effective in the CI field. The training is well worth the investment”

**Alysse Nockels, McAfee**

“Unbelievably informative!”

**Jim George, Springboard West Innovations**

“For someone who is relatively new to the CI discipline, this framework is so useful and beneficial for me”

**Mark Foulds, Dunkin Brands**