



Yves-Michel Marti

Pioneer in Competitive Intelligence



CSA CELEBRITY SPEAKERS

Yves-Michel Marti is the founder of Egideria and of Magentine, leading Competitive Intelligence companies in Europe. He helps his corporate clients obtain the strategic information critical for winning contracts, entering difficult markets, dominating competitors, succeeding in acquisitions and partnerships, and pro-active managing industry regulators.

2001: Yves-Michel Marti was voted Best Speaker at the annual conference of the Food Forum, Amsterdam.

In detail

Yves-Michel Marti has been a radar designer in Silicon Valley, a scientific prize winner, a professor at the University of California at Berkeley, a salesman, a marketer, a general manager in large European and American companies, an entrepreneur and a best-selling author. He is a graduate engineer in Telecommunications from one of the French top "Grandes Ecoles" and holds two Masters of Sciences from the University of Grenoble, and an MBA from INSEAD.

What he offers you

Yves-Michel Marti shares his profound understanding of the nature of information with high-level audiences. He gives business leaders tools and insights managing innovation gleaned from his experience.

How he presents

Yves-Michel is a structured trainer, clear and precise. He is brilliant at making complex things clear and understandable. He uses many examples to get simple and powerful concepts across. He is very approachable and welcomes questions.

Topics

How to Ask the Right Questions
How to Be Better Informed than Anyone Else
Building Human Networks for Information, Knowledge and Influence
Effectively Sharing Knowledge in Corporations
From "Knowledge Management" to "Ignorance Management"
What Can One Learn from the Intelligence System of the Roman Catholic Church?
Historical Best Practices in Competitive Intelligence

Languages

He presents in English, French Spanish and Portuguese.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

1999

Benchmarking and Business Intelligence (collective work)

1996

The Art and Science of Business Intelligence Analysis (collective work)

1995

Business and Competitive Intelligence: The Company Eyes and Ears