



## Estelle Métayer

Founder of [competia.com](http://competia.com)

*"An expert in Competitive and Strategic Intelligence"*

Estelle Métayer is one of the world's leading experts on Competitive & Strategic Intelligence. She was President and founder of Competia, a leading training organisation for executives and analysts in Strategic Intelligence. In 1998 Competia launched Competia.com which became the world's largest community, portal and magazine for strategy professionals, with over 1 million hits each month.

### TOPICS:

- Avoiding Blindspots
- Competitive & Strategic Intelligence
- Critical Thinking
- Decision Making Biases Analysis
- Corporate Governance
- Strategic Planning
- Trend-spotting
- Customer Insight / Intelligence through Social Media?

### LANGUAGES:

She presents in French or English.

### PUBLICATIONS:

- 2014** How Strategic is your Board  
(with Didier Cossin)

### IN DETAIL:

A former consultant at McKinsey & Company, Estelle gained first-hand practical experience while managing competitive intelligence, business development and strategic planning at CAE Inc. Her career began at ING Bank in the Netherlands and in Poland, studying the financial risks of expanding into emerging countries. Trained in the Netherlands, Estelle obtained her MBA and Drs. from the University of Nijenrode. As adjunct professor at McGill University, she teaches with Henry Mintzberg the International and National Advanced Leadership Programs and the International Master for Health Leadership and successfully introduced Competitive Intelligence into the McGill-Rottman School of Business's certification program for Canadian board directors.

### WHAT SHE OFFERS YOU:

Estelle brings vast experience and fresh perspective to the ever-changing world of Competitive and Strategic Intelligence. A noted expert, her intuitive, precise research provides managers, CEOs, and board members with the right tools to effectively build and hone their competitive intelligence and strategic planning - to avoid blind spots, capitalize on strengths and excel.

### HOW SHE PRESENTS:

Estelle always delivers huge value. She is bright, articulate, engaging and able to communicate and simplify complex ideas.