

Estelle Métayer

Competitive and Strategic Intelligence Expert

"Strategic intelligence is about knowing what matters most and acting on it with precision"

Estelle Métayeris one of the world's leading experts on competitive and strategic intelligence. She specialises in how leaders can build and improve their strategic decision-making processes and competitive intelligence functions to avoid strategic blind spots. Her best work is done when companies need to drastically change the way they do business and/or grow aggressively.

TOPICS:

- Strategic Planning
- Trend Analysis
- Competitive Intelligence
- Strategic Governance
- Digital World, Analog Company: Leading Digital Transformation
- Understanding and Working with Generation C (the Connected Generation)
- Long-Term Future Trends That Will Affect Innovation at its Core

LANGUAGES:

She presents in French or English.

PUBLICATIONS:

2014 How Strategic is your Board (with Didier Cossin)

IN DETAIL:

Estelle was the President and Founder of Competia, a leading training organisation for executives and analysts in strategic Intelligence, prior to selling it in 2004. She began her career at ING Bank, where she studied the financial risks of expanding into emerging countries. She then gained first-hand practical experience while managing competitive intelligence, business development, and strategic planning at CAE Inc. Estelle is also an adjunct professor for McGill University, where she teaches in the advanced leadership programs, the International Masters for Health Leadership, the Analytics Leadership Program, and the Executive MBA program, among others.

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, capitalise 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.