

“As an experienced entrepreneur, ACI provided me with the “Year of Enlightenment”. While I have always looked out for the “freight train of destruction”, the enlightenment was the succinct education and implementation of techniques that could significantly reduce the chances of a “Kodak Moment”. Don’t wait, just book and immerse yourself! I wish I did so earlier!”

**Nick Rassios, Waratah**

“Your journey into CI and taking these courses from ACI will permanently change the way you think. You will no longer be able to accept a news story at face-value. You’ll think, why? Who? What’s the meaning? And what’s next. If you don’t like to think, then ACI isn’t for you.”

**Elizabeth Trahan, Energy Recovery**

“It was probably the best 5 days of training I’ve ever invested in my career.”

**David Budzynski, Duracell**

“Academy of CI provided me with confirmation and confidence in my thought process along with frameworks to apply across scenarios or industry verticals. If you are serious about Competitive Intelligence or a specific focus in CI, take a look at their course offerings!” **Michael Rotar, Cisco**

“Valuable real-world breakout session training backed excellent presenting of content. Provides a real-world template for applying critical thought to competitive intelligence in an impactful way.”

**Michael Rotar, Cisco**

“I’ve been in the CI field for nearly a decade and Heather's course in CIP-III still introduced me to tools and frameworks I was unfamiliar with and now can't wait to try!” **Meghan DeWitt,**

**Memorial Sloan Kettering**

“Much of the course content (Game Theory, deep dive on platforms and ecosystems, strategies that define trillion dollar firms) provides insights that will be immediately applicable to most participants as they seek to influence senior leadership and effectively shape company strategies.”

**Chris Masoner, P&G**

“Heather is still one of my favorite instructors - she's always enthusiastic, fair, and she listens to the participants and provides helpful, real-world feedback” **Jennifer Richie, Genesys**

“Biases are everywhere, including in our customers, our managers and ourselves. Understanding how to identify and leverage biases for to highlight competitive messaging is a critical part of success for a CI professional. ACI's courseware continues to provide a high level of excellence, challenge, and guidance to CI practitioners. Highly recommended!” **Thomas Cozzolino,**

**Salesforce**

“Ben Gilad is the industry standard for all things Competitive Intelligence. This course takes all of the CIP training to the next level, and you will walk away with easy to implement, high impact tricks and techniques to effectively influence upper management and overcome biases across the organization.” **Danielle McDowell, Genesys**

“Other competitive intelligence training focus on big data and machine learning. People do not make decisions this way, nor do they always consider the facts. How a message is framed will have an impact on decision making. Understanding and knowing how to use bias is critical in persuading management to act. **Ann Schiola, RS&H**

“ACI isn't just for competitive intelligence professionals... Ben's classes are packed with unique

insights on competitive strategy that stand out in a sea of alternatives.” **Shivali Bidaiah, Northrop Grumman**

“Dr. Gilad is the best educator I have encountered in the Competitive Intelligence field. This course on understanding cognitive biases (CIP-III how to recognize them and use them to your advantage in your interactions with senior leadership) is highly interactive and engaging while providing you with tools you can take back to your job and immediately apply. Highly Recommend.” **Chris Masoner, P&G**

“Best business training I’ve experienced.” **Jeffrey Biamonte ExxonMobil**

“Fantastic program!” **Thomas Cozzolino, Salesforce**

“I did CIP-I (virtual) and CIP-II (in-person) with ACI - to this day, the best business skills training I’ve ever had.” **Eva Hertel Murga**

“This was one of the best classes I have ever taken and that’s coming from someone who spent many years in academia. Engaging, intellectually challenging, provocative and of great relevance to strategy and critical thinking in general.” **Gabriela Guista, Poly**

“Reporting CI - Excellent class. This one was the most practical for my needs and what I can put directly into use.” **Matt Lenger, Michelin**

*“This is not your average business seminar... Your perspective will change. Inquiry-based learning supported by relevant activities and engaging dialogue with experienced professors who share engaging personable stories. Relevant & Enjoyable”* **Elizabeth Lamoreaux, Collins Aerospace**

“Ben!! I always seriously enjoy his candor, humor, and critical thinking. I really like how he pushes students to really *\*think\** and come out of their own heads. As for this course – it was not only a total emersion in strategic thinking, but it was fun. Ben’s honest guidance (i.e. treading lightly when challenging executives) and small points like this were *\*real\** feedback points you normally don’t get from other seminars/instructors. Ben tells the truth, like it is – and that’s the stuff that makes you think and avoids personal “blindspots.” I also liked how he broke down War Gaming, and simplified the process, making it much more ‘feasible’ to apply in our companies.” **Kimberly A. Flanagan-Bouchard, Daiichi Sankyo**

“This course was definitely my favorite one yet so far in ACI. (Disruptions) Helen was fantastic: the depth of her subject matter expertise was amazing) made me feel like I was in university again, which I loved. I could actually feel my brain sit up and say “Hey! We’re learning something totally different here! All hands on deck!”. As a result of this course (and CIP Level II overall), my perspective has shifted entirely -and now I want to approach how I do my job going forward in a different way.” **Jennifer Ritchie, Genesys**

“Frankly, I can't think of a time in the last 6 months better invested than in Ben's classes. Seeing is believing and I've already started spreading the word. Best education (practical) I've had in a long time.” **Jay Nakagawa, Dell**

“This was one of the best classes I have ever taken and that’s coming from someone who spent many years in academia. Engaging, intellectually challenging, provocative and of great relevance to strategy and critical thinking in general.” **Gabriela Guista, Poly**

“I wanted to thank you for the best professional development training I’ve ever had. I’m more invigorated and energized by this line of work than I have been in a long long time. Thank you again for great training and an incredible introduction to a new discipline.” **Peter Dowker, Cisco**

“Competitive Intelligence and Strategy have changed dramatically over the past few years. No longer is it, nor should it be the sole responsibility of a few within an organization. Intelligent companies are calling on more and more people to think broadly requiring specific analytical skills and talents. These skills and talents don’t come naturally, they require rigorous training. ACI is the leading organization to provide this training and has been for well over 30 years.

If you want to position yourself for success over the coming years, you’ll join the thousands of others that have been trained at ACI. It is this training that will help you develop the skills necessary to succeed in a world that requires a strategic mindset.” **Troy Pfeffer**

“Attending ACI accelerated my career in CI faster than any other experience I’ve had. Not only did I learn the fundamentals of being a strong CI practitioner, but I also learned a wide variety of options for creating a CI function within my organization and how to communicate CI insights for impact!” **Meg DeWitt, Memorial Sloan Kettering**

“Being an alumnus of this esteemed organization early in my career, I fully appreciated the unappreciated and unique value of this training. Eventually I had several people reporting to me. We always included Academy of CI education as a cornerstone of their yearly personal development objectives. From the first course through certifications, it was an investment that paid huge dividends and still does.” **Craig McHenry, CI Fellow Council of Competitive Intelligence**

“The understanding and use of cognitive biases is legitimate and ethical and is a tool to deliver to CI messages. Manipulation is in the game!” **Jean Lindner**

“Excellent way to elevate your influence skills” **Corinne Peck, Bose (Cognitive Bias)**

“The Academy of Competitive Intelligence is just that...the leader in providing relevant, timely, and deep training exclusively about CI in support of career growth in this field. They are constantly evolving their offerings and topics they present, enabling students to make excellent use of their training throughout their careers...just as they have done for me. I will continue to use them as I grow in this profession.” **Greg Wilska, American Institutes for Research (Decision Risk Mitigation)**

“This challenged my preset notions on how competitive intelligence can help manage risk. Once Ken laid out a few concepts and provided examples it made it clear that we can seriously help leadership manage risks.” **Richard Caldwell, Northrop Grumman**

“In the past when a competitive intelligence professional wanted to influence leadership we did it with numbers and facts—as we should still do. What we did not fully go in prepared with was an idea of the bias we would have to face. With a little homework and framing a recommendation, that could all change. Can’t wait to try this out!” **Richard Caldwell, Northrop Grumman (Profit Pool Analysis)**

“Heather’s Structured Analysis class was great! I learned so many techniques that I can apply in my professional career.” **Eleni Panagiotopoulou, the dd+p group**

“Engaging and entertaining. There is no other competitive intelligence training/workshops that compare” **HERE Technology**

“If you are not using the information in this course, your competition is! Very thorough, relevant, and valuable lessons that can be immediately applied to your Competitive Intelligence regime. Highly recommend” **Kevin Crouch, SAIC (Cross-Competitor Analysis)**

“This seminar on Intelligence Collection & Planning was great! It helped me receive a great foundation in CI research and management. I would definitely recommend this class with Melissa Allen” – **Eleni Panagiotopoulou, The dd+p group**

“Competitive Blindspots expect the unexpected” **Huzeifa Adamally, ADP**

“I enjoyed Dr. Gilad’s courses very much. He kept us engaged at all times and his presentation was extremely helpful for my career.” **Eleni Panagiotopoulou, The dd+p group**

“CI 101/202, great introductory course for those joining the Competitive Intelligence or Market research industry” **ADP**

“The Cross-Competitor Analysis segment was fantastic. Constructing a strategic map gives a visual representation that I don’t get from a table of data. Using independent variables was a game changer for me and greatly increases the chances of producing real insights” **Jim Johnson, Cargill**

“My favorite portion of the Blindspots course was how Ben laid out the five forces and had them actually apply them. I am going for my MBA at the moment and I found his presentation of the five forces more helpful than anything I have learned in class.” **BAE Systems**

“I was undecided about attending the advanced ACI training remotely, as the usual live format was so rich in its experience. But given the uncertainty of the pandemic, and not knowing when there would be an opportunity to complete the training in person, I elected for the virtual model. The lecturers were brilliant at bringing this to life over Zoom. Training from ACI is rich in teaching and using strategy principals and models, ensuring these are fully understood and relatable to your day job. The sessions were still interactive with opportunities for discussion and the group sessions were lively with other participants keen to work together and have CI conversations. I am really glad I attended. It provided an opportunity to interact & connect with CI professionals, plus allowed me to continue investing in my own learning and knowledge.” **Sharon Morar, Group CI Manager, Shell International**

“Great Program, highly recommended to anyone doing strategy or competitive intelligence work!” **Vlad Zaitsev, Dir. Strategic Insights & Analytics, Abbott**

“Heather Hallenbeck is great! Effective theory supported by concrete and real use cases. Actionable tips to improve your intelligence practice now” **Bertrand Fontaneau, BNP Paribas**

“ACI is a pioneer in advancing Next-Gen Intel. Quality of instruction: Experienced, subject matter experts who care about strategy/ business intelligence/ CI is amazing! Having a variety of instructors/ guest speakers for industry and instruction perspective is great! Instructors are competent quality subject matter experts. (Commitment to quality). It is of great benefit to work amongst a globally diverse group of professionals (diversity of perspective). Share and learn with others who have CI goals (Comradery). Content substance - directly applicable to your next decision at work leading to career satisfaction and advancement (Pertinent)” **Elizabeth Lamoreaux, Collins Aerospace**

“CI is NOT Market Research. Period. ACI teaches you to generate perspectives on competitive moves that are plausible, logically structured and substantiated by observed & inferred facts. Market research or intelligence has none of these. ACI teaches you to be a strategic thinker and a CI professional.”

**Vivian Ho, Strategy & Operations, Elanco**

“This was a transformative experience! Fabulous content”

**T., High-Tech Company**

“This training was by far the most engaging and interactive virtual courses I’ve attended.”

**Christopher Hauke, Schott AG**

“I loved this course (Reporting CI with Heather Hallenbeck) – utter perfection, top to bottom!”

**Ashley Eisinger, Availity**

“I enjoyed the diversity of instructors and truly appreciate the real-world knowledge and experience of the instructors since they all currently work in the field. This made the instruction especially valuable to me and my personal learning goals and course expectations. I plan to incorporate much of the course into my work and customer portfolio. I also enjoyed the student interactions even though the course was 100% online, looking forward to the advanced courses!”

**Charles Colletti**

“Transformational. I highly recommend ACI.”

**Liz Lamoreaux, Collins Aerospace**

“I have told people that the day you both taught (Ben Gilad & Helen Rothberg) was a day where time sailed – truly one of the best sessions.”

**Peter Nighswander, Manager, Business Development, Defense Contractor**

“Training was FANTASTIC!! Ben and Helen were both super amazing.”

**Tish Harrison, Head of Competitive Strategy, Cox Automotive**

“I got new insights on all levels... I will also work a lot harder to make sure not to just send information upwards but only develop and track CI information that will be used for real. I’m in an internal CI workshop this week and are seeing things with new eyes.”

**Bjorn Kopniwski, Ericsson**

“Whether it’s a new analyst on your CI team taking the basic courses or an established practitioner coming back for advanced training this is the **best CI training available**. Competitive Intelligence training through ACI is not your ordinary training program. The instructors are engaging, the learning environment is challenging, and the case study-based approach for practice is essential to understanding what good CI is all about. You will leave the training with an expanded skillset, knowledge, and confidence to make an impact at your company.”

**Stacy Keding, Director, Strategic Competitive Intelligence Eli Lilly and Co.**

“ACI was one of the best training sessions I have ever attended”

**Amy Blaha**

“The seminars provide other valuable ways of obtaining information as well as analyzing it.”

**Ouida Charles, Genentech**

“In my professional life, I have come across a lot of training. Most of it is sad, inconsequential, and over-priced. I can think of 3 reasons why ACI training is truly different!

The frameworks taught are time tested and proven. Indisputably so.

They enable a graduate to stretch outside of a chosen career path and industry, ending the pigeon-hole. It enables you to think, which for many is a skill long forgotten in the corporate world. I encourage anyone to sign up for the next training, before an ACI CIP eats your lunch!”

**Manager Competitive Intelligence, NetApp**

“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 than 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**

“The Blindspots course was an excellent hands on exercises. 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**

“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**

“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**

“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**

“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 Gabriellsson, 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 ACI 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**

“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**

“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**

“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**

“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**

“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**

“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**

“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**

“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**

“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 Bouligny, CGGVeritas**

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

**Levy Bouligny, 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**

“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 (Competitive Blindspots) 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**

“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**

“Unbelievably informative!”

**Jim George, Springboard West Innovations**