

**THE SOLUTION**



# **Recruiting Competitive Intelligence Professionals**

**Your most effective business strategies will begin with  
Competitive Intelligence.**

## About Valeo Strategy Group

### “Valeo” Comes from the Latin “to Win”

At Valeo, our mission is to help our clients outmaneuver and outperform their competitors. For over a decade, many of the Global 2000 have turned to Valeo for recruiting support as well as critical market and competitive insights that drive breakthrough strategies and increased market share.

Top-level executives and other stakeholders utilize our resources to help take the guesswork out of recruiting and strategic planning, so your organization can achieve the best possible results in the shortest amount of time and at less cost.

## Why Valeo?

Valeo Strategy Group provides the highest level of support when recruiting top talent from within the Competitive Intelligence (CI) community. With our decades of experience, we understand the qualifications needed for every related job role. Our reach within our community is global, comprehensive and diverse.

Over the years, we have worked with hundreds of CI professionals, both in recruiting and importantly in the capacity of their external CI providers. We understand the professional and personal attributes that will make the difference for you. Because of our depth of experience, our ability to find and recruit these talented professionals will be far more effective and less costly than when you employ recruiting professionals external to our industry.



“Valeo comes from the Latin to win.”



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## EXPERT COMPETITIVE INTELLIGENCE RECRUITMENT

### Our Recruitment Process

Recruiting for top talent in Competitive Intelligence requires a deep understanding of the field. Most recruiters do not have the requisite experience because the practice of Competitive Intelligence is highly complex.

Both an art and science, Competitive Intelligence involves developing insights from disparate data points, then analyzing those points to develop an accurate picture. The analyst must be confident, persuasive, skilled in understanding business implications, and have deep industry experience.

At Valeo, we are leading experts in our field. We help ensure the best outcome for our clients by consistently following these four key practices:

**1). Customer Analysis** - Valeo's unique approach begins with a Customer Analysis. Through this process, we learn about your goals, your unique organization and culture, and how we can add the most value to meeting your objectives.

We take a collaborative approach to every engagement and customize that approach to fit your needs, requirements and budget.

**2). Strategic Planning** - With a clear understanding of your target goals, we begin with building an effective strategy. This will include all aspects of the engagement, including how we will communicate status, the key milestones to reach success, what specific steps we will take, how we will assess performance, and others. We strongly believe that building the right plan is the key to achieving all that you need.

**3). Placement** - In the placement process, we will handle as much or as little as you need. This can include negotiations, contracting, performance review, and others.

Our principal value rests in the fact that we know literally hundreds of professionals within our space. We understand the qualities and intangibles that will make for the strongest professional in each target job role.

**4). Provision of CI Research Services** - And finally, there is no need to for your organization to keep research projects on hold until the right candidates are identified to fill your open positions. Valeo is a full-service Competitive Intelligence firm and can ensure your CI research efforts remain on track and within budget while we work to find the best candidates to support your strategy development needs.

## THE CHALLENGE

“Recruiting for top talent in Competitive Intelligence requires a deep understanding of the field. Most recruiters do not have the requisite experience because the practice of Competitive Intelligence is highly complex.”

**It is these four fundamental practices that serve as the standard by which we ensure success with every engagement, from recruiting for Competitive Intelligence senior leadership roles to providing consulting and staffing expertise when establishing new corporate Competitive Intelligence divisions.**

## About Our Senior Leadership

### Edward Payne, Managing Partner, Chief Research Officer

Mr. Payne is a Competitive and Market Intelligence expert with more than 20-years' experience. He is skilled in recruitment, human intelligence collection, and research design and analysis. His specialties include primary sourcing, exhibit/event collection, strategic positioning, and sales strategy. Mr. Payne's experience spans a range of industries and research methodologies.

Prior to joining Valeo Strategy Group, Mr. Payne's experience included nearly a decade serving as the research director for Fuld + Company, a global research and strategy consultancy. Mr. Payne also established the competitive and market intelligence departments of Cross-Country Staffing, which included five call centers. His work there was focused on benchmarking technology, throughput, strategy, and human capital management. Mr. Payne has also worked as a private investigator and as a senior national political party analyst.

Mr. Payne is located in the Boston, MA area and graduated with a Bachelor of Arts degree from Denison University.

### Lisa Hicks - Managing Partner, Chief Strategy Officer

Ms. Hicks is responsible for strategy and design of recruiting and research engagements. As part of her work, she manages client relationships and ensures all deliverables exceed client expectations. Prior to joining the Competitive Intelligence industry 17 -years ago, Ms. Hicks spent the first 15 years of her career establishing and managing outbound call centers for the Property & Casualty Insurance industry. Ultimately, she held senior executive roles within the industry in business strategy, marketing, and corporate communications. Ms. Hicks specializes in providing strategic support to the Global 2000.

Her insights on the topic of Competitive Intelligence are frequently published, such as by the *Global CMO Council* in their publication, *Marketing Magnified*.

Ms. Hicks has served on a number of professional boards, including currently for the “*Strategic and Competitive Intelligence Professionals Association*,” where she has served for four years, “*The Insurance Information Institute*,” and the “*The Society of Insurance Research*.”

Ms. Hicks is located in the Sarasota/Bradenton, FL area and graduated with a Bachelor of Arts degree in Finance from the University of South Florida.



**Discover why we  
are the #1 choice  
for many of the  
Global 2000.**

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