



## Estelle Métayer

Founder of [competia.com](http://competia.com), One of the World's Experts on Competitive & Strategic Intelligence



### CSA CELEBRITY SPEAKERS

Estelle Métayer is an expert in Competitive and Strategic Intelligence. An adjunct professor for McGill University, she teaches with Henry Mintzberg in the International and National Advanced Leadership Programs and the International Master for Health Leadership. She introduced Competitive Intelligence into the McGill-Rottman School of Business' certification program for Canadian board directors, and into the new HEC-McGill Executive MBA.

**"Estelle brings vast experience & fresh perspective to the ever-changing world of Competitive and Strategic Intelligence"**

#### In detail

Estelle Métayer started her career at the ING Bank in the Netherlands and in Poland, studying the financial risks of expanding into emerging countries, and in the French Conglomerate Bouygues in France and the UK. A former consultant at the international Strategic Consulting firm McKinsey & Company, she gained first-hand practical experience while managing the competitive intelligence, business development and strategic planning function at CAE Inc.

#### What she offers you

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 blindspots, capitalise on strengths and excel.

#### How she presents

A lover of art, travel, world culture and experiencing life to its fullest, she loves to challenge common wisdom and surprise you.

#### Languages

She presents in French or English and speaks German, Dutch, Italian and Arabic.

#### Want to know more?

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

#### How to book her?

Simply phone, fax or e-mail us.