



**Ellen Naylor** is one of America's pioneers in competitive intelligence (CI) and Win/Loss analysis. Her passion for Win/Loss stems from her sales experience where she learned that customers and those who chose the competition were a continual source of competitive intelligence, product ideas and market insight.

Naylor initiated Bell Atlantic's (Verizon's) first CI program for enterprise marketing and sales in 1985. She worked at Northwest Airlines (Delta) in forecasting and competitive intelligence before founding The Business Intelligence Source in 1993. Clients range from mid-size businesses to the Fortune 500. Naylor's research has consistently helped companies beat the competition and make smarter strategic decisions.

Over the last 20 years, Naylor has been a frequent speaker at conferences, webinars and universities globally. She is widely quoted in numerous business publications such as Marketing Profs, Marketing Sherpa, and Jinfo.

Naylor won the Catalyst and Fellows awards from the Strategic and Competitive Intelligence Professionals (SCIP), and served on their board. She has contributed to SCIP's Competitive Intelligence Magazine since 2000, as well as to three books, most notably: *Starting a Competitive Intelligence Function*.

Naylor's book, ***Win/Loss Analysis: How to Capture and Keep the Business You Want*** was published in 2016. Companies learn why they **really** win and lose deals, when they follow her unique 12-step Win/Loss process to develop a world-class Win/Loss program.

Naylor earned a BA from the University of Notre Dame, and an MBA at the Darden Graduate School of Business. She was born and raised in Yokohama, Japan, and has had the travel bug ever since. She lives in Denver, Colorado with her artist husband, Rodgers.

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