# Ellen Naylor's Biographies



## Two Line Biography

Ellen Naylor is one of America's pioneers in competitive intelligence and Win/Loss analysis. She works with companies to beat their competition, and make smarter strategic decisions.

## Short Biography

Ellen Naylor is one of America's pioneers in competitive intelligence (CI) and Win/Loss analysis. For 20+ years, her research has consistently helped companies beat the competition and make smarter strategic decisions. She has authored hundreds of CI articles and the book, *Win/Loss Analysis: How to Capture and Keep the Business You Want*.

Web: http://EllenNaylor.com
Blog: http://cooperativeintelligenceblog.com
Email: Ellen@EllenNaylor.com

## Medium Biography

Ellen Naylor is one of America's pioneers in competitive intelligence (CI) and Win/Loss analysis. Her passion for Win/Loss stems from her extensive sales experience where she learned that customers and those who chose the competition were a real-time source of competitive intelligence, product ideas and market insight. For 20+ years, her research has consistently helped companies beat the competition and make smarter strategic decisions. She has authored hundreds of CI articles and presentations and the book, *Win/Loss Analysis: How to Capture and Keep the Business You Want*. She was recognized by the Strategic and Competitive Intelligence Professionals (SCIP) with the Catalyst and Fellow awards.

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## Long Biography

People often ask Ellen how she got into competitive intelligence. It comes from her insatiable curiosity. Even as a young girl, she figured out all the family secrets: parents' ages, where mom hid the chocolate and her Christmas presents. Naylor loves to hear people's stories, and somehow they sense this. To this day, people share things they don't need to, and often preface it with, "I shouldn't be telling you this, but…" or "I have never told anyone else this…"

When she was 11, Naylor declared that she would be attending the University of Notre Dame like her brother. Notre Dame didn't admit women then, but did by the time she went to college. Naylor earned her BA in the second graduating class of women. She earned her MBA at the Darden Graduate School of Business, known at that time as the boot camp of MBA programs.

Ellen 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. Her research and analysis have consistently helped companies beat the competition and make smarter strategic decisions.

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Ellen is an industry agnostic researcher, in that she enjoys working in most industries. This cross-industry experience and deep probing help her uncover her clients' blind spots. This would be more difficult were she to focus on just one or two industries. She thrives on creativity in projects whether they involve facilitating a CI process, uncovering market opportunities, uncovering that precious nugget of information, or conducting workshops.

Over the last 20 years, Ellen 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. Ellen has been awarded the Association of Independent Information Professionals (AIIP) Connections Award for the most creative magazine article, "How Intuition Can Guide Your Research and Research Business."

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

Ellen was a finalist in AuthorU's 2015 Draft to Dream Book Contest for *Win/Loss Analysis*. She has given numerous presentations, workshops and webinars and has written extensively on Win/Loss analysis over the last 15+ years.

Ellen won the Strategic and Competitive Intelligence Professional's (SCIP) Catalyst and Fellow awards, and served as a board member. She has contributed to Competitive Intelligence Magazine since 2000, as well as to three SCIP books: *Starting a Competitive Intelligence Function*, *Competitive Technical Intelligence,* and *Conference and Trade Show Intelligence*.

Ellen earned a BA from the University of Notre Dame and an MBA from the Darden Graduate School of Business. Born and raised in Yokohama, Japan, Ellen weaves in international experience and culture with her consulting clients. Presently, she lives in Denver, Colorado with her artist husband, Rodgers.

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LinkedIn: https://www.linkedin.com/in/ellennaylorcolorado
Twitter: https://twitter.com/EllenNaylor