

COMPETITIVE TECHNOLOGY INTELLIGENCE FOR INNOVATION UNIT

CONSULTING SERVICES

Nowadays, to be more competitive organizations need to:

- Systematically monitor their competitive environment, identifying opportunities and threats on time.
- Implement strategies that anticipate changes of the global environment.
- Detect opportunities to innovate in products, processes, and services.
- Identify strategic actions from their competitors.
- Evaluate the feasibility of emerging research fields.
- Optimize the use of scientific, technological, and commercial information to support strategic planning.
- Manage and determine relevant information.

How can we add value?

We benefit the organization's strategic planning by providing relevant information through the following actions:

- Technology reports that enable stakeholders to keep up with events that may represent an opportunity or a threat for the competitiveness of the organization.
- Identification of global competitive, scientific and/or technological trends.
- Technological mapping to detect new business opportunities.
- Identification of new markets.
- Identification of emerging technologies for new product design and development.
- Design, development and implementation of competitive intelligence units in the organization.
- Identification of national and international experts and their global research areas.
- Transformation of information into intelligence for strategic decision-making.
- Competitive Technology Intelligence training programs.



What is Competitive Technology Intelligence?

Competitive Technology Intelligence (CTI) is the process focused on monitoring the competitive and technological environment of an organization for the purpose of better decision making by high and middle level executives in the areas of marketing, product design, research and development (R&D), which can be used from investment tactics to long-term business strategies. CTI is carried out in organizations of all sizes.



Dr. Marisela Rodriguez Salvador Head of The Competitive Technology Intelligence for Innovation Unit.

SiDr. Marisela Rodriguez Salvador coordinates the Competitive Technology Intelligence for Innovation Unit. Since the 1990s, her work and background have been focused on the design of Competitive Technology Intelligence Systems as well as the management of Innovation and Technology. In 1999, she obtained a PhD degree in Business Management at the Polytechnic University of Catalonia (Spain). She has provided consulting services, courses and conferences in the field of Competitive Technology Intelligence for more than 100 organizations (including companies, government, and academia) in Europe, USA, Asia, and Latin America.

Dr. Rodriguez-Salvador has been honored with several national and international awards. She also belongs to the Mexican Academy of Sciences, and she has been recognized as National Researcher by the National Council of Science and Technology (CONACYT) of Mexico, acquiring the level 2 from 4 categories where the highest is 3.

Mission

To add value to strategic planning and decision-making processes by means of research and consulting in the field of Competitive Technology Intelligence for Innovation. Creating core competences to transform information into intelligence to improve competitiveness.