



KENNETH SAWKA

Kenneth Sawka is a nationally recognized expert in competitive intelligence, scenario planning, and competitive strategy development. He has more than 30 years of experience as a strategic planning practitioner and consultant, intelligence analyst, entrepreneur, and thought leader, and has designed and led scenario planning, competitive war-gaming, and other strategy development engagements for leading companies around the world.

EXPERTISE

An expert commentator and writer, Ken has been quoted extensively on competitive strategy and intelligence matters in *Fast Company*, *Investor's Business Daily*, *American Banker*, and other prominent journals. He has also been featured on CNBC's morning business talk show *Squawk Box*.

Before joining Fuld + Company, Ken was the managing partner at Outward Insights, a boutique scenario planning and competitive strategy consulting firm. Prior to Outward Insights, Ken directed pricing and competitive analysis at Deloitte Consulting, and served as a practice leader for Deloitte's Global Strategy and Operations. Earlier, Ken was an intelligence analyst with the U.S. Central Intelligence Agency (CIA).

Ken serves as a part-time lecturer at Northeastern University, teaching graduate-level courses in Intelligence and Homeland Security and the Psychology of Intelligence Analysis. Ken was named a Fellow of the Strategic and Competitive Intelligence Professionals (SCIP) in 2003, and received the Meritorious Award, SCIP's highest honor, in 2010. Ken is also a member of the Association for Intelligence Officers.

EDUCATION

Ken holds a B.S. Degree in Political Science, cum laude, and a M.A. in International Relations from The American University.