



## 7th International Competitive Intelligence Conference 2015

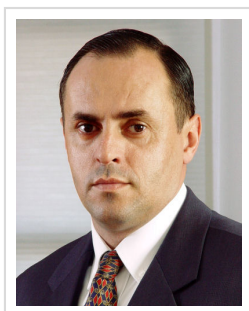
Hotel Hilton, Strasbourg  
France

March 25-26, 2015

### INFORMATION, SCIENCE AND TECHNOLOGY AND ITS MAJOR ROLE IN THE DEVELOPMENT OF INNOVATION AND COMPETITIVE INTELLIGENCE OF BASED-TECHNOLOGY FIRMS

March 26th:

16:30 - 17:30



Dr. Francisco Paletta

Professor

University of São Paulo, School of Communications and Arts, Brazil

#### Abstract

In this presentation, based on the hierarchy between innovation and value, we tried to elaborate a diagnosis to identify possible management tools to forecast success factors determination of technology-based entrepreneurship. Before the growing importance that technology-based companies assume in the wealth generation and social well-being promotion, stands out the paper of innovation companies. Businesses evolution brought new demands to managers and executives and to systems they relied on in observing, analyzing and managing operational, competitive and financial companies issues. Now, it is necessary just not to compete, but also managing in an efficient way internal processes, customers relationship, suppliers and commercialization channels and look for the best path to measure performance in a competitive and global business environment.

#### Key topics

- Discuss success critical agents using management tools on based-technology firms driving competitive intelligence

#### Speaker profile

**Francisco Paletta**, Professor and Researcher at University of São Paulo, School of Communications and Arts - Department of Library Science and Documentation.

Post-Doctorate studies and research at the Nuclear and Energy Research Institute IPEN - University of São Paulo – USP. Ph.D. in Science from University of São Paulo – USP. M.S. in Production Engineering, MBA in Marketing, Post Graduation in Materials Science, Post-Graduation in Strategy and Geopolitics. B.S. in Electronic Engineering from FEI - Faculdade de Engenharia Industrial. Master Gestion de l'Information et de la Connaissance, Université Paul-Valéry Montpellier III - Diplôme National Français. Master Domótica y Hogar Digital, Universidad Politécnica de Madrid.

Specialization in Strategic Planning from the University of Minnesota School of Management. Specialization in Industrial Automation and Control from the Automation College – Phoenix, Arizona. Held the position of CEO at Novell do Brasil, a market leader in network software, web service and secure identity solutions. Before that, he was Novell's Business Director, and

Services Manager for Latin America. He was also the CEO at Altiris Brasil, a company specialized in management solutions for IT assets throughout their lifecycle. He was with Sun Microsystems as their Services Director. and with Honeywell do Brasil.

where he was responsible for the business and application engineering areas of their Instrumentation and Industrial Process Control Division, as well as their Homes & Buildings Division. He served as Services Director for Manufacturing, Energy and Global Accounts at EDS, both for Brazil and Latin America. At Fundação Armando Alvares Penteado held the position of Full Professor and Dean at Computer Science College and Engineering College.

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Institute for Competitive Intelligence  
Kornegasse 9, 35510 Butzbach, Germany

Tel: +49 6033 971 377

Fax: +49 6033 971 376

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Email: [info@competitive-intelligence.com](mailto:info@competitive-intelligence.com)

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