Full name Michael Louis Neugarten

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Date of birth 6 February, 1952

Place of birth London, United Kingdom

Citizenship British, Israeli (immigrated 23 May, 1976)

Languages English (mother tongue), Hebrew, some French and German

Former employer Israel Aerospace Industries Ltd (IAI), Ben Gurion International Airport, Lod 70100, Israel (early retirement, 31 March, 2017)

Former role Manager, Competitive Intelligence, IAI Corporate International Marketing

**Education**

2008 dr oec, University of St Gallen, Switzerland. Thesis: *Noticing noticing: the role of noticing in the praxis of* *Competitive Intelligence*; supervisors: Professor Chris Steyaert – Head of the Research Institute for Organizational Psychology, and Professor Martin Hilb, Head of the Institute of Leadership and Human Resource Management and Center for Corporate Governance

1999 MBA, Henley Management College, UK. Dissertation: *Enhancing Organizational Collective Memory: The Importance of Soft Issues in Implementing a Business Intelligence System in an Israeli High-Technology Aerospace Company*; supervisor: Professor David Birchall

1975 MSc in Applied and Modern Optics, University of Reading, UK

1974 BSc (Hons) in Physics, University of Southampton, UK

**Professional experience (partial) – editing, translating**

* member of the editorial board for a journal dealing with competitive intelligence in business – involving reviewing and assessing papers, and editing some of those accepted for publication
* reviewing academic papers for a number of management journals
* editing and proofing assistance with a number of doctoral and master’s theses in psychology/education, management, competitive intelligence, military history, and business administration
* proofreading, editing, and translating a variety of technical, managerial, and marketing materials, including texts, presentations, speeches, and lectures; press releases; company notifications; promotional materials; film scripts and other editing, copywriting and narration roles
* curating, preparing, compiling, editing, and in some cases translating, materials for a weekly company-wide newsletter over a period of some 4 years, and for market intelligence reports for senior management for over 15 years

**A sample of recent editing projects**

* copy-editing several articles translated from the Hebrew dealing with aspects of the history and culture of Yemenite Jews in pre-state Israel – for an anthology to be published in the USA
* editing a business book for a European consultant, presenter and author, on Strategy and Competitive Intelligence
* editing a business plan (proprietary) for an Israeli start-up company seeking to raise capital by means of an ICO (Initial Coin Offering), the bitcoin equivalent of an IPO

**Professional experience (partial) – competitive intelligence and optical engineering**

2005 – 2017 Manager, Competitive Intelligence – Corporate International Marketing, Israel Aerospace Industries, Israel’s largest aerospace and civil aviation company; providing Competitive Intelligence for IAI’s senior management and other corporate functions

1999 – 2005 Business Information Center – IAI Corporate International Marketing, Lod – business information, competitive intelligence and market analysis for Marketing and other corporate units

1994 – 1999 Tamam Division, IAI – International Marketing; marketing desk manager, also responsible for business intelligence and marketing communications

1981 – 1994 Tamam Division, IAI, Yehud – optical engineer and head of optical engineering group; responsible for the design and development of several advanced electrooptical systems; received the Israel Aircraft Industries’ Inventor’s Certificate and Prize (1988)

1978 – 1981 Rehovoth Instruments, Rehovoth – optical design engineer; involved in the design, implementation and testing of advanced electrooptical systems

1976 – 1978 Technion – Israel Institute of Technology, Haifa, Israel – research assistant; participated in the design, building and operation of a mobile atmospheric infrared laboratory, designed for making field measurements under varied meteorological and geographical conditions

1975 – 1976 Watsons – MEL (Phillips), Barnet, UK – optical physicist; optical testing of sophisticated medical imaging lens systems

1974 (summer) National Physical Laboratory, Teddington, UK – research assistant; non-contact optical techniques to map strain in motorway bridges

**Teaching experience – academic and work-related**

* **Cass Business School, City University, London –** *Module on Competitive Intelligence* – 2-day workshop (*Full-Time, EMBA and other MBA* *students*): July 2012, December 2012, November 2013, July 2014, November 2014; *Introductory lecture on Israeli hi-tech enablers* (*Israel and Palestine study tour*, May 2015, May 2016, May 2017)
* **The College of Management Academic Studies –** *Competitive Intelligence* (*MBA elective*): Spring 2009, 2010; Autumn 2010, 2011; Autumn 2013; Autumn 2014; *International Marketing* (*MBA compulsory course*): Autumn 2011, Spring 2012 (x2), Autumn 2012 (x2), Spring 2013 (x2); guest lectures: *Introduction to CI*(*Organizational Psychology, Entrepreneurship* tracks)
* **Bar Ilan University –** *Competitive Intelligence*; guest lectures to *Advanced Information Searching* course for *MA Information Science* students: June 2012, June 2013
* **Beit Berl –** *Competitive Intelligence* (*Diploma in Information and Library Studies*, and *Diploma in* *Information Management, elective*): Spring, Autumn 2010
* **ECSP Europe (Paris) –** *Workshop on* *Business Awareness* – 3-day workshop (part of *Specialized Master’s degree in Innovation and Entrepreneurship – Professor Daniel Rouach*): Winter 2009, 2010
* **Henley Management College (now Henley Business School, University of Reading) –** *Competitor Intelligence Elective* (*Distance-Learning MBA*) – online tutor: three 50-hour courses every year from 2001-2010
* **Technion - Israel Institute of Technology –** *Management of Competitive Intelligence* (*MBA* mini-elective)  
  **Technion (Haifa):** Spring, Winter 2008; Winter 2009; 2000-2007, sometime joint-lecturer with Professor Daniel Rouach; **Technion (Tel Aviv):** Winter 2007, 2009; Summer 2011 (with Professor Rouach); guest lectures: Tel Aviv – *MBA Marketing course*; Haifa – *MBA Technology Transfer* course
* **Tel Aviv University: Sofaer International MBA –** guest lectures on *Competitive Intelligence*: Spring 2010, Spring 2011, April 2015, April 2016, May 2017; **Lahav Executive Education** **–** guest lecture on *Competitive Intelligence*
* **Israel Aerospace Industries –** presentations on*Competitive Intelligence* for many internal courses including: *“A-Team”* courses, a special track for those with management potential; customer service; innovation and R&D; international marketing and business development; production-floor managers; project management; security officers; and supply, logistics & procurement personnel

**Professional affiliations and activities**

* **Editorial Board** *Journal of Intelligence Studies in Business* (JISIB) (2011 – )
* **Reviewer** *AOM Annual Meeting* (2015)

***(ad hoc)*** *Pragmatics & Cognition* (2009)

*Academy of Management Learning & Education* (2008-9)

* **Member** European Group on Organization Studies (EGOS)

International Network for Visual Studies in Organizations (*in*Visio)

Academy of Management (AOM)

Strategic and Competitive Intelligence Professionals (SCIP)

* **Lapsed** British Academy of Management (BAM)

Special Libraries Association (SLA)/Competitive Intelligence Division

Strategic Management Society

**Publications and presentations (partial list)**

Neugarten, ML. (2015). *Maps work by what they leave out – mapping the whole world is not the answer*. Presented at the 7th Competitive Intelligence Conference. 2015, Strasbourg, 25-26 March.

Neugarten, ML. (2012). *Noticing – the first step of any intelligence process* (invited presentation). Info2012, Tel Aviv, 15 May.

Neugarten, ML. (2012). *Competitive intelligence in the era of international business* (invited presentation). [Chambre de Commerce et d’Industrie Israël France](http://www.israelfrance.org.il/) (CCIIF). Israel Export Institute, Tel Aviv, 29 March.

Neugarten, ML. (2012). *Reflections on OSINT (Open Source Intelligence)* (invited presentation). Israel Competitive Intelligence Forum*.* Israel Export Institute, Tel Aviv, 28 February.

Neugarten, ML. (2011). *Images and analogies from human vision: Enhancing organizational awareness by looking less hard*. 2nd Workshop on Imagining Business. Segovia, 19-20 May.

Holtham, C, Dove, A, and Neugarten, ML. (2011). *Developing critical and imaginative thinking as core dimensions in management education: Key roles for visual expression*. 2nd Workshop on Imagining Business. Segovia, 19-20 May.

Neugarten, ML. (2011). Half-day workshop on *Seeing and Noticing: Enhancing Awareness in CI*; and *Widening the CI remit: raising CI awareness in non-CI personnel* (voted best paper by the participants). ECIS International Competitive Intelligence Conference. Bad Nauheim, 5-8 April.

Neugarten, ML. (2010). *Marginalizing the periphery: enhancing competitive awareness by looking less hard*. 28th Standing Conference on Organizational Symbolism (SCOS); Theme: Vision. Lille, 7-10 July.

Neugarten, ML. (2010). *High-Tech Management in Innovation: Business Awareness in Innovation and Entrepreneurship*. 3-day seminar to students of the *Master’s Program in Innovation and Entrepreneurship*. Keynote speech at CI meeting *– Challenges in the Internet Era* held at ESCP, Paris, 28 January.

Neugarten, ML. (2009). *Marginalizing the periphery: enhancing competitive awareness by looking less hard*. The Third European Competitive Intelligence Symposium – Competitive Intelligence: Competing, Consuming and Collaborating in a Flat World (proceedings compiled by Magnus Hoppe and Sven Hamrefors), Mälardalen University, Stockholm, 11-12 June.

Neugarten, ML. (2009). *High-Tech Management in Innovation: Business Awareness in Innovation and Entrepreneurship*. 3-day seminar to students of the *Master’s Program in Innovation and Entrepreneurship* at ESCP-EAP in Paris, January.

Neugarten, ML. (2008). *Marginalizing the periphery – backing off and defocusing in Competitive Intelligence.* Poster Session at the 2nd Israel Strategy Conference, Tel Aviv University, 29-30 December, and SCIP European Summit, Rome, 20-22 October.

Neugarten, ML. (2008). Half-day workshop on *Seeing and noticing: enhancing awareness in the practice of CI.* SCIP (Society of Competitive Intelligence Professionals) European Summit, Rome, 20-22 October.

Neugarten, ML. (2008). *Visual metaphors and analogies as teaching tools in Competitive Intelligence*. 2nd European Competitive Intelligence Symposium: Comparative Practices Approach (Trends and Evolutions), Lisbon, 27-28 March.

Neugarten, ML. (2007). Invited to chair the *Competitive Technical Intelligence Expert Panel* at the SCIP European Competitive Intelligence Summit, Bad Nauheim, 24-26 October.

Neugarten, ML. (2007). *Short Introduction to CI.* Invited presentation at workshop with Israeli petro-chemical company, Haifa, 4June.

Neugarten, ML. (2007). *From competitive to cooperative intelligence*. Invited presentation at Israel-France Technology Transfer Conference, Tel Aviv, 30April.

Neugarten, ML. (2006). Foresight – are we looking in the right direction? *Futures*, **38**(8), 894-907.

**Neugarten, ML. (2005). *Seeing and noticing*; guest lecture – *Short Introduction to CI*. Research seminar to post-graduate students of International Business. Graduate Business School, University of St Andrews, 16-18 November.**

**Neugarten, ML. (2004). *A very very short introduction to competitive intelligence*. Guest lecture and panellist at 1st Carmel Business Summit, Lahav Tel Aviv University/Computer Associates, 1-2 December.**

**Neugarten, ML. (2004). *Foresight – is 20-20 vision what is needed?*** BAM 2004, the British Academy of Management Annual Conference, Foresight and Organisational Becoming Track, University of St Andrews, 1 September.

Neugarten, ML. (2004). *Foresight – are we looking in the right direction?* 2nd International Conference on Organizational Foresight, University of Strathclyde Graduate School of Business, 26-28 August; and previously at Info2004, Tel Aviv, 10 May.

Neugarten, ML. (2003). *An intranet solution incorporating Hebrew search – organizational aspects*. Info2003, Tel Aviv, 26 May.

Neugarten, ML. (2003). Seeing and noticing – an optical perspective on competitive intelligence. *Journal of Competitive Intelligence Management*, **1**(1), 93-104 (Spring).

Neugarten, ML. (2002). *Noticing and mapping – a further look at some aspects of competitive intelligence*. Info2002, Tel Aviv, 6 March.

Neugarten, ML. (2001-5). *Seeing and noticing – an optical perspective on competitive intelligence*. Invited paper, Info2001, Tel Aviv, 5 March, and Israel Competitive Intelligence Forum, Bar-Ilan University, IAI, El-Op, Telrad Networks, and elsewhere.

Neugarten, ML. (2000). *Looking at business information and competitive intelligence – an optical perspective*. 5th Annual SCIP European Conference, London, 25-27 October. Participant in Symposium on *Corporate CI – Tactical or Strategic?* – reported in *Competitive Intelligence Magazine,* Sept-Oct 2001, 26-31.

Neugarten, ML. (1999). The importance of ‘soft’ issues in implementing a business information system: a study from an Israeli aerospace company. AGSI Annual Conference, Den Haag, 9 June. Subsequently published in *The Journal of the Association for Global Strategic Information*, **8**(3), 72-78.