

For Immediate Release

**Proactive Worldwide CEO to Present at SCIP's  
2012 Annual International Conference & Exhibition**

**CHICAGO, IL – April 23, 2012** – Competitive Intelligence (CI) industry leader Gary Maag, CEO of Proactive Worldwide, Inc., will present at the SCIP 2012 Annual International Conference & Exhibition in Philadelphia, PA on Tuesday, May 15, 2012.

Maag will co-facilitate the workshop entitled “Next Gen Internal Human Source Networks” with Phil Britton, Senior Manager of CI from Best Buy, and Nikki Gainey, Global Business Analysis Director from GE Healthcare-Ultrasound. The workshop will assist CI professionals in creating the sustainable networks that are essential for engaging in strategic competitive intelligence. The interactive session will demonstrate how to identify and establish effective internal networks by revealing “the law of connections.” Takeaway resources will include models both for building and maintaining successful networks – the lifeblood for driving business revenue and keeping any CI professional at the forefront of positive business relationships.

Registration for this workshop and for the SCIP 2012 Annual International Conference & Exhibition is available online at [www.scip.org](http://www.scip.org).

**About SCIP**

The Strategic and Competitive Intelligence Professionals (SCIP), formerly the Society of Competitive Intelligence Professionals, is a global nonprofit membership organization for everyone involved in creating and managing business knowledge. SCIP provides education and networking opportunities for business professionals working in the rapidly growing field of competitive intelligence (the legal and ethical collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors). Many SCIP members have backgrounds in market research, strategic analysis, or science and technology.

**About Proactive Worldwide, Inc.**

Proactive Worldwide, Inc. (PWW) is a global decision support, research, and consulting firm that provides evidence-based strategic intelligence anchored by primary research. For over 17 years, PWW's multi-lingual professionals have assisted clients in the fields of brand protection/illicit trade, consumer goods, financial services, industrial products, life sciences/healthcare, and technology/telecommunications. Call 1-888-925-9125 and visit [www.proactiveworldwide.com](http://www.proactiveworldwide.com). ###