



*2002 - 2013
into our second decade*

Introduction to INSIGHT SRI

Iain McCreary, CEO & Managing Director
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client opinions (1 of 2)

"Absolutely uncommon, common sense"

Phillipe Risault, Chairman, Integ

"A truly exceptional strategic thinker and one of the brightest, most stimulating colleagues...

His energy and determination also make him impressively effective. As a teamworker, his personal generosity and inclusive, friendly approach make him a joy to collaborate with.

Look no further for a brilliant and valuable advisor!"

Paul Crook, Vice President, IBM (formerly Regional Managing Partner, Accenture)

"Professional and no-nonsense in his approach, Iain is that rare individual who combines original thinking with deep business insight. He has the clarity of thought and weight of personality to challenge orthodox thinking... A pleasure to work with...

His influence in recent years over the strategic thinking of a number of high technology industries has been immense."

Phil McLachlan, Managing Director, Qinetiq Airport Technologies

client opinions (2 of 2)

“Iain is the best type of strategist – a skeptic who has a firm mastery over the tools of the trade. You won’t get flavor of the month consulting from him, but rather a ready-to-implement, creative solution that has met his own high standard.”

Raul Guerrero, Managing Partner, Asymmetric Strategy LLC

“Iain McCreary[’s work in] Segmentation, Market Analysis and Entry Strategy... enhanced our launch into the UK market and has proved to be a perfect piece of research.

Iain was a joy to work with and his commitment to both the task and company was of the highest standard. He is a superb team player, enthusiastic, and I would have no doubt in recommending him.”

David Farrar – Director Shotz Health Limited, (fmr CEO, Slimfast Europe)

Market Entry Strategy



*Creating a new type of daily vitamin drink, **Shotz Health** asked Insight SRI to develop their market entry strategy. Key elements included understanding the choice between supermarkets, pharmacies, vitamin shops, and less-traditional channels such as Starbucks, the military, and school lunch programs.*

Corporate Turnaround



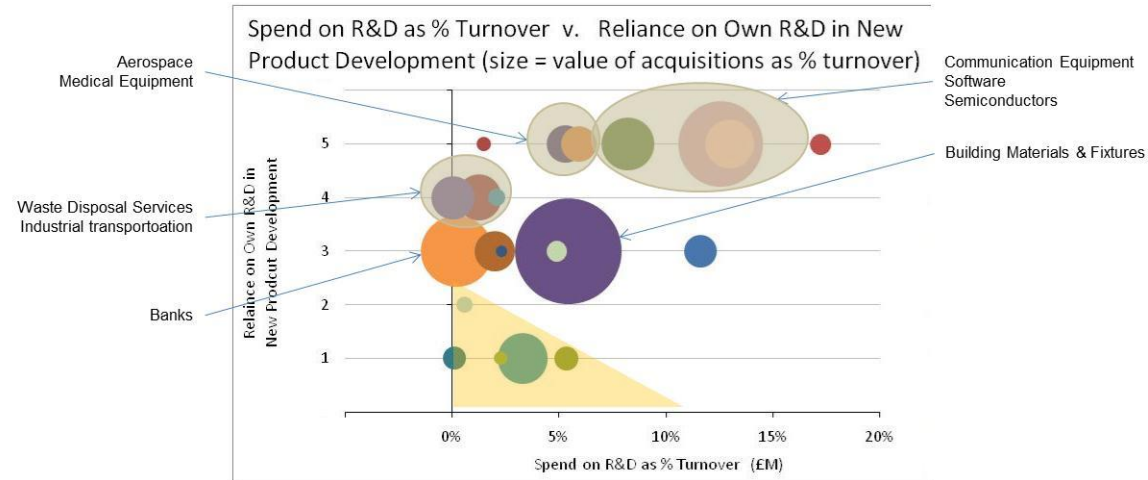
*After five years of stalled growth and three CEOs, Insight SRI was asked to develop a turnaround strategy for **Qinetiq Airport Technologies**. This involved quantifying benefits for sales into a complex environment characterized by a slow sales cycle, multiple stakeholders with conflicting values, and a tangle of regulatory and legal liability issues.*

Policy Analysis



*Insight SRI has produced multiple policy papers for **US and UK government agencies**, ranging from analyses of aviation safety to financing structure for nuclear waste storage, misaligned innovation/ investment incentives for early stage technology, and multiple papers and presentations on defense industrial policy.*

Product and Market Research



Offering an eclectic mix of straight for-sale products and consulting services, **one of Europe's largest technology firms** was suffering from an identity crisis. The Director of Marketing asked Insight SRI to help identify which customers and market sectors it should prioritize. Part of this work involved a detailed, quantitative cluster analysis to understand how the firm's offerings matched potential client needs.

Market Shaping and Analysis



Called “truly phenomenal” by one senior FAA executive, and credited by the industry association Airlines-4-America as having] “identif[ied] the largest financial opportunity for airlines outside fuel rice hedging”, Insight SRI’s 2011 **report on aviation safety** was ground breaking. This publication is driving new regulatory policy and kick-starting fundamental changes to airline and airport operations

Angel Investments



**NoiseTECH Ltd.
& NoiseMASK.net**

Insight SRI will occasionally invest in small ventures, and in some cases may fund them outright. HBL Limited was wholly funded venture adapting military ultra-wideband transmitter tracking technologies to sports and media. Noisetech applied electronic warfare countermeasure techniques to an internet privacy software application.

Interim Management



Outside of straight consulting projects, Iain McCreary has served as interim management at several companies, with positions ranging from Chief Executive Officer (Synergis, venture capital) to Head of Internet (cable TV and telecoms, Ntl) and Commercial Director (Mermaid Telecoms).

Selected client list for Insight SRI*

*includes only those clients that can be named publicly

- Accenture
- BAE Systems
- BBC
- BERR
- Defence Science & Technology Laboratory
- ECET
- Electronic Arts
- European Civil Aviation Conference
- HBL Limited
- Mermaid Telecoms
- Noisetech Ltd.
- Price Waterhouse Coopers
- Qinetiq Airport Technologies
- Qinetiq 'Products' Division
- Qinetiq Energy & Material Science Division
- Rolls Royce
- Shotz Products
- Signal Projects
- Synergis Technologies
- US airport (confidential)
- An EU Media firm (confidential)
- UK Ministry (confidential)
- *plus...* Multiple small start-ups and other consultancies

"The most difficult subjects can be explained to the most slow-witted man if he has not formed any idea of them already. But the simplest thing cannot be made clear to the most intelligent man if he is firmly persuaded that he knows already, without a shadow of doubt, what is laid before him."

— Leo Tolstoy, 1897

"The trouble with having an open mind, of course, is that people will insist on coming along and trying to put things in it."

— Terry Pratchett, 1997



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