



HEWLETT PACKARD'S OEM OPERATIONS AND MAIA STRATEGY GROUP TO PRESENT AT SCIP'S 2015 GLOBAL CONFERENCE

NEW YORK, NY--(PRNewswire)—Jan. 20, 2015. Paul Santilli, HP's WW OEM Business Intelligence and Customer Insights Executive and Lisa Hicks, VP of NY-based Maia Strategy Group, to present at the 2015 Global *Strategic and Competitive Intelligence Professionals* (www.scip.org) conference, attracting some 600 attendees from around the globe. The conference is to be held in Atlanta, GA this coming May. The session will present insights involving global "Voice-of-the-Customer" research for HP's OEM operations. HP sought to understand three critical "customer-centric" areas of their performance; 1) Client Acquisition, 2) Client On-Boarding, and 3) Early-Customer Experience.

In this session, Santilli and Hicks will share information on the design and methodology of the research and analysis of findings. Attendee takeaways include:

- A best practices view into the design of World Class primary "Voice-of-the Customer" research
- Perspectives on how HP is returning a solid ROI from the research by integrating the findings to further drive their best-in-class performance

"We are honored by the invitation to present with HP at this prestigious global event," said Neil Sikder, Maia's CEO. "The conference is a significant venue for our industry and we are delighted to have the opportunity to contribute."

Hicks serves as Maia Strategy's head of Business Development for Fortune 500 clients from around the globe, and from industries such as High-Technology, Insurance & Finance, Healthcare, Manufacturing, Consumer Packaged Goods, and others.

Santilli leads HP's Worldwide OEM Business & Competitive Market Intelligence team, responsible for Comprehensive Intelligence Modeling, utilizing industry best practices for C-level communications and recommendations.

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About Maia Strategy

Founded in 2003 and proudly working with 25 of the Fortune 500, Maia Strategy Group is a market intelligence and strategy consulting firm that provides in-depth customized research and analysis on clients' external market environments. The company's excellence in primary research allows it to provide detailed insight on clients' global markets, competitors, customers and channel partners. Maia's analytical techniques transform this market intelligence into strategic action. Clients come to Maia when they have "gaps in intelligence" on their global markets. Maia Strategy fills those gaps with "hard to get" facts and supports clients in developing winning strategies that help them outmaneuver and outperform competitors.

Contact

For more information on Maia Strategy Group visit www.maiastrategy.com or contact:

Lisa Hicks
Vice President
Maia Strategy Group
Direct: 803.417.1110
lhicks@maiastrategy.com