Paul C. Kinsinger

Clinical Professor of Business Intelligence

About Thunderbird:

Thunderbird is the world's No. 1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird's global network of alumni numbers 40,000 graduates in 147 nations worldwide. The school is sought out by graduate students, working professionals and companies seeking to gain the skills necessary for success in today's global economy.

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Areas of Expertise:

Market and Competitive Intelligence, Global Mega Trends, Navigating the VUCA World, Middle East and Defense Issues

Courses:

Business Intelligence & Competitive Analysis, Business Intelligence & Corporate Security

Paul C. Kinsinger is a clinical professor of business intelligence at Thunderbird School of Global Management and is an executive director for the school's Executive Education group.

A 30+ year veteran in the professional intelligence field, Kinsinger has helped companies monitor and assess competitive activities, develop strategies for new business development, and assess market trends in industries as varied as healthcare, manufacturing, consumer products, computers and software, telecommunications, and entertainment. In addition, he has provided workshops and seminars on intelligence tools such as intelligence collection, competitive analysis, and decision support project management.

His expertise lies in the areas of market and competitive intelligence, global region-specific issues, and U.S. foreign policy in the Middle East, South Asia, and other regions. His professional experience includes 19 years of service in the U.S. Central Intelligence Agency (CIA) and intelligence analysis work focused on the Middle East, South Asia, Africa, and Latin America. Kinsinger's security expertise is so highly regarded that he is regularly sought after by local and national media for his commentary on international crisis, terrorism, foreign policy, and national security.

Kinsinger teaches one of the few semester-long courses in a full-time program that is dedicated to competitive intelligence. In the course, he teaches students robust external analysis techniques that virtually all companies need in order to effectively analyze their competition, identify market opportunities, and create the basis for sound business strategies.

Among his many professional and academic awards are five straight Outstanding Professor awards from the International Studies Department at Thunderbird. In 1997 and 2003, he was recognized as one of the school's outstanding professors in Business Week's "Best Business Schools" guide. In 2008, Frost & Sullivan, a global growth consulting company, presented him with a Lifetime Achievement Award as a pioneer in competitive intelligence and marketing research.

Kinsinger earned his master's degree from the Johns Hopkins University School of Advanced International Studies, and his B.A. from the University of California at Berkeley.