



# Alli Marshall

## MEMBER

President  
Strix Insights

Alli Marshall is the owner of Strix Insights, a competitive intelligence (CI) and strategic planning firm. Her diverse work experience includes work as a mining geologist, petroleum geophysicist, natural gas price forecaster and A&D analyst in addition to special assignments organizing company-wide conferences and leading a campus recruiting team. Most recently she worked for Esprit Energy Trust and EnCana Corporation, where she received a President's Award.

During her work in the energy industry she noticed that companies were increasingly overwhelmed by data and information, but that, paradoxically, it was harder to make good decisions because of a lack of relevant intelligence. She joined the Society of Competitive Intelligence Professionals and formed Strix Development to share her CI and strategic planning skills with companies wanting to find competitive advantage in their environments.

Alli is passionate about business strategy and helping teams to unlock the insights they need for success. She currently serves on the Board of The Shakespeare Company, the Resource Committee of Calgary Urban Vibe, and is a partner with Social Venture Partners.