

Press Release

Stockholm, June 29, 2026

Comintelli and Proactive Worldwide Announce Strategic Alliance

Alliance brings together AI-powered intelligence software with competitive intelligence research, analysis, and advisory services

Stockholm, Sweden and Chicago, IL — June 29, 2026

Comintelli, a provider of AI-powered market and competitive intelligence software, and Proactive Worldwide, Inc., a global strategic advisory firm specializing in competitive intelligence research, analysis, and advisory services, today announced a strategic alliance to help organizations turn intelligence into better business decisions.

Many organizations have invested heavily in intelligence capabilities, yet still struggle to consistently apply insights to real-world decisions. This alliance is designed to address that challenge by combining Comintelli's intelligence platform with Proactive Worldwide's expertise in primary research, competitive intelligence, B2B VOC, wargaming and strategic advisory.

Together, the companies will collaborate on joint client engagements, co-marketing initiatives, and integrated offerings that connect intelligence gathering with decision-making. The combined approach enables organizations to move beyond fragmented information and align teams around clearer, more actionable insights.

"By combining our AI-powered platform with Proactive Worldwide's competitive intelligence research, analysis, and advisory expertise, we are expanding the value we bring to clients," said Jesper Martell, CEO of Comintelli. "This collaboration helps organizations strengthen how intelligence is captured, shared, and ultimately used across the business."

"Organizations don't need more information, they need clarity on what it means and what to do next," said David Kalinowski, President and Co-Founder of Proactive Worldwide. "This partnership allows us to better meet the growing needs of clients who are looking for a platform that makes it easier to synthesize, store, search, and disseminate both internal and external insights. Our capabilities complement each other, combining technology with real-world competitive intelligence research, analysis, and advisory to better support leadership decisions."

The alliance reflects a shared focus on helping organizations improve how intelligence supports strategy, planning, and execution.

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As part of the collaboration, Comintelli and Proactive Worldwide will host a joint webinar, [“From Insight to Influence: Driving Strategic Decisions That Matter,”](#) on July 15, 2026, at 16:00 CEST / 10:00 AM EDT. The webinar will feature David J. Kalinowski, President & Co-Founder of Proactive Worldwide, and Jesper Martell, CEO and Founder of Comintelli, who will discuss how organizations can bridge the gap between intelligence gathering and strategic decision-making. Attendees will learn practical approaches for increasing the impact of intelligence initiatives, strengthening executive engagement, and turning insights into actions that drive business outcomes. [Registration is now open.](#)

David and Jesper will also be in Chicago, September 1 to 3, for the GRIT Conference, co-hosted by Comintelli, Proactive, and Aurora WDC. This is a unique opportunity for intelligence professionals to connect, share best practices, and explore how AI is shaping the future of competitive and market intelligence: <http://www.grit.vip>

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About Comintelli

Comintelli (<http://www.comintelli.com>) is a leading provider of software for Market and Competitive intelligence. The company was founded in 1999 and is headquartered in Stockholm, Sweden, with a subsidiary in the United States.

Comintelli's award-winning and AI-based platform Intelligence2day[®] enables companies to collect, analyze, and take advantage of information about their business landscape (for example markets, trends, customers and competitors). Intelligence2day[®] is used by various types of businesses and organizations including the chemicals, insurance, healthcare, telecommunications, technology and manufacturing sectors. Examples of customers are international companies such as AkzoNobel, Bayer, Dow Corteva, Ericsson, Essity, JD Irving, Owens Corning and Tetra Pak.

About Proactive Worldwide, Inc.

Proactive Worldwide (PWW) is a global specialty market research company focused on competitive analysis. We enable leading organizations worldwide to identify vulnerabilities, forecast market trends, and strategically navigate growth. Our approach is comprehensive—analyzing competitors, suppliers, customers, and regulatory landscapes through primary and secondary intelligence gathering. With a track record of success for over 30 years, PWW's custom methodology, skilled research and analysis teams, and in-house industry experts converge to deliver impactful insights that reveal hidden opportunities and critical challenges. Learn more at <https://www.proactiveworldwide.com>.

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