

## Karl Kasca, CFE, CIA, CSL

Karl's information research company, KASCA & ASSOCIATES, provides information that businesses and attorneys use to 'build their cases', make decisions and act on. His company specializes in business research and competitive intelligence; as well as market, product, industry trends; and due diligence. Karl also speaks about Information Research and the Internet and is a Certified Seminar Leader (CSL) and Coach. His most requested speeches are:

- *'The Instant Insider: How to Know Anything at Anytime in 10 Minutes or Less'*,
- *'How to Find Virtually Anything on the Internet'*,
- *'Efficient/Creative Internet Searching for Fraud Investigations'*, and
- *Techniques, Tactics, & Procedures (TTPs) for Online Information Gathering'*
  - *For Anti-Terrorism groups.*
- *'There's Nothing You Can't Not Know' (about Competitive Intelligence)*,

Karl has a series of speeches covering the entire research cycle, including:

- Searching (Techniques and Sources for Finding Information),
- Thinking (Creative Thinking & Searching Strategically),
- Analyzing Data (into Knowledge), and
- Communicating Results.

He is also a Certified Seminar Leader (CSL).

Karl co-teaches a Competitive Marketing and Strategy class for UCLA Extension. He also serves on the Board of the Pasadena Jaycees Foundation, which helps the Pasadena Junior Chamber of Commerce with fundraising for their community service projects.

Karl Kasca was formerly with Unocal, a Fortune 500 energy resources company, with over 16 years experience performing operational and financial internal audits as well as vendor and conflict-of-interest/fraud examinations in diverse business situations. As a result, Karl has become very experienced at finding creative approaches and solutions to problems/questions as well as performing insightful analyses of results. Since that time, Karl has expanded these skills into the field of information research using some of the most powerful subscription-based databases in the world, as well as becoming an expert in innovatively searching the 'wild and woolly' Internet.

### Credentials:

- **AIIP** (Association of Independent Information Professionals) - Past Board-member & Treasurer;
- **LA-ACFE** (Association of Certified Fraud Examiners) - Los Angeles Chapter – Board member;
- **SCIP** (Society of Competitive Intelligence Professionals) – Los Angeles Chapter – Steering Committee);
- **UCLA-Extension** – *'E-Marketing'* Instructor & Co-instructor in various Marketing courses: *'Global Competitive Marketing & Strategy'*, *'International Marketing'*, *'Strategic Marketing'*, and *'Social Media: Podcasts, YouTube, and Blogs—What They Are and How Corporations Can Use Them'* seminar.

### Certifications:

- **CFE** (Certified Fraud Examiner);
- **CIA** (Certified Internal Auditor);
- **CSL** (Certified Seminar Leader).

For more information:

- Information Research: [www.kasca.com](http://www.kasca.com)
- Speaking/Seminars: [www.kasca.com/speaking/](http://www.kasca.com/speaking/)