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Ovidijus is the founder of SM Insight and the lead writer since 2013. His interest and studies in strategic management turned into SM Insight project, the No.1 source on the subject online. He's been using his knowledge on strategic management and swot analysis to analyze the businesses for the last 5 years.

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Quaker Oats- (10%) between 2006 and 2007 Making an effort to go "green" healthier snack foods healthier foods in general Trying to increase international presence Net Revenue Contribution International sector: dramatically increasing Quaker Oats: dramatically decreasing

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Amy Hartoon and Molly Conner, MGMT 4710 Strategic Management Class.

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