



Chet Zalesky President and Founder CMI

In 1989, Chet Zalesky founded CMI on the premise that marketing research can guide business decision-making and drive bottom-line results. Zalesky saw that other marketing research companies were simply providing their clients with factual reports but not with the strategic and relevant insights necessary to translate facts into solutions to business problems. Zalesky's vision for CMI was to make a positive impact on his clients' bottom line. Using a collaborative approach, the company would act as a trusted advisor to and partner with its clients by combining knowledge of their business, their industry and their issues with research data and analyses. CMI could then provide clients an in-depth understanding of how to align their products, services and strategies with their respective customers' needs.

CMI began as a home-based business, so Zalesky served as the "chief cook and bottle washer" until CMI's growth justified bringing on additional employees. He met with clients and prospects, pitched research-based ideas and solutions to business issues, wrote proposals, designed and wrote surveys, managed research projects, analyzed results, wrote project reports, and presented clients with research-based information and relevant strategic insights to guide their decision-making and create competitive advantage.

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Today, CMI is a \$15 million+ company and one of the largest marketing research firms headquartered in Atlanta. CMI employs almost 50 people and serves a range of industries. Throughout its growth, Zalesky's vision for CMI has never wavered from his original plan. He continues to stamp his vision on the future of the firm, which today is a full-service marketing research company offering a complete range of qualitative and quantitative research methodologies, web-based research capabilities and multivariate techniques. In 2006, Zalesky received *Catalyst* magazine's 2006 Top 50 Entrepreneurs award, which recognized him as one of 50 business professionals who are leading Atlanta's best performing small to mid-sized companies.

Zalesky is a member of CMI's three-person Steering Committee, which develops the company's direction, including its objectives, strategies, revenue goals, budget and overall structure. As president, he stays involved with clients, project management, new product development, and plays a key role in advancing particularly challenging ad hoc projects for CMI clients.

Zalesky also is very involved in the overall marketing research industry. Throughout 2009, he is serving on the executive committee as the immediate past chair of the Council of American Survey Research Organizations (CASRO), where he has been on the board since 2003. Some of his key accomplishments as 2008 CASRO chair include: the establishment of an Internet panel integrity task force that will work with all other marketing research industry associations to develop industry-wide Internet panel quality standards; the establishment of *Insights*, a CASRO e-newsletter that addresses compelling issues facing the industry and can be forwarded to clients to create a dialogue; and the formation of a CASRO/Marketing Research Association joint Scholarship Endowment Fund for undergraduate career development in marketing

research. In the past, Zalesky has served as chair of CASRO University, the organization's education arm, which develops its conferences and seminars. In addition to his involvement with CASRO, Zalesky is an active member of the American Marketing Association (AMA) and the European Society of Opinion and Marketing Research (ESOMAR), and he is a frequent speaker to various business and academic groups.

Before founding CMI, Zalesky worked in the marketing research industry for seven years for companies including SDR, an analytical data supplier, and marketing research firms Booth Research and Elrick & Lavidge.

Zalesky holds a bachelor's degree in business administration from Villanova University, where he played NCAA Division I football. He undertook graduate studies in marketing research at the University of South Carolina.

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