



News Release

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CMI Hires Experienced Marketer to Enhance Ability to Deliver Insights and Actionable Recommendations

ATLANTA, Dec. 5, 2007 – CMI has hired a full-time senior marketing consultant, a position created to enhance the organization’s ability to deliver strategic marketing insights and actionable recommendations that help its Fortune 500 clients achieve their important business objectives.

Angela Wells has more than 10 years of experience in a variety of relevant marketing disciplines, including strategic planning and analysis; new product launches; customer segmentation and targeting; and research, both primary and secondary.

“At CMI, we aim to go beyond the traditional market research function of providing data,” said Ellen Mowbray, vice president of sales and marketing, to whom Wells reports. “Our goal is to analyze and interpret the data, with the ultimate deliverables being strategic insights and actionable recommendations to help guide our clients’ decision-making. We assist them in

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developing proactive, sustainable plans that effect change and drive revenues. With this in mind, we created this new position for Angela to help us frame the issues that drive business decisions. In essence, she's helping us put the 'marketing' in marketing research."

Wells joined CMI from EarthLink, where she most recently served as senior manager of insights and innovation, a position in which she led the marketing strategy for all new core products and developed strategic actionable recommendations.

Earlier, Wells held positions as associate brand manager and senior marketing analyst with Zyman Group, an Atlanta-based strategic marketing consulting firm. She also has held marketing positions with Frito-Lay and Citicorp Diners Club.

Wells attended the University of Michigan, where she earned a master's degree in business administration with emphases in marketing and corporate strategy. She received her bachelor's degree in economics from Northwestern University.

Wells is a member of the American Marketing Association.

About CMI

Founded in 1989, CMI is a rapidly growing, full-service service marketing research company that provides clients with strategic and tactical marketing insights. Its consultative approach helps its Fortune 500 clients gain an in-depth understanding of how to align their products and services with customer/client needs. The firm's capabilities encompass the full range of marketing research and analytical services – qualitative and quantitative – customized to meet the unique requirements of each project.

CMI was selected by MetLife Institutional Business as its 2005 Supplier of the Year in recognition of the firm's consultative approach, creativity, strength in analytics, focus on the client relationship and providing the client with value-add. In 2006, Chet Zalesky, CMI founder and president, was recognized by *Catalyst* magazine as one of 50 who are leading Atlanta's best performing small to mid-sized companies. Zalesky is chair-elect of CASRO, the Council of American Survey Research Organizations. For more information about CMI, visit the firm at www.cmiresearch.com.

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