

**March 8, 2010**

Media Contact:  
Erica Stephens  
Weaver Stephens Group  
(770) 429-1958  
[erica@weaverstephens.com](mailto:erica@weaverstephens.com)



### **JD Woods Joins CMI Team As Account Manager**

*Woods brings more than 25 years of marketing research and management to the CMI client services team.*

**ATLANTA** - CMI, a full-service marketing research company, is pleased to announce the addition of JD Woods to its client services team. Woods will be responsible for managing key accounts in the insurance and telecom industries, supporting account executives for new business development, and assisting project management staff.

"JD's 25 years of experience in the financial services, regulated utilities, consumer packaged goods, restaurant, and transportation industries is a tremendous asset to CMI and our clients," said Ellen Mowbray, senior vice president, business strategy for CMI. "JD brings an extremely valuable perspective to client service because he has extensive experience on both the client and agency sides of market research."

Woods' experience as a corporate researcher for Anheuser-Busch and Brown & Williamson Tobacco makes him adept at developing approaches and presenting insights in ways that can be immediately relevant and effective for clients.

"I look forward to contributing to the diverse experience and expertise represented by the CMI team. They really understand how to deliver valuable research that drives strategic decisions and yields positive bottom line results for clients," said Woods.

Prior to joining CMI, Woods served as the director of sales and senior research consultant for Infosurv, Inc. And he was an account director at TNS and Walker Information, where he managed large client

relationships. He also served as the southeast region practice manager for Hewitt Associates, a global human resources consultancy. Woods holds an MBA from Indiana University and bachelor's degrees in psychology and business from Hanover College.

## **About CMI**

CMI is a full-service marketing research company that creates competitive advantages for clients by turning research data into strategic insights and recommendations that drive business results. Since 1989, CMI has delivered unique solutions to uncover opportunities, optimize marketing strategies, and improve performance for clients in consumer and B2B markets. CMI's experienced team of market research consultants leverages a wide range of qualitative and quantitative methods and technologies to help clients align products, services and strategies with customer needs.

CMI serves primarily Fortune 1000 clients and is currently ranked on the Honomichl Top 50 list of the country's largest marketing research organizations. For more information about CMI, visit [www.cmiresearch.com](http://www.cmiresearch.com).

###