



# News Release

## FOR IMMEDIATE RELEASE

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### **CMI Enhances Analytical Capabilities With the Addition of Expert in Advanced Analytical Techniques**

ATLANTA, Aug. 4, 2008 – Morris Wilburn, a specialist in the use of advanced analytical techniques with specific applications in marketing research, has joined CMI's Analytical Services Group as marketing sciences director.

Wilburn is the author of a book titled, "Managing the Customer Experience: A Measurement-Based Approach," (2006, ASQ Press), which examines customer loyalty from a non-traditional perspective by taking into account customer emotions evoked by contact with service employees.

"We are very excited to have someone of Morris' caliber fill this newly created position," said Christina Liao, Ph.D., who leads CMI's Analytical Services Group. "His addition to our team significantly enhances our analytical capabilities and enables us to cultivate more client work opportunities with high-end analytics requirements."

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Wilburn has more than 22 years of professional experience in the use of a wide variety of analytical techniques such as structural equation modeling, factor analysis, logistic regression, latent class regression, discrete choice analysis, conjoint analysis, cluster analysis and more. He joined CMI from Milwaukee-based Market Probe, where he spent the past eight years as associate research director focusing on the customer experience, market segmentation and new product development research. Earlier, he was a senior research methodologist with The Gallup Organization, and a senior statistical specialist with SDR Consulting. He began his marketing research career in 1985 as a tabulation spec-writer with Bardsley and Neidhart.

“I came to CMI because the company is much more advanced technologically than most companies in the marketing research industry,” Wilburn said. “Being at CMI represents an opportunity to use a broader range of my skills.”

CMI’s Analytical Services Group uses statistical modeling and analytic techniques that examine quantitative data in more depth than typically can be obtained from basic cross tabulations. Group members then translate results into sophisticated insights that include: understanding a customer’s decision process, estimating projected share of a new product offering, projecting the revenue impact for product modifications, and understanding the ROI for improvements in the customer experience process.

Wilburn is a member of the American Marketing Association. He earned his master’s degree in sociology from the University of Chicago with specialization in survey research methodology. He received his bachelor’s degree, also in sociology, from Lamar University in Beaumont, Texas.

### **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 1000 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 the 2008 chair of CASRO, the Council of American Survey Research Organizations, where he has served as a board member since 2003. For more information about CMI, visit the firm at [www.cmiresearch.com](http://www.cmiresearch.com).

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