



News Release

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CMI Names New Project Manager

ATLANTA, Nov. 14, 2007 – Marketing research firm CMI has named Pam Maltz a project manager, with responsibility for CMI clients in the telecommunications, healthcare and consumer packaged goods sectors, among others.

CMI's project management group is responsible for project implementation and client contact along with survey questionnaire design, sample planning, data collection, and results analysis, interpretation and presentation.

Maltz has 13 years of supplier-side marketing research experience including both project and field management functions. Most recently she worked as a project director for global marketing research firms Synovate and Ipsos Insight, where she worked on new product development, concept testing and forecasting for domestic and global products. Earlier, she held project director and field supervisor positions with Protocol Research Solutions. She began her career holding field management positions with Marketing Analysts and Monroe Mendelsohn Research.

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Maltz graduated summa cum laude with a bachelor's degree in marketing management from Baruch College at The City University of New York.

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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