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CMI Completes First Quarter Expansion of Project Management Team

CMI welcomes Alisa Hamilton as senior project manager;
Matt Orenstein and Nicole Stover as associate project managers.

ATLANTA - CMI, a full-service marketing research company, has added three new professionals to its project management team: Alisa Hamilton as senior project manager, and Matt Orenstein and Nicole Stover as associate project managers.

"CMI's project management team is critical to ensuring that we consistently deliver our promise of relevant research – on time and within budget," said Ellen Mowbray, senior vice president of business strategy. "We have further strengthened that commitment with the addition of these three talented professionals."

Alisa Hamilton has an extensive background in marketing research from both the supplier and client side. As a project manager for the American Cancer Society, Hamilton managed all phases of the organization's qualitative and quantitative research projects, including project development, questionnaire design, data analysis, vendor management, and study reporting. She also has extensive experience in the healthcare industry through her work as a project manager for Edge Healthcare Research. Hamilton holds a master's degree from Vanderbilt University and a bachelor's degree from the University of Richmond.

"I'm excited to join this growing team at CMI. The fact that CMI's project management team is adding new staff, while many research companies have reduced staff, is a testament to CMI's ability to retain loyal clients by delivering service that drives business results and impacts the bottom line," Hamilton said.

Matt Orenstein has a master's degree in mass communication from the University of Georgia and a graduate certificate in media industry research. Prior to joining CMI, he worked in programming research for Turner Broadcasting Inc. and as a communications specialist for the National Center for Engineering and Technology Education.

Nicole Stover is a recent graduate of Georgia State University's Robinson College of Business where she earned a bachelor's degree in business administration, concentrating in marketing.

"CMI offers a variety of useful tools and processes to make sure that clients' research objectives are carried through and addressed in the final report," said Stover. "From the beginning of each project, CMI looks ahead to what information will be essential to guide clients' strategic decisions."

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 Honomichi Top 50 list of the country's largest marketing research organizations. For more information about CMI, visit www.cmiresearch.com.

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