



# News Release

## FOR IMMEDIATE RELEASE

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### **Marketing Research Industry Veteran Roger Bacik to Retire**

ATLANTA, Jan. 2, 2008 – CMI announced that marketing research industry veteran Roger Bacik plans to retire as senior vice president of marketing in charge of the company's new client development. Bacik's retirement is effective Jan. 31.

Bacik, who has more than 35 years marketing research experience, joined CMI in August 2002, marking the formalization of the company's marketing function. He is widely credited throughout CMI as a significant driver of the company's annual double-digit growth, which began the following year.

"Roger has been a respected member of the marketing research community for many years and has played an invaluable role in driving CMI's growth," said Chet Zalesky, president. "While we are sad to be losing his wonderful experience, we are excited for him as he enters a new phase of his life."

Bacik began his marketing research career with Equifax in its Marketing Information Services division, which in 1980 became known as Elrick and Lavidge. While there, he held a variety of positions culminating in a role as the company's executive vice president. His

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responsibilities included the design, implementation and management of programs for companies in several industries, with focus in the areas of customer/employee satisfaction, customer value analysis, new product and service development, and branding research.

Bacik also has been an active member within the overall marketing research industry. He belongs to the American Marketing Association and served as president of its Atlanta chapter from 1990-1991. From 2000-2003, he was a board member of the Council of American Survey Research Organizations (CASRO), and in 1985, he was president of the Atlanta/Southeast chapter of the Marketing Research Association (MRA). Bacik also is a member of the American Society for Quality and a past member of the Cable & Telecommunications Association for Marketing.

Educating future marketing researchers is one of Bacik's passions. He is a member and past chair of the advisory board for the master's degree in marketing research at the University of Georgia, and a member of the advisory board for the master's degree in marketing research program at the University of Texas-Arlington.

### **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 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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