



Chet Zalesky
President and Founder
CMI

In 1989, Chet Zalesky founded CMI on the premise that marketing research can guide business decision-making and drive bottom-line results. Throughout its growth, Zalesky's vision for CMI has never wavered from his original plan. He continues to stamp his vision on the future of the firm, which today is a full-service marketing research company offering a complete range of research methodologies, enterprise web-based delivery systems, and multivariate solutions.

Under his leadership, the company has grown tremendously and has been consistently ranked on the Honomichl Top 50 list of the country's largest marketing research organizations, and was recognized in 2009 as the second fastest organically growing research firm on the Inside Research top 10 fastest growing marketing research firms in the U.S. In 2010, CMI also earned the national Client Advisor Award because of its work in the areas of industry thought leadership development, media relations, and marketing communications.

Zalesky also is very involved in the overall marketing research industry. Throughout 2010, he has served on the executive committee as the immediate past chair of the Council of American Survey Research Organizations (CASRO), where he has been on the board since 2003. In the past, Zalesky has served as chair of CASRO University, the organization's education arm, which develops its conferences and seminars. He is currently spearheading CMI's efforts for ISO20252 certification as CMI is one of four research companies to beta test the new ISO guidelines established by CIRQ (CASRO Institute for Research Quality).



In addition to his involvement with CASRO, Zalesky is an active member of the American Marketing Association (AMA) and the European Society of Opinion and Marketing Research (ESOMAR), and he is a frequent speaker to various business and academic groups.

In 2006, Zalesky received Catalyst magazine's 2006 Top 50 Entrepreneurs award, which recognized him as one of 50 business professionals who are leading Atlanta's best performing small to mid-sized companies.

Zalesky studied marketing research at the University of South Carolina and holds a bachelor's degree in business administration from Villanova University, where he played NCAA Division I football.

About CMI

CMI is a full-service marketing research company that helps clients understand target customers in the context of their world – the choices they make and why – to prioritize resources and generate growth. 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 translate research into insights and insights into actions. CMI serves primarily Fortune 1000 clients. The company is ranked on the Honomichl Top 50 list of the country's largest marketing research organizations, as well as the Inside Research top 10 fastest growing marketing research firms in the U.S. For more information about CMI, visit www.cmiresearch.com.

###