

## CMI – A Brief Overview

### Description

Headquartered in Atlanta, CMI has provided thoughtful, effective research solutions since 1989 in B2B and B2C service settings, the pharma industry, and service industries such as financial, insurance, telecom, healthcare, and utilities.

Our consultative approach draws upon our staff's diverse expertise and background (both research company and client sides of the business) and leverages technology when applicable to develop the best solution for the best business results.

We look at issues from the inside out – a 360-degree view -- and help you understand your customers in the context of their world – the choices they make and why – so that you can understand how to deploy resources effectively to get them to choose your products and services, and to keep coming back. We do this through:

- **Integrated qualitative and quantitative methods** that generate a depth of understanding about your customers and business issues that allows you to develop effective marketing strategies to meet your business objectives.
- **Advanced analytics, including modeling and simulation**, that help you identify key factors and trigger points that drive behavior, understand their interaction, and anticipate the effect of varying conditions on business outcomes so that you can optimize the deployment of your marketing resources and make the most of your marketing dollars.
- **Information delivery and performance improvement systems** that help you infuse learning throughout your organization and align all areas of the company around what matters most in moving your business forward.

**Year Founded:** 1989 (as ConsumerMetrics Inc.; dba CMI since 2002)

**Revenues:** **Approximately** \$15 million in 2010

**Employees:** Nearly 50

**Locations:** Headquarters in Atlanta, Georgia  
Satellite offices in Minnesota, New York, and North Carolina

**Markets Served:** CMI is a consultant to companies in B2B and B2C markets across a wide range of industries such as financial services, insurance, healthcare, pharmaceuticals, utilities, retail and travel/hospitality. Most of these companies are included in the Fortune 1000.

**Unique Solutions:** Our unique methods and solutions are designed to help clients make strategic decisions and find insights for competitive differentiation. Here are several highlights:

- **Prioritize resources and dollars:** Decision Pathway Modeling™ combines structural equation modeling with market simulators to understand complex purchase decisions and help prioritize resources to the most important elements. This approach has proven particularly valuable for complex decisions that involve multiple influencers and potentially involve intermediaries.
- **Generate a deeper understanding of customers:** iSight™ leverages technology to capture “in-the-moment” experiences that are not otherwise easily or practically observed first-hand. Our trained qualitative researchers help clients understand purchase decisions using a combination of traditional in-person observation with modern technological tools like bulletin boards and blogs to capture deeper insights into behaviors. This approach has proven particularly valuable for low-involvement or infrequent behaviors, and decisions made over a long period of time with multiple influencers.
- **Convert results to action:** Our proprietary Web Insights Navigator™ (WIN) solution provides a platform for reporting and sharing customer satisfaction and loyalty information throughout a client’s organization to align all levels of the organization with the highest priorities from the customer’s perspective and drive improvements in service and financial results.
- **Leverage data to guide decisions:** Our Marketing Sciences team employs a comprehensive suite of analytical tools, often providing simulators so that clients can anticipate market reactions in advance. We start all of our projects, regardless of methodology, with the end in mind to ensure that objectives are met and business issues are meaningfully addressed.

**Senior Management:**

Chet Zalesky, president and founder; member of the CMI steering committee

Laura Caraway, senior vice president of operations; member of the CMI steering committee

Ellen Mowbray, senior vice president, business strategy; member of the CMI steering committee

Hannah Baker, vice president, Qualitative Research Group

Christina Liao, vice president, Marketing Science Group

Cary Matthews, vice president, Operations

Angela Wells, vice president, Sales & Marketing

**Awards:** Honomichl List of Top 50 Market Research Companies in 2010 and 2009

Inc, 5000 List of Fastest Growing Companies in 2010, 2009, and 2008  
*Inside Research* list of Fastest Growing Marketing Research Firms, 2010  
Client Advisor Award from Creative Growth Group, 2010  
*Catalyst* magazine's 2006 Top 50 Entrepreneurs Portfolio (awarded to  
Chet Zalesky)  
MetLife 2005 Supplier of the Year

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