



# News Release

## FOR IMMEDIATE RELEASE

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### **CMI Names Veteran Marketing Research Professional as Field Director**

ATLANTA, Aug. 27, 2007 – Marketing research company CMI has named Jacey T. Sebastian as field director. Acting as an interface to CMI's phone centers in the field, Sebastian is responsible for the quality, cost effectiveness and productivity of field operations at CMI. Specific duties include selecting vendors and assessing their performance, communicating interview specifications, pre-testing survey questionnaires, monitoring interviews for quality control and keeping track of the field interviewing process and progress.

Sebastian brings to CMI 18 years of experience in research, data collection and analysis for consulting firms, international organizations and government. As one of CMI's two field directors, he focuses on quantitative research studies for the company's growing roster of Fortune 500 companies, while his counterpart concentrates on the company's qualitative surveys.

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“We’re fortunate to have attracted someone with such a thorough understanding of quantitative marketing research issues including sample management, response and production rates, and research methods in general,” said Laura Caraway, vice president of operations, to whom Sebastian reports.

Sebastian joined CMI from Mathematica Policy Research, a social policy research and survey company, where he was a project manager and survey specialist. Before that, he was a field coordinator and assistant project manager with research company ORC Macro (now known as Macro International). He also has held positions as: vice president of operations for Chards Diversified International; Antigua-based consultant to the United Nations Environment Program on a climate change impact and adaptation assessment case study; and statistical officer and census liaison officer for the Statistics Division of the Government of Antigua and Barbuda.

Sebastian earned his bachelor’s degree in business administration from the City University of New York’s Baruch College, graduating with honors. He is a certified survey methodologist and holds a senior project management certificate from the American Management Association 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](http://www.cmiresearch.com).