

March 4, 2010

Media Contact:
Erica Stephens
Weaver Stephens Group
(770) 429-1958
erica@weaverstephens.com



CMI Expands Its Marketing Science Team with the Addition of Samantha Walker, PhD as Marketing Science Manager

Dr. Walker brings extensive survey design and advanced analytics experience to the CMI team, along with valuable expertise in social behavior theories and consumer psychology.

ATLANTA - CMI, a full-service marketing research company, continues the expansion of its marketing science team with the addition of Samantha Walker as marketing science manager. Walker's public and private sector experience includes extensive public health, behavioral, marketing/communications, and project management research.

Walker's responsibilities include developing marketing science strategies that address clients' specific business needs, ensuring the successful execution of marketing science techniques, and mentoring analysts on the effective use of various techniques to address clients' business issues. She will also provide support and consultation for new analytical product development.

CMI's experienced marketing science team was a primary factor in CMI being named to the 2009 Honomichl Top 50, an annual report on the top 50 revenue-generating marketing research firms operating in the United States. In particular, the team has increasingly earned recognition for high-end advanced analytical modeling projects; its members have repeatedly been asked to present at industry conferences and lead educational classes and webinars on new analytical techniques.

"The addition of Samantha to our growing marketing science team is further evidence of CMI's continued investment in the necessary expertise to deliver our promise of relevant research that drives results for our clients," said Dr. Q. Christina Liao, vice president,

marketing science for CMI. "Samantha's knowledge of social behavior theory and consumer psychology, combined with advanced analytics experience, makes her a valuable addition to our team."

Walker's professional background includes designing research projects, developing and administering telephone and online surveys, and performing advanced quantitative and qualitative data analysis. She is a creative and versatile analyst with expertise in the areas of attitudes, beliefs, and behavior. Prior to joining CMI, Walker was senior program manager at ICF Macro, group research director for The Buntin Group and senior project director for Socratic Technologies, Inc. Earlier in her career, Walker was a research associate/project manager for the Prevention Research Center, Pacific Institutes for Research and Evaluation.

"I am eager to put my combined experience in analytics and psychology to work as part of CMI's marketing science group," said Walker. "CMI has a stellar reputation in the marketing research industry and conducts fascinating projects that include high-end analytics and valuable simulators. I look forward to working with this seasoned group of research analytics professionals, as well as mentoring the analysts and providing analytics and research guidance to our project management team."

After earning a PhD in psychology from Florida Atlantic University in 1999, Walker was a post doctoral fellow at the University of California, Berkeley. She holds master's and bachelor's degrees in psychology from Virginia Commonwealth University.

About CMI

Founded in 1989, CMI is a full-service marketing research company that helps its clients create a competitive advantage by translating research data and information into strategic insights and recommendations that drive business results. CMI's experienced team of experts are strategic thinkers who constantly leverage new methodologies and new technologies to provide relevant research that helps primarily Fortune 1000 clients align their products, services and strategies with their respective customers' needs.

CMI is currently ranked on the 36th annual Honomichl Top 50 list of the country's largest marketing research organizations. Chet Zalesky, CMI's founder and president, served as the 2008 chair of CASRO, the Council of American Survey Research Organizations, where he has

been a board member since 2003. In 2006, Zalesky was recognized by Catalyst magazine as one of the Top 50 Entrepreneurs leading Atlanta's best performing small to mid-sized companies. For more information about CMI, visit www.cmiresearch.com.

###