

CMI Marketing Research Experts Speak at Three University and Industry Educational Events in November

ATLANTA, Ga., Dec. 7 (SEND2PRESS NEWSWIRE) – Four of CMI’s marketing research experts were featured speakers at industry and university educational events in November. CMI is a full-service marketing research company dedicated to industry thought leadership, education and professional development in its field. The events were aimed at up and coming marketing research professionals including undergraduate students and professionals in the field of marketing research with varying degrees of experience.

CMI’s president and founder Chet Zalesky was invited to speak to the Marketing Science program at the University of Virginia on November 3. Zalesky shared his entrepreneurial story and discussed CMI’s Brand Optimization Matrix approach to marketing science.

Hannah Baker Hitzhusen, vice president, qualitative team, and Christina Liao, vice president, marketing science, delivered classes on qualitative research methods and structural equation modeling at The Advanced School of Marketing Research hosted by the Terry College of Business at the University of Georgia and American Marketing Association on Nov. 8-12.

Jean Fasching, vice president of business development, spoke at the IIR’s Future Market Research Leaders Event, a concurrent educational symposium during IIR’s The Market Research Event in San Diego on Nov. 8. Fasching presented “The Research Arsenal,” about how to use traditional (non-online) research methods for new insights.

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 .

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