

CMI Adds Two New Individuals to its Client Services and Technology Teams in Fourth Quarter

ATLANTA, Ga., Jan. 4 (SEND2PRESS NEWSWIRE) – CMI, a full-service marketing research company, has added two new professionals to its team: Laurie Gaby, project manager, and Juan Hernandez, network administrator. As one of the fastest growing marketing research firms in the nation, CMI continues to expand its client services and technology support staff in order to satisfy CMI's growing client base.

Gaby joined CMI in October 2010, with more than seven years of supplier side marketing research experience. Prior to CMI, Gaby held a research manager position at another marketing research supplier in Atlanta. Her research experience includes customer and employee satisfaction, concept testing, new product development, purchase decisions, usage and attitudes studies, advertising tracking and brand image. Gaby's role at CMI focuses on project management for quantitative research studies, including questionnaire design, field coordination, reporting and analysis. Gaby holds a Bachelor's degree in Marketing from the University of Georgia.

"Laurie is a great addition to our team," said Janet Ziffer, vice president of client services. "She's a seasoned professional with a broad range of experience in research. Laurie is already contributing to client teams on usage and awareness tracking, customer satisfaction tracking studies for several utility companies, financial services companies, and real estate firms."

Hernandez joins the CMI technology team with more than 23 years of experience, including setup, installation, configuration of desktop hardware and software and technical assistance with documentation, implementation, operation and support of infrastructure systems, including LAN support, systems administration, hardware, software and operating systems. Hernandez earned his Associate's Degree in Science, Computer Engineering Technology at Tampa Technical Institute.

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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News issued by: CMI



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Original Story ID: (6577) :: 2011-01-0104-002

Original Keywords: CMI, Georgia NewsWire, news, marketing research, new hires, Atlanta marketing research, Honomichl Top 50, Laurie Gaby, project manager, and Juan Hernandez, network administrator, Janet Ziffer, quantitative research studies CMI Atlanta Georgia ATLANTA, Ga.

Alternate Headline: CMI Research adds Laurie Gaby, project manager, and Juan Hernandez, network administrator to company team

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This press release was originally published/issued: Tue, 04 Jan 2011 19:13:46 +0000