

CMI Hires New Controller and Two New Project Management Team Members

ATLANTA, Ga., Aug. 16, 2011 (SEND2PRESS NEWSWIRE) – CMI, a full-service marketing research company, has added three new professionals to its growing team:

Janice Harllee joins CMI with more than 20 years of experience in both public accounting and private industry. As controller, Harllee will be responsible for the overall financial processes and procedures of CMI and will work closely with the management team and account teams on budgeting, forecasting, financial transactions and reporting. Harllee was most recently the financial manager for Mack Scogin Merrill Elam Architects, Inc. Earlier positions include controller and director of finance roles at several professional services and accounting firms. Harllee is a certified public accountant and earned a bachelor's degree in accounting from Virginia Commonwealth University.

Pamela Vaughn has extensive domestic and international experience in data collection via telephone and online research. In her role as field manager, Vaughn will help manage relationships with CMI's phone, Internet, telephone, mail, IVR and other field-related technology partners. Her previous work includes data collection positions with Ipsos, Research International and the National Opinion Research Center in Chicago. Vaughn holds a master's degree in marketing communications and a bachelor's degree in business administration from Roosevelt University in Chicago.

Sarah Bromley joins CMI as an associate project manager. Bromley will assist with ongoing customer satisfaction studies, as well as varied ad hoc studies. Bromley is a recent graduate of Clemson University where she earned a master's of science degree in marketing and a bachelor's of science degree in marketing with a minor in sociology.

About CMI:

CMI is a full-service marketing research company that combines comprehensive market research expertise with marketing insight to provide clients with a deep understanding of their customers by identifying the choices they make and why. 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 Inside Research top 10 fastest growing marketing research firms in the U.S. For more information about CMI, visit <http://www.cmiresearch.com> .

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