

Donna Wydra Joins CMI's Consumer and Shopper Strategy Solutions

ATLANTA, Ga., March 28, 2012 (SEND2PRESS NEWSWIRE) – Donna Wydra has joined CMI to expand the company's Consumer and Shopper Strategy solutions for manufacturers, retailers, and restaurants.

As senior vice president of consumer and shopper strategy, Wydra will provide counsel on key business issues through strategic insights into external influencers, individual motivations and attitudes, and competitive forces that drive consumer and shopper decisions regarding specific brands, stores and SKUs. Wydra is a recognized industry leader with more than 25 years devoted to marketing and research.

Wydra has consulted with client partners in multiple business sectors – including consumer packaged goods, retail, restaurants, hospitality, and agencies – to develop insights-driven business strategies. Most recently, she served as senior vice president, shopper & retail, for Ipsos Marketing and senior vice president for Socratic Technologies, leading the development of their consumer products division. She holds a bachelor's in business administration from Augustana College and an MBA from Loyola University of Chicago.

"Donna is a seasoned research industry professional and an exciting addition to our team. She will enhance CMI's ability to deliver valuable insights and guide activation strategies for clients," said Ellen Mowbray, senior vice president, business strategy, for CMI. "We are pleased to offer this expanded expertise to our current clients, as well as to grow our presence in the retail, consumer, and quick service restaurant industries."

For more information on CMI's Shopper solutions, go to:
<http://www.cmiresearch.com/w/shopper> .

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. For more information about CMI, visit <http://www.cmiresearch.com> .

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