

Ryan Kocher to Lead CMI's Analytics Team

ATLANTA, Ga., May 15, 2012 (SEND2PRESS NEWSWIRE) – Ryan Kocher has joined CMI, a full-service marketing research company, as vice president of analytics. Kocher will lead CMI's analytical sciences team, where he will oversee all of CMI's analytic service processes and offerings, and guides development of new solutions to help clients understand the decisions their customers make and why.

"We are excited to have Ryan leading our analytics team," said Chet Zalesky, president and CEO of CMI. "Ryan has an amazing ability to make numbers and models come to life to drive change in organizations. He answers clients' important business questions in ways that business people can understand."

Kocher specializes in using analytical approaches and models to guide strategic decisions, providing much more than simply "the numbers" to get to the implications and recommendations for what clients can do next, and forecasts for how the marketplace will react. He has extensive expertise in survey design, data quality control, statistical modeling, and analytic techniques across a wide variety of advanced statistical techniques

Throughout his career, Kocher has served in client-facing roles with responsibility for client service and client development. Kocher spent the last five years at Ipsos Chicago where he was director of marketing sciences. There he managed employees in the Chicago, New York, Cincinnati and Brazil offices. Prior to joining Ipsos, Kocher was an account manager at Millward Brown and a research analyst for United Parcel Service. Kocher holds a bachelor's degree with an emphasis in statistics from the Tabor School of Business at Millikin University. His office will be based in Chicago.

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> .

* Photo Caption: Ryan Kocher to Lead CMI's Analytics Team.

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