

CMI Further Strengthens Pharmaceutical Practice with Addition of Qualitative Leader

ATLANTA, Ga., Feb. 7, 2013 (SEND2PRESS NEWSWIRE) – CMI, a leader in marketing research services and insight, announced today that Beth Thompson has joined as Vice President, Qualitative Research. Thompson brings a 20-year track record of successfully conducting highly complex domestic and global marketing research.

“We are very pleased to have Beth leading our qualitative team,” Chet Zalesky, president and CEO of CMI. “She has earned a terrific reputation in the industry, both as a qualitative expert and a seasoned team leader.”

Thompson’s experience spans multiple industry verticals from financial services to healthcare insurance, with a particularly deep background in the pharmaceuticals and life sciences industries. She has conducted countless studies over the past two decades in pharmaceuticals, as well as in medical devices, surgical interventions and procedures, diagnostics, and biotechnology products.

Thompson commented: “I was thrilled when CMI extended the invitation to assume leadership of the qualitative team. The company has a strong reputation for providing solid approaches and impactful insights on a wide range of strategic business issues. I was especially intrigued with CMI’s approach to defining the paths customers take and then identifying the touch points and triggers that affect behavior. We uncover the real – often subconscious – critical elements that impact physicians’ and patients’ decisions whether to treat a condition and what medication to prescribe.”

Before joining CMI, Thompson managed her own qualitative consultancy for a number of years and has held senior positions leading qualitative research teams and conducting qualitative research for at Genactis, AlphaDetail, and GfK. She holds a PhD (ABD) in Political Science from Rutgers University and a BA in International Relations from the University of Michigan.

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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