

CMI's Paul Gondek and Alisa Hamilton to Co-Present with Deanna Schwarz of Pfizer at 2013 PRMG Annual National Conference

ATLANTA, Ga., March 7, 2013 (SEND2PRESS NEWSWIRE) – CMI and Pfizer will co-present “Engaging Stakeholders with A Story – 3 Tips to Improve Research Reporting” at the PMRG’s upcoming National Annual Conference March 10-12 in National Harbor, Md.

Paul Gondek, Ph.D., vice president of client solutions, and Alisa Hamilton, vice president of research services for CMI, developed the presentation with Deanna Schwarz, Director of Business Analytics and Insights for Pfizer Established Products. As part of the “Thriving Professionally” track, they will share how research findings and insights can be presented in an engaging way to walk participants through a story and transform the way research findings are shared throughout an organization.

The presentation will be based on actual results of a recent study conducted of mothers of children with a medical condition to evaluate opportunities for a medication. This research is a very powerful story of the patient journey from recognizing preliminary symptoms through diagnosis and treatment.

This year’s PMRG Annual National Conference (ANC) will focus on the intrinsic value that an evolved healthcare marketing researcher must bring to today’s global brands and organization – value as a forward-thinking consultant, who not only provides the insight, but the foresight to make those “now what?” recommendations and to thrive in any challenging environment. For more information about the conference: <http://www.pmr.org/> or event page at <http://goo.gl/84oUW> .

About CMI:

CMI is a full-service marketing research company that combines comprehensive 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/> .

About Pfizer:

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines

for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at <http://www.pfizer.com/> .

News issued by: CMI



Original Image: https://www.send2press.com/wire/images/13-0307-cmi-rsrch_72dpi.jpg

#

Original Story ID: 2013-03-0307-003 (8570) :: CMI-s-Paul-Gondek-and-Alisa-Hamilton-to-Co-Present-with-Deanna-Schwarz-of-Pfizer-at-2013-PRMG-Annual-National-Conference_2013-03-0307-003

Original Keywords: Paul Gondek, Ph.D, PMRG Annual National Conference, Pfizer Inc NYSE:PFE, marketing research company, Engaging Stakeholders with A Story – 3 Tips to Improve Research Reporting, Deanna Schwarz, Business Analytics and Insights for Pfizer Established Products CMI Atlanta Georgia ATLANTA, Ga.

Alternate Headline: Deanna Schwarz of Pfizer and CMI's Paul Gondek and Alisa Hamilton to present at 2013 PRMG Annual National Conference

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press

Newsire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Thu, 07 Mar 2013 16:36:23 +0000

Original Shortcode for Story: <http://goo.gl/mhD0F>