

Paul Gondek Joins CMI's Healthcare Solutions Practice

ATLANTA, Ga., Sept. 28, 2012 (SEND2PRESS NEWSWIRE) – Paul Gondek has joined CMI to expand the company's Healthcare Solutions practice to support healthcare, pharmaceutical, and medical device companies. As vice president client solutions and healthcare lead, Gondek will further enhance an experienced pharmaceutical team, using advanced analytics and immersive techniques to provide strategic insights that brand teams can use.

Dr. Gondek has more than 30 years of experience across market research, marketing and brand management, market planning, and consulting. His experience includes 12 years on the client side, and 20 years in senior client service positions with leading research-based marketing consulting firms. His impressive pharmaceutical expertise includes oncology, infectious disease (including HIV and more), diabetes, COPD and other respiratory conditions, cardiovascular and circulatory, women's health, CNS and pain, aesthetic medicine, OTC medications, a range of devices and diagnostics, and more.

Prior to joining CMI, Gondek spent five years in senior client service positions at two different healthcare-focused market research and consulting agencies, and 15 years as President of his own market research and consulting company. He holds a PhD and MA in Social Psychology and MS in Statistics from the University of Connecticut, and did post-doctoral work in post traumatic stress disorder (psychiatric epidemiology) at Western Psychiatric Institute of the University of Pittsburgh.

"Paul is a great new leader for our dedicated Healthcare team and will be responsible for ensuring that our service to pharmaceutical, healthcare, and medical devices clients – and the solutions we offer – are second to none," said Chet Zalesky, president of CMI. "Many of our healthcare clients have worked with Paul in the past, so they are just as excited as we are that Paul is now leading our team."

For more information on CMI's Healthcare solutions, go to: www.cmiresearch.com/healthcare or www.cmiresearch.com/pharma .

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: Paul Gondek, Ph.D.

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