



## Chadwick Martin Bailey Hires TNS Veteran Don Ryan To Expand Its Technology Practice

**Boston, MA December 2, 2009-** Chadwick Martin Bailey (CMB), a Honomichl Top 50 strategic market research and consulting firm in Boston is excited to announce the latest addition to their team, Don Ryan. Don brings over 20 years of experience working with major IT and media brands and comes from TNS where he served as vice president of technology and media. Over the last four years at TNS, he developed go-to-market strategies for some of the world's largest companies and brands including Microsoft, HP, Yahoo and Fox. Don joins CMB as the managing director of the Technology practice where his primary responsibility will be to manage and grow that practice.

"We are very excited to have Don be part of the Chadwick Martin Bailey team," said Anne Bailey Berman, president. "He brings significant technology industry expertise and extensive research acumen that will continue to grow our Technology practice and deliver high quality insights and recommendations to our clients."

In addition to being at TNS Don also brings experience working for both major industry players and research firms including Meta Group, Current Analysis, Giga Group and Federal Express in both management and consulting roles. He has been quoted in the Wall Street Journal, New York Times and other trade and news publications. He is also a frequent speaker at client events when market research needs to be melded with market insight. Don has a BA in economics from Wesleyan University and an MBA in Marketing from the University of Pennsylvania's Wharton School of Business.

### **About Chadwick Martin Bailey's Technology Practice**

Chadwick Martin Bailey's Technology practice has a long history of working with leading B2B and consumer focused companies like AMD, Cisco, EMC, Dell, Avaya, Hewlett Packard, Cognos, Skype and British Telecom. They work closely with their technology clients to develop new products, and more effectively target, sell, and measure the impact of customer/prospect experiences on the brand.

In addition, since the mid-90's CMB has managed its own B2B IT Decision-Maker research panel with 13,000 US based members. This Enterprise IT panel provides clients with access to high quality respondents and makes it more efficient to conduct qualitative and quantitative research among engaged, experienced IT professionals. Data is also gathered from this panel for a regular information bulletin called the CMB Tech Pulse. The CMB Tech Pulse provides free insights on key technology topics. Sign up to get the weekly Tech Pulse [here](#).

### **About Chadwick Martin Bailey**

Chadwick Martin Bailey is a Honomichl Top 50 ranked custom market research and

consulting firm working with many of the most successful companies and best known brands in the world to help them acquire, maintain, and grow their customer base. Founded in 1984 by John Martin and Anne Bailey Berman, the company has corporate headquarters in Boston, Massachusetts, serving clients in more than 30 countries around the globe. Chadwick Martin Bailey focuses on using leading-edge research techniques to collect and translate the data into simple, business decision-focused deliverables. ([www.cmbinfo.com](http://www.cmbinfo.com))

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