



Press Release – February 10, 2011

Another Outstanding Year for Cambiar

PHOENIX, AZ – February 10, 2011

Cambiar, the management consulting firm dedicated to the MR industry, reported another outstanding year of growth and development in 2010. Revenues were up 120% on the previous year as the company launched a series of successful consulting programs aimed at improving the impact of its clients and enhancing their value.

Among these was G.U.T.S™, the firm's highly successful sales training and mentoring program. Over 400 client-facing people from more than 20 companies graduated from G.U.T.S training programs during the year in the U.S., Europe and Asia. At the same time, Cambiar successfully launched its Business Impact training program for client-side consumer insights departments, graduating over 100 researchers from 8 Fortune 500 companies.

Cambiar now counts more than 50 research agencies and 5 Fortune 500 companies as recurring consulting clients. Its position as the premier consulting firm to the MR industry was strengthened in 2010 by the leadership position occupied by Ian Lewis in the ARF Transformation Super Council; Simon Chadwick's continuing position as Editor-in-Chief of *Research World*; and Beth Rounds' leadership of the EXPLOR Innovation Awards. The firm continues to be prominent at MR conferences worldwide (CASRO, ARF, MRS, MRA, PBIRG, IIR), offering thought leadership and challenging industry received wisdom.

Simon Chadwick, Managing Partner of Cambiar, expresses it this way: "Cambiar exists for three reasons only – to improve the impact of our clients with their clients; to enhance their value; and to contribute to the success of the global research industry. That so many companies and associations are seeking our input as we exit the Great Recession and enter a completely redefined world suggests that we are meeting those goals".

About CAMBIAR

Founded in 2004, Cambiar is a refreshingly different type of management consulting company, Our partners have practical "in the trenches" experience, leading domestic or international research firms, heading sales, marketing and human resources teams, or managing large research departments for global brands. Our clients range from large global firms to mid-sized national market research agencies to fast growing start-ups. Services include strategic consulting, market positioning, functional assessments, team building, training, and implementation. For more information, visit our website at www.consultcambiar.com.

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