



## Breaking News

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### **SmartAnalyst CEO Manu Bammi Chairs Upcoming Pharmaceutical Market Research Summit**

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Manu Bammi, founder and CEO of SmartAnalyst, Inc. -- a pioneer in providing outsourced market research and analytics products and services - will chair the "Pharmaceutical Market Research Summit" hosted by The Center for Business Intelligence. The event will take place April 20-21 at the Sheraton Park Ridge Hotel and Conference Center, King of Prussia, Penn.

Bammi will lead a group of more than 20 distinguished faculty and executives from companies such as 3M, ACNielsen HCI, GlaxoSmithKline, Pfizer, The University of Utah and many others as they discuss how pharmaceutical companies can leverage market research strategies to improve product positioning and strategic decision-making.

The conference will offer two pre-conference workshops: "Utilizing Market Research Data to Develop and Support Segmentation Strategies" and "Leveraging Market Research to Maximize the Opportunities with Medicare Part D."

Courtney Richman, program manager for The Center for Business Intelligence, said, "Because SmartAnalyst provides market research services to seven of the top ten pharmaceutical companies, we feel confident that Manu is highly tuned to the research needs of companies in this industry and will be an excellent chair."

Bammi said, "It's a great honor to be selected to chair such a significant event. Innovation within the pharmaceutical research community continues at a dramatic pace, driven by the increasing sophistication and flexibility of deliverables and the changing cost base for core services. These trends create a tremendous opportunity for pharmaceutical research executives to deliver highly focused and differentiated services to their internal clients."

Information about the conference is available at [www.cbinet.com](http://www.cbinet.com).

About SmartAnalyst, Inc.

SmartAnalyst, Inc. delivers customized research, analytics and outsourced knowledge services to corporate clients in the life sciences, fast-moving consumer goods, financial, and marketing services industries. The company succeeds by providing a high-quality, cost-effective research and analytics product portfolio that supports decision-making processes for marketing, business development, R&D, financial and investment decisions. More information is available on the company's Web site, [www.smartanalyst.com](http://www.smartanalyst.com).

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