

## PARAGON MEDIA DIVISION SETS MANAGERS

### Mike Reid Promoted to Senior Vice President/Media Sandy Chlumsky Promoted to Vice President/Operations

Paragon Research announced two management promotions to support the company's growing media division.

- Paragon veteran Mike Reid is promoted Senior Vice President/Media. Reid will oversee Paragon's media division and will direct client relations.
- Sandy Chlumsky is promoted to Vice President/Operations and is responsible for managing Paragon's internal operations.

Mike Henry, Paragon's Managing Partner, commented on the changes. "The continued growth of Paragon's media division prompted these changes. Paragon is riding the wave of media convergence with an incredible stable of brand name media clients from both traditional and new media. These promotions position Paragon to manage our media business even better than before."

Regarding Reid's promotion, Henry commented, "This is really a formalization of what has already taken place. Mike Reid has been front and center for our media research and strategic planning efforts for some time. Mike has an impressive breadth of media research that continually benefits Paragon media clients."

Reid added, "I'm proud to be part of Paragon Research, a company that conducts research the right way and delivers truly meaningful data and recommendations. I believe Paragon's experience across the broad range of media is immensely helpful to clients. Media is a pie. The pie gets a little big bigger each year (that is, the amount of time people use media and entertainment grows a little each year), but not by much. The problem is so many more companies want pie. So the pieces can shrink. Companies hire Paragon because we know a lot of the pie pieces and they want their research studies designed by people who know where their piece of the pie could go."

Reid has been with Paragon ten years. He is a Fulbright scholar with an extensive background in both qualitative and quantitative research.

Regarding the promotion of Sandy Chlumsky, Henry said, "In three years Sandy Chlumsky has gone from Business Manager to Operations Manager and now to Vice President/Operations. She provides invaluable management expertise to lead our growing day-to-day operations."



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Paragon Research is a Denver-based media research and strategic planning firm. Paragon's serves national media clients in cable, television, video, internet, music recording, radio, and print. Paragon clients include AT&T Cable, AT&T Broadband, Blockbuster Video, Epic Records, Starz!-Encore Movie Channels, Rogers Media (Canada), National Public Radio, as well as many radio stations and newspapers in North America. Paragon provides clients with strategic and tactical research, strategic planning, and consulting.

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