

Disney, Marriott and Hilton Origins Bring Starpower Talent to Decision Making Research

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DMR (Decision Making Research) announced today that it has added more starpower talent to its team by an alliance with former Marriott and Disney executive Lee Cockerell (Lee Cockerell, Ltd.). The alliance gives DMR (www.dmrhc.com) a significant hold in the management and human capital consulting markets.

DMR is a certified Woman Owned Small Business (WBENC) headquartered in Washington, DC. It's focus has been on sales and marketing communications based on marketing research with its top talent and founder, Mary Beth Merrin, Ph.D. a former 10 year Marriott veteran and VP. It's clients range from global leaders (Marriott, DirecTV, John Hancock Funds) to smaller local companies, government agencies and non-profits. "With Lee Cockerell as a resource, we're able to equip our clients with the ability to really leverage the power of marketing through leadership, management and customer service expertise", says Merrin.

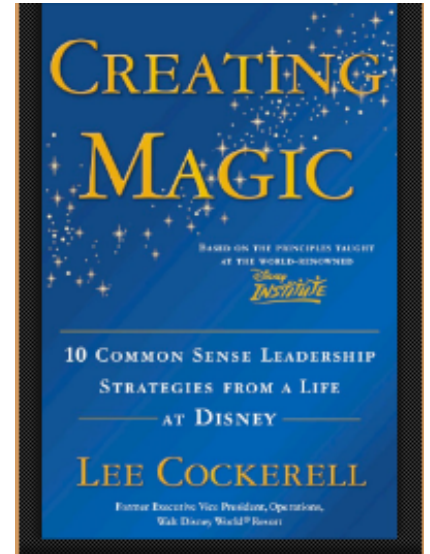
"It's not the magic that makes it work, it's the way we work that makes it magic." (Lee Cockerell) And that's what Lee offers with his journey from Hilton to Marriott and then to Disney. Lee gives you access to " leadership and management training with an emphasis on how to create world-class customer service through great leadership." (www.leecockerell.com). Lee is a perfect fit and complements DMR's expertise with its proprietary research methodology that uncovers the hidden factors that drive consumer behavior. (www.dmrhc.com)

Lee counsels corporations, non-profits, hospitals, universities, governors, chambers of commerce, high school students and leaders in the US Armed Forces. When I saw Lee brief a team of US Army personnel ... and the attending General said: *'Mr. Cockerell, what you have shared with us is invaluable'* I understood first-hand that Lee was not just good, but truly great in what he offers. His book, "Creating Magic: 10 Commonsense Leadership Strategies from a Life at Disney" is a must read for anyone who wants to be better as a leader or manager. (www.leecockerell.com)

Lee Cockerell



Lee's Book: Creating Magic



WHAT WE DO

Dr. Mary Beth Merrin founded DMR in 1995 after serving as Vice President of Research for Marriott Hotels and Resorts in marketing, customer satisfaction, human capital, food and beverage, operations, new product development, pricing and the globalization of the Marriott brand.

Dr. Merrin worked closely with the operations teams in each of these areas to implement new strategies and secure the identity of the Marriott brand.

She is widely known for her ability to provide substantial revenue increases for clients. She is a sought-after speaker and business communicator. Professional awards in client service, expertise and ethics play a prominent role in her career.



Mary Beth Merrin, Ph.D. President and Founder of DMR

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