

While our in-house computers are capable of performing most kinds of analysis, when needed we utilize outside computing facilities at University of Michigan, Michigan State University, and Wayne State University. As a result, almost every piece of commercial statistical software in existence is available to us.

We function as a field service, or a full-service marketing research firm, as you need us to be.

### Company principals

Arnold Reymer  
President

Has over 18 years of experience in marketing research in the telecommunications and media fields. Before forming his own company, he was Senior Research Analyst with a national marketing research firm. He holds a Master's Degree in Sociology from Wayne State University in Michigan.

Harvey Gersin  
Executive Vice President

Involved in broadcasting research for over 20 years, he was Director of Research for the ABC Network News in New York, and provided all ABC affiliates with a local news advisory service, before forming Reymer & Gersin Associates.

Jonathan Beacher  
Senior Vice President

Has been involved in researching home information services for six years. He was Vice President of Marketing with Gannett, and worked for three advertising agencies. He holds a degree in telecommunications and marketing from Michigan State University.

Douglas Clemensen  
Vice President, Research

Began researching electronic media 11 years ago for Frank Magid Associates, and served as Director of Research for Orion Broadcasting before joining Reymer & Gersin Associates. He is a Harvard Graduate Fellow with a Master's Degree in journalism.