



IMC Corp & Strategy Research Institute Welcomes Kimball Croft



We proudly welcome **Mr. Kimball Croft** to Integrated Marketing Communications Corp. and Strategy Research Institute. Kimball will head IMC Corp's marketing consulting services with respect to nurturing Clients when introducing broadband technologies into the marketplace, in particular, FTTH/FTTB/WiFi. He will also serve as a senior strategic and tactical planner for SRI.

Kimball has both domestic and international experience in introducing new communication technology (products, applications, and services) to the marketplace; he is an expert in business-to-business and consumer marketing, as well as marketing to the academic community. He comes to us from DynamicCity MetroNet Advisors, Lindon, Utah, where he oversaw SRI's primary research for introducing fiber optics (FTTH/FTTB) technology, including "The Last Mile," into 20 communities in Utah and Wyoming. At DynamicCity, he held several positions; he was the Senior Research Analyst for a project, called UTOPIA (an acronym for Utah Telecommunication Open Infrastructure Agency), which the New York Times describes as being, "one of the most ambitious efforts in the world to deploy fiber (optics)" also while at DynamicCity he held the position of On-Site Marketing and Services Consultant to US Metronets' FTTH/FTTB projects.

Kimball is an expert in a paradigm in the behavioral sciences, to which SRI and IMC Corp. have long been committed, called **Diffusion of Innovations**, which makes it possible to expedite and maximize market penetration by identifying "Early Adopters" (opinion leaders) in the marketplace in order to develop implementation strategies/tactics that are inherent to relationship marketing. As a result, Kimball is the perfect individual to head our organization's marketing arm, IMC Corp., and to work closely with our research arm, Strategy Research Institute.

Dr. G. Gary Manross, Ph.D.
Chairman/CEO
srimanross@earthlink.net

About IMC Corp. (Integrated Marketing Communications Corporation)

IMC Corp. is a provider of integrated marketing communications consulting (campaign design and implementation) in both the private and public sectors. Our services include, but are not limited to, the following: strategic and tactical planning for introducing FTTH/FTTB/WiFi into the marketplace, Market Identification and Market Development, New Product Development, Forecasting, Branding, Competitive Intelligence, Enhancing Customer Satisfaction / Loyalty, Increasing Market Penetration, Secondary Research and Competitive Intelligence, and Data Collection.

About Strategy Research Institute (SRI)

SRI is a supplier of applied research in both the public and private sectors. We have been in business for nearly two decades. The forms of Public Policy Research provided through the Institute include, but are not limited to: Economic Development (including, but not limited to, FTTH/FTTB feasibility and market research), Public Opinion Research, Needs Analysis, Tax Feasibility Studies, Consensus Building with Influentials and Opinion Leaders, Benchmark and Longitudinal Studies, Opinion Leadership Studies, Causal Modeling, Facilitation of Public Hearings and Town Hall Meetings, Focus Group Research, Data Collection, and Campaign Design and Oversight.