

## **CFI Group Appoints Sheri Teodoru to Partner**

### ***Teodoru Tasked with Supporting and Expanding CFI Group's Market Leadership, Client Relationships***

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Ann Arbor, Mich.-based CFI Group, an international management consulting firm, has named Sheri Teodoru, currently director of its U.S.-based financial and government practices, as a new partner. In her new role, Teodoru is charged with supporting and expanding CFI Group's position as a recognized market leader in customer satisfaction measurement that strengthens its clients' customer relationships and financial performance.

Teodoru joined CFI Group in 2000 and has 20 years of experience in customer research analysis and management consulting. Since joining the firm, she has worked with CFI Group's international and domestic clients in financial, automotive, software, telecommunications and packaged goods sectors.

"Sheri has been responsible for integrating employee and customer satisfaction metrics into client organizations at strategic and tactical levels," said managing partner Clayton Wilhite, CFI Group Worldwide. "Sheri has also demonstrated ability to bring added value to her client relationships."

Teodoru's rich experience includes heading marketing at Kolcraft Enterprises, an industry leader in juvenile products, before joining CFI Group. Additionally, Teodoru spent more than 11 years in consumer goods marketing, market research and finance at Kraft Foods and Quaker Oats.

Teodoru graduated with a degree in business administration from the University of Michigan and earned an MBA with honors at the University of Chicago.

Teodoru lives in Ann Arbor with her husband and three children.

CFI Group Worldwide, LLC is an international consulting firm specializing in the management and measurement of the customer asset. Working on behalf of some of America's largest enterprises, the patented CFI Group measurement system relies on survey research and mathematical science to help its clients strengthen customer satisfaction and maximize shareholder value. Its clients include BellSouth, Best Buy, BT, Domino's, Federal Government, ServiceMaster, UPS, Vodafone, and Yahoo!.

CFI Group conducts its measurement consulting practice worldwide, through 12 offices on four continents. Launched in 1988 by University of Michigan professor Claes Fornell, CFI Group is headquartered in Ann Arbor, Michigan. It uses rigorous measurement science to diagnose its clients' customer relationships, resulting in exacting advice on actions that strengthen these relationships and improve the clients' overall financial performance. The CFI Group methodology is used as the basis for calculating the American Customer Satisfaction Index (ACSI) via the Ross School of Business at the University of Michigan. It is the leading consumer measure of satisfaction with the nation's 200 best-selling products and services.

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