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CFI Group Worldwide Appoints Bruno Berni as Managing Director of Italian Operations

Milan, Italy (March 14, 2012) – [CFI Group Worldwide](#), a global leader in Customer Feedback Management (CFM), has appointed Bruno Berni to the position of managing director of CFI Italy.

Mr. Berni's 20 years of experience in managing client-focused operations in the marketing, research and consulting industry has strongly positioned him for this role. As managing director he will be responsible for all operations for CFI Italy including the advancement of technology and services to grow CFI's market presence in the region.

CFI Group provides a technology platform based on a patented analysis engine that leverages the science of the [American Customer Satisfaction Index](#) (ACSI) to help companies measure and manage their most important asset, their customers.

"Mr. Berni's experience in creating a customer-driven organization with leading edge technology will be a great asset as CFI continues to expand its footprint in the Italian marketplace," said Sheri Petras, CEO of CFI Group Worldwide. "We're thrilled to have someone with his experience and expertise on board."

Previously, Mr. Berni served as commercial director for CFI Italy, where he managed sales and marketing. Prior to joining CFI Mr. Berni was a marketing manager of food product lines at [Unilever](#) for over 10 years. His experience also includes management and consultancy positions at [Bain & Company](#) and GFP, one of the leading Italian research institutes. Throughout his career Mr. Berni has successfully helped drive growth and high levels of client satisfaction.

"I am honored to accept this important role with CFI," stated Berni. "CFI is respected around the world for its patented statistical modeling engine and reputation as a leader in measuring customer experience."

About CFI Group Worldwide (www.cfgroup.com)

CFI Group Worldwide is a global leader in Customer Feedback Management (CFM) solutions. Founded in 1988, CFI Group Worldwide provides a technology platform based on a patented analysis engine that leverages the science of the American Customer Satisfaction Index (ACSI). This platform allows organizations to measure key satisfaction drivers across multiple channels, predict future behavior, and increase the value of customer relationships, thereby improving financial performance.

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