



Thomas Roth, President and Founder, launched Community Marketing, Inc. in 1992, and has served as its President for 20 years. Tom and his team have developed a spectrum of products and services to skillfully lead the company's global clients to their goals. Tom is now primarily dedicating his industry-leading expertise to head up the Community Marketing & Insights division, which produces the annual LGBT Community Survey®, as well as custom consumer research studies for a variety of market leaders. Tom engages in strategic consulting to CMI's diverse clients in tourism, hospitality, banking, retail, pharmaceutical, beverages, real estate, insurance, government, etc., and conducts educational seminars for corporations and organizations.

Tom studied at Maharishi University of Management and earned his MBA in 1985. He volunteers time and marketing support to the AIDS/HIV Nightline in the development and promotion of its successful "World Travel Raffle" fundraiser; provides pro-bono consulting and marketing services to non-profits; served on the board of the Commercial Closet Association (a department of GLAAD); and served as an officer on the International Gay & Lesbian Travel Association board of directors. He is a long-time instructor of the Transcendental Meditation (TM) program, having performed volunteer work with at-risk youth in San Francisco schools, and now heading up a pilot study on the benefits of TM for people living with HIV/AIDS in collaboration with SF AIDS Foundation.



David Paisley is the **Senior Research Director with Community Marketing & Insights (CMI)**. He has been with CMI for 20 years. David coordinates the company's quantitative and qualitative client research projects and professional educational programs. With decades of experience, organizations utilize his expertise that comes from coordinating over a hundred LGBT-specific research initiatives and personally moderating CMI's LGBT focus groups.

His work represents a wide variety of corporate, nonprofit and government entities including Wells Fargo, Target Brands, Aetna, Northstar Memorial Group, Prudential Financial, NYC & Co., Chicago History Museum, WNBA, E&J Gallo Winery, Kaiser Family Foundation, American Cancer Society and the United States Census Bureau to name just a few.

David is also a featured speaker at LGBT sales and marketing conferences, and conducts training webinars for corporations throughout North America and beyond.

David lives in both San Francisco and Palm Springs commuting between his two homes or traveling for the next CMI research project or speaking engagement.