



WWMR, Inc. Honored with Blue Chip Enterprise Award

March 2001

Los Altos, California – March 2001 – WWMR, Inc. announced that it received an honorable mention in "The Blue Chip Enterprise Award 2000 Competition." The company was one of 30 California honorees chosen from among the 750 applicants; there were 200 honorees representing states across the nation. The Blue Chip Enterprise Award program, founded in 1990 and cosponsored by The US Chamber of Commerce and Massachusetts Mutual, recognizes business owners' capabilities in meeting challenges by turning them into business-building opportunities.

"I was challenged with a unique opportunity for business expansion, just one year after leaving my corporate pharmaceutical marketing research position to become a solo consultant. This was a chance to put all of my capabilities and experiences to work ...the solution to the challenge provided us with the momentum to build a great team, as well as a great business," said Susan Olsen, President of WWMR, Inc., when notified that her company was selected to receive this award.

"WWMR, Inc. created the Information Center for Genentech five years ago, and we continue to staff the center, today. It all began with the simple task of creating a system for organizing their library and the analytical work we perform for the company, and has been sustained through a team effort in staffing," said Olsen. "We were able to provide continuous service through carefully planned job-sharing and rotation schedules. Meeting the challenge of this business-building opportunity provided us with the momentum to convert independent contractors to full-time employees, a major turning point in the development of WWMR, Inc., as it signaled a change – we had become an established company."

WWMR, Inc., was founded by Susan Olsen in 1994 as an independent marketing research and strategic consulting firm with global capabilities. Since 1994, WWMR, Inc. has provided more than 450 high quality, customized, and insightful studies to clients in the pharmaceutical, biotech, medical device and diagnostic communities. Enhanced Perspective Publications (EP Publications) is the multi-client publication arm of WWMR, Inc.

WWMR, Inc. provides market and product assessment, competitive intelligence, forecasting, population projections, product launch (pre- and post-) marketing research, primary market research, database products, and on-site information center management.

Source: WWMR, Inc.
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