

Pacific Media Associates Changes Owners and Name

Written by Bob Snyder
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Nick Rogers, who has headed up Pacific Media Associates' EMEA research activities for a number of years, acquires the assets and obligations of Pacific Media Associates.

More than 20 years ago, Dr. William Coggshall founded **Pacific Media Associates** (PMA), now recognized as one of the primary projector market research firms.

Coggshall's ready to take on his next challenge and has decided to apply his continuing interest and background in high technology to web-based content publishing, but will be making good use of projector technology in these new pursuits.

As part of this transition, the company name has changed to **PMA Research Limited**. All current PMA staff will be continuing on with the new company, and Coggshall will have a part-time advisory role.

PMA VP Michael Abramson will still be responsible for the analysis and forecasting team. PMA VP Linda Norton will continue to handle business development and marketing activities for the company, and will now also be responsible for operations in the Americas. Masa Hayashi remains in charge of PMA's research activities in Asia, and Nick Rogers will continue to handle the EMEA research efforts, as well as worldwide company operations.

The head office is now located in Surrey UK while the USA office will be in San Juan Capistrano in California.

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