

**Dale E. Gilliam III**                      Director of Primary Research      The Diffusion Group

Dale Gilliam works closely with primary research in the fielding and data analysis, and supervises the development of TDG's syndicated consumer-research offerings (Consumer Snapshots). Additionally, he has created numerous formal and informal segmentations around the needs of particular clients helping to clearly identify core customer segments and those most likely to adopt new products.

Mr. Gilliam has a diverse set of experiences with new technologies. He has served at Warner Radio & Communications, Inc., a small telecommunications company based in Decatur, Texas. While there, he helped organize the financial, marketing and operational efforts, including licensing for radio tower projects. Dale has also served various support roles for software and DSL service providers.

Mr. Gilliam holds a B.A. in philosophy from Southern Methodist University, where he focused on logic, ethics and epistemology - a branch of philosophy that studies the nature of knowledge, its presuppositions and foundations, and its extent and validity. He is also seeking his master's degree in statistics.