



About Jack W. Plunkett

Jack W. Plunkett is CEO & Publisher of Plunkett Research, Ltd., a Houston-based provider of award-winning market research and industry information in printed and electronic formats since 1985.

The Plunkett Research team focuses on industry trends and statistics analysis and produces over 18,000 pages of proprietary market research each year. This research empowers strategists at top consultancies, professors at the world's leading schools of business, venture capitalists and financial leaders, as well as executives at the world's top corporations.

Jack Plunkett is the author or editor of more than 30 books, including *Plunkett's Retail Industry Almanac*, *Plunkett's Entertainment & Media Industry Almanac*, *Plunkett's Advertising & Branding Industry Almanac*, and *Plunkett's Health Care Industry Almanac* (winner of the American Library Association's CHOICE "Academic Book of the Year Award"). A life-long entrepreneur, he has been recognized as a regional finalist in the "Entrepreneur of the Year" competition sponsored by Ernst & Young.

Plunkett's client list includes 8,000 leading corporations, universities and government agencies worldwide. Long-term clients include Yale University, Stanford University, and Rice University; government agencies including the Hong Kong Trade Council, the Canadian Ministry of Trade and the U.S. Department of Commerce; along with corporations including Procter & Gamble and Price Waterhouse Coopers.

Plunkett's research products are distributed in the U.S. and around the globe by such firms as ThomsonReuters, Factset, CapitalIQ division of Standard & Poor's, iGroup, and Marketresearch.com, as well as major data agencies in China, India, Japan, Singapore and Australia and leading booksellers such as Barnes & Noble and Amazon.com.

Plunkett is a frequent public speaker and lecturer on university campuses and at business events, and he recently made speeches in Singapore and New Delhi during extensive tours of Asia. His work has been widely covered by magazines, newspapers and broadcast stations, including stories in *USA Today* and *Inc. Magazine*. Plunkett is frequently interviewed as an expert source by publications such as *Newsweek*, *The Wall Street Journal*, *The New York Times* and *Investor's Business Daily*, media outlets such as NPR's Marketplace, ABC News, and CBS Marketwatch, as well as local and regional newspapers and national columnists. Jack Plunkett is a resident of Houston, Texas.

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