

**Cheryl Lee Jones**  
**Director of Research and Analysis**



Cheryl is an experienced marketing professional whose specialty is helping companies understand their market position and enable their teams to capitalize on their strengths. Her range of experience includes research and analysis, competitive intelligence, sales strategy support, financial analysis, industry analyst relations, and proposal development. Cheryl's industry knowledge spans the computer software, information technology services and financial services industries.

Before joining Graber Associates in 2007, Cheryl was the competitive analyst for MatrixOne, an international software firm based in Chelmsford, Mass. She established and managed the company's competitive analysis program, which provided direction and support to executive management and to the firm's cross-functional organizations.

Prior to joining MatrixOne, Cheryl held the position of marketing business analyst at Wang Global, a multinational IT services firm, where she was involved in industry and competitive research and positioning. Her work enabled the company to define its market opportunities and determine its marketing strategy, value proposition, and competitive positioning in four major lines of business. She also managed industry analyst relations for the Getronics Americas organization after its acquisition of Wang Global.

She began her career as marketing analyst and marketing and systems coordinator for Eaton Vance, a Boston-based financial services firm. There she researched investment management firms and high yield fixed income investments, and designed marketing presentations and client communications.

Cheryl holds a master's degree in business administration from Bentley Graduate School of Business and a bachelor degree in finance from the University of Massachusetts-Lowell.