

**R. KENT DUSSAIR**  
Managing Director



**Years of Experience:** 42

**Education:**

Bachelor of Science Degree in  
Business Administration  
**University of Arizona, 1962**

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As Founder and past President of CDS Market Research, a Division of InterDirect USA, Ltd., Mr. Dussair continues with the firm as Managing Director. In that capacity he is involved with various aspects of the business including participation in day to day management, customer relations and business development activities. Under his guidance the firm has emerged as a regional leader in marketing research, analysis and economic advisory services. CDS completes over 80 market/economic studies and consulting assignments annually for numerous municipalities, agencies, developers, design firms, institutions and associations.

He served three years as an officer in the United States Navy and began his marketing career in 1965 with Hallmark Cards. Subsequently he held marketing positions with both Itek Corporation and Information Dynamics. Mr. Dussair was co-founder of CDS Market Research in 1971 and became sole owner in 1977. From the beginning his goal was to build a marketing research and consulting firm that would become an industry leader in Houston and throughout the Southwest. In this regard he continues to provide guidance to public officials, planners, advertising/marketing professionals and corporations throughout the United States. The firm was acquired by InterDirect USA, Ltd in 1995.

He continues to serve as marketing consultant to numerous developers, corporations, municipalities, economic development entities investment groups, property owners and others. His experience ranges from survey research assignments where various quantitative methodologies are required to conceptual marketing involvements where qualitative techniques or one-on-one consulting is more appropriate. In addition to representing the firm he confers with senior CDS staff members who are experienced professionals in survey research, project feasibility, appraisal, economics, planning, and a wide range of related consulting services. Kent is often brought in as part of a team or group of other professional consultants with the collective mission of solving problems or creating marketing strategies.

Kent is actively involved with many community and national organizations, including the American Marketing Association, Greater Houston Partnership, both the North and West Houston Associations, Houston Tomorrow, Houston Research Roundtable, Sales and Marketing Council, Texas Economic and Demographic Association, Texas Economic Development Council and the Urban Land Institute. He is past President of the Houston Chapter of the American Marketing Association and has served on the Boards of the Greater Houston Builders Association, the Sales and Marketing Council and the Gulf Coast Institute.