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GONGOS RESEARCH APPOINTS GREG HEIST TO VP, RESEARCH INNOVATION & TECHNOLOGY

Company Charts Course for Future through Research-Driven Innovation

AUBURN HILLS, MI – February 10, 2010 – Greg Heist was named Vice President, Research Innovation & Technology, as announced today by John Gongos, founder & CEO. This move is expected to accelerate the rate at which Gongos Research develops research-driven innovations for the marketing research industry. Formerly the director of this team, which he founded, Heist has been a practitioner and strategist with Gongos Research since 2003.

[Heist](#) leads the company's Research Innovation & Technology (RIT) team formed in early 2009. The team encompasses three areas of expertise: product management, software development and IT infrastructure. Members are responsible for the development of the company's more recent product launches, namely i°Communities, metaCommunities™ and ConsumerView.

“We are experiencing a seismic shift in the way society uses technology to interact and connect,” says Heist. “Our team's focus is on creating a steady stream of innovations that take advantage of how consumers and companies will be using these emerging technologies to engage with one another over the next two to five years.”

The RIT team will continue to be a vital aspect in how Gongos Research helps clients chart a course that embraces innovation to gather information, make sense of the data, and find better ways to help synthesize it.

“With the rapid pace of technology, I have seen our industry change more in the past five years than in the 20 years preceding,” says John Gongos, founder and CEO. “Greg's history as a research practitioner allows him to better envision new possibilities with our clients' goals in mind.”

That combination of research insight and long-term vision will help Gongos Research stay ahead of the innovation curve, supporting its commitment to leadership as a forward-thinking, full-service marketing research firm.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark Cards, Mars Snackfood, Domino's Pizza, U.S. Bank, GM and Polaris. In 2007, the company was first named to the Inc. 5000 list of “The Fastest Growing Companies in America,” and in 2008/09 was among the Honomichl Top 50.

Gongos Research is a custom marketing research company that forms trusted [research partnerships](#) with Fortune 500 and other leading companies. Blending strategic thinking, top talent, ongoing innovation and proprietary technologies, Gongos' offerings help refine, enhance and advance products and services across many industries. For further insight into the Gongos culture, visit gongos.com.



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