



Gongos: the step between guessing and knowing®

GONGOS RESEARCH ADDS MICHIGAN STATE ALUMNI TO GROWING ROSTER

Spartans Unite Under the Roof of a Michigan-Based Growth Company

AUBURN HILLS, MI – April 7, 2010 – They walked the same halls, went to the same basketball games, and perused the same bars. However, Susan Scarlet and Kevin Medlyn never met while in college. Not because of Michigan State University’s sprawling campus, but because they graduated twenty years apart.

Scarlet, Director, Marketing & Public Relations for Gongos Research (’88 MSU B.A. Advertising, College of Communications) appointed **Medlyn**, (’08 MSU graduate with the same degree) to Coordinator, Marketing & Public Relations February 22. Medlyn is the sixth alumnus from MSU hired by Gongos Research, a Michigan-based growth company whose employees largely hold credentials in marketing research, as well as psychology, sociology, statistics and marketing.

After graduating from MSU, Medlyn attended The Creative Circus, a specialized advertising school in Atlanta, GA, where his work on a multi-page print advertising campaign led him to being named a finalist in the 2010 International Andy Awards student competition.

“Kevin was right for the position because of his interest in all things brand,” said Scarlet. “In a small company culture, the ability to look at all areas for creative growth—both internally and externally—is extremely valuable. Gongos is a growing brand within our industry and we espouse innovative and creative thinking at every layer of the company.”

Among the 88 current full-time employees at Gongos Research, MSU alumni are immersed in nearly every layer of the company, including:

Sarah Corp	Director, Transportation & Technology	B.A./M.A., Political Science ‘99/’01
Katherine Ephlin	Director, Financial & Diversified	M.B.A., Marketing ‘94
Brandon Benvenuti	Project Director, Retail & Services	B.A., Marketing (IT specialization) ‘06
Brad Benvenuti	Programmer, Information Systems	B.A., General Mgmt. (IT specialization) ‘08

To learn more about a few people behind the scenes at Gongos Research, visit [Faces of Gongos](#).

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 U.S. marketing research organizations.

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.

Contact:
Susan Scarlet
Director, Marketing & PR
Gongos Research
248.239.2381
sscarlet@gongos.com