



"Coming to American" Exhibit - Arab American National Museum - Dearborn | Marvin Shaouni

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GROWING COMPANIES

TOOLS:

Gongos Research

2365 Pontiac Road
Auburn Hills, MI 48326
248.239.2300
<http://www.gongos.com>



Founded in 1991, [Gongos Research](#) has gone from a marketing research firm that relied on its automotive customers (GM, Cadillac, Pontiac, Buick and Delco Electronics) to a highly diversified company with 25% revenue growth over the last four years and a client list that includes some of corporate America's best-known brands, including Best Buy, Hallmark, Nestle Purina, Domino's Pizza, Borders, Lowe's, Coca Cola, Mars USA, and US Bank.

As evidence of the firm's success, revenues have climbed from \$8.5 million in 2003 to a projected \$12 million for 2007.

Specializing in product development and market research for brands in the consumer-products, retail, and automotive industries, Gongos blends strategic thinking, top-drawer talent, innovative technologies and proprietary software, to help refine, enhance and advance their clients' products and services. In particular, Gongos is known for its proprietary i°Communities social networking market research site.

The company recently custom-built a 30,000 sq. ft. building in Auburn Hills, and is currently in the midst of planning an additional 8,000 sq. ft build out for its offices. The new space houses an advanced technology-based infrastructure and state-of-the-art focus group facility.

Gongos Research currently employs 63 full time workers and 15 part timers. Ten (10) positions are currently and actively being recruited, including Researchers/Project Staff and Programmers/IS. Over the next two to three years the firm expect to hire approximately 35 additional employees.

When asked what kind of talent his firm is looking for, company president John Gongos says marketing students with an interest in consumer behavior or psychology and a strong quantitative background. He has built relationships with area professors and conducts interviews of qualified candidates even prior to a position being open.

This year Gongos Research was named to [Inc.com's](#) list of the 5,000 "Fastest Growing Companies in America," They represent the only marketing research firm in Michigan to make the grade.

Writer: Jeff Meyers