



GONGOS RESEARCH CREATES GLOBAL METHODOLOGY ROLE
Michael Alioto Appointed to Vice President, Global Methodologies
Lynn Siluk Promoted to Vice President, Marketing Sciences

AUBURN HILLS, MI – July 28, 2011 – Complementing the global and multicultural mindset of its growing client base, Gongos Research appoints Michael Francesco Alioto, Ph.D. to the newly created role of Vice President, Global Methodologies, as announced today by President & CEO John Gongos. Along with this move, Gongos promotes Research Director Lynn Siluk to the role of Vice President, Marketing Sciences, formerly held by Alioto.

“The majority of our clients’ brands have a global presence,” states Gongos, “and although we’ve engaged thousands of consumers in online research communities in markets including the UK, Germany, and Australia, Michael will lead our efforts to further incorporate consumer knowledge beyond the U.S. and in growing multicultural segments of the population here.”

Alioto has extensive experience in conducting market research in countries throughout Europe, Asia, and Latin America, and has tremendous passion for translating cultural nuances to clients. In his new role, he will continue to serve as senior consultant to Chrysler-Fiat, as well as evaluate trends and emerging methods, including mobile platforms to engage consumer segments unlikely to complete online research. Alioto joined Gongos Research in 2009 from Market Probe, Inc., a global company based in Milwaukee.

As Vice President, Marketing Sciences, **Siluk** will lead the Marketing Sciences team, continuing to advance the company’s quantitative capabilities, statistical analysis, study design and reporting. She will also continue to consult on projects, offering client teams different ways to approach complex methodologies and evaluate data. Siluk joined Gongos Research in 2006 as Research Director, Analytics, earning respect among her peers for her objectivity and steadiness as both practitioner and consultant. Prior to that she spent 17 years with Ford Motor Company.

Based on pure drive to see its clients succeed in the marketplace, Gongos Research uses both innovative and foundational approaches to consumer research. Its Consumer Products, Retail & Services, Financial & Diversified and Transportation & Technology practice areas blend a hands-on, yet consultative style to synthesize findings and shape stories that create impact for their clients. Proprietary offerings, including [i°Communities®](#), [gongos Mobile](#) and [Consumer Village](#), are guided by its Research Innovation team which continually develops new ways to gain consumer perspective in a changing world.

Since 1991, Gongos Research has worked with companies including Best Buy, Hallmark Cards, Mars Snackfood, Domino's Pizza, U.S. Bank, GM and OnStar. In 2007, the company was first named to the Inc. 5000 list of "The Fastest Growing Companies in America," and is among the Honomichl Top 50 U.S. marketing research organizations. For further insight into the Gongos culture, visit gongos.com.



Michael Francesco Alioto



Lynn Siluk

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