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**GONGOS RESEARCH UNVEILS FINANCIAL & DIVERSIFIED TEAM**  
**New Team of Researchers to Focus on Financial and Services-Related Research**

**AUBURN HILLS, MI – April 29, 2010** – Gongos Research has added a fourth team to its Research Group – the Financial & Diversified team, as announced today by CEO, John Gongos. The new team will be led by research practitioner and strategist Katherine Ephlin, who has been integral in accelerating the company’s growth within the financial services industry.

The team of eight researchers will concentrate on qualitative and quantitative research initiatives for several companies in the banking and financial services industries, including U.S. Bank and Visa.

“Advances in technology and changes in lifestyle patterns have created a new landscape for us,” says Victoria Vogt, Vice President, Market Research and Competitive Intelligence at U.S. Bank Retail Payment Solutions. “Our customers are more tuned in than ever, and we want to make sure we understand what they are thinking.”

She adds, “Gongos is an invaluable research partner to us as we ‘get inside’ consumers’ heads.”

“In today’s economy, consumers are increasingly taking a critical look at how they manage their finances and lives,” said Ephlin. “Companies that truly understand their consumers’ motivations and choices will be able to make smarter decisions.”

In addition to five researchers who join Ephlin on this new team, Gongos Research has added two new hires – **Alfred Ishak** as Project Director and **Marisa Paruch** as Senior Project Coordinator. Ishak comes from Foresee Results, and Paruch from Digitas, where each gained at least two years of experience in the financial sector.

The company’s Analytics team has also been integral to the successful delivery of research findings in the financial sector. Deliverables require sophisticated analytical tools, such as simulators and interfaces, to help the team filter, interpret and present complex data.

Complementing the Financial & Diversified team are three others within the Research Group: Consumer Products, Retail & Services and Transportation & Technology.

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](http://gongos.com).



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