



GONGOS RESEARCH APPOINTS CURTIS KAISNER TO DIRECTOR, QUALITATIVE RESEARCH Sarah Conder & Michelle Ellis Join Company's Qualitative Team as Moderators

AUBURN HILLS, MI – December 8, 2011 – Curtis Kaisner, former Research Director on the company's Retail & Services team, has been appointed to Director, Qualitative Research of Gongos Research, as announced today by President & CEO John Gongos. Along with Kaisner's appointment, the company has hired long-time moderators **Sarah Conder** and **Michelle Ellis** to meet the increasing demand for strategic qualitative research, expanding their already strong foundation of experienced, [in-house](#) moderators.

Kaisner, a research practitioner and moderator with Gongos Research for 15 years, will collaborate with the company's Research Innovation team in the ongoing advancement of its qualitative research methodologies. Likewise, he will ensure the company's four research practice areas are equally versed in newer Internet-based methods—including its [ConsumerView](#) online suite—as well as progressive and traditional in-person methods.

“While our presence in the research community and mobile space has garnered much attention, the ability of our qualitative researchers to uncover meaningful insights will always be the most important keys to success,” states Gongos. “We seek out strategic-minded moderators who will partner with our clients, and together make an impact on their businesses.”

Conder was most recently principal for Minnesota-based Keystone Qualitative Research. Prior to that, she held marketing research project management and product development roles at Andersen Windows and 3M. She brings deep understanding of ideation techniques and Voice of the Customer (VOC), and strong instincts for translating consumer insights for client impact.

Ellis joins Gongos Research after spending 11 years as an independent qualitative researcher and principal of Florida-based Marketing In Focus. Prior to that she held roles in ad agency account supervision and marketing, launching her career at Walt Disney World. She brings vast knowledge in product development, brand positioning, concepts/ad testing and ethnography.

Gongos Research has a 20-year tradition in qualitative research methods, including product clinics/central location testing, focus groups, shopper intercepts and immersion techniques. More recently, the company has focused on advancing the industry with new and emerging online qualitative methods such as [i°Communities®](#); and ConsumerView online focus groups, live chats, video diaries, bulletin boards and online mobile.

Based on a desire to create impact for its clients, 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 consumer stories. Proprietary offerings, including [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, 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](#).



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