



Gongos: the step between guessing and knowing®

## **CAMILLE NICITA APPOINTED COO OF GONGOS RESEARCH**

### **Company Formalizes Officer Position to Align with Growth**

**AUBURN HILLS, MI – January 6, 2011** – Camille Nicita has been appointed Chief Operating Officer (COO) of Gongos Research, as announced today by Founder & CEO John Gongos. The move comes after two years of substantial growth for the company, including a 40% growth in revenue, the launch of a Financial & Diversified research practice, and a 35% expansion in its employee base.

Nicita's philosophy of managing to people's strengths promotes collaboration, consistency and synergy across the entire company. As COO, she leads the four research practice areas, as well as the Community Methodologies and Information Systems/Programming teams. Additionally, she oversees the company's people practices, including talent recruitment, development and retention.

"In addition to being a respected leader in our company, Camille has been integral in cultivating our culture," states Gongos. "She has great instincts to find the right people and foster their talents, and has been instrumental in navigating our growth as a company."

[Nicita](#) began leading the research practice groups in 2009. Prior to that, she led the Retail & Services team, helping to shape the fastest growing area of research in the company from 2006 to 2008. From 1996 to 2005, Nicita led the Qualitative Research Division for Gongos Research.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark Cards, Mars Snackfood, Domino's Pizza, Visa, U.S. Bank and GM. In 2007, the company was first named to the Inc. 5000 list of "The Fastest Growing Private Companies in America," and in 2008 became a Honomichl Top 50 U.S. marketing research organization.

Gongos Research is a custom marketing research company that forms trusted [research partnerships](#) with Fortune 500 and leading companies. Blending high-level thinking, strategic analysis, ongoing innovation and proprietary technologies, Gongos helps guide companies in the development of products, services and marketing strategies. For insight into the Gongos culture, visit [gongos.com](http://gongos.com).



Camille Nicita, Principal & COO

**Contact:**

Susan Scarlet  
Director, Marketing & PR  
Gongos Research  
248.239.2381  
[sscarlet@gongos.com](mailto:sscarlet@gongos.com)