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GONGOS RESEARCH APPOINTS BOB YAZBECK TO VP, COMMUNITY METHODOLOGIES Recruits Sarah Corp to Lead its Transportation & Technology Team

AUBURN HILLS, MI – January 28, 2010 – In a move to drive the advancement of methodologies for marketing research online communities, Gongos Research has named **Bob Yazbeck** to Vice President, Community Methodologies. This appointment supports the company’s commitment to a continuation of thought leadership with research communities, most notably through its i°Communities, metaCommunities™ and Consumer Village brands.

“More and more, marketing research and insights groups are interested in engaging with consumers in new ways,” says John Gongos, founder and CEO of Gongos Research. “This newly created role intensifies our ability to develop fresh approaches to community methodologies, while leveraging our extensive research experience to fuel dynamic ways for companies to learn from consumers.”

In 2009, revenues generated from the company’s research community offerings increased to 23% of its overall revenue, as compared to 3% in 2005 when Gongos Research first developed its proprietary research community platform for General Motors.

The move by Yazbeck to VP, Community Methodologies led to the appointment of **Sarah Corp** to Director, Transportation & Technology. In this role, Corp will lead a team of twelve researchers dedicated to advancing product and feature-driven innovations for Fortune 500 and leading companies in the transportation and technology industries.

Corp returns to Gongos Research from Clear Seas Research, where she led the Food and Packaging division, growing the team from one to five members in just over two years. Prior to that, Corp was a Senior Project Director for Gongos Research, focused heavily in the development of research communities for GM in the global marketplace.

“Welcoming Sarah back to the Gongos Research family is beneficial on many levels,” said Gongos. “Her strengths as a researcher, and her vision and leadership, are already assets for her team and our company as a whole. Not to mention, she understands and embraces our core values and our company culture.”

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark Cards, Mars Inc., 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.

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.



Bob Yazbeck



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