



AMY PERIFANOS

Senior Director,
Artif|fact
(a gongos enterprise)

What is your
definition
of a future
leader?

“A young, forward-thinking, bottom-line strategist who says yes more often than no.”

Strategic Thinker.

RESEARCH FUTURE LEADER

Amy Perifanos has been newly appointed to both conceptualize and lead Gongos, Inc.'s third business unit, Artif|fact. She oversees a multi-disciplinary team of writers, curators, videographers, and information designers that make knowledge more consumable, immersive and memorable for organizations. Since the socialization and preservation of knowledge is so important in today's insights organizations, Perifanos is also an active member of the Gongos Enterprise Strategy team.



AMY PERIFANOS: Research Future Leader

Perifanos ability to strike a balance between strategic thinking and creative execution led to an ambitious assessment for the need for insight curation philosophy for which she has presented and co-authored on since early 2013.

With an initial focus in the shopper insights space, Amy's big-picture thinking has catalyzed client relationships within organizations such as Coca-Cola. Perifanos was most recently account strategist and curator for Gongos Research. Prior to Gongos, she spearheaded market research initiatives at the Kohler Co.

ABOUT AMY PERIFANOS

RESEARCH FUTURE LEADER

The girl next door meets a spit-fire futurist!

Kind, full-of-thought, effervescent, ambitious and someone you just want to call your friend... and have on your team.



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“Amy has the uncanny ability to drive initiatives forward, while truly hearing everyone's point of view along the way.”

“Amy's role and vision with insight curation will undoubtedly advance the industry beyond single-objective, point-in-time deliverables, and enable us all to reimagine how we think about “marketing research.”

LOCATION
Auburn Hills, MI

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TO LEARN MORE ABOUT GONGOS, INC.
www.gongos.com