

market research bulletin
SURVEY

Quality.
That's one
way to do it.

TECHNOLOGY
TRENDSETTERS
2015

Picking
The Right
Research
Software

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FEATURE

Quality; that is one way to do it. 02



TECHNOLOGY TRENDSETTERS

2015 technology Trendsetters

See our selection of the 2015 SURVEY Magazine Technology Lifetime Achievers, Technology Leaders, Technology Visionary's and Techies In Training.

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SURVEY



Jason Muxlow

Senior Director, Technology
Gongos, Inc.

What do you look for in terms of design or performance of technology?

I find myself drawn to technology that seamlessly supports one's workflow, versus dictating what the workflow will be. Features can always be added, but a technology's inherent flexibility either exists from the outset, or it doesn't.

TECHNOLOGY LEADER ▶▶▶

What do you see as the next big game changer in research technology?

It appears that most players are looking for game changers in the data collection realm. Yet, I believe there's greater potential for opportunity in designing technology to help clients better grasp what all of the information at their disposal means. When we make organizations more intuitive, we will have changed the game.

▶ TECHNOLOGY LEADER - JASON MUXLOW

As Senior Director, Technology, Jason oversees all aspects of developing and implementing the technology initiatives at Gongos, Inc. With a hands-on approach, Jason empowers an agile group of individuals whose backgrounds in web and app design and development, rich media and gaming enrich the team's multilayered fluencies. He also oversees the infrastructure team responsible for everything from systems and servers, to compliance and data management. He understands the needs of insights professionals through and through – and is happily married to a senior researcher. Jason is a member of the Gongos Enterprise Strategy team.

Unique contribution to technology:

Every company at some point is faced with build or buy questions. At Gongos, it's been in the company's DNA from the get-go to apply its entrepreneurial mindset toward the development of technology. It's no surprise then, that the company's long-time head of development can best be described as a self-taught, dogged technologist who approaches initiatives with a sagacious eye.

From the creation of the company's proprietary community platform to being first-to-market with its companion app, Jason has kept Gongos

on the forefront of delivering on its innovation promise. His tendency to take the needs and pain points of users personally has led to an increasingly agile approach to architecting technology for a diverse group of stakeholders.

Perhaps Jason's most undiscovered contribution to date is the 2015 launch of Instinct™, the company's decision intelligence platform that has been painstakingly developed—515 days and counting— across two countries, 44 sprints, and a team of over 30 individuals. This next gen platform will eventually house the company's entire portfolio of digital offerings, and move corporations from insight generation to real-time collaboration and aggregate learning.

Jason's sphere of influence has never been more encompassing than it is today, as his enterprise-level position fuels his ability to consult with researchers, data scientists and integration architects across the company's business units: Gongos Research, O2 Integrated and Artifact. His unwavering mission is to further shape technology that supports the company's integrative approach to decision intelligence.



ABOUT JASON MUXLOW

Throughout his 17-year tenure, Jason has felt industry shifts as dramatically as any researcher, if not more. Assessing and refining technology meant evolving to meet the needs of an industry largely defined by collection methods. Yet a restless dissatisfaction with third-party technologies often led to Jason building things from the ground up.

Jason Muxlow
Senior Director, Technology
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What is your approach to technology innovation?

To start by listening for the need, rather than merely responding to a request. I like to spend my time wisely, modeling Albert Einstein's quote:

“ If I had an hour to solve a problem, I'd spend 55 minutes defining the problem and 5 minutes thinking about solutions. ”

Albert Einstein

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To learn more about Gongos, Inc. visit

www.gongos.com