



Press Release

Talent Development - a Priority for Ipsos

Gary Bennewies to Oversee Ipsos' Global HR Function as Chief Talent Officer and Patrice Cardinaud, new Corporate HR Officer

Paris, June 23, 2015 – As part of its transformation Plan, the **New Way** project, Ipsos has created a global Chief Talent Officer role and appointed **Gary Bennewies**, to take the new responsibility starting July 1st. In this position, Gary Bennewies will oversee the HR function across Ipsos, and strategic initiatives related to talent development and succession planning.



Gary Bennewies,
Chief Talent Officer

Gary will report into **Didier Truchot**, Chairman & CEO of Ipsos who states:

"The creation of this new Chief Talent Officer role is part of our 'New Way' programme which aims to deeply transform our organization and be real Game Changers in our industry. Part of this programme is focused on further developing our talents and teams' expertise as well as improving our human resources processes. Gary has played an instrumental role in making Ipsos a dominant market research company in Canada with some of the most talented people in the industry, and I look forward to watching him continue this success on an international level."

Gary Bennewies joined Ipsos in 2000. He was appointed Country Manager for Canada in 2001 and oversaw the integration of several companies. As a member of the North America Core Leadership Team, Gary Bennewies also led the region's Marketing and Communications organization.

Based in the company's headquarters in Paris, **Gary Bennewies** will be supported by **Patrice Cardinaud** in the implementation of several major HR initiatives. Patrice Cardinaud has recently joined Ipsos in the role of Corporate HR Officer in order to manage and align the HR function.

Patrice comes to Ipsos with over 15 years of experience as a HR Manager, with a focus on designing and leading HR strategies to contribute to the Transformation of large organizations and the implementation of key HR global programs such as employee engagement, performance management and talent management.

Most recently Patrice was Vice-President in charge of Human Resources at Solocal Group.



Patrice Cardinaud,
Corporate HR Officer

About Ipsos

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery -. Ipsos has been listed on the Paris Stock Exchange since 1999.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance.

We are Game Changers.

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