



Press Release

Ipsos Announces the Promotion of Frank Forkin to President of Ipsos RDA

Bloomfield Hills, MI, April 13, 2017 — Ipsos announces that Frank Forkin has assumed the role of president of Ipsos RDA. Forkin joined Ipsos RDA (formerly the RDA Group until its acquisition in 2015) in 2010 as executive vice-president and partner. Previously Frank held executive leadership positions at JD Power and Associates, Harris Interactive and Domino's Pizza.

Forkin succeeds Donald Pietrowski, who recently announced his retirement after more than 30 years with the firm, originally founded by his father Anthony Pietrowski in 1969. Pietrowski will remain with the company as an executive advisor to ensure a smooth transition and will continue to be an important member of the Ipsos RDA executive committee.

"Frank's knowledge of the Ipsos RDA people, product offerings and working culture makes him uniquely suited to carry on the strong client service legacy that RDA has built over the past 45 years," Pietrowski said. "In addition, Frank has a strong track record of successfully growing businesses through innovative product offerings, keen understanding of client needs and an ability to lead diverse groups of research and IT professionals."

Forkin holds a Master of Science in Applied Statistics from Louisiana State University and a Bachelor of Science from Central Michigan University. He is a member of several industry organizations and is a frequent speaker at market industry research events.

Ipsos RDA specializes in product quality, customer experience and satisfaction research programs, including several global programs for some of the largest automotive companies in the world. In addition to a strong presence in the automotive sector, Ipsos RDA conducts programs for several commercial vehicle, motorcycle, financial services and public utilities companies.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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