



Ben Page

Chief Executive Officer

He joined MORI in 1987 after graduating from Oxford University and was one of the leaders of its first management buyout in 2000 and subsequent sale to Ipsos in 2005. In 2009 he became Chief Executive of Ipsos in the UK and Ireland and a member of Ipsos' Management Board Executive Committee. An expert on business, trends, leadership and performance management, he has directed thousands of surveys examining consumer trends and citizen behaviour.

Ben works extensively with leading global brands, businesses, governments and public institutions advising on subjects ranging from technology, business and brand growth to public policy, media, health and many more. He was responsible for the creation of Ipsos Global Trends, the largest study of its kind, which has tracked the world's values and trends across 33 markets since 2013. Ben is a renowned international speaker and commentator, addressing forums for the likes of Davos, NATO, the EU and OECD and regularly appears in print, TV and radio.

Ben serves on the World Economic Forum Media and Sport Committee, is a Visiting Professor at King's College London, and a Fellow of the Academy of Social Sciences and the Market Research Society. He sits on the Economic and Social Research Council (ESRC) at UKRI. He serves on advisory groups at the Kings Fund, and the Social Market Foundation (SMF), and is a Trustee at the Centre for London and at the Centre for Ageing Better, as well as a patron of Create Streets. He recently served as a commissioner on the Resolution Foundation's Intergenerational Commission. He is a Council member of the CBI for London.