



Didier Truchot

Chairman of the Board of Director

Founder of Ipsos and Chairman of the Board of Directors, Didier Truchot was born in Boulogne-Billancourt in 1946.

A graduate of Paris-Sorbonne University in Economics, he started his career as a researcher at the French Institute of Public Opinion, IFOP.

He founded Ipsos on October 1st, 1975, in Paris, with an innovative idea in mind: to closely partner with his clients to provide them with easy-to-use information through syndicated services and custom surveys. Ever since, Didier has been expanding Ipsos throughout the world and has diversified its activity with new segments such as public opinion, social research, consumer studies and client experience.

Listed on the Euronext Paris since July 1st, 1999, Ipsos is part of the SBF 120 index.

Today, Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing more than 18,000 people. The company has become an independent source of essential information for its 5,000 clients, including private and public companies, governments, and NGOs.

In 2018, Ipsos launched its transformation plan, the Total Understanding Project (T.U.P), namely by resuming its strategic acquisitions, focused on platforms, data and insights, and by the definition of its *raison d'être*: **“Deliver reliable information for a true understanding of Society, Markets and People.”**