



## Jean Laurent Poitou

Chief Executive Officer

Jean Laurent Poitou has been **Chief Executive Officer of Ipsos** since September 2025.

He brings 37 years of experience leading and transforming major professional services and data-and-technology businesses, delivering profitable, sustainable growth - both organically and through acquisitions – including for Fortune 500 companies and public institutions.

Commercially driven and growth-focused, he has lived and worked in multiple countries and brings a truly global perspective to strategy, innovation, client impact and team leadership.

Before Ipsos, he led Alvarez & Marsal Digital in EMEA, building the advisory practice's P&L and go-to-market, and driving AI-, data-, and automation-led transformations with C-suite leaders that unlocked new revenue, improved productivity, and elevated customer experiences across multiple industries.

Previously, over three decades at Accenture, Jean Laurent Poitou led and scaled the firm's digital businesses while serving on the Global Leadership Committee. As a Chief Strategy Officer, he set the acquisition agenda and led the integration of digital and technology companies worldwide. He has run large international P&Ls, grown complex global accounts, and led teams across Europe, the United States, and Asia.

Jean Laurent Poitou is a graduate of École Polytechnique.