



Press Release

Ipsos UU Announces Two Senior Leadership Appointments in the U.S.

Heather Carruthers takes the role of President and Rob Hernandez is Appointed as Senior Vice President

New York, NY, January 31, 2018 — Ipsos has announced two appointments to the senior leadership team at Ipsos Understanding UnLtd (Ipsos UU), the company’s qualitative research division. **Heather Carruthers** has been named President in the U.S. Additionally, **Rob Hernandez** has joined as Senior Vice President, CPG.

Prior to joining Ipsos, Heather served as Vice President of Clairol Hair Color at Coty. Before that, she held various leadership positions at Procter & Gamble. She succeeds April Jeffries, who has started a new role as President of Global Immersion and Ethnography at Ipsos UU.

Rob Hernandez joins Ipsos from GfK, where he held the role of Executive Vice President, Head of Market Dynamics. Prior to GfK, he held research positions at Firefly Millward Brown, Young & Rubicam, Sears and Leo Burnett. In his role as Senior Vice President of Ipsos UU, Hernandez will be responsible for running the account service organization for the CPG sector.

“Heather and Rob bring fresh expertise and perspectives to the Ipsos UU leadership team,” says Pierre Le Manh, Ipsos global deputy CEO, and Ipsos CEO for North America. “Qualitative research, through listening, observing, curating and advising, is absolutely central to our mission: to provide a total understanding of people, markets and societies.”

For more information on this news release, please contact:

Elen Alexov
Marketing Operations Director, North America
Ipsos
+1 778 373-5136
elen.alexov@ipsos.com

Address: 360 Park Avenue South, 17th Floor
New York, NY 10010
Tel: +1 212-265-3200

Contact: **Elen Alexov**
Marketing Operations Director, NA, Ipsos
Email: elen.alexov@ipsos.com
Tel: +1 778 373-5136



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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 88 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 Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

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www.ipsos.com

Address: 360 Park Avenue South, 17th Floor
New York, NY 10010
Tel: +1 212-265-3200

Contact: **Elen Alexov**
Marketing Operations Director, NA, Ipsos
Email: elen.alexov@ipsos.com
Tel: +1 778 373-5136