



# Press Release

## Ipsos Marketing Announces New Leadership Appointments

### Chris Sinclair and Jessica Schneider step into new leadership roles with the U.S. Ipsos Marketing team

**New York, NY, January 24, 2018** — Ipsos Marketing has announced two key appointments at the senior leadership level in the U.S.: Chris Sinclair has been named President, U.S., Ipsos Marketing practices, and Jessica Schneider has been promoted to President of Ipsos Marketing’s Quantitative business unit in the U.S.

In his new role, Chris Sinclair succeeds Elys Roberts and will be responsible for all business units within Ipsos Marketing, including Quantitative, Qualitative (Ipsos UU), Social Media (Ipsos SMX), Consulting (Ipsos Strategy3) and Healthcare. Ipsos’ Behavioral Science (BSci) group in the US will also report into him. Chris brings a wealth of experience to his new role, most recently leading very successfully Ipsos Marketing in Europe, the Middle East & Africa. He will be based in Manhattan. “I am thrilled to have the opportunity to lead such a talented team as we embrace the future and bring the latest breakthrough research innovations to our clients”, says Chris Sinclair.

In her new capacity as President of Ipsos Marketing’s Quantitative unit in the U.S., which specializes in Innovation research and market understanding, Jessica Schneider succeeds Joe Marshall, who is taking another position at Ipsos UK, and will remain based in Chicago. Jessica Schneider has risen through the marketing ranks at Ipsos as an emerging leader in innovation and market understanding. “I am excited to lead our team forward as we continue to forge a ground-breaking path in the world of development of new products or services, brand strategy and market understanding”, says Jessica.

“Both Chris and Jessica have proven track records of building great teams at Ipsos and delivering high quality work to our clients”, says Pierre Le Manh, Ipsos global deputy CEO and Ipsos North America CEO. “They personify Ipsos’s values, with very innovative mindsets. With the rapid development of both fast, technology based, and of high-end services based on advisory and analytics capabilities, they will have the opportunity to shape the market in these key leadership positions.”

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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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