



Press Release

Ipsos RDA Hires Industry Veteran as Senior Vice President

Mike VanNieuwkuyk brings more than 30 years of automotive research experience

Detroit, MI, January 8, 2018 — Ipsos announces the appointment of Mike VanNieuwkuyk as Senior Vice President of Ipsos RDA. In this role, VanNieuwkuyk will be part of the team responsible for leading the company's focus on new automotive technologies and providing research and consultative services to clients in a range of areas, including mobility, autonomous and electric vehicles. In addition, Mike will be responsible for the strategic growth of several key Ipsos automotive clients.

"I'm thrilled Mike has joined the team," said Frank Forkin, President of Ipsos RDA. "His deep background in automotive research makes him the perfect person to take on this critical role. I have no doubt that he will be an invaluable partner to our clients."

VanNieuwkuyk brings more than three decades of automotive research experience to Ipsos. Most recently, he served as Vice President of Automotive at Harris Insights & Analytics, where he assisted OEMs and automotive suppliers in market-driven development of new products and services. Prior to that, VanNieuwkuyk was Executive Director of Global Automotive at J.D. Power, where he established the company's automotive supplier and technologies practice. He has also held senior positions at Lear Corporation, where he led advanced product design, and at Ivon Corporation.

"In today's competitive marketplace, a consumer-first product design and development focus are critical to gain the interest of buyers," said VanNieuwkuyk. "I look forward to bringing my experience to help clients uncover insights that enable them to achieve exactly that."

VanNieuwkuyk received his Bachelor of Science in Marketing with a concentration in Market Research from Central Michigan University. He is based in the company's Bloomfield Hills office and will report to Frank Forkin.

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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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