



# Press Release

## Don Abraham Joins Ipsos Strategy3 as Partner

### Ipsos Strategy3 Adds Innovation and Foresight Thought Leader Don Abraham

**New York, NY, February 22, 2018** — Ipsos has announced that Don Abraham will be joining Ipsos Strategy3, the company's strategy, marketing and innovation consulting unit. Don Abraham will be a Partner in Ipsos Strategy3, responsible for building a new practice area centered on the intersection of foresight and innovation. In addition, Don will develop thought leadership on how change is impacting key industries, what tools and techniques best in class companies are using to solve for volatility, and how to find growth in an increasingly fragmented consumer market. Don brings a wealth of category and sector expertise in health care, automotive, food & beverage, and financial services.

"Don has helped to drive innovation through foresight with some of the world's leading brands," says Oscar Yuan, President of Ipsos Strategy3. "We are excited to add his expertise and track record to our multi-disciplinary roster of strategists. Given the pace of change in the consumer world, clients are increasingly asking about the future of their businesses, and we will now be able to answer those questions in a much more rigorous, consumer centric, and strategic way.

Don's arrival will round out Ipsos Strategy3's offerings, which now will include advisory services based in: consumer and market understanding, how companies can best leverage their brands in the market, how industries will evolve and change into the future, and how clients can best utilize innovation to drive growth.

Don joins Ipsos from Kantar Futures, where he was the President. Prior to his tenure at Kantar, he held roles at Social Technologies, the Ernst & Young Center for Business Innovation, and Innovation Focus. He also holds a Bachelor of Arts from Franklin & Marshall College.

"Ipsos Strategy3 represents a dynamic research team with the agility of a boutique consulting firm and the rigor and reliability of an established research agency" says Don Abraham. "I am very excited to be a part of a unique practice that will help meet the increasingly complex needs of today's business leaders."

**For more information on this news release, please contact:**

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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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