



Press Release

Ipsos bolsters its Automotive Advisory Services

Ipsos adds automotive veteran David Letson to lead their Product Quality and Performance Automotive Advisory Services

Detroit, MI, June 12, 2018 — Ipsos has appointed David Letson as Senior Vice President of Ipsos RDA. Letson will lead the development and execution for the Automotive Quality Advisory Services team.

He will focus on assisting our automotive clients in detecting potential problems earlier in the product design stage as well advising on quality management and launch readiness. Letson will oversee the strategic growth of key Ipsos automotive clients.

“I’m thrilled David has joined the team,” said Frank Forkin, President of Ipsos RDA. “His deep background in automotive advisement and track record with clients makes him the perfect person to take on this critical role. I have no doubt that he will be an invaluable leader and partner to our clients.”

Letson brings more than three decades of executive level automotive advisement, consulting, and research experience. He spent 20 years with J.D. Power and Associates where he held various executive roles, including launching their automotive consulting practice focused on quality improvement. Most recently, he was Vice President of Business Development, where he partnered with OEMs and automotive suppliers in market-driven development of new products and services. Letson also held various product planning and market research positions at Nissan, Mazda and Maritz.

“I look forward to bringing my experience to partner with clients to launch Best-in-Class products and services enabling buyers/owners to have an enhanced ownership experience, said Letson.” He received his Master of Arts in Sociology with a concentration in Applied Research Methods, Demography and Statistics from Western Washington University.

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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 89 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 €1,780.5 million in 2017.

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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