

Media Contact: Madhurima Bhatia
Media Relations & Content Lead
Ipsos India
Mobile: +91 9999318885

Role Expansion for Vincy Jathanna, Ipsos Observer India Service Line Head Picks up additional charge of Ipsos Observer, MENA

New Delhi, December 12, 2018: Keeping in view Vincy Jathanna's stellar performance in growing the business of Ipsos Observer in India, by manifold, Ipsos has decided to expand his role to include Observer operations for the Middle East and North Africa (MENA) Region, from January 02, 2019.

Based in Mumbai, Jathanna in his dual role will divide his time equally between the two markets.

Jathanna will have multiple reporting lines – for India Business, he will continue to report to Ipsos India CEO, Amit Adarkar; for MENA region, to Panicos Ioannides, Managing Director UAE; and indirectly to Edouard Monin, CEO MENA for the development work in MENA and on the dotted line to Jeremy McNamara, Ipsos Global Service Line Leader, Observer.

Jathanna has his task cut out: "I will start with a blue print for Ipsos Observer in MENA – our priority markets initially will be the UAE, Jordan and Egypt. I'm tasked with creating a team, putting together the client nomenclature and linking it all into a business plan guided by the Ipsos global Total Understanding Principles," said Vincy Jathanna.

"I look forward to working closely with local teams to leverage the potential for Field and Tab, Online, Mobile and Omnibus studies, which in Ipsos parlance we call – Data plus service," added Jathanna.

Jathanna has over two decades of work experience and has worked extensively with Ipsos, Nielsen and ORG MARG.

He has won several performance awards and accolades from clients for his work.

"Ipsos Observer India operations are well established; the suite of services for Data plus services are leveraged by our roster of clients in India and overseas and I would credit Vincy and his team for this incredible work in growing the service line exponentially, riding on quality and client attentiveness," said Amit Adarkar, Ipsos India CEO.

Ipsos Observer

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301, 3rd Floor, Vipul Square, Sushant Lok, B Block, Gurugram – 122003. Phone: +91 124 4692440 Website: www.ipsos.com, Email: ipsos.india@ipsos.com

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