



Press Release

Ipsos, Global Research and Insights Leader, Appoints SVP Julia Clark to New Role as Head of Marketing and Communications for North America

A trusted brand protector and ambassador for our organization for over 15 years

New York, NY, April 25, 2019 — Ipsos, one of the world’s leading research and insights organizations, today announced the appointment of Julia Clark to the newly-created role of Head of Marketing and Communications for Ipsos in North America.

The company has named Ms. Clark to this position, effective immediately, as part of its commitment to leverage its transformative momentum as a professional services firm and its increased scale ([given recent acquisitions](#)) to drive continual focus on bringing more information, more quickly, to clients, stakeholders, and the public.

The establishment of this new role underpins the company’s total dedication to a comprehensive understanding of people, markets, brands, and society; to delivering information and analysis that makes our complex world easier and faster to navigate; and to inspiring our clients to make smarter decisions.

Pierre Le Manh, Ipsos global deputy CEO and Ipsos North America CEO, said, “We created this new position because we are immensely proud of the world-class standard of work undertaken by Ipsos, and we want to ensure our clients, stakeholders, and the public writ large understand our commitment to enabling certainty in business decision-making. Julia has a long track record of outstanding delivery for Ipsos’ clients, colleagues, and stakeholders, and has been a trusted brand protector and ambassador for our organization for over 15 years.”

Mr. Le Manh continued, “Her experience in multiple Ipsos offices and countries, as well as her origin within our public sector and nonpartisan polling business have given her a deep and wide understanding of our business and the publics who operate within and around it. She will be working across our North America team to help communicate our commitment to foundational data and insights, to help our clients – and the public – act decisively on trusted information.”

Julia Clark, Head of Marketing and Communications for Ipsos in North America, said, “Ipsos is so much more than the sum of our parts, and I am delighted to be able to bring our vast professional expertise and comprehensive understanding of people and companies to a wider audience”, says Julia Clark. “In this age of uncertainty, our clients need the data-driven certainties we bring more than ever, confident in the knowledge that they are able to make better decisions when they’re sure.”

Julia has been representing Ipsos in an external capacity since she first appeared on television on behalf of Ipsos MORI (London, UK) in 2005. She holds an MSc (MA) in Organizational and Social Psychology from the London School of Economics and Political Sciences, and a BA in Psychology and English Literature, with a minor in Economics, from the Johns Hopkins University.

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Julia began her career with Ipsos MORI in 2003, ultimately working as Head of Political Research in the UK. She relocated with Ipsos Public Affairs to Washington, DC in 2010 and again to her hometown of Chicago in 2013, running Ipsos' Polling and Public Opinion business, a range of commercial client relationships, and most recently our portfolio of work for the US Department of Defense (DoD).

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 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 €1,749.5 million in 2018.

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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