



Press Release

Ipsos Names CX Strategist Michele Booth as Head of Advisory for Customer Experience in US

Booth brings proven record of designing customer-centric solutions

New York, NY, June 3, 2019 — Ipsos, the world-leading research and insights organization, named Michele Booth as Head of Advisory for Customer Experience (CX). Her hire reflects Ipsos' total commitment to understanding the depth and breadth of the human experience, and using this acquired knowledge to bring actionable truths to clients.

From Pierre Le Manh, CEO North America of Ipsos:

"We are very pleased that Michele has joined the Ipsos team. Today's highly competitive market demands a world-class approach to advising clients on the best ways to understand, measure, and manage their customer's experiences. Michele's vast experience in CX strategy, execution, and technology implementation will be a tremendous asset to our clients and Ipsos' overall goal of delivering best-in-class services, insights, and research."

The Ipsos CX team focuses on helping clients create impactful, seamless, and emotionally connected customer journeys. A rich heritage in research and insights uniquely positions Ipsos to have a differentiated perspective on how customers experience brands, products, and the world. Michele will play a critical role by supporting clients in the design, activation, and embedment of CX programs, while working closely with leadership within client organizations.

From Michele Booth, Head of Advisory for Customer Experience in US:

"I'm pleased to join the Ipsos family and the CX team specifically because I understand the value and impact of the total customer experience and I love working with companies every day to help them put their customers at the center of everything they do. Ipsos' rich heritage in research and insights uniquely positions us to have a differentiated perspective from which to think about the customer and how they experience not just brands and products, but the world. I am excited to work with clients across organizations to help them deliver innovative, impactful solutions that create value and drive ROI for their customers."

Michele brings more than a decade of management and technology consultancy experience—with a focus on technology, media entertainment, telecommunications, retail and consumer products—to the company and a proven record of designing customer-centric solutions that take companies to the next level. Prior to joining Ipsos, she worked at Ernst & Young, PricewaterhouseCoopers, and Deloitte. She holds a Bachelor of Science in Management Information Systems from the University of Central Florida and a Master of Business Administration in Finance from DePaul 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 €1,749.5 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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