



Press Release

Jason McGrath Appointed to Lead Ipsos Corporate Reputation Business in the US

McGrath is a seasoned expert in reputation measurement and communications strategy

New York, NY, June 6, 2019 — Ipsos, the world-leading research and insights organization, named Jason McGrath as Head of Corporate Reputation in the US. His promotion to this role reflects Ipsos' commitment to providing corporate clients with a total understanding of their reputation among key stakeholder audiences, and using this acquired knowledge to develop more effective communications and engagement strategies to drive business growth.

Pierre Le Manh, CEO North America of Ipsos said, "We are very excited to elevate Jason to this role. Today's highly competitive market demands a world-class approach to assessing corporate reputation so that our clients can develop relevant strategies and communications initiatives. Jason's deep experience working with many of our largest global accounts will be a tremendous asset to our clients and Ipsos' overall goal of delivering best-in-class services, insights, and research."

The Ipsos Corporate Reputation team helps clients understand their company's reputation among various stakeholder audiences to inform the development of more effective communications, advocacy and policy initiatives. We work closely with corporate communicators, corporate affairs and government affairs clients so they can make better business decisions that help strengthen and protect their reputation, navigate corporate crises and effectively respond to market developments.



Jason McGrath, Head of Corporate Research in the US described how Ipsos is helping clients measure and manage their reputation:

"I'm excited to take on this new role specifically because I understand the value and impact of proactively managing and measuring reputation at a corporate level. Throughout my career I've helped clients across industries globally drive greater equity from their corporate brand and develop communications strategies that yield measurable impact. As we continue to create holistic reputation management programs for our clients, integrating primary survey data with digital intelligence, I believe our team in the US as well as globally is positioned to provide our clients with a total understanding of their reputation equity and strategies to strengthen key stakeholder perceptions. I am excited to bring the best Ipsos has to offer to help clients address their reputation needs."

Jason brings more than 15 years of reputation measurement and communications strategy experience globally and across industries. He holds a BSBA in Business Administration and Marketing from The College of New Jersey.

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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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