



# Press Release

## Joseph DeVeney Elevated to Lead Ipsos U.S. Innovation Practice

### DeVeney to Lead One of the Largest Innovation Practices in North America

**New York, NY, June 18, 2019** — Ipsos, the world-leading research and insights organization, has appointed Joseph DeVeney to Head of U.S. Innovation, effective immediately. Mr. DeVeney's appointment comes as part of Ipsos' ongoing commitment bringing actionable truths to clients by leveraging cutting-edge technologies and innovations that allow Ipsos to stay ahead of a rapidly changing and evolving industry. His experience means he is ideally positioned to bring Ipsos' best-in-class portfolio of behaviorally-infused, end-to-end innovation services to companies looking to strengthen their innovation strategies.



Mr. DeVeney will lead one of the largest Innovation practices in North America, overseeing a team of nearly 100 experienced experts across the U.S. The team will harness Ipsos' validated innovation frameworks, rooted in 40+ years of expertise, as well as cutting-edge behavioral and neuroscience techniques, to guide clients from the earliest stages of ideation through to the development of fully-fledged products and services designed to resonate with real consumer needs and drive business growth.

Mr. DeVeney commented on his new role, saying "I look forward to helping clients across verticals leverage Ipsos' unparalleled innovation services. We are uniquely equipped to deliver seamless and rapid synthesis of real behavioral and attitudinal insights spanning conscious and unconscious consumer response. Paired with our omnichannel view of innovation and validated metrics, this sets us apart from other agencies and allows us to confidently guide clients through important business decisions at any point in the innovation process, regardless of country or category."

Pierre Le Manh, CEO of Ipsos in North America, said: "Joseph is an inventive leader who consistently imbues his work and teams with a business-centric and consultative approach to innovation that clients value deeply. His ability to draw from a range of sciences and techniques, paired with his deep-seated knowledge and experience, make him a great leader for this growing team."

Mr. DeVeney brings over 15 years of global insights experience spanning innovation, brand, and market strategy research. He holds a BA, Cum Laude from Ohio State University, and previously held key roles within Ipsos' Innovation and Market Strategy Understanding practices in both Russia and the U.S.

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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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