



PRESS RELEASE

Ipsos Hires Chris Murphy to Lead its Market and Brand Strategy Service Globally

Mr. Murphy will be responsible for product development and activation across the globe.

New York, NY, July 23, 2019 — Ipsos, the world-leading research and insights organization, announces Chris Murphy as the new leader of their market and brand strategy businesses, focused on product development and activation. The company has named Mr. Murphy to this position, effective July 8, as part of its total commitment to world class data, analytics, and insights, and to using that knowledge to bring actionable truths to clients.

Pierre Le Manh, Ipsos global deputy CEO and Ipsos North America CEO, said: “As part of our mission to provide a total understanding of people, markets, and societies, we are investing in further developing our market and brand strategy practice, with specialized research and advisory teams in key markets. I am delighted to welcome Chris, with his well-known client orientation and world-class knowledge of the space, into this key leadership position.”



Mr. Murphy said, “I am thrilled to join such an impressive, client-centric organization where the culture of collaboration and creativity is clearly translating to business growth – both for Ipsos and its clientele.”

Before joining Ipsos, Mr. Murphy served as Chief Client Officer for Kantar North America, as President of Millward Brown Analytics, and as the Managing Partner of the Market Sciences & Innovation Group. Prior to these roles, Mr. Murphy led Corporate Brand Strategy/Implementation and Insights & Analytics at Verizon.

Mr. Murphy brings over 25 years of experience in brand building and analytics/insights. He holds a BA in economics from Furman University and a Masters in Marketing Research from the University of Georgia, where he is on the Executive Board.

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About Ipsos

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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