



PRESS RELEASE

Ipsos U.S. hires Christie Kawada as head of Media Development and Audience Measurement

The ViacomCBS executive brings more than 20 years of research and data science expertise to Ipsos.

February 16, 2021 — Ipsos, the most innovative research and insights firm that transforms data into meaningful insights to solve critical business questions, today announces a new head of Media Development and Audience Measurement. Christie Kawada, a well-known media innovator, steps into the role. She will report to Peter Minnium, President, U.S., Ipsos. Kawada's predecessor, Manny Flores, moves to Executive Vice President in the Client Organization, leading client relationships and growth strategy for media technology and entertainment clients.

Kawada brings more than 20 years of research, data science, and leadership experience to Ipsos. She joins the company from ViacomCBS, where, as SVP, she built its Content Innovation Analytics department, integrating the best of insights data, big data, data science, and platform architecture to inform business decisions.

As an audience psychologist, Kawada stresses the importance of understanding the "heart" of today's audiences, with an emphasis on seeing consumers as people and not transactions. As a data strategist, she focuses on personifying all data, big and 'small', to make more insightful connections and on ultimately telling the 'why' story behind the data, transaction or ROI.

She will oversee creation of data-driven products and methodologies around program and promo testing, audience targeting and activation, brand and show trackers, show and talent positioning, and promo/scheduling optimization.

"Christie's blend of experience as an industry thought leader, researcher, data and social scientist could not be more ideal for this role. She is ideally suited to lead this important segment of our business and guide our media and clients through these rapidly shifting times." said Peter Minnium.

At ViacomCBS, Kawada created and built a one of its kind data platform, which housed survey and measurement data, as well as applicable marketing data, use cases, and back-end positioning and forecasting algorithms.

Before ViacomCBS, Kawada was executive vice president for Product Management and Innovation at GfK MRI. There, she built a new suite of digital products and methodologies for the company that helped to maintain and expand the existing media client base.



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“Whether it be with data or with clients, I always want to understand my audience and what drives them in the culture and environment they live and breathe,” says Kawada. “To find solutions in this now crazy media world, we need to disrupt how we collect, manage, and analyze data. We need to innovate. My vision and mission is to combine my experiences in traditional research approaches, advanced research design, data science, and automated platform delivery systems to provide clients with insightful data and business solutions at the touch of their fingertips, and instantaneously.”

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).

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