



PRESS RELEASE

Ipsos announces new leader for USA Customer Experience team

Stephanie Bannos-Ryback will provide CX advisory, research and analytics

New York, NY, March 21, 2022 — Ipsos, the world-leading research and insights organization, has appointed Stephanie Bannos-Ryback as an executive vice president and leader of its Customer Experience (CX) service line in the U.S.

Bannos joins Ipsos from Rightpoint, a digital consultancy, where she guided the CX service line to annual double-digit growth and led the organization to achieve placement on the Forrester CX Strategy Consultancies Wave in 2020. Prior to Rightpoint, Bannos spearheaded cross-functional CX transformation programs on the client side at consumer brands including L’Oreal, Nordstrom-owned Trunk Club and United Airlines. She started her career in PwC’s strategy practice and has a B.S. in finance from Illinois Wesleyan University.

Her combined experience in CX consulting and as a program owner in enterprise organizations provides her with a deep understanding of the importance of attributing value and outcomes to CX initiatives. As such, her approach to elevating customer experiences is data-driven, insights-led and pragmatic. She particularly enjoys helping clients manage to stakeholder expectations, as often the timeline to CX outcomes is longer than annual budget/decision-making cycles – and is particularly passionate about the increasingly complex role of data in driving CX insights and activations.

Looking ahead at 2022, she feels the greatest opportunity for CX professionals is to embrace total customer understanding and experience management in the interchangeable and non-linear world of human and digital interactions.



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At Ipsos, Bannos-Ryback will be responsible for leading a team of researchers, analysts, client success executives, and CX practitioners who serve clients across diverse sectors including retail, CPG, financial services, technology, quick-serve restaurants, automotive, industrials, and healthcare, among others.

"I am so honored to be part of this market-leading CX professional services firm. Ipsos brings exactly the mix of expert talent across strategy, design, and technology that the market is demanding," Bannos-Ryback said. "The quality of this team's insights and passion for activating insights into measurable impact is exactly what it means to be leaders in CX advisory."

Stephanie and her leadership team will shepherd the next evolution of Ipsos CX excellence by providing clients with curated access to industry-leading, innovative, and multi-discipline CX experts committed to delivering tangible value to brands and their customers.

"We are thrilled to welcome Stephanie Bannos-Ryback to Ipsos," said Ipsos North America President Nick Mercurio. "With her, she brings a wealth of cross-industry expertise from both a corporate practitioner and advisory perspective, as well as a proven track record of leadership that will be invaluable to our clients and our expanding Customer Experience Team. Ipsos is now even more equipped to provide every client with the necessary combination of art, science, and technology needed to introduce more human empathy and create impactful experiences along their customers' journey."

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, 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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