



PRESS RELEASE

Ipsos appoints Whitney Krause James as service line President, Ipsos U.S.

James will lead four service lines that comprise the strategic market and brand growth cluster

New York, NY, April 4, 2022 — Ipsos, the world-leading research and insights organization, has appointed Whitney Krause James as a President of the US organization, where she will lead several lines of business.

A results-driven leader, James joins Ipsos from Kantar, where she was managing director for Kantar Insights' New York office. Her work at Kantar included overseeing the management of the New York client leadership teams as well as the regions' key client insights relationships in brand strategy and guidance, advertising, and media effectiveness.

At Ipsos, James will have ultimate responsibility as a General Manager for the four service lines that comprise the strategic market and brand growth cluster: Market Strategy and Understanding, Brand Health Tracking, Social Intelligence Analytics, and Ipsos' advisory service, Strategy3.

This is a time of change for brands with the lingering pandemic, continued supply chain issues, inflation, and global instability — all of which in a 24x7 news cycle, saturated social media world where customer experiences and behaviors are constantly evolving. Staying close to customers and consumers is critical. James' leadership will ensure that clients have the best data and insights to guide their brand portfolios through these uncertain times.

She quickly rose to the top of a pool of hundreds of internal and external candidates.

"Whitney was selected for this top leadership role as she demonstrated consistent and proven success against the full spectrum of criteria that was used to assess hundreds of candidates for this role," said Lorenzo Larini, CEO of Ipsos in North America. "That is exactly what Ipsos needs to lead these critical areas of our business, which are so integral to the success of our clients as they build, execute, measure and adjust their growth strategies with increased agility."

James is a passionate champion of diversity and inclusion initiatives, which she will apply to client engagements as well as her process for bolstering and building

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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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