



PRESS RELEASE

Ipsos appoints Cynthia Pachovski as CEO of Canada

Toronto, December 6, 2022 – Ipsos, one of the largest market research and polling companies globally, today announced Cynthia Pachovski’s appointment as CEO of Ipsos Canada.

Pachovski is an accomplished executive with more than two decades of experience leading market research and business development teams in various markets and regions. She rejoined Ipsos Canada in October 2019, as President of its Market Strategy and Understanding division. In her role, she led her team in supporting clients with advanced knowledge of the market, strategic and technology-led solutions.

More recently, Pachovski stepped in as interim CEO of Canada on September 1, following the retirement of its former CEO, Gary Bennewies.

“Cynthia is an extremely effective leader. Picking up from the strong position which Canada achieved through the second quarter, performance under Cynthia’s leadership has continued to grow,” said Lorenzo Larini, CEO, Ipsos North America. “Her exceptional track record made her the clear choice to lead as CEO and further grow Ipsos Canada in its pre-eminent place in Canadian market research.”

Prior to rejoining Ipsos, Pachovski led the Nielsen Consumer Insights and the Nielsen Media Digital Divisions in Canada. She successfully changed the business by launching new data and tech solutions to serve clients’ digital transformation agendas.

Before Nielsen, Pachovski supported Ipsos in France as General Manager of the French overseas territories from 2007 to 2012. In this role, she built teams in multiple markets, led the development of research solutions and deployed international client services, delivering long-term growth and profitability.

Pachovski will report to Lorenzo Larini, CEO, Ipsos North America.

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ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

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

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com