



PRESS RELEASE

Ipsos' Jaya Dulani Sardana named to the 2023 Social Intelligence Insider 50 list

Sardana is distinguished as a “pioneer” alongside the world’s most influential social intelligence experts

New York, February 6, 2023 – Jaya Dulani Sardana, a leader with Ipsos Healthcare Advisory, has been named to the Social Intelligence Insider 50, an annual list recognizing the world’s most influential media monitoring and analytics professionals.

This honour distinguishes Sardana as a “pioneer” in the fast-paced and highly complex Healthcare & Pharma sectors where she’s working to design and apply multi-tenet analytical solutions that are quickly moving the industry forward and in turn, earning her the reputation of a trailblazer with Ipsos Healthcare Advisory and its state-of-the-art social analytics solutions.

“From multi-modal research to social listening, we work at the cutting edge every day to make a real-world difference for healthcare providers and patients,” Sardana said. “It’s an adventure to work with the Ipsos Healthcare team — and I’m proud to see us acknowledged as leaders in our field.”

A methodologist with more than a decade of experience in digital media and secondary research, Sardana is responsible for helping shape how nearly all the top 50 pharmaceutical companies globally think about and apply social-enabled research to everything from patient journey to ecosystem mapping, digital persona development, brand tracking, emotions mapping and patient and physician online information pathways.

With this award, Sardana joins Sandro Kaulartz, Chief Research Officer at Ipsos’ Social Intelligence Analytics, and Steve Reeves, SVP of Digital Strategy & Social Intelligence in Ipsos Healthcare, who were named as “pioneers” in last year’s list.

“At Ipsos Healthcare, we’re attracting the best minds in social intelligence because we understand the immense value that exists within this emerging research channel, and more importantly, how to unlock it for our clients and set the pace for the entire industry,” said Bob Rava, Executive Vice President, Ipsos Healthcare Advisory Services. “Jaya is a critical reason for our success, and on behalf of the entire Ipsos organization, congratulations on this monumental achievement being named amongst the Top 50 influencers and pioneers in social intelligence!”

The Social Intelligence Insider 50 is selected by The Social Intelligence Lab, an independent organization for professionals working with social data and analytics. Each year, a panel of industry experts determines 25 “pioneers” and 25 “evangelists” to recognize. This year’s list also includes leaders from Microsoft, Walmart, Mondelez, Mattel, and the Walt Disney Company.



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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
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