



## PRESS RELEASE

### Michael Link appointed as President of Ipsos U.S. Public Affairs

Link, a distinguished researcher and leader, will lead Ipsos' Public Affairs practice in the U.S.

**New York, April 9, 2024** – Ipsos, one of the world's leading market research companies, is pleased to announce that Michael Link has been appointed to a new role as president of Ipsos Public Affairs in the U.S.

Link, a distinguished researcher and leader with more than three decades of experience in the public and private sectors, will direct Ipsos Public Affairs in the U.S. as it provides decision-makers with the information they need to navigate strategic challenges and identify new opportunities.

"With robust research and innovative AI-powered solutions, Ipsos offers clear insights into public attitudes and behaviors," Link noted. "We're committed to providing exceptional, strategic guidance and insights, crucial to understanding the present and preparing for the future in a fast-changing world."

Since joining Ipsos Public Affairs in 2022 as executive vice president of methodology and chief research officer, Link has brought deep industry relationships and expertise to Ipsos, raising the profile and furthering the impact of its public opinion polling.

Over the course of his career, Link has driven growth and led high-performing teams across government, academia, and the nonprofit sector, including senior leadership positions at Abt Associates, Nielsen, RTI International, and the Centers for Disease Control and Prevention.

An internationally recognized leader in data collection and measurement science, he is also a former president of the American Association for Public Opinion Research, one of the world's largest professional associations for public affairs research, and has presented on expert panels for the World Health Organization and National Academies of Sciences.

"We are privileged to have someone with Michael Link's deep experience now leading our Public Affairs team in the U.S.," said Darrell Bricker, Global CEO of Ipsos Public Affairs.

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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 20,000 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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