



## PRESS RELEASE

### Patrick Sheposh to lead Ipsos' Automotive and Mobility practice in North America

*Sheposh, an accomplished leader with far-reaching experience in the automotive sector, to steer Ipsos' Automotive and Mobility practice in the U.S.*

**Troy, MI, May 1, 2024** – Ipsos, one of the world's leading market research companies, today announced that Patrick Sheposh has joined as head of its U.S. Automotive and Mobility service line. He will report to Whitney Krause, president of Ipsos.

Sheposh, a specialized business leader with deep expertise and impact in the automotive sector, joins Ipsos from Deloitte, where he led consulting initiatives in service, parts, maintenance, and EV charging. In this new role, Sheposh will leverage Ipsos' research, data, and benchmarking capabilities to deliver transformative insights and advisory solutions to top clients in the auto space.

"With the mobility sector facing intense competition and rapid change, knowing how to anticipate and understand complex problems is essential to growth. That's why Ipsos is an essential partner to industry leaders – and why it will continue to shape their strategies for innovation and consumer understanding," Sheposh said.

With an extensive background in data and analytics, marketing, and consumer research, Sheposh has earned a reputation as a highly effective leader in the automotive business. Before Deloitte, he served in senior roles at agencies under the WPP umbrella, including J. Walter Thompson, VML and Wunderman, where he advised clients on issues ranging from integrated marketing to the customer experience.

"Patrick's diverse experience and uncompromising focus on clients are an asset for Ipsos," Krause said.

"With their deep industry expertise and solutions-oriented mindset, I'm confident that the Automotive and Mobility team will continue to drive growth for our clients and our business,"

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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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