



PRESS RELEASE

Julia Glidden Appointed as Group President of Ipsos Public Affairs U.S.

Michael Link transitions to new role as Chief Research & Operations Officer, Clifford Young continues as President, Polling & Societal Trends

New York, November 22, 2024 – Ipsos, one of the world's leading market research and polling companies, today named Julia Glidden, a world-renowned leader in governance and innovation, as Group President of its U.S. Public Affairs practice.

An accomplished executive with an exceptional ability to initiate change and drive business results, Glidden has played a key role in revitalizing go-to-market strategies at some of the world's leading brands, including Microsoft and IBM. She is also an in-demand writer, speaker and consultant, and has acted as an expert advisor to organizations including the United Nations, the European Commission, and the World Economic Forum.

Glidden's appointment will ensure that Ipsos' clients in the public and private sectors receive the insights solutions they need to innovate, adapt and grow.

"The opportunity to access and deploy high-quality data to improve service delivery, enhance user experience and engage key stakeholders has never been greater," Glidden said. "Having dedicated my career to forging winning public-private sector partnerships, I can't wait to roll up my sleeves and help our clients leverage Ipsos' world-class market research and brand capabilities to collaborate, innovate and succeed in a rapidly changing world."

"With a forward-thinking approach to communication, collaboration and leadership, Julia has proven herself many times over by steering large organizations through successful transformations toward double-digit growth," noted Mary Ann Packo, CEO of Ipsos North America. "Her passion for innovation and deep public sector experience will be invaluable to our clients and essential to our business as Ipsos Public Affairs enters an exciting new era."

With Glidden's appointment, Michael Link, who led Ipsos Public Affairs on an interim basis over the past six months, will assume a new role as Chief Research and Operations Officer. In this position, he will continue to represent Ipsos' research externally to clients while managing internal operations and procedural improvements. Recognized industry leader Clifford Young will continue as President of Ipsos Polling & Societal Trends, creating a world-class Ipsos leadership team to pave the way to a bright future.

Glidden most recently served as chair of the UK-based data & analytics firm Pivotal, and was previously Corporate Vice President for Microsoft's worldwide public sector business and General Manager of Global Government Industry for IBM. She has also driven digital transformations in North America, Europe, the Middle East and Asia, with a focus on integrated e-services, cloud-based platforms, AI, and other emerging technologies.



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Glidden holds a Doctor of Philosophy degree in International Relations from the University of Oxford.

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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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