



PRESS RELEASE

Ipsos Expands Public Affairs Services in Ottawa to Strengthen National Reach

Ottawa, Ontario, January 8, 2025 – [Ipsos](#), a global leader in market research, is strengthening its public affairs service line in Ottawa as part of its commitment to expanding strategic offerings across Canada. To spearhead this growth, Gregory Jack has been appointed Senior Vice President, Public Affairs in Ottawa.

The expansion signals Ipsos' commitment to enhancing its presence in Ottawa, a key market in Canada's political and public affairs landscape. By investing in the region, Ipsos aims to better serve clients with tailored insights and innovative solutions that address complex government and public policy challenges.



Greg brings 25 years of expertise in public affairs and government relations to his new role. Returning to Ipsos after two years at a boutique public affairs and government relations firm, Greg's career also includes senior roles in communications with the Canadian and Alberta governments and in government relations at Suncor Energy. He holds advanced degrees in energy policy, public administration, political studies and philosophy from leading institutions.

Greg will lead Ipsos' Public Affairs practice in Ottawa and the surrounding region, working closely with the national team to provide clients with data-driven strategies that address their unique needs.

Brad Griffin, President of Public Affairs, Corporate Reputation and IUU (Qualitative) at Ipsos Canada:

"Ottawa is the epicenter of Canada's political landscape, and strengthening our presence there is crucial for our public affairs business. This expansion enables us to actively engage and support our clients at a local level."



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Darrell Bricker, Global CEO of Ipsos Public Affairs:

"We are delighted to welcome Greg back to Ipsos Public Affairs. His extensive experience with the Canadian federal and Alberta provincial governments, combined with his prior tenure at Ipsos, makes him uniquely positioned to provide exceptional service to our important clients in the National Capital Region."

The Ipsos Public Affairs team is available to discuss research trends and collaborate with clients invested in Ottawa's political and public affairs landscape. To connect with Greg and the team, email gregory.jack@ipsos.com.

For more information about Ipsos' Public Affairs services, visit www.ipsos.com/en-ca.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 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 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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