



## PRESS RELEASE

# Ipsos establishes Technology, Media, and Telecom practice to help global brands innovate and grow faster

**Jamie Stenziano, veteran advisor to global tech and media brands, to serve as executive vice president and head of the TMT practice**

**New York, NY, January 30, 2025** - [Ipsos](https://www.ipsos.com), one of the world's leading market research and polling companies, today announced the formation of its **Technology, Media, and Telecom (TMT)** commercial practice: a team of industry experts that will equip global brands with the solutions they need to innovate, evolve, and find growth faster.

This move enables technology, media and telecom businesses to leverage Ipsos' best-in-class insights, analytics, and foresight capabilities with support from a dedicated group of experts, empowering them to solve complex problems and capitalize on emerging opportunities.

"Between a shifting regulatory landscape, heightened competition, and the explosion of AI innovation, leaders in the technology and media sectors face both unprecedented opportunities and existential threats," said Nick Mercurio, chief client & growth officer for Ipsos North America. "Our Technology, Media, and Telecom practice is uniquely positioned to help brands come out on top in this dynamic landscape."

Jamie Stenziano, an influential leader with more than 15 years of experience as an in-demand advisor to global tech and media brands, will serve as head of the Technology, Media, and Telecom practice. In this newly expanded role, he will oversee the TMT portfolio and work with teams from across Ipsos to help clients address their most important business challenges.

By bringing together senior client partners, subject matter experts, and leading researchers, this go-to-market group will ensure that Ipsos' offers are seamlessly integrated across the technology, media, and telecom sectors, from market sizing and customer segmentation to brand tracking and innovation testing.

"This team is committed to providing Ipsos' clients with the highest-quality insights in the industry," Stenziano said. "I'm excited to exceed expectations, boost innovation, and grow alongside some of the world's important brands."

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GAME CHANGERS





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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, and is eligible for the Deferred Settlement Service (SRD).

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