



PRESS RELEASE

Natalie Kinney to lead Ipsos' Market Strategy & Understanding team in the U.S.

New York, NY, June 4, 2025 - [Ipsos](#), one of the world's leading market research and polling companies, today announced that Natalie Kinney, a senior leader with extensive experience in research, marketing, innovation, and brand management, has been promoted to lead its Market Strategy & Understanding (MSU) practice in the U.S.

Since joining Ipsos' MSU team as a Senior Vice President in 2022, Kinney has helped some of the world's leading brands grow faster and smarter by understanding their customers, categories, and competitors.

In her new role, Kinney will continue to empower MSU's clients with the data, insights and intelligence they need to make confident decisions across their shifting and dynamic landscapes.

"Natalie brings instrumental guidance and experience to our teams, ensuring Ipsos puts client perspective at the core of what we do," said Whitney Krause, President, Ipsos North America.

"She's dedicated to elevating all that we do, from brand positioning to portfolio management — and that makes her the right choice to lead the MSU team to further growth."

Prior to joining Ipsos, Kinney held a series of senior insights, innovation, and brand management titles at Butterball, LLC, where she most recently served as Director of Insights & New Product Concepts.

Over the course of her career, Kinney has proven herself as a results-driven leader with a passion for solving complex business questions. That skillset aligns with Ipsos' commitment to forward-thinking solutions, from industry-leading consumer research to AI-powered customer segmentation tools.

"Ipsos is set apart by its ability to synthesize diverse insights into actionable solutions focused on our clients' businesses and the complex environments in which they play," Kinney said.

"We provide depth and breadth of understanding across people, brands, products, and markets to establish a strong foundation for growth and success. That gives our clients a unique edge in competitive and fast-moving environments, and makes us an essential partner to brands, retailers, business and marketers across sectors. I look forward to driving innovation in our approaches and delivering insights that make a real difference for our clients."

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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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