



PRESS RELEASE

Ipsos recognized by Forbes as one of America's Best Employers for Women 2025

New York, July 30, 2025 - [Ipsos](https://www.ipsos.com), one of the world's leading market research companies, has been named by Forbes as one of America's Best Employers for Women 2025.

This achievement, which is based on an independent survey conducted by Forbes and Statista, recognizes Ipsos as an equitable and inclusive workplace that provides all employees with the support they need to accomplish their personal and professional goals. This is the second year in a row Ipsos has been honored on Forbes' U.S. list — and the company also carries the honor for Forbes' related global list.

"Ipsos' greatest strength has always been its people. So, it's important that everyone at Ipsos, and women in particular, feel empowered to grow, lead, and make an impact," said Mary Ann Packo, CEO of Ipsos North America.

"Our commitment to culture helps us attract and retain some of the industry's brightest stars and best minds — and keeps Ipsos innovative, disruptive, and a great place to build a rewarding career," Packo added.

To identify companies leading change and going further to support gender equity, Forbes and Statista surveyed over 150,000 women working in the U.S. about their employers and issues including pay, parental leave, equity, and inclusion.

Ipsos' strong ranking in that survey reflects its commitment to pay equity and its industry-leading family support and parental leave policies. It also indicates the success of initiatives like Ipsos' Gender Balance Network, a mentorship program that helps women advance in their careers at Ipsos.

Beyond employee initiatives, Ipsos is committed to making an impact in the market research industry and advancing authentic representation in advertising. As the first research member of SeeHer, a coalition of media, marketing, and entertainment leaders united to eliminate gender bias, Ipsos actively helps its clients shape a more equitable media landscape.





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Through its market-leading creative optimization solution, Creative|Spark, Ipsos applies the Gender Equality Measure® (GEM) framework to evaluate all ads featuring women and girls. This data-driven approach enables brands and agencies to identify and reduce bias, driving meaningful change in how women and girls are portrayed and seen. Ipsos has co-produced and published thought leadership with ANA and SeeHer on drivers of authentic advertising to further this movement.

Ipsos also partners with organizations to accelerate progress and advancement. Ipsos actively participates in the Advertising Research Foundation's (ARF) WIDE program for young scholars and interns, ARF Young Professionals, and the ARF Women in Analytics coalition. Ipsos also partners with The Female Quotient to invest in a range of efforts designed to fuel knowledge as power, empowering the industry with insights that drive systemic change and lasting impact.

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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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