



PRESS RELEASE

Ipsos appoints Yupin Muntzing as the new Managing Director for Ipsos in Thailand

Bangkok, Thailand, December 8th, 2025 - [Ipsos](#), one of the world's leading market research companies, today announced the appointment of **Yupin Muntzing** as the new **Managing Director for Ipsos in Thailand**, effective December 8, 2025.

Yupin brings a deep understanding of the Asian market and over 25 years of strategic leadership from the communications industry, with extensive experience across Thailand, Hong Kong, and China. She previously served as CEO of VMLY&R and, prior to that, as CEO of McCann Worldgroup in Thailand. Her foundational expertise in research and data was established earlier in her career through roles with major multinational clients, including P&G and Unilever.

Her career is marked by a proven ability to drive commercial success and establish C-suite partnerships that foster both new business acquisition and long-term client retention.

In her new role, Yupin will focus on accelerating business growth for Ipsos Thailand by leveraging agile solutions, embedding AI and automation into operations, and further deepening strategic partnerships with clients to effectively address their most pressing commercial challenges.

Yupin succeeds Usana Chantarklum, who is retiring at the end of the year. Ipsos sincerely thanks Usana for her seven years of instrumental contribution and dedication, which successfully established a strong, growing foundation for the company in Thailand.





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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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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