



PRESS RELEASE

Pedr Howard appointed as President, Ipsos Creative Excellence, U.S.

Howard will continue to steer the strategic direction of Ipsos' industry-leading Creative Excellence practice

New York, February 17, 2026 - [Ipsos](#), one of the world's leading market research and opinion polling companies, today announced that Pedr Howard has been promoted to President of Ipsos Creative Excellence in the U.S., a growing team that is shaping the future of advertising research.

A data-driven researcher and leading industry commentator with a track record of award-winning work for high-profile brands, Howard has spearheaded substantial growth for Ipsos' Creative Excellence practice. As President, he will continue to lead the strategic expansion of this team and oversee the development of state-of-the-art research tools which empower Ipsos' clients to capture attention and drive business results across channels, platforms, and markets.

"Pedr has demonstrated exceptional leadership and vision since stepping into his role," said Lindsay Franke, Group President of Ipsos North America Services. "His ability to grow the business, inspire his team, and deliver outstanding value to our clients made this promotion a natural next step. I'm excited to see him continue to elevate Creative Excellence as an industry-leading practice."

Ipsos Creative Excellence has established itself as a leader in the advertising research field through a distinctive blend of on-demand, AI-powered tools and in-depth advisory solutions, backed by Ipsos' multimethodological capabilities and the deep industry expertise of leaders like Howard.

As President, Howard will continue to lead the U.S. Creative Excellence practice — now encompassing two of Ipsos' Globally Managed Services, Creative Assessment and Creative Development — which are central to Ipsos' newly announced [Horizons](#) transformation and growth strategy. These two services have been a strong growth driver for Ipsos US in recent years, helping clients increase the effectiveness of their advertising at all stages of development, from brief to post-launch.

Howard has forged strong partnerships with leading clients and industry organizations across his nearly two decades with Ipsos. A frequent speaker at industry conferences and an in-demand commentator on industry trends, he has established himself as a leading voice on the relationship between technology, human creativity and creative effectiveness.

As President, Howard will also continue to lead Ipsos' partnership with Effie Worldwide and its strong relationship with the Advertising Research Foundation (ARF).



PRESS RELEASE

For more information on this news release, please contact:

Christopher Good
Communications Manager
christopher.good@ipsos.com

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

www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00