



## PRESS RELEASE

# Ipsos Thailand Hosts Exclusive "Give to Gain" Fireside Chat with Sophie Pacharee Schuemers-Rogers to Celebrate International Women's Day 2026

**Bangkok, March 6, 2026** - To commemorate International Women's Day 2026, [Ipsos](#), one of the world's leading market research companies, hosted an inspiring fireside chat featuring **Sophie Pacharee Schuemers-Rogers**, the visionary founder of the internationally acclaimed jewelry brand **PACHAREE** and **KHONG Bangkok**.

Held under the theme "**Give to Gain**," the session provided an intimate look into the professional journey of one of Thailand's most successful creative entrepreneurs. The event was designed to foster gender equality, boost career resilience, and inspire the Ipsos team to translate passion into concrete professional action.

Sophie, who transitioned from a high-paced career in advertising to building a global luxury brand, shared that her success was not merely a result of a strategic "pivot," but rather the courage to be radically honest with herself. She emphasized that "giving" 100% to one's true passion is the only sustainable way to "gain" a lasting legacy.

Sophie remarked during the session *"The 'Give to Gain' philosophy is built on the belief that when you give your absolute best to your craft and your team, the professional rewards and growth follow naturally. It is about intentional multiplication, not subtraction."*

The discussion also delved into the complexities of leading diverse teams across Bangkok and Zurich. Sophie highlighted how bridging cultural nuances can be turned into a creative advantage—a message that resonated deeply with the Ipsos team, who work daily to decode diverse consumer behaviors across borders.

**Yupin Muntzing, Managing Director at Ipsos Thailand**, noted: *"At Ipsos, we value diverse perspectives as the foundation of our insights. Sophie's journey as a female founder is a masterclass in resilience. Her 'all-in' approach to her passion serves as a powerful reminder for all of us to bring that same dedication to the data and insights we provide to our clients."*

The event concluded with a call to action for both men and women within the organization to champion inclusive leadership and to support the "Give to Gain" mindset in their daily collaborations.

For more information on Ipsos Thailand's latest research and initiatives, please visit <https://ipsos.com/en-th>.



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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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