PRESS RELEASE

Ipsos in Vietnam announces two new leadership appointments

Vietnam, 08 October 2026 – Ipsos**,** one of the world's leading market research companies, today announces a leadership transition in Vietnam, with Vincent Galliard returning to lead Ipsos Vietnam as Managing Director, effective 5 October 2026.

At the same time, Rakesh Dayal will take on a new regional role as Growth Lead for Asia Pacific (APEC), with a focus on accelerating growth and strengthening Ipsos' commercial ambitions across the region.

Vincent's return marks a new chapter for Ipsos Vietnam. With more than two decades of experience with Ipsos, including leadership across Market Strategy & Understanding (MSU), Innovation (INNO), and Brand Health Tracking (BHT), combined with leadership experience in business consulting outside the organisation, he brings a strong mix of research expertise, commercial perspective and a fast-paced approach to business.

In his new role, Vincent Galliard will lead Ipsos Vietnam's overall business and continue to strengthen its position as a trusted partner to organisations seeking to understand Society, Markets and People in an increasingly complex and fast-changing environment — while accelerating innovation, embracing AI-enabled capabilities, and bringing greater speed and value to clients.

Commenting on his new role, **Galliard** said: "Returning to Ipsos Vietnam feels very much like coming home. Having spent an important part of my Ipsos journey here, I'm excited to reconnect with our clients and colleagues, and to contribute once again to a market that has always been special to me. I look forward to building on the strong foundations already in place and shaping the next chapter of Ipsos Vietnam together."

The transition also reflects Ipsos' continued investment in growth across Asia Pacific. During his leadership of Ipsos Vietnam, Rakesh has helped strengthen the business, expand client partnerships and advance the adoption of new solutions and capabilities in the market.

Dayal said: "It has been a privilege to lead Ipsos Vietnam and work alongside such a talented team and valued clients. I am proud of what we have built together. As I move into this regional role, I look forward to supporting our markets across APEC in unlocking new opportunities for growth, while continuing to stay closely connected to Vietnam."

The leadership transition underscores Ipsos' commitment to both **strong local leadership and greater regional collaboration**, as the company continues to evolve its capabilities to meet changing client needs.

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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 www.ipsos.com/en-vn

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