



Press Release

Najat Vallaud-Belkacem joins Ipsos

Paris, 22 February 2018 – Najat Vallaud-Belkacem is appointed as Deputy CEO, International Research and Social Innovation, Ipsos.

Najat Vallaud-Belkacem will be particularly involved in 3 areas:

- The international public institutions, to help them define their policies, to better understand their citizens and to assess the effectiveness of their actions.
- The business sector, to help them better manage their relationship with wider society, including in the areas of corporate responsibility and sustainable development.
- The scientific community, in supporting Ipsos' project to work closer with the sector in disciplines such as behavioural science, neurosciences, data sciences/big data, and artificial intelligence (A.I.).

Najat graduated from the Institute of Political Research in Paris. After working several years in a lawyers' office for the Council of State and the Court of Cassation, she has worked since 2003 for the city hall of Lyon before joining the regional council of Rhône-Alpes, in charge of the cultural policy.

She was Ségolène Royal's spokeswoman during the French presidential election in 2007 and then for François Hollande in during the 2012 campaign.

In 2012, she was appointed as Minister of Women's Rights and the government spokesperson for the first government of François Hollande's mandate. From 2014 to 2017, she was Minister of National Education, Higher Education and Research.

Didier Truchot, Ipsos Chairman & CEO says: *"For more than 10 years, Najat Vallaud-Belkacem has been very active in French political life. She has a unique personality above all. She was the youngest member of François Hollande's first government in 2012. She was our first (and so far only) woman to be Minister of National Education, Higher Education and Research. Having decided to stop her political career for the time being, Najat has chosen to work in a company whose signature is GAME CHANGERS and which is dedicated to helping its thousands of clients worldwide in facing the major issues of the transformation of society and the markets that every day are becoming more unpredictable, more digital, shaken by the consequences of scientific development, of the implementation of technologies. We have entered a world where the chances of being successful and happy are blending with fears and angers.*

Ipsos is dedicated to helping its clients to better understand society, markets and people. The integration of personalities like Najat plays an additional part to our project."

About her arrival at Ipsos, Najat Vallaud-Belkacem comments: *"I am very happy to be joining such an engaged company which is so passionate and ambitious about its plans for the future. The study of international societal phenomena, the ever more diverse applications of scientific knowledge to improve understanding, and finally social innovation: these are topics which I will be thrilled to develop with our enthusiastic team"*.

Najat Vallaud-Belkacem will take office in Paris on March 1st 2018.



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GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, simplicity, speed and substance.
We are Game Changers.

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The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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