



# Press Release

## Helen Zeitoun joins Ipsos

**Paris, 26 February 2018** - Helen Zeitoun is appointed as “Group Associate Director” and becomes a member of the Ipsos Executive Committee. She will be Country Manager, Ipsos in France and CEO “Ipsos Sciences Team”. She will report to Didier Truchot, Ipsos Chairman and CEO.

Helen Zeitoun’s role is to:

- Develop Ipsos in France within a context of deep transformation of the market and clients’ needs.
- Together with Henri Wallard, Ipsos Deputy CEO and Chairman “Ipsos Sciences Team”, moderate a group of researchers that Ipsos is bringing together, as part of the Total Understanding Project. The objective is to strengthen Ipsos’ expertise in some scientific disciplines such as behavioural sciences, neurosciences, statistics, sociology and marketing.

After graduating with a MBA and a Master of Sciences in Marketing from the University of Laval, Canada in 1989, Helen Zeitoun started her career at TNS in France. She joined GfK in 1992. She had different positions within the French subsidiary before becoming its CEO in 1998. She then went on to become the head of the Western Europe region. In 2012, she was appointed global head of the GfK’s ‘Brand and Customer Experience’ business unit, and in 2016 of the ‘Consumer Goods and Retail’ business unit, based in New York City, where she stayed until fall 2017.

Amaury de Condé, Country Manager, Ipsos in France will take work with Helen Zeitoun on this transition during March. He will join the Ipsos Global Headquarter Services (GHS), as Director, to work on the alignment of talents and trainings with the missions provided by the Total Understanding project. In this new role, which will be publicly detailed in the coming weeks, he will report to Didier Truchot.

On the subject of Helen Zeitoun’s arrival at Ipsos, Didier Truchot declared: *“I have known Helen for a long time. Her arrival in Ipsos is something I had always hoped would happen. Helen embodies the best that the marketing sciences industry could offer: an impeccable technical knowledge, established on a solid scientific background and considerable experience, combined with her rigour and recognized leadership capacities. After having exchanged ideas during the past months, Helen and I have decided came to the decision that the time has come to work together. Helen will participate in making Ipsos the research agency that private companies and public institutions turn to first when they would like to better know and truly understand Society, markets and people.”*

Didier Truchot also wanted to *“thank Amaury de Condé for the work he has done during the last twelve months. In a complex market, he was able to stabilize the teams, to work well with a large number of clients and in the end, to build solid foundations on which we will execute an active development policy in France. I am very happy that Amaury and I will continue to collaborate in a new framework.”*

About her new arrival at Ipsos, Helen Zeitoun commented: *“Joining Ipsos means for me joining one of the rare market research and data insight companies that really know how to combine professional expertise and respect for its people. I have always been passionate on performance and change in an international, multi-cultural and human context.”*

Helen Zeitoun will take office in Paris on March 1<sup>st</sup> 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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