



### **Market Research Veteran Joins Ipsos**

Curt Stenger to provide Ipsos clients with marketing sciences services

**October 8, 2004, New York, NY** – Ipsos, the fastest growing marketing research company in the U.S., is pleased to announce that Curt Stenger has joined the company as Vice President of Analytics for the Ipsos-Insight Consumer Products Division. Stenger, who will work in the Long Island office, has 15 years experience in the industry, which includes expertise in all aspects of the analytic process from client analytic strategy development and research design to database development and management.

"Curt, along with team member Larry Anderson, will provide the analytic leadership for our Eastern Business Unit," said Lauren Demar, President of the Ipsos-Insight Consumer Products Division. "Curt's responsibilities will include analytic strategy development and support for our large Eastern U.S. accounts. In addition, he will provide analytic expertise for a number of our product development initiatives."

Curt has a wide range of experience in the most recent advanced modeling techniques, including brand equity, disaggregate discrete choice, latent class segmentation, data mining, forecasting, market structure and segmentation, structural equation modeling, pricing, mapping, random forests, neural networks, and genetic algorithms.

Most recently, Curt was Vice President of Marketing Sciences at Research International where he managed all Marketing Sciences resources. He had responsibility for all advanced analytics for a number of multinational clients, served as a member of several product development teams, and provided analytical/statistical training and consulting. Curt also has served in analytic roles at Pert Survey Research, Market Data Corporation, and Harris Research Associates.

Curt has a Master of Science in Statistics from the University of Chicago, a Master of Business Administration from the University of Pittsburgh, and a Bachelor of Arts in Economics from Northwestern University. He is a member of the American Marketing Association, the American Statistical Association, and the Classification Society of North America. In addition, he has served as Vice President of the Marketing Research Division of the Chicago Chapter of the AMA.

#### **For more information on this press release, please contact:**

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#### **Ipsos-Insight**

Ipsos-Insight, the flagship marketing research division of Ipsos in the U.S., has industry specialists serving companies in the following industries: consumer products; technology and communications; health and pharmaceutical; financial services; cable, media and entertainment; agrifood; energy and utilities; and lottery and gaming.

Ipsos-Insight provides custom and tracking research services to domestic clients, as well as U.S.-based multinationals. It offers concept and product testing, package testing, attitude and usage studies, omnibuses, tracking systems, brand equity, price optimization and segmentation, marketing models, advanced analytics, and global research. Ipsos-Insight is an Ipsos company, a leading global survey-based market research group. To learn more, please visit [www.ipsos-insight.com](http://www.ipsos-insight.com).

#### **Ipsos**

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and reactions of consumers, customers, and citizens around the world.



Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting and modeling and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2003, Ipsos generated global revenues of \$644.2 million U.S. Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.