



### **Financial Services Marketing Expert Joins Ipsos**

Strategist Arthur Eisenbach brings over 25 years of research experience to leading marketing research consultancy's financial services practice

**January 12, 2006, New York, NY** — Ipsos Insight, the flagship marketing research division of Ipsos in the U.S., welcomed Arthur Eisenbach as Senior Vice President and General Manager of the Ipsos Insight Financial Services practice.

Eisenbach is a seasoned senior marketing research and analytics director, with 25 years of experience on both the agency and client sides of marketing. Most recently, Eisenbach was Director of Enterprise Analytics/Brand Strategies for Bank of America, and Director of Marketing Research and Customer Strategies for FleetBoston Financial. During his advertising agency tenure, he worked with Hill Holiday as Executive Vice President, Director of Marketing Research, where he built the research and planning department, hired and developed staff, and developed client business as a member of the new business team. His research and category marketing experience included consumer products, travel, retail, and automotive, as well as financial services.

"Arthur brings enterprise-wide financial services research acumen that will ensure we deliver actionable insights and unparalleled strategic vision for our financial services clients," said Tom Neri, President of Ipsos Insight's Services division. "His appointment reflects Ipsos' philosophy of attracting elite research talent with exceptional industry understanding who can provide innovative and inspired research solutions to our global client roster."

"I'm excited to be joining the Ipsos Insight Financial Services team," said Eisenbach. "It's a very strong team, and we have a great opportunity to build on our relationships with some of the leading companies in this category, and to provide the strategic insights that go beyond the data to help our clients make informed business decisions."

Eisenbach holds a degree in psychology from Princeton University and a law degree from Rutgers University. He is based in Manhattan.

#### **For more information, please contact**

Arthur Eisenbach  
Senior Vice President and General Manager  
Ipsos Insight  
tel: 212.584.9275  
email: [arthur.eisenbach@ipsos-na.com](mailto:arthur.eisenbach@ipsos-na.com)

#### **Ipsos Insight**

Ipsos Insight is a marketing research consultancy that provides solutions to Fortune 500 companies in the areas of market assessment, brand management, innovation, and new product development. Our industry experts combine the discipline of marketing with the science of marketing research to offer expert consultation and strategic advice that builds powerful brands.

Our client service teams specialize in consumer products, technology, communications, health, pharmaceuticals, financial services, entertainment, retail, foodservice, agrifood, energy, utilities, and lottery and gaming. To learn more, please visit [www.ipsosinsight.com](http://www.ipsosinsight.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 responses 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, 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 2004, Ipsos generated global revenues of €605.6 million (\$752.8 million U.S.). Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.