



## **Ipsos Health Announces Senior-Level Appointments**

**New York, NY, May 4, 2007** – Ipsos Health has announced two key appointments aimed at further strengthening the company's client service capabilities in the healthcare and pharmaceuticals arena. Elys Roberts has joined the company as President and CEO of Ipsos Health in North America and Andrew Grenville takes on the role of Chief Research Officer.

"These two appointments are a critical next step in continuing the success our Health Team has achieved over the last several years, and a signal of Ipsos' commitment to the healthcare sector," said James T. Smith, Chairman and CEO of Ipsos in North America. "Elys and Andrew have extensive experience in the field and share a deep understanding of the needs and challenges in the pharmaceutical industry. Their leadership in the sector will be enormously advantageous to clients seeking in-depth market insight."

Elys Roberts comes to Ipsos with 13 years experience in the healthcare sector, in both client and research sides of the business. Immediately before joining Ipsos, he served as Group President for Medefield America, a business division he started 3 years ago, rapidly shaping it into the largest provider of European online physician fieldwork in the industry. Prior to that, he was head of Global Business Development Training at NOP Health and head of one of the company's Strategic Business Units. Working client side, Elys spent seven years in Eli Lilly's UK Sales and Marketing organization as part of Lilly's general management leadership program, working in a number of roles including Market Research Manager and District Sales Manager.

"Coming from the client side, I understand just how important service is and have always valued Ipsos' understanding of the market and their commitment to client service," says Roberts of his decision to lead the Ipsos Health Team. "Ipsos has become the world's third largest survey-based research company by developing a truly client-centric market research organization that actually leverages its extensive global resources for the benefit of clients. For me, this is an opportunity to work with an outstanding team of researchers and build the kind of market leadership profile in the United States that Ipsos Health presently enjoys in Canada and Europe."

Andrew Grenville steps into his new role as Chief Research Officer at Ipsos Health following a number of years leading the Health Team. The author of many of Ipsos Health's normative approaches and widely published, Andrew is focusing on further development of Ipsos' unique research solutions. "As CRO, I am able to enhance Ipsos' ability to provide insight into our client's research problems", says Grenville. "Helping clients make decisions that propel their medications to a leadership position is what research is all about. I am pleased to be able to focus more on helping our clients strengthen their brands."

**For more information on Ipsos Health or the content of this press release, please contact:**

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### **About Ipsos Health**

Ipsos Health provides custom and syndicated research to prescription and non-prescription drug manufacturers as well as biotech and healthcare providers. Ipsos Health's innovative research techniques and vast global resources support clients in charting the course for successful market entry and category leadership for their brands. Ipsos Health specializes in sizing the market potential for new prescription drug introductions, branding, and communication, as well as in-market performance monitoring. To learn more, please visit <http://www.ipsosinsight.com/knowledge/health/>.

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