



Ipsos Deepens Impact on Panel Methodology, Engagement

Panel Methodology and Engagement Expert Renee Smith Joins Ipsos' Global Operations Team

New York, NY, February 11, 2009 -Ipsos' Global Operations team continues to advance the science of participant access and engagement. The research firm has appointed Renee Smith, PhD., an expert in panel research methodology, practices, and management, as Vice President for their Global Operations.

According to Efrain Ribeiro, Senior Vice President of Global Operations, Smith will join a newly formed Participant Access and Engagement team charged with developing Ipsos strategy to maintain and enhance participant access and engagement.

"Renee will drive our commitment at Ipsos to enhance global participant access and engagement across new and existing modes of data collection," comments Ribeiro. "Focusing resources and expertise on participant engagement will ensure continued success for Ipsos and its clients."

Smith has extensive experience across a wide range of sectors, including financial services, pharmaceuticals, technology, beverage, and travel, helping clients match informational and analytic needs with appropriate modes of respondent access.

Prior to Ipsos she was Vice President, Panel Quality at Harris Interactive. Over the past decade, she developed operational processes and implemented or harmonized best practices for increasing respondent participation, combining data from mixed mode studies, and improving data quality and panel management.

Smith is a sought-after speaker regarding research methodology and serves as co-chair of a committee conducting a U.S. industry-wide "Foundations of Quality" study for the Advertising Research Foundation's Online Research Quality Council. In addition to her work in market research, her experience includes a role as Assistant Professor of Political Science at the University of Rochester, and Assistant News Editor/Reporter at the Mt. Pleasant Morning Sun, in Michigan.

Smith holds a PhD. and M.A. in political science from Michigan State University and a B.A. in journalism from Central Michigan University. She is based in New York City.

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About 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.

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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 2007, Ipsos generated global revenues of €927.2 million (\$1.27 billion U.S.).

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