

A New Chief Executive for Ipsos ASI

*Alex Gronberger Appointed CEO of Ipsos' Global Advertising
Research Specialty*

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Ipsos ASI
The Advertising Research Specialists

Ipsos ASI is the largest provider of advertising pre-testing services in the world. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, and to maximize the return on their advertising investment. Although the company's history is rooted in copy testing, it provides leading services in the areas of advertising tracking and brand equity evaluation. It is committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands. Ipsos ASI is an Ipsos company, a leading global survey-based market research group.

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Chicago, IL – Jean-Marc Lech and Didier Truchot, the Paris-based Co-Presidents of Ipsos, have appointed Alex Gronberger CEO of the company's advertising research brand, **Ipsos ASI, the Advertising Research Specialists**. Gronberger has been part of the Ipsos organization since 1995 and assumed the role of CEO at Ipsos ASI. He is based in the company's Chicago office.

Originally from Argentina, Gronberger was educated at Pontificia Universidad Católica Argentina, Santa María de los Buenos Aires. His brand and marketing expertise was initially honed at Unilever where he spent 10 years managing various brands across Argentina, Colombia and the United States. From there, he joined Ipsos in 1995 as a partner and founder of Ipsos Advertising Research in Latin America, building advertising research specialist teams in Argentina, Brazil, Mexico, Colombia, Venezuela and Chile. His work in Latin America helped drive Ipsos ASI to the leading position in the region.

In 2002, Gronberger was named President of Ipsos ASI Europe. Based in Paris, he helped strengthen Ipsos ASI's European teams, product offer, regional coverage and client focus. His tenure saw the firm's European advertising research business increase more than twofold.

In 2007, Gronberger relocated to Chicago to start up Ipsos ASI's Global Client organization and was soon named President of Ipsos ASI Emerging Markets. Since that time, client business in emerging regions—including Asia, Central Eastern Europe, the Middle East, Africa, and Latin America—has expanded (by as much as 28% last year alone).

"These are exciting times. Consumer values and demands are changing. Brands need to be very alert to these shifts and must account for them in every stage of their communication development process," says Gronberger. "Over the next few months, we will be launching new products even more adapted to the demands of our clients, offering holistic measurement, higher efficiencies and faster turnaround times. Together with our team's top notch service, I am positive that Ipsos ASI is in the best position to continue growing our partnerships with the world's leading advertisers."

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