

Entrepreneurship and Innovation - Hallmarks of a 'Great Mind'

ARF Awards Grand Prize to Ipsos OTX's Shelley Zalis

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New York, NY and Los Angeles, CA – The Advertising Research Foundation (ARF) has named Shelley Zalis winner of the 2010 Grand Prize Award for Innovation. Zalis is the founder and CEO of OTX, a research and consulting firm recently acquired by the global Ipsos Group. The announcement was made at the ARF's 2010 Great Minds Award luncheon held in New York on March, 24.

"This award is more than fitting. There is no doubt that Shelley Zalis is one of the great minds of market research and we're very proud of her accomplishment," says Jim Smith, CEO and Chair of Ipsos in North America. "Innovation and entrepreneurial spirit are key values shared by Ipsos and Shelley's team at OTX. That fit in values, combined with a shared commitment to client service, is why Ipsos and OTX are now part of the same team. And it is leadership and vision like Shelley's that will drive our company forward."

The award punctuates a research career defined by entrepreneurial vision infused with innovation and inspiration. Through the creation of OTX in 2000, Zalis was the first to migrate traditional research methodologies online – a move that changed the research industry. Her leadership at OTX shaped a company culture that encourages innovation to reach consumers and meet the needs of clients. These are core values that will continue to flourish under the new arrangement with the Ipsos Group where Zalis is now CEO of the Ipsos OTX Global Innovation Center.

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“Innovation is in our company’s DNA. We look to inspire entrepreneurial thinking, dream big and make things happen,” says Zalis. “And now that we are part of the global Ipsos team, we’re looking forward to an even more exciting future and sharing our innovative solutions with Ipsos clients around the world.”

Winning awards is not something new to Zalis. In 2008, she received the Ernst & Young Entrepreneur Of The Year Award in the On-Line Services category in the Greater Los Angeles Area, an award recognizing outstanding entrepreneurs who build and lead dynamic, growing businesses.

Additional information on ARF and the Great Mind Awards can be found online at www.thearf.org.

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