

# New CFO Crunching the Numbers with Ipsos in the U.S.

## *Mark Campbell Joins Ipsos' U.S. Finance and Accounting Teams*

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**New York, NY & Cincinnati, OH, June 9, 2010** – The finance and accounting teams at Ipsos North America have a new U.S. chief. Mark Campbell has joined Ipsos as Chief Financial Officer, responsible for the company's U.S. financial operations. Debra Mason, the research company's regional Chief Financial Officer for North America made the announcement.

"Ipsos is a growing yet complex company focused on high quality research and client service – the challenge for the finance team is to keep pace and ensure we meet those demands from a financial perspective," says Mason. "As a seasoned financial executive with over 15 years' of senior experience with large corporations, Mark brings the kind of insight and dedication to keep us on that path. We are pleased that he has chosen to join us, and I have great confidence that his experience and passion for finance will hugely benefit our U.S. team."

Campbell joins Ipsos from Harte-Hanks Inc., where he was CFO of their direct marketing organization. Prior to that, he spent eight years in financial leadership positions at NCR Corporation, a leading provider of technology software and services.

"I am delighted to be part of such a dynamic organization; a true industry leader focused on delivering insights and knowledge to its global client base," says Campbell of his decision to join Ipsos. "The level of talent and passion at Ipsos is impressive and I am excited to be joining such a great team as we strive to continue profitably growing our U.S. business."

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Mark Campbell is a graduate of the University of Michigan, Ross School of Business, having achieved both a BBA in Accounting and Finance and an MBA in Finance and Corporate Strategy. He resides in Cincinnati with his family and is currently splitting his time with Ipsos' U.S. Finance and Accounting Teams in Cincinnati and Norwalk.

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