

Bringing a Greater Understanding of Qualitative Health Research

*Health Research Expert Mike Bandick Joins Ipsos Understanding
UnLtd.*

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Health Research Expert Mike Bandick Joins Ipsos Understanding UnLtd.

New York, NY, and Cincinnati, OH, August 5, 2010 – Ipsos' healthcare team welcomes a new member of the family. Veteran researcher Mike Bandick has joined Ipsos Understanding UnLtd., the qualitative division of Ipsos in North America, as Vice President of Health. In this role, he will lead Ipsos' qualitative health team.

"Mike's combination of market research experience, knowledge of the health sector and positive, client-focused approach make him an ideal person to lead Ipsos Understanding UnLtd.'s health sector through its next phase of growth," says Peter Weylie, Senior Vice President with Ipsos Understanding UnLtd. "Over the last two years, more and more healthcare clients are turning to Ipsos because they know we can help them meet their biggest challenges. Under Mike's leadership we will continue to grow our team and build on that success."

Bandick brings to the role a diverse background in healthcare, including leadership roles in both client-side and supplier-side settings. Most recently, he spent four and half years leading the client service and analytics (quantitative and qualitative) functions and serving on the Executive Committee at G&S Research, a custom primary market research supplier



focused exclusively on pharmaceutical, biotechnology, medical device and diagnostics clients.

Previously, he spent 13 years in neuroscience commercialization at Eli Lilly & Company, including global marketing director roles on two blockbuster brands (Zyprexa® and Cymbalta®). He then went on to build the marketing function at Suros Surgical Systems, a fast-growing medical device company in the minimally invasive breast biopsy space.

“Ipsos’ healthcare practice is a recognized leader in the field, providing clients with the scale, exceptional resources and the deep insight they need to succeed in the difficult environment facing the industry today,” comments Bandick on his decision to join Ipsos. “Being part of an innovative and growing team is both exciting and attractive. I’m enjoying the challenge of the work, and have been very impressed by the talent and energy of my colleagues”

A native of California, Bandick holds a bachelor’s degree from Cal Poly Pomona and an MBA from Duke University. He resides with his wife and sons in Zionsville, Indiana and will work closely with Ipsos Understanding UnLtd.’s office in Cincinnati.

For more information on this news release, please contact:

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