

New Leadership for Ipsos Understanding UnLtd.

Ipsos Refreshes Leadership Team for its U.S. Qualitative Research Specialty

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New York, NY and Cincinnati, OH, August 23, 2011 – Ipsos is driving its qualitative offering forward with an infusion of expertise, innovation and insight. Marilyn O'Brien has rejoined Ipsos Understanding UnLtd. (IUU) as Chairwoman and CEO. She returns to the company's qualitative research division after spending the past year in a global strategic role. O'Brien will be backed by a new team of Co-Presidents. Peter Weylie and Ali Perry have been promoted from within to support IUU's growth. Jim Smith, Chairman and CEO for Ipsos in the Americas, made the announcement.

"Ipsos is strongly committed to cultivating innovation in qualitative research and evolving our business to meet the emerging needs of our clients," says Smith. "Marilyn has the experience and skill to guide our qualitative specialists as they help clients explore the underlying issues and ideas that drive consumer behaviors, and take our business to the next level. We are thrilled to welcome Marilyn back to IUU to lead this effort."

A familiar face to IUU, O'Brien returns to the helm after spending a very successful year in a global strategic advisory and client management role within Ipsos. The co-founder of the division, she joined the company when Ipsos acquired Understanding UnLtd. in 2005 and continued to lead the group as Management Partner. Under her leadership IUU significantly

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expanded its client base and organization to become one of the largest and most innovative qualitative research companies in the United States.

“The new leadership team’s combined experience, knowledge and enthusiasm is unparalleled,” adds Smith. “The promotions of Peter and Ali are both very well deserved as they are an integral part of the success of IUU and together with Marilyn are capable of elevating the innovative qualitative research we deliver to clients. Their outstanding client relationships, excellent business acumen and passion will be essential factors in continuing to drive the business forward.”

Peter Weylie joined Ipsos in 1999 with the Public Affairs specialization where he launched the successful Municipal Affairs practice and made significant contributions to the division’s election polling. Weylie joined IUU in 2007, leading the Finance and Technology businesses. The following year his responsibilities expanded to include the Health sector. Under his leadership all businesses have grown significantly and IUU has cemented its place as a research leader in these sectors.

Ali Perry came to Ipsos in 2008, bringing nearly 20 years of experience in global branding, advertising, package design and market research. Since joining IUU, Perry has led the Consumer Package Goods (CPG) business, demonstrating a strong commitment to client development and ability to drastically drive business growth. In her new leadership role, her responsibilities will be expanded to include Overall Business Development and Innovation for IUU.



"Ipsos Understanding UnLtd. stands at the forefront of the growing qualitative research field and I believe that this leadership team has the expertise, vision and dedication to take our client offering to new heights," says O'Brien. "I'm excited to return to IUU and continue building on the innovative, client-centric approach, developing new solutions and stronger insights."

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