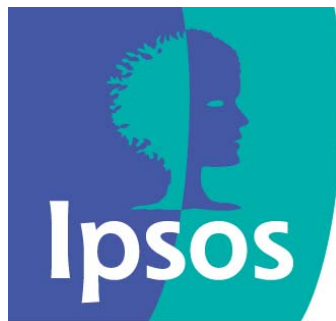


# Ipsos Healthcare's Research Chief Joins MRII Board

*Paul Snyderman Elected to Marketing Research Institute  
International 2012 Board of Directors*

Public Release Date: Tuesday, January 24, 2012, 6:00 AM EST



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## **Ipsos Healthcare's Research Chief Joins MRII Board**

*Paul Snyderman Elected to Marketing Research Institute*

*International 2012 Board of Directors*

**New York, NY and Saint Louis, MO** – Ipsos Healthcare is pleased to announce that Paul Snyderman, Chief Research Officer, has been elected to the 2012 Board of Directors of the Marketing Research Institute International (MRII). The MRII is a non-profit online educational institute which in partnership with the University of Georgia is devoted to fulfilling the educational needs of people worldwide in the marketing research profession.

“Leadership and partnership are two of Ipsos’ core values and ones we share with the MRII,” says Elys Roberts, President with Ipsos Healthcare. “Paul’s election to the board demonstrates how our shared values contribute to the overall value of the research profession. I applaud him on this achievement and know he will succeed in this role just as he does with everything he does at Ipsos Healthcare.”

Snyderman joins a distinguished group of marketing research professionals on the board, led by John Lewington, 2012 Board President. Lewington is Associate Dean of the John E. Simon Business School at Maryville University in Saint Louis.

“It is a privilege to be joining such an accomplished team of research thought leaders.” says Snyderman of his Board post. “The MRII is a highly respected organization dedicated to

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advancing research as a profession and the members of the 2012 Board reflect and share that commitment. It will be a personal and professional pleasure to work with the Board.”

Paul Snyderman has been Chief Research Officer with Ipsos Healthcare since 2008. He holds a Ph.D. in Social Psychology and a B.A. in Psychology from Temple University. He began his career in market research with the National Analysts Division of Booz, Allen and Hamilton and spent 23 years in consumer insights with Merck & Co. prior to joining Ipsos.

**For more information on this news release, please contact:**

*Fred LaManna*  
*Senior Vice President*  
*Ipsos Healthcare*  
*(203) 840-3426*  
[\*fred.lamanna@ipsos.com\*](mailto:fred.lamanna@ipsos.com)

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