

A New Perspective for Ipsos Observer in North America

Warren Frankel Joins Ipsos Observer as President for North America

Public Release Date: Thursday, July 19, 2012, 6:00 AM EST



Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (\$1.897 billion U.S.) in 2011.

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New York, NY, July 19, 2012 – Ipsos Observer wants to forge stronger relationships with its clients across North America and as such, they have turned to research expert Warren Frankel. Frankel joins the company as President of Ipsos Observer in North America. David Shanker, Global President for Ipsos Observer, and Jeff Cail, Country President and CEO for Ipsos in the United States, made the announcement.

“Warren Frankel brings a wealth of research experience to the table, and has the expertise, energy and drive to help us deliver on research excellence with our clients across North America,” says David Shanker, Global President for Ipsos Observer. “Warren’s leadership and expertise in the field is coupled with great enthusiasm for growing closer partnerships with our clients and ensuring that Ipsos Observer is the name of choice for survey and data management across North America. I welcome him to the team and look forward to working with him.”

Frankel joins Ipsos from ORC International, a top 25 global research firm. Frankel built his entire market research career with the organization, spanning nearly two decades on both client-facing and operations sides of the business. He began his career in a junior research



assistant role in the early 1990s, quickly rising to an executive level role. Since 2009, he has served as Senior Vice President and Director of the company's U.S. Research Operations.

As President of Ipsos Observer in North America, Frankel will oversee teams across the continent, within the global context and capabilities of the Ipsos organization.

"Making the change to Ipsos Observer was a significant move for me both personally and professionally, but the opportunities here are enormous, with Ipsos fully committing itself to both growing its business and forging stronger partnerships with clients," says Frankel of his new role. "The team here at Ipsos Observer is passionate about delivery and client service, and I'm eager to dig in, push that mandate forward and help build a stronger team across North America,"

Warren Frankel holds an MBA from Columbia Business School at Columbia University and a BA from the University of Chicago. He resides in South Brunswick, New Jersey with his wife and three children and is based at Ipsos Observer's office in New York City.

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