

Ipsos MediaCT Names New President for US Research Team

*Jon Greenwood to Lead Media, Content, Technology Research
Specialty*

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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 – Ipsos is upping the ante on media research through the appointment of a new and highly accomplished research leader. Jon Greenwood has been named President of Ipsos MediaCT in the US, with responsibility for the company's media, content and technology research specialty across the country. This will include leadership of the media/tech analytics team, the motion picture group, and audience measurement teams within Ipsos MediaCT.

"We are truly excited to have someone with Jon's experience join our team and we're even more excited about his proven abilities to lead an organization and manage a world-class team," says Jeff Cail, President and CEO for Ipsos in the United States. "His track record for growing businesses is well-established and given the strong growth potential in the realm of media, content and technology research, we are keen to have him leverage these skills at Ipsos."

Jon Greenwood joins Ipsos from WPP's Media Innovation Group (MIG), where he served as Global President, presiding over businesses in the US, Europe, South America and Asia. Prior



to that, Greenwood served as Executive Vice President of Global Operations and General Counsel at 24/7 Real Media.

Greenwood began his career as a corporate litigation attorney, practicing law for eight years at a number of New York based law firms before transitioning into media and market research organizations. At times, he's combined his legal training with his market research expertise by negotiating and presiding over partnerships with clients, launching new businesses around the world, representing his company's interest in the industry-wide debate around balancing principles of online data usage and consumer privacy.

"With my background, I'm able to bring a unique perspective to the table. I have an eye for detail, an interest in driving business forward, and experience gaining the trust of C-level executives of advertisers, agencies and publishers seeking to navigate the evolving digital media ecosystem," says Jon Greenwood. "The team at Ipsos MediaCT is both respected and trusted as research leaders, driven by curiosity, innovation, and client service – all qualities that I intend to further cultivate and develop in this new and exciting role."

Jon Greenwood earned an MBA in Strategic Management from the Wharton School, University of Pennsylvania, a J.D. from The George Washington School of Law, and a Bachelor of Arts from Tufts University.

While responsible for all Ipsos MediaCT business across the United States, Jon Greenwood will be based at Ipsos' North America headquarters in Manhattan. He resides in the New York area with his wife and two young sons.

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