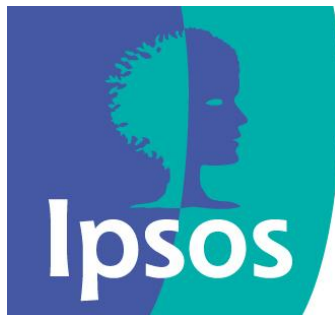


# Ipsos Shuffles the Leadership Deck in Move to Build Business in North America

## Ipsos in North America Boosts Leadership Team with Renewed Commitment to Performance

Public Release Date: Thursday, May 16, 2013, 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 €1,789 billion (\$2.300 billion U.S.) in 2012.*

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**New York, NY – Pierre Le Manh**, Ipsos Deputy CEO and CEO North America, has announced several key appointments at the uppermost levels of leadership for Ipsos in the region.

**Jeff Cail** takes on a new role as Chief Operating Officer for Ipsos in North America. **David Parma** joins the company as President of Ipsos Marketing in the United States. And **Jim Meyer** joins as the newly appointed CEO North America for Ipsos ASI.

As Chief Operating Officer for Ipsos in North America, **Jeff Cail** will be primarily responsible for leading the improvement of business processes across operations and research teams. All online and offline data collection platforms across North America will report into him, as well as Ipsos Loyalty US and Ipsos Media CT US. Most recently, Jeff Cail was Country Manager for Ipsos in the United States. Prior to that, he held various senior management positions with Nielsen Online and with BASES. Jeff Cail is based in Cincinnati.

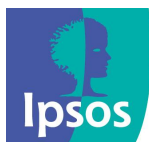
**David Parma** joins Ipsos as President of Ipsos Marketing in the United States. David will be responsible for leading the implementation of Ipsos Marketing's global strategy in the U.S. market, which includes businesses such as Ipsos InnoQuest, Ipsos MarketQuest, Ipsos

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Healthcare, Ipsos MMA, Ipsos UU, and Ipsos SMX. Most recently, David was Global President of BASES and Nielsen Custom Research, following a research career in the Nielsen Group that included various senior management positions. He also brings significant previous experience with P&G and McKinsey&Co. David Parma will be based in New York City.

**Jim Meyer** has been appointed CEO of Ipsos ASI in North America. He will lead the advertising research teams in both the United States and Canada. Meyer worked in the Advertising industry for twenty years with agencies such as J. Walter Thompson, D'Arcy and Saatchi & Saatchi and was a brand and custom strategy consultant before founding Mindset Media, an advanced digital analytics and ad targeting platform that is now part of Google. Meyer joins Ipsos from TNS North America, where he ran the company's East Region and led its Brand & Communications and Digital practices. Jim Meyer will be based in Norwalk, Connecticut.

"Ipsos is absolutely committed to attracting and developing the best talents, with the right diversity of backgrounds and the same passion for market research, in order to shape the future of our industry," says Pierre Le Manh.

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

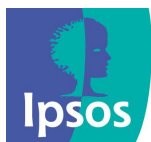
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