

Ipsos Continues Focus on Greater Client Service through Strategic Partnerships

*Stephane Goldsand and Jasper Snyder Join Ipsos' Global
Strategy Partner Group*

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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 €1,789 billion (\$2.300 billion U.S.) in 2012.

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New York, NY – Every day, Ipsos measures the potential and performance of ideas and brands all across the globe. And that begins with a strategic partnership forged with many of the world's most prolific and successful marketers. Furthering its commitment to strategic partnerships with such clients, Ipsos has recently added two key players to their Strategy Partner Group: Stephane Goldsand and Jasper Snyder both hold the post of Vice President, Global Strategy Partner with Ipsos.

“The members of Ipsos' Strategy Partner Group go beyond the collection and assessment of data – we add value to the research insight by bringing in other data streams and knowledge that allows us to provide more useable business advice,” says Peter Sorgenfrei, Global Head of the Strategy Partner Group at Ipsos. “Both Stephane and Jasper embody the diversity of the Strategy Partner Group practice and our global client requirements. Both have a global perspective, speak multiple languages, and offer a wealth of experience working in advisory and research roles. I'm confident they will help us succeed at every touchpoint with our clients.”

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Jasper Snyder joined the Strategy Partner Group in April 2013. An internationally recognized expert in marketing research, Snyder was previously a Vice President with Converseon and held research leadership roles with BuzzBack and Datamonitor.

Stephane Goldsand joined the Group this past May. Previously, he was a strategy consultant at Capgemini and led business groups at Nielsen, before producing and directing “Leap Before You Look”, a documentary about the decision to become a father, which appeared in over 30 film festivals worldwide.

In their roles at Ipsos, Snyder and Goldsand will initially focus on adding value to client relationships with major food and beverage and packaged goods marketers, among others. Both are based in New York City and report to Peter Sorgenfrei, Global Head of the Strategy Partner Group.

Members of Ipsos’ Strategy Partner Group are accountable for nurturing strategic client relationships through direct client engagements and value-added service. The Strategy Partners deliver on a higher order of business solutions that have immediate material positive impact on our clients’ businesses.



For more information on this news release, please contact:

Elen Alexov
Director, Marketing Services
Ipsos in North America
(778) 373-5136
elen.alexov@ipsos.com

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