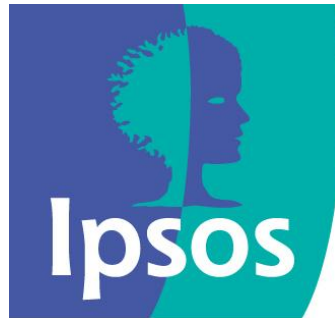


Ipsos Loyalty Raises Innovation Bar with New Technology Team Leader

Technology Expert Trish Dorsey Joins Ipsos' Loyalty Research and Consulting Team

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New York, NY - Ipsos Loyalty is strengthening its position in the technology sector with the addition of Trish Dorsey as Senior Vice President and leader for Technology and Telecommunications within the company's United States business. The announcement was made by Matt McNerney, President of Ipsos Loyalty in the U.S.

"As an accomplished and creative business and thought leader, Trish Dorsey brings a wealth of expertise to our team and will help our technology and telecommunications clients connect with and better understand their consumers and clients," says McNerney. "Trust, satisfaction and loyalty are critical to organizational success in every industry, but in the technology sector, it is even more so as technology rapidly evolves and integrates into daily life. I am confident that Trish will be instrumental in championing new and innovative research strategies for our clients, as well as in implementing learning platforms to enable us to achieve a better understanding of our clients' business and customers."

Trish Dorsey brings with her over 20 years of marketing research and consulting experience. Prior to joining Ipsos, Dorsey spent nine years at TNS, where she most recently held the role of Senior Vice President of the East Region Consumer Team. Before that, Dorsey was responsible for running many successful divisions, including the Brand and Communications

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practice and various sectors teams including Technology. She has also held various senior leadership roles at both Knowledge Networks and Marketing and Planning Systems (MAPS).

"Ipsos Loyalty is a lot like the tech clients we serve. We continually re-invent the way we do business, through partnerships, new technologies and a clever re-orientation of offerings and services," says Dorsey. "This is both a challenge and an opportunity for all of us, but through cooperation and teamwork, we get results. I am extremely excited by what Ipsos is doing in this space, and I look forward to being a part of further bringing this to life."

Trish Dorsey holds an MBA from the J.L. Kellogg School of Management at Northwestern University, and a Bachelor of Arts in Economics from Wesleyan University.

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*](mailto:elen.alexov@ipsos.com)

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