

Judith Passingham Appointed Global CEO of Ipsos Interactive Services

Public Release Date: Friday, December 13, 2013, 5:00 AM CET



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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Paris, France – Ipsos is pleased to announce the appointment of Judith Passingham as Global CEO of Ipsos Interactive Services (IIS), the Ipsos online research division. She will join the company on 2nd January 2014.

Judith Passingham comes to Ipsos from TNS with a deep global experience she developed through challenging assignments in Europe, North America, Latin America and Asia. She brings a comprehensive knowledge of the research field with a particular focus and passion for panels.

Most recently CEO of TNS Northern Europe, Judith was previously responsible for TNS's continuous consumer panel division for many years. As CEO of Worldpanel she implemented a global brand, rationalized delivery into one common worldwide approach and launched a range of services based on new technology platforms.

"Judith's track record in developing new business and services at a global level, together with her strong capacity to ensure local implementation, made her the ideal candidate to lead IIS," says Didier Truchot Founder and Co-President of Ipsos.

About her new role, Judith says: *"I'm delighted to be joining Ipsos, which is a company I have long admired. Ipsos's deep research roots and intellectual curiosity are compelling, and provide a powerful foundation for service expansion and development."*

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She will report directly to Ipsos' Co-President Didier Truchot. Judith will have full global responsibility for all IIS services and will be a member of the Ipsos Management Board.

About IIS - The online research experts

Mastering the technologies that, today and tomorrow, are the instruments of online surveys, Ipsos Interactive Services is a leading global online data collection organization, with more than 10 years of experience

Ipsos Interactive Services is a global organisation with 800 online research experts servicing all regions.

With more than 4.5 million panellists in 46 countries, IIS's panels cover all of the major markets in Europe, North and South America, Asia-Pacific and the Middle East.

IIS has conducted over 35 million online interviews in 2013.

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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