

# Ipsos MarketQuest appoints Jerry Forristal as new Global Head of the Censydiam Institute

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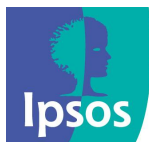
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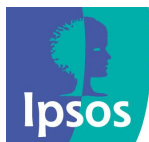
New York, NY – Jerry Forristal has been appointed **President of the Censydiam Institute**, the global center of excellence for Censydiam solutions, regrouping Ipsos MarketQuest brand growth experts around the world.

In his new role, Jerry will lead Censydiam, the Ipsos suite of tools designed to help clients develop growth strategies for their brands.

Jerry brings to the role extensive experience in strategic insights and planning – he’s been one of the Global Strategy Partners at Ipsos, a Global Account Leader with Kantar HQ, a Director of Research with Leo Burnett in Europe, and a Research Manager at Hallmark Cards in both the US and Europe.

Douwe Rademaker, Global CEO of Ipsos MarketQuest, says: *“In addition to being a strategic thinker for over 20 years, Jerry is also a strong researcher and passionate story-teller who leverages insights from various sources of information to deliver recommendations that inspire our clients.”*

**Sue Phillips**, whom Jerry succeeds, is appointed **Global Head of Insight** at Ipsos UU, the qualitative arm of Ipsos.



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