

Ipsos UU appoints Sue Phillips as new Global Head of Insight

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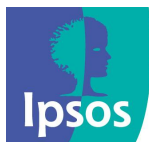
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London, UK – Sue Phillips is appointed **Global Head of Insight** at Ipsos UU, the qualitative arm of Ipsos.

In this role, Sue will help the qualitative teams deliver insightful foundations that can be activated easily within clients' organisations. Central to this is the development of Activation Workshops, which will become a key component of the Ipsos UU solutions to clients. Sue will also continue to lead the Qualitative branch of Censydiam.

"Ipsos UU has a vision to 'bring life to life' for our clients and insight is at the heart of this. I am very excited to be back in my spiritual home of qualitative, working with our talented community of over 1000 UU friends, to help them turn research insights into action" says Sue Phillips.

Sue has led Censydiam since 2009, transforming the people centric motivational framework into a strong suite of brand growth solutions directly linked to business outcomes.

She brings 30 years of qualitative expertise to the Ipsos UU practice. Sue founded Eureka! Research in 1995 and lead it for 10 years. She has also spent 8 years in Asia Pacific for SRG Asia/ AC Nielsen and for Synovate in regional qualitative roles.

Jerry Forristal will succeed Sue as **President of the Censydiam Institute**.

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- 1 -

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- 2 -

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