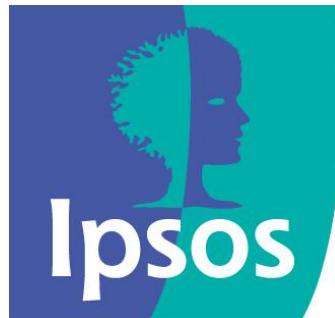


New Director to Guide Client Offering in the Pacific Northwest

Nika Kabiri to Lead Ipsos MarketQuest Team in Seattle

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Seattle, WA – In the home of some of the most truly innovative brands, marketers need savvy partners who can connect them to winning research insights. That is the motive behind Ipsos' most recent appointment, that of Nika Kabiri to Managing Director of Ipsos MarketQuest in Seattle. She will report to Michael Rodenburgh, Executive Vice President of Ipsos in Western Canada and the Pacific Northwest.

In her new role, Nika Kabiri will take the helm of the company's Seattle practice, leading a team of researchers who serve a host of Pacific Northwest clients in a variety of industries. Responsible for client and business development, she will collaborate with the Ipsos MarketQuest team to provide actionable solutions that are rooted firmly in rigorous analysis.

Announcing the appointment, Michael Rodenburgh says: "Nika has truly proven herself as a dedicated leader during her time at Ipsos. Her extensive experience in consumer research and rich knowledge in social and economic behavior give her a unique edge in making connections between data and strategy."

Kabiri has over eight years of experience in leading research projects for clients in the technology, CPG and non-profit sectors. Prior to this appointment, she was a Senior Project Manager with Ipsos Loyalty, where she led custom research projects as well as annual

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trackers. Before joining Ipsos, Kabiri was a Research Analyst at the Hartman Group. She also held various research roles at the University of Washington.

“The Pacific Northwest has spawned some of the world’s best known brands, which makes it an especially competitive environment,” says Kabiri. “But also, an especially exciting environment. I’m thrilled to work with a great team to uncover those ‘ah-ha’ insights – solutions that will solve critical business problems and guide our clients’ marketing and communications activities.”

Nika Kabiri earned a Ph.D and Masters in Sociology at the University of Washington, and holds a Bachelor’s degree in Political Science from Rice University. She is based in the company’s Seattle office.

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