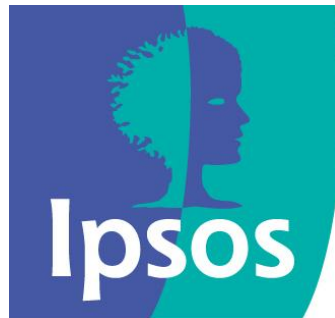


CPG Expert Delivers 'Out of the Box' Insights to Clients

Karen Lustig Joins Ipsos MarketQuest's U.S. Team as a Senior Vice President

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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. Ipsos ranks third in the global research industry.

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New York, NY – Marketers in the consumer goods space now have added brainpower on their side to help them get into the minds of shoppers. Karen Lustig, an accomplished marketing and consumer research professional with over 20 years of experience, has joined Ipsos MarketQuest in the U.S. as a Senior Vice President. In this role, she will focus on helping clients understand the potential of their brands and marketplace dynamics.

Announcing the appointment, Matt McNerney, President of Ipsos MarketQuest in the U.S., says: “With a career-long focus in the consumer packaged goods industry, Karen brings a wealth of expertise to our team. Her ability to understand consumers and markets, and to identify unmet needs, create unique positioning and optimize products, will all add tremendous value to our clients. I’m truly delighted to welcome her to the team.”

Prior to her move to Ipsos, Lustig was a Senior Vice President with Q Research Solutions, where she drove marketing and sales initiatives. But Lustig is no stranger to the organization. Before that role, she was a Vice President at Synovate, which became part of the global Ipsos group in 2011. While there, she worked with clients in the consumer product and service space to identify consumer needs and create products to optimize marketplace success. Lustig spent six years at TNS, where she was responsible for initiating, developing and



maintaining key client relationships. She also held various roles during her six years at Moskowitz Jacobs, and began her career in brand management at PepsiCo.

“The stakes are high for brands in today’s marketplace, making it important to differentiate from the competition and keep a close eye on ever-changing consumer tastes,” adds Lustig. “I’m excited to tap into Ipsos’ research solutions and use my experience gained from both the client and supplier side to provide guidance to clients so they can do just that.”

Karen Lustig holds an MBA in Marketing from the Stern School of Business at NYU. She is based in the company’s Norwalk office.

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