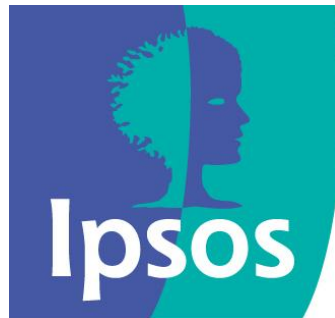


New Research Expert to Help Clients Excel in Tech Sector

Ipsos MediaCT Welcomes Kelsey Vaughn to the Team

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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.

With offices in 87 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 €1,712,4 billion (2 274 M\$) in 2013.

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Seattle, WA – Ipsos MediaCT is welcoming a new talent to its roster of digital and tech research professionals. Kelsey Vaughn, a dynamic market research and customer insights professional, has taken on the position of Senior Vice President within the company's media, content and technology research specialty. This new role will primarily see her responsible for the management of key projects with Microsoft.

Announcing the appointment, Jon Greenwood, President of Ipsos MediaCT in the U.S., says: "With her unique blend of skills and experience, Kelsey ticks all the right boxes: a highly accomplished career in the tech sector, a proven track record at leading teams, and a driven attitude. I can't think of a better fit for this position."

Throughout her 14-year career in the industry, Kelsey Vaughn has accumulated a wealth of experience in generating actionable insights, running global measurement programs, and informing key business decisions and strategy. She joins Ipsos from Apigee, where she served as a Director of Customer Experience Measurement. Before that, Vaughn spent 13 years at Microsoft, where she held a number of senior-level research roles. Most recently, she led a product and communications research team responsible for informing business-critical marketing and advertising decisions for Microsoft's Office Division. Vaughn began her career at Microsoft as an Online Research Lead, where she developed and executed online research

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to answer key business questions for Microsoft.com.

For Vaughn, the move to Ipsos is about providing a truly consultative research approach. "Ipsos MediaCT offers its clients more than just data," says Vaughn. "It's about translating insights into actionable ideas that can be used to shape communications and develop new products that really resonate with the needs of today's digitally-driven consumer. That's what attracted me to the company, and I'm thrilled to be doing it with Microsoft, a company I have been immersed in for more than a decade."

Kelsey Vaughn holds a Bachelor of Arts in Sociology and a Master of Public Administration, both from the University of Tennessee. She is based out of the company's Seattle office.

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