

# Ipsos hires new leader to expand its Strategy3 advisory services practice

*Oscar Yuan joins Ipsos from Millward Brown Vermeer as President of Strategy3*

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**New York, NY** – Pierre Le Manh, North America CEO of Ipsos, announced today the appointment of Oscar Yuan as President of Ipsos’ Strategy 3, its advisory services unit. Formerly a founding partner and Head of Brand at Millward Brown Vermeer, Yuan is tasked with expanding the Ipsos Strategy3 team and broadening the service offering in consumer understanding, innovation and brand strategy.

“Oscar has an exceptional drive and a proven track record of building high-performing teams that help Fortune 500 companies make data-driven strategic decisions with confidence,” said Le Manh. “With the power of Ipsos’ specialized research capabilities behind him, Oscar and his team will bring the decision support that help our clients grow.”

Yuan comes to Ipsos with 15 years of experience in strategy and planning. Yuan began his career as a management consultant and worked in planning roles at TBWA and Interbrand before joining Millward Brown Vermeer. A speaker, commentator and lecturer on brands and brand-building, Yuan holds an MBA from Harvard Business School and undergraduate degrees in economics and international relations from Stanford.

“I am very excited to be joining Ipsos, a company with a 40 year track record of excellence in market research -- and the resolve to lead real change,” Yuan said, commenting on his

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appointment. "I think this is a foundation on which we can build the next great advisory services practice."

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