



Press Release

Talent Development and Excellence a Chief Priority for Ipsos

Gary Bennewies to Oversee Ipsos' Global HR Function as Chief Talent Officer

Paris, June 22, 2015 – When it comes to market research, exceptional results and client service rely on talent. As part of its **New Way** initiative, Ipsos has created a global Chief Talent Officer role and appointed **Gary Bennewies**, currently the Country Manager for Canada, to take the new responsibility starting July 1st.

In this position, Bennewies will oversee the HR function across Ipsos, and strategic initiatives related to talent development and succession planning. In addition, he will continue to lead efforts in developing Ipsos' global Agriculture and Animal Health presence.

Gary will report into **Didier Truchot**, Chairman & CEO of Ipsos who states:

"The creation of this new Chief Talent Officer role is part of our 'New Way' programme which aims to deeply transform our organization and be real Game Changers in our industry."

"Part of this programme is focused on further developing our talents and teams' expertise as well as improving our human resources processes."

"Gary has played an instrumental role in making Ipsos a dominant market research company in Canada with some of the most talented people in the industry, and I look forward to watching him continue this success on an international level."

Bennewies joined Ipsos with the acquisition of the Angus Reid Group in 2000. He was appointed Country Manager for Canada in 2001 and oversaw the integration of Ipsos NPD Canada and Tandemar Research. In addition, he completed several acquisitions for Ipsos including Descarie Complice, Camelford Graham and Forward Research. As a member of the North America Core Leadership Team, Bennewies also led the region's Marketing and Communication organization.

"I strongly believe that in a company like ours, success starts at one source, and that is our people," comments Bennewies. *"Our talent is one of our greatest assets. I am excited to apply the knowledge and experience of my business management to assist our HR and Talent functions and continue to help our business with finding, developing and retaining the best and brightest."*

Gary Bennewies earned his Master of Science from the University of Guelph. He will be based in the company's headquarters in Paris.

GAME CHANGERS

