

# Veteran Researcher to Help Drive Innovation at Ipsos

## *Michael Rodenburgh to Support Product Development for Ipsos Open Thinking Exchange*

**Public Release Date: Tuesday, May 3, 2011, 6:00 AM EDT**



*Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Member companies 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. They measure public opinion around the globe. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2010, Ipsos generated global revenues of €1.140 billion (\$1.6 billion U.S.). Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.*

***For copies of other news releases, please visit  
<http://www.ipsos-na.com/news/>***

---

© Ipsos

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco  
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



## **Veteran Researcher to Help Drive Innovation at Ipsos**

### ***Michael Rodenburgh to Support Product Development for Ipsos Open Thinking Exchange***

**Vancouver, BC, May 3, 2011** – Ipsos is opening up new ways of thinking about research in the digital age. To help cultivate their innovative efforts, the company has recruited a seasoned marketing researcher. Michael Rodenburgh has joined the Ipsos Open Thinking Exchange as Vice President of Product Development.

"Mike brings a rich combination of research skills and fresh, strategic thinking to Ipsos," says Andrew Leary, Executive Vice President with the Ipsos Open Thinking Exchange. "He is a tech savvy researcher and will help push our products and technology forward. Mike's extensive background in the industry aligns seamlessly with Ipsos' commitment to deliver innovative research solutions to our clients."

Rodenburgh will provide insight to the Ipsos Open Thinking Exchange team. His main focus will be to support the advancement of Ipsos' next gen market research product development initiatives. He will also be responsible for managing business cases and designing requirements for new products and services across a wide variety of new research applications.

Well versed in emerging technology and cutting edge research tools, Rodenburgh has been pushing boundaries in the market research field for 18 years. He has held senior executive

---

© Ipsos

- 1 -

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco  
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



positions in client services, product development, and business development. Throughout his career he has played an instrumental role in developing and adopting new techniques in the industry. An award-winning researcher, he received the Marketing and Research Intelligence Association's "Best in Class" award in 2003 for the best overall research study.

He is a Certified Marketing Research Professional (CMRP) and has an undergraduate degree in Political Science from McMaster University. When not immersed in the world of marketing research, the proud father of two girls enjoys spending time with his family.

Rodenburgh is based in Vancouver.

**For more information on this news release, please contact:**

*Leah McTiernan*  
*Vice President*  
*Ipsos ASI*  
*(647) 259-9710*  
[\*leah.mctiernan@ipsos.com\*](mailto:leah.mctiernan@ipsos.com)

*News Releases are available at: <http://www.ipsos-na.com/news/>*