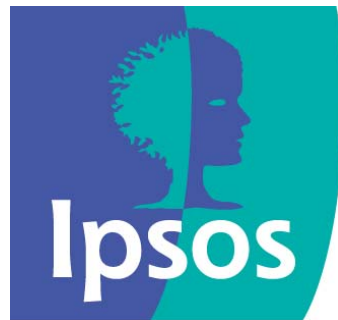


Ipsos in Vancouver Elevates Pierzchala to New Leadership Role

Dave Pierzchala to Lead Ipsos Marketing and Loyalty Teams in Vancouver

Public Release Date: Friday, September 14, 2012, 11:00 AM EST



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. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 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 €1,363 billion (\$1.897 billion U.S.) in 2011.

Visit 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 • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal



Ipsos in Vancouver Elevates Pierzchala to New Leadership Role

Dave Pierzchala to Lead Ipsos Marketing and Loyalty Teams in Vancouver

Vancouver, BC – “I’m delighted to announce that Dave Pierzchala will be taking on the leadership of our marketing specialization team in Vancouver. Dave has led our travel and tourism loyalty practice for many years, and has proven himself an effective and skilled researcher,” says Julie Winram, President of Ipsos Reid Canada West. “Anyone who has ever worked with Dave knows two things about him: he’s a straight talker and a great leader. For our clients in Western Canada, that means they’ll get direct answers that impact their business and advice that drives their brands forward.”

Dave Pierzchala brings close to two decades of experience in market research and team leadership to the role. He has built his entire career within the Ipsos organization, starting with the company in 1994. Pierzchala has been instrumental in building the company’s travel and tourism practice and has extensive experience working on loyalty research projects for some of Canada’s leading brands.

In his new role, he will add the Ipsos Vancouver marketing specialization team to his portfolio. This will include client responsibility to a number of leading consumer products

© Ipsos

- 1 -

***Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal***



and services across a variety of sectors and industries, including retail, packaged goods, financial services, media, sports and entertainment.

“Ipsos has always been about excellence and expertise and here in Vancouver, we have a strong team of researchers who know their clients, understand their business concerns, and deliver research excellence daily. I’m looking forward to taking on leadership of this team, while continuing my work in travel, tourism and loyalty research,” says Dave Pierzchala of his new role. “Having been with Ipsos for many years, I know its resources and capabilities well and with the strength, diversity and versatility of our team here, I’m confident we’ll continue to deliver top notch advice and service to our clients.”

Dave Pierzchala holds a Bachelor of Commerce degree in Tourism and Hospitality Management from the University of Calgary. He resides in Vancouver and is an avid sports enthusiast.

For more information on this news release, please contact:

Julie Winram
President
Ipsos Reid Canada West
(778) 373-5025
[Julie.winram@ipsos.com](mailto:julie.winram@ipsos.com)

Elen Alexov
Director, Marketing Services
Ipsos North America
(778) 373-5136
elen.alexov@ipsos.com

© Ipsos

- 2 -

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal



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

© Ipsos

- 3 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*