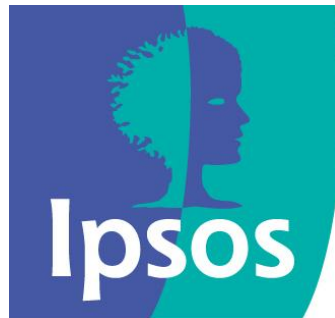


# Ipsos Boosts Presence in Western Canada with Senior Hire

*Nicole Smith joins as Vice President for Ipsos Loyalty and Ipsos MarketQuest*

**Public Release Date: Thursday, May 1, 2014, 6:00 AM EDT**



*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 86 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.*

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



## Ipsos Boosts Presence in Western Canada with Senior Hire

*Nicole Smith joins as Vice President for Ipsos Loyalty and Ipsos MarketQuest*

**Calgary, AB** – Ipsos is strengthening its team in Western Canada with the addition of Nicole Smith as Vice President. Based in the company's Calgary office, she will report to Michael Rodenburgh, Executive Vice President, Western Canada and the Pacific Northwest.

A recognized leader in the research industry, Nicole will be responsible for managing accounts for the Ipsos Loyalty and Ipsos MarketQuest specializations in Alberta. In her role, she will nurture relationships and provide strategic insight for clients across a wide range of industries, including retail, oil and gas, financial services, transportation, and energy and utilities.

"We are thrilled to welcome Nicole Smith to our team of researchers in Calgary," says Michael Rodenburgh. "With a booming and diverse economy, Alberta is a highly competitive environment for businesses, which makes it essential to produce actionable insights that fuel innovative strategies. And to help achieve this, we are committed to bringing in the most qualified individuals. With her energetic approach to team building and solid understanding of a wealth of sectors, Nicole exemplifies the high calibre talent we look for in order to add value for our clients."



Nicole boasts an extensive career spanning over 15 years in the market research industry. Most recently, she spent five years serving as Vice President of Illumina Research Partners. While there, she managed key brand and corporate reputation studies, as well as talent acquisition, with an emphasis on the energy and retail industries. Before that, she spent six years at Environics-West, where she was Director of Client Services, before advancing to the role of Vice President. Earlier in her career, Nicole held research positions at Cameron Strategy and TELUS Marketing Services.

Commenting on her new role, Nicole adds: "With its cutting-edge tools and talented researchers, I have always admired Ipsos as a leading company in the market research industry. I look forward to leveraging my experience in customer satisfaction, employee engagement and brand strategy to not only continue this success, but also uncover new opportunities and solutions that take our business as well as our clients' businesses to the next level."

Nicole holds a Master of Arts in Sociology from the University of Calgary, and a Bachelor of Arts in Sociology with a Concentration in Criminology from the University of Calgary.

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

*Elen Alexov*  
*Director, Marketing Services*  
*Ipsos in North America*  
*(778) 373-5136*  
[elen.alexov@ipsos.com](mailto:elen.alexov@ipsos.com)

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

---

© Ipsos

- 2 -

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