



## PRESS RELEASE

### Ipsos Welcomes Tim Spenny to Client Organization

#### Spenny will be a Client Organization leader focusing on the Financial Services Sector

Ipsos, the world-leading research and insights organization, appoints Tim Spenny as a Senior Vice President within their Client Organization. Mr. Spenny is an experienced and effective strategic research consultant, and his work will focus on Ipsos' growing technology and financial services sectors.

Mr. Spenny has over 15 years of experience in research consultancy and relationship management and leadership. Working across the Financial Services and Technology Industries, he has worked with the leading global companies such as Visa, PayPal, Facebook, and others to answer business questions and solve for challenges using the most advanced research and analytic methods.

Jason Brown, Chief Client Officer, Ipsos, U.S., said, "It is an exciting time to welcome Tim to our team. As Ipsos increases its innovative techniques and services for the financial sector, Tim's expertise will play a crucial role in our expansion. He brings tremendous insights and experience from working with global leaders in this space."

Mr. Spenny joins Ipsos from Magid and Associates where he was responsible for Emerging Technology and Innovation Practice, with previous roles at GfK, Euromonitor, Affinnova and Fiserv. He has a B.S. in finance from Illinois State University and is a US Army Veteran.

Mr. Spenny began his appointment with Ipsos on December 2, 2019. He will be based out of the Culver City Ipsos office.

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

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### About Ipsos

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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