



## PRESS RELEASE

# Ipsos named by Forbes as one of America's Best Employers for Women 2024

*Ipsos ranks among the nation's most supportive and equitable workplaces for women, according to independent survey of over 150,000 American women*

**Chicago, IL, July 24, 2024** — Ipsos, one of the world's leading market research companies, is proud to announce that it has been named by Forbes as one of [America's Best Employers for Women 2024](#), an honor that affirms its commitment to a diverse, inclusive, and supportive work environment.

For its 2024 America's Best Employers for Women list, Forbes partnered with Statista to identify the companies that are going furthest to support women and drive change in the workplace. Responses from over 150,000 women were considered, with topics such as pay, parental leave, diversity, and career growth taken into account.

Ipsos was among the highest-scoring companies, reinforcing its reputation as one of the nation's most forward-thinking and fair-minded employers.

"Gender equity is one of Ipsos' core values, and remains integral to every aspect of our business," said Mary Ann Packo, CEO of Ipsos North America.

"A supportive and inclusive work environment is foundational to our culture of innovation and business impact."

Ipsos has developed a range of initiatives to build an equitable workplace culture, including extended maternity and paternity leaves, and the Gender BALANCE Network, a mentorship program that helps women advance their careers at Ipsos. Ipsos has achieved a gender balance at every level of its organization, ensuring pay equity as well as women's representation in leadership roles.

As the first research partner for SeeHer, an effort by the Association of National Advertisers (ANA) in partnership with The Female Quotient, Ipsos is also a vocal advocate for the value of gender representation in media and marketing.

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### **ABOUT IPSOS**

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

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

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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