



## PRESS RELEASE

### Ipsos Announces Four Promotions to Enhance Client Focus

*Four leaders from across Ipsos — Lisa Gudding, Jessica Gates, Wendy Wallner, and Mike Belmont — receive promotions for senior leadership roles*

**New York, NY, August 5, 2024** — [Ipsos](#), one of the world's leading market research companies, today announced the recent promotions of four senior leaders from its U.S. business: Lisa Gudding, Jessica Gates, Wendy Wallner, and Mike Belmont.

“Lisa, Jessica, Wendy, and Mike have each played an essential role in establishing Ipsos as one of the most forward-thinking organizations in our industry, reinforcing our GRIT ranking as the #1 Most Innovative Market Research company in the world,” said Nicholas Mercurio, Chief Client Officer. “Ipsos is proud to invest in leaders that will carry forward Ipsos’ culture of innovation and commitment to best-in-class solutions.”

- **Lisa Gudding** has been promoted to the role of president, strategic growth. In her new role, she and her team will provide our new clients with solutions to their most pressing business problems. With a track record of excellence and a passion for helping clients grow, Gudding is highly regarded in the market research industry. She sits on the boards of the University of Wisconsin Marketing Leadership Institute and the American Marketing Association Foundation.
- **Jessica Gates** has been promoted to executive vice president, continuing in her four-year role as Ipsos North America’s chief marketing officer. A versatile marketer and insights industry veteran, Gates focuses on data and analysis-centric content that clients can act on, including Ipsos’ thought leadership series, [Insights to Activate](#), and supporting the elevation of the industry overall, through [The Path](#), a community to inspire the next generation of insights leaders.

Two promotions within Ipsos’ enterprise account management organization will further its focus on driving client growth through bespoke services, state-of-the-art innovation, and forward-thinking thought leadership:

- Wendy Wallner has been promoted to the role of executive vice president and leader of retail and restaurant sectors. Wallner is an accomplished expert, having worked on both the client and supplier side in her career. She will act as lead expert in these sectors, leveraging her experience and Ipsos’ resources to help clients identify fresh, actionable insights to drive their business.
- Mike Belmont has been promoted to executive vice president and leader of the telecommunications sector. Belmont has held multiple senior roles at Ipsos, most recently ensuring that Ipsos’ large programs exceed client expectations. In his newly expanded role, Belmont will act as Ipsos’ lead expert in the telecommunications sector, where his years of industry experience will drive value for our clients.

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**GAME CHANGERS**





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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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