

Ipsos appoints Harald Hasselmann head of South Africa

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Global Market Research company, Ipsos, has appointed Harald Hasselmann as Country Manager of its South African operation. As Country Manager, Hasselmann will be succeeding Jake Orpen who is leaving the company. Orpen had been with the business since 2004 and had led the successful combination of the Ipsos and Synovate businesses in South Africa following Ipsos's acquisition of the latter in 2011.



Harald has previously held the positions of Country Manager for Synovate Germany and General Manager at Ipsos Germany. "We are more than pleased that Harald has accepted this position. His long-term experience as a market researcher and as a skilled manager are both invaluable assets for leading this important market and driving further growth", explains Shane Farrell, Ipsos CEO of Europe, Middle East and Africa.

Harald's new position is based in Johannesburg at Ipsos South Africa's head office in Bryanston.

With about 300 employees in Johannesburg, Cape Town and Durban, Ipsos South Africa is one of the key emerging markets in Africa and globally. It is the third largest market research company in South Africa and enjoys robust infrastructure, world class CATI resources, skilled researchers and a substantial field force.

Outgoing Country Manager for South Africa Jake Orpen comments "I have been impressed with Harald's credentials, he brings extensive knowledge and leadership experience to the business. We have seen the business grow to a formidable force in the Market Research Industry in South Africa, and I am confident that Harald's leadership will take the business to the next level in 2013".

Hasselmann will be commencing his duties in Johannesburg South Africa on the 25th January 2013.

About Ipsos

Ipsos is the second largest global survey-based market research company, owned and managed by research professionals that assess market potential and interpret market trends for over 5,000 worldwide clients to develop and test emergent or existing products or services, build brands, test advertising and study audience responses to various media, and, measure public opinion on issues and reputation. With over 9,100 employees working in wholly owned operations in 64 countries, Ipsos conducts advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and a full line of custom, syndicated, omnibus, panel, and online research products and services in over 100 countries. Founded in 1975 by Jean-Marc Lech and Didier Truchot, Ipsos has been publicly traded since 1999. In 2008, Ipsos' revenues totaled €979.3 million. Listed on Eurolist by NYSE - Euronext Paris, Ipsos is part of the SBF 120 and the Mid-100 Index and is eligible to the Deferred Settlement System. Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

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