Ipsos Offers A New ‘Engagement’ For Nancy Brigham

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Senior Research Strategist Joins Ipsos Interactive Services

A senior leader of research strategy and business application has joined Ipsosâ€™ global interactive services team.

Dr. Nancy Brigham is the newly appointed Vice President of Global Operations, North America Sample Access & Engagement with Ipsos Interactive Services (IIS). In this role, Nancy will collaborate with Ipsosâ€™ Client Services Teams to provide support on respondent access, engagement issues, data quality, and survey design best practices.

She will also be working closely with the newly established Ipsos Open Thinking Exchange to improve respondent engagement.

â€œI'm delighted to be here at Ipsos. The marketing research industry is experiencing a paradigm shift in how we conduct and view research, and Ipsos is at the forefront of that shift, helping to lead the way,â€• says Nancy of her decision to join the Ipsos team.

â€œThe company is focusing on innovative, break-through solutions to industry challenges, and that's very exciting to me. I'm also energized by the sense of enthusiasm and purpose that my colleagues bring to the work every day.â€•

Further to her responsibilities with Ipsos Interactive Services, Nancy will play a key role in the marketing research industry, including the Council of American Survey Research Organizations (CASRO) and the Advertising Research Foundation (ARF).

Nancy Brigham joins Ipsos following a 12 year career in Consumer & Market Research (CMK) at Procter & Gamble where she was Senior Manager and Leader of Global Analytics & Research Systems.

She was responsible for driving research strategy and solutions, including online data quality solutions.

She also developed and executed the analytic qualification of leading segmentation suppliers, resulting in the selection of top providers.

Prior to her work at P&G, Nancy was a Research Assistant Professor at the University of Kentucky, and was Head Statistician at the Center for Prevention Research.

â€œIâ€™m looking forward to the opportunity to contribute to the future direction of marketing research - to be instrumental in helping to shape and evolve that direction,â€• continues Nancy. â€œWith Ipsos playing a leadership role in the industry, we will be able to meet our clients' research needs for many years to come.â€•

Nancy Brigham holds a Ph.D in Social Psychology from the University of Kentucky, with a concentration in Statistics & Methodologies.

She also earned an M.A. in Social Psychology from the University of Kentucky, and a Bachelorâ€™s degree from Ohio State University, with concentrations in Advertising and Psychology.

Nancy will be based in Ipsosâ€™ Toronto office.

About Ipsos Interactive Services
For more information go to: www.ipsos-interactive.com

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