Joe’s the ‘Mann’ to Connect Loyalty Clients to Results

Contributed by Ipsos
Thursday, 07 October 2010

Joe Mann Joins Ipsos Loyalty in Client Relationships and Business Development Role

Ipsos Loyalty is aiming to strengthen its relationships with clients and offer greater value to their business.

To help get there, Joe Mann has joined the team as Vice President, Business Development.

Mann, an experienced and accomplished market research client service specialist, brings a wealth of experience to the role. Matt McNerney, President with Ipsos Loyalty in the U.S. made the announcement.

â€œJoe Mann has a deep understanding of client service and knows the market research industry inside and out,â€• says Matt. â€œIâ€™ve worked with Joe in the past and know him to be a smart, dedicated, and highly trusted client service professional. H ability to develop business by developing strong relationships will benefit both our clients and our business at Ipsos Loyalty. Iâ€™m looking forward to watching him succeed in our organization.â€•

Joe comes to Ipsos Loyalty with close to 15 years of market research industry experience, much of that in the area of client services. Prior to Ipsos, he worked in account and client services at TNS for over six years, with increasing responsibilities over the years.

He also worked with a number of smaller research firms in the Minneapolis area.

For Joe, joining Ipsos Loyalty is an opportunity to connect his experience in client service to a company he views as forward thinking and progressive.
Â
â€œIpsos Loyalty offers its clients a lot more than just data and a score,â€• says Mann. â€œThey have a business philosophy a consultative approach that is squarely aimed at delivering more insights. The team gets senior people involved with their clients, delivering results that are actionable and focused on improved profitability. That dedication and client centric thinking is what attracted me to Ipsos Loyalty and no doubt what has made our businesses so successful.â€•

Mann previously worked with a number of senior Ipsos researchers in Ipsos and in the Minneapolis area. â€œI know many of these people, including Matt McNerney, Brian Cruickshank (Ipsos OTX MediaCT), and John Ward (Ipsos Observer). I respect and know their work and am pleased to have the opportunity to reconnect with such accomplished research professionals in an environment like Ipsos where innovation and client service are at the forefront of the company culture,â€• adds Mann.

Joe Mann holds earned a Bachelor of Science degree in business marketing from St. Cloud State University in Minnesota.

He will be based in Ipsosâ€™ Minneapolis office with responsibilities for business development across the United States.

About Ipsos
Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities

Minneapolis, MN - 28 September 2010