

Mooth Makes Moves At Ipsos ASI

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Advertising Researcher Tackles Senior Client Service Role

Rob Mooth has made an impression on Ipsos ASI. Just a few months after joining the company's advertising research division, Mooth has been promoted to lead Ipsos ASI's U.S. relationship with Procter and Gamble.

Rob Mooth

"Rob has a strong track record of advising brands on growth strategies using consumer insights," says Anne Hedde, Global President with Ipsos ASI. "He knows that devising effective communication strategies is one of the biggest challenges clients face, especially in our rapidly evolving multi-media environment. He's made a positive contribution to Ipsos ASI and no doubt will continue to excel in his new role."

With over 20 years of experience, Mooth's career began on the client side with positions at Procter & Gamble and Ralston Purina before moving to BASES in 1998.

At Ipsos since April 2010, he is now responsible for managing Ipsos ASI's growing relationship with P&G North America.

"Brands are facing unique challenges as the consumer and media landscape evolves, and the importance of strong insights that are relevant across media and borders has never been more critical," says Mooth. "Ipsos ASI is a proven and innovative leader in helping brands develop and optimize communication strategies. I'm looking forward to the opportunities ahead and helping more brands make better decisions in communications and media."

Rob Mooth is a graduate of Indiana University, Bloomington with a Bachelor of Arts in Chemistry and Economics. He is based at Ipsos ASI's office in Cincinnati.

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