Lorraine Hadfield To Lead Newly Formed U.S. Audience Measurement Division

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Ipsos U.S. is looking to drill deeper into the minds of media consumers. As such, Lorraine Hadfield has joined Ipsos OTX MediaCT as President, Audience Measurement, reporting to Bruce Friend, President of Ipsos OTX MediaCT. A recognized expert in the field, Hadfield brings a rich and extensive background in audience measurement across a variety of media and will help to drive Ipsos OTX MediaCTâ€™s practice in this field.

Lorraine Hadfield
â€œLorraine Hadfield is an accomplished and recognized leader in the field of audience measurement and we are truly delighted to welcome her into the Ipsos fold,â€• says Bruce Friend. â€œLorraineâ€™s proven track record in developing and managing audience measurement resources will no doubt be of benefit to our team and the insights and expertise she offers will be of even greater benefit to our clients.â€•

Hadfieldâ€™s mandate at Ipsos OTX MediaCT is to build, lead and service the companyâ€™s audience measurement practice and client partnerships. In this new position she will also oversee the management and future direction of the Ipsos Mendelsohn affluent consumer measurement business, which will continue to be headed up by Bob Shullman.

Prior to Ipsos, Hadfield spent over a decade with The Nielsen Company. Her work there was involved in international audience measurement and she oversaw the companyâ€™s global research teams across a variety of media. In her most recent position she ran Nielsenâ€™s successful radio measurement business in the U.S.

Originally from South Africa, Hadfield also has previous experience with radio, advertising, and food product brands before moving to the United States in 2002. She is a graduate of the University of Natal in Durban, South Africa.

â€œThe Ipsos OTX MediaCT team is a truly invigorating and innovative crew of outstanding researchers. Iâ€™m excited to shar in that energy and help drive the companyâ€™s audience measurement practice,â€• says Lorraine Hadfield of her new team. â€œ mediaâ€™s importance continues to grow and evolve, marketers and businesses need the right insights into the minds of their audiences so they can best strategize their communications plans. With the global strength of Ipsos behind us, the U.S. audience measurement team has a tremendous opportunity to reinvent and deliver that, and more, to our clients.â€•

Lorraine Hadfield is based in New York City.

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