A Familiar Face Reunites With The Ipsos U.S. Family

Contributed by Ipsos
Thursday, 04 August 2011

Jeff Cail Returns to Ipsos to Head U.S. Operations as Country President & CEO

A sign of Ipsosâ€™ continued dedication to building a strong leadership team focused on our clients, the company is announcing that a familiar face will head up Ipsosâ€™ U.S. operations as President and Chief Executive Officer. Jeff Cail returns to Ipsos as President & CEO for Ipsos in the United States. Jim Smith, CEO for Ipsos in the Americas made the announcement.

Jeff Cail
â€œJeff will be responsible for all strategic development, business and organizational growth, and execution of all aspects of the Ipsos business in the United States,â€• says Jim Smith. â€œHaving spent his entire 23 year business career in market research, Jeff understands our business and our clients like few others. He brings outstanding market research, client service and general management experience and skills to Ipsos in the U.S. and will help guide our U.S. research teams to delivering superior service that enlightens and delights our clients.â€•

A seasoned research executive, Cail is no stranger to the industry, and in fact, was previously President with Ipsosâ€™ U.S. qualitative branch, Ipsos Understanding UnLtd. In the interim, he was a senior level executive with Nielsen Online and held previous senior level positions within the Nielsen and BASES research organizations.

â€œIpsos is a great company today and has an even brighter future,â€• says Cail. â€œIâ€™m particularly excited about the spe strategy which Ipsos employs. This strategy allows our team to genuinely focus on specific areas of research and develop true expertise to bring to our clients. This expertise helps drive deep customer insights which give our clients an advantage in the market. Add in Ipsosâ€™ ability to deliver these insights on a global scale and we have the opportunity to become a trusted partner for our clients.â€•

Jeff Cail is a graduate of Miami University in Oxford, OH, having received degrees in Marketing and Business Statistics. He resides in Cincinnati with his family and will be primarily based there, with regular travel to various Ipsos U.S. offices, in particular, country headquarters in New York.

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

New York, NY and Cincinnati, OH â€“ 2011