

Ipsos appoints Nick Coates head of Marketing Business Unit in South Africa

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Global Market Research company, Ipsos, has appointed Nick Coates as Head of the Marketing Business Unit of its South African operation.



Nick has over 12 years of management services experience having started his career in management consulting in the United Kingdom before joining Research International UK. Transferring to South Africa in 2004, Nick managed Research International South Africa's ICT & Financial Services division and assumed general management of Research International South Africa's Cape Town regional office. He holds a Masters degree in Industrial Psychology from Rhodes University. Coates has most recently spent three years at Ipsos Russia as Deputy Managing Director and Head of the Marketing Business Unit.

The Marketing Business Unit incorporates qualitative research, market understanding and metrics and innovation and forecasting units in the South African business. "This is an invaluable part of our business and a key category of growth in the future," says outgoing Country Manager, Jake Orpen.

Says Harald Hasselmann, incoming Country Manager for Ipsos South Africa, "We are very pleased with the appointment - Nick has a fantastic reputation across the Ipsos Group and brings many years of experience to our South African Operation. We look forward to his valuable contribution to Ipsos South Africa in 2013."

Coates will be commencing his duties in Cape Town South Africa on 7 January 2013.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.

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