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PRESS RELEASE



**IFOP OPENS ITS NEW YORK OFFICE,
PRESIDED OVER BY
STEPHANIE SANDLER**

Stéphanie Sandler is appointed President of IFOP Inc, North America. She will be responsible for developing IFOP's activities on the North American Luxury, Beauty and Wellness markets.

Stéphane Truchi, Chairman of the Executive Board of IFOP, announced the nomination of Stéphanie Sandler as President of IFOP INC. NORTH AMERICA: *“Opening the IFOP Inc. North America office is of strategic importance for the international development of the IFOP group. We are delighted to be joined by Stéphanie Sandler who will help reinforce IFOP's expertise in the Luxury, Beauty and Wellness sectors in North America. Her background and experience working for worldwide Luxury groups such as Chanel and Richemont are vital assets for the American market - the largest luxury market in the world”.*

Stéphanie Sandler, President at IFOP Inc.: “The mission I have been entrusted with is an opportunity to draw upon my marketing and communications experience acquired in large luxury groups and provide concierge level customer service. My expertise in the sectors of luxury and beauty from both a research and business perspective will be the ideal combination to deliver actionable insights for our clients. The dream when I was a client myself!”

Stéphanie Sandler was Head of CHANEL's Consumer & Market Insights department in the US, then spent her career in various marketing roles in both the US and Paris, and for the past three years she has been the Head of Marketing & Communications at PIAGET, RICHEMONT group for North America. Her vision of personalized and dedicated client services and the importance she places on creating valuable strategic recommendations will be a vital asset to Ifop Inc. North America.

About IFOP

For 80 years, IFOP has been the industry benchmark for opinion polls and market research. Its approach is based on a combination of sector-based expertise, business know-how, forecasting and international vision. Its activity is structured around its historical Opinion Department and sectorial marketing expertise. Two brands complete this offer: Sociovision and InCapsulebyIfop. Ifop is a highly reactive company that fosters close relationships with its clients. It operates in some fifty countries from offices in Paris, Shanghai, Hong Kong and New York.

To create ever-greater value for its clients, IFOP has identified a guiding principle for its current and future growth: Move To Data Living. IFOP press contact - communication.site@ifop.com