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## Press release

### Appointment of Jean-Michel Janoueix as CEO of Ifop Group.



Ifop Group is proud to announce the appointment of Jean-Michel Janoueix as Chief Executive Officer. Having acquired 30 years' experience including over 20 years in top management in the services and btob sector, Jean-Michel Janoueix is a well-known figure in the market research and opinion survey industry.

Since 2006, he has held executive positions among the world leaders in the sector (Ipsos, TNS, Millward Brown, Kantar), during which time he managed teams on a European level and successfully oversaw numerous acquisitions which contributed to the growth and transformation of these organizations. He also sits the board of pioneering companies within the insights and data ecosystem, which bears witness to his unwavering commitment to innovation and evolution in this field.

Jean-Michel Janoueix is perpetuating the legacy of Ifop Group's strategic ambitions, championed with passion by Stéphane Truchi, the previous CEO who will be sorely missed by the sector at large. While honoring this heritage, he will, along with Christophe Jourdain and the management team, instill new impetus to help accelerate the international growth of the Group and broaden the scope of its expertise.

*"I am deeply honored and excited to take on the role of CEO of the Ifop Group from Stéphane Truchi, who made such a significant contribution to this "Maison". Ifop is much more than a legacy brand, it is a house that evolves and innovates, driven by strong values – Commitment, Proximity, Passion, Openness – and by expertise that we aim to expand and project toward new horizons, particularly on an international scale. Our group comprises several strong brands (Ifop, Sociovision, Occurrence, Deep Opinion, Brain Value) and our ambition is for our family to grow rapidly. Our teams are keen to embark on a new phase with an objective to better serve the needs of our clients", confides Jean-Michel.*



By setting out on this new stage in its development, Ifop Group confirms its status as key leader in the insights, foresight and opinion sector and will continue to provide its customers with personalized, daring and creative solutions that help them navigate constantly evolving markets both in France and abroad.

**About Ifop group:** Founded in 1938 by sociologist Jean Stoetzel, Ifop pioneered the survey method and was the first to conduct public opinion polls in France. Over the years, Ifop has expanded across Europe, the United States, and China, establishing itself as a specialist in understanding consumers and citizens. Today, it is a multi-expertise group that includes Sociovision, Occurrence, Deep Opinion, and Brain Value. Driven by the conviction that people are the force behind change, and fueled by a passion for human insights, a culture of expertise, a commitment to objectivity, and an investigative spirit, the Ifop group has set itself the mission of connecting with people. By deciphering their expectations, attitudes, and behaviors, Ifop supports its clients in a holistic way, helping them identify the levers to create value and pave the way to a positive future.

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