

Ipsos South Africa announces new country manager

Issued by [Ipsos](#)

19 Mar 2015

Ipsos in South Africa is pleased to announce the appointment of its new country manager - Ryan Gould. This follows the announcement of Harald Hasselmann's departure. Hasselmann will be leading Ipsos's Nordics cluster in Scandinavia.

Ryan Gould has held a number of senior positions at MTN spanning 2003-2014. These positions include Marketing Intelligence, customer insight and most recently brand and communications. Gould's career started in market research at Markinor (now Ipsos) in 1998. "Gould's marketing and marketing research background, along with the leadership positions he has held, makes him a good fit for this role", states Hasselmann. "He is well-known within the marketing research community and highly respected on both client and supplier sides of this industry."



Ryan Gould

Some of Ryan's strengths include creative problem solving, implementation and optimisation of methods and processes, clear communication and developing actionable strategic plans. He places strong focus on delivery and is responsible, reliable and strongly believes in professional ethics and integrity.

Ryan will be reporting to Cees Faber, Sub-Sahara Africa CEO at Ipsos. He started at Ipsos on Monday 16 March and will work alongside Harald Hasselmann before Hasselmann's departure on 17 April 2015.

- **Unlocking the value of creativity in advertising: How to bridge the creativity gap** 15 Apr 2024
- **4 habits keeping your brand poor** 26 Mar 2024
- **Understanding consumer mindsets for growth in 2024** 7 Mar 2024
- **South Africa's unemployment nightmare: The burden on its people** 9 May 2023
- **Global survey shows shrinking trust in internet** 29 Nov 2022

Ipsos



Ipsos is an innovative, entrepreneurial, client-focused organisation, providing research services to clients on a global basis.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>