

**CURRICULUM VITAE OF**  
**SANDRA GUIRY**

- Experience: Ipsos Reid Corporation, Public Affairs Division
- Vice President and Manager (Toronto)  
2011-Present
- Vice-President  
2007-2011
- Associate Vice-President  
2004-2007
- Senior Research Manager/Research Manager/Associate  
2000-2004
- Education: Master of Arts, Political Science, Specialization in Empirical  
Theory and Methodology, York University, Toronto, Ontario, 1999
- Bachelor of Arts (High Honours), Political Science  
Carleton University, Ottawa, Ontario, 1997
- Memberships: Marketing Research and Intelligence Association (MRIA)
- Presentations: Presenter, Tenant Satisfaction Survey, Board of Directors Meeting,  
Toronto Community Housing Corporation, 2012
- Invited Speaker, 2<sup>nd</sup> Corporate Reputation Conference, Federated  
Press Series "Measuring Corporate Reputation" September 2011  
Toronto, Ontario
- Presenter, Global Perception Audit, Executive Committee, Xstrata  
Nickel, 2011
- Speaker, Institute of Co-operative Leadership "Leveraging Innovation,  
Identity and Integrity", Canadian Co-operative Association, 2011,  
Toronto Ontario
- Speaker, Corporate Reputation Management, Mearie Group Risk  
Management Conference, 2010, Muskoka, Ontario
- Presenter, Global Perception Audit, Executive Committee, Xstrata  
Nickel, 2010

Presenter, Licensure Uptake Survey, Council Meeting, Professional Engineers Ontario, 2008

Panelist, Conference Board of Canada's Roundtable: "Measuring Customer Trust", September, 2007

Presenter, "Managing Your Corporate Reputation" Ipsos Knowledge Summit, May 10, 2007

Presenter, GTTA Foundational Research Survey, Board of Directors Meeting, Metrolinx, November 2007

Presenter, Library Survey, Board of Directors Meeting, Burlington Public Library, March 2007

Presenter, Quality of Services Survey, Council Meeting, City of Burlington, 2007

Presenter, Community Survey, Town Hall (Council Meeting), Town of Caledon, 2007

Presenter/Speaker, Canadian Society of Association Executives: "W5: The Who, What, Where, When and Why of Market Research", May 10, 2005

Projects:

Sandra advises clients on the design, execution and analysis of survey-based market research. She is active in all types of market research methodologies and specializes in public opinion, reputation, issues management, and stakeholder satisfaction research.

Sandra's clients include large and small organizations in the private and public sectors seeking public opinion survey research to support decision-making including municipalities, various Ministries and agencies of the provincial government and not-for-profit organizations.

Sandra is considered an internal expert on corporate reputation research and issues management and is the Canadian lead for the Ipsos Global Reputation Centre. In her role, Sandra consults with clients around the world on corporate reputation and risk management. Sandra has worked on corporate reputation and crisis management campaigns for top international companies including Coca-Cola, Xstrata Nickel, Ford Motor Company of Canada, Wal-Mart, Scotiabank and Vale Inco. Sandra has put this experience to work as a leading voice in developing the Ipsos present value approach to reputation. She has published several articles and white papers on the topic of corporate reputation and has been a speaker at various conferences on the topic of reputation.

Sandra is also considered an internal expert on advanced statistical analyses such as multivariate regression, factor analysis, segmentation, disaggregate discrete choice, and various forms of perceptual mapping.

In addition to her client responsibilities, Sandra manages a team of eight junior, intermediate and senior researchers and is responsible over \$8 million in annual revenue. Since 2006 Sandra has been coach and mentor in Ipsos Reid's Gold program for junior researchers.