



STEVE MOSSOP
Senior Vice-President
Ipsos-Reid

More than a century after the Industrial Revolution redefined the global economic order, a new technological tidal wave is washing over the planet. The implications are significant for the high-tech sector as well as the old-world economy. Intense competition, the restructuring of old monopolies, the introduction of new players, new pricing structures, different channels of distribution and aggressive new marketing tactics result in dramatic changes in this sector on an almost daily basis.

Companies that want to thrive and survive turn to industry expert, Steve Mossop to decipher Internet and e-commerce trends in the information technology sector.

As a Senior Vice President of Ipsos-Reid (formerly the Angus Reid Group), Steve is currently Managing Director of Market Research Canada West. At \$25 million per year in annual billings, this is the largest research group in Western Canada, and would rank in the top 5 in Canada. Steve manages a staff of 60 researchers, including five who specialize in the high-tech sector. Prior to this, Steve was the Managing Director of the Telecommunications & Information Technology Division, a national specialty practice area with 10 researchers who were exclusively focussed on this sector.

He is currently Ipsos Reid's most senior spokesperson on Internet and high-tech issues, and is responsible for some 20+ press releases per year about trends in this sector. Steve is frequently interviewed by major media across the country including *The Globe & Mail*, CTV, *The National Post*, Global TV, and various radio stations. He is a frequent guest speaker, having delivered 50+ speaking engagements in the last five years, and is also a lecturer for Internet Marketing in various local universities and colleges.

Over the past ten years, he has been responsible for over \$14 million worth of research in the high-tech sector. Steve's areas of speciality include concept testing for high-tech firms, Internet and e-commerce trends and tracking, Website usability testing, as well as traditional research techniques in the areas of wireless phones, PCs, television, local and long distance telephone service arenas.

Since 1994, Mossop has been instrumental in developing the Ipsos-Reid's web surveying expertise and capabilities including online surveying, panels and focus groups, and more recently, virtual reality testing and interactive online panels. He is responsible for The Canadian Inter@ctive Reid Report, a quarterly subscriber-based report which monitors Canadian Internet behaviours and attitudes. He helped to conceptualize and develop the team behind Ipsos-Reid's ongoing International study The Face of the Web, a multi-country survey of internet trends and behaviours.

His other accomplishments include growing Ipsos-Reid's Western practice by 20% annually over the past five years, and recently winning BC Chapter of the American Marketing Association's 2001 Marketer of the Year Award for the company. Steve holds a Bachelor of Business Administration degree from Simon Fraser University with a concentration in Marketing.