

OpinionWay appoints Samy Boudjedra as new Director of its Sport Business department

OpinionWay announces the creation of a marketing department dedicated to Sport Business and the appointment of Samy Boudjedra to head up this area of expertise.

With this initiative, OpinionWay is confirming its ambition to position itself as a strategic player in a rapidly changing sector, at the crossroads of economic, social, media and technological issues.

New marketing expertise to keep pace with changes in the sports ecosystem

The launch of the **Sport Business BU** is part of OpinionWay's drive to **strengthen its sector-specific marketing expertise** and provide tailored responses to the new challenges facing the world of sport: *digital transformation, audience engagement, influence strategy, partnership performance, measuring social impact*, etc. This new marketing expertise is aimed at **federations, clubs, leagues, the media, advertisers, sponsors, equipment manufacturers and start-ups, all players in the sport business in France and internationally.**

A strategic growth driver for OpinionWay

With this new Business Unit, **OpinionWay is enhancing its marketing offering and pursuing its strategy of hyper-specialisation and innovation in high-potential sectors.** Sport, as an arena for civic engagement, a vector for digital transformation and an area for marketing experimentation, is a natural growth driver for the Group.

"Sport mirrors changes in society. It is a field of opportunity for brands, institutions and the media. Thanks to Samy's expertise and our culture of innovation, we want to help players in the sector to better understand their audiences, measure their impact and steer their performance and marketing strategy".

Hugues Cazenave, Chairman and founder of OpinionWay

Expertise embodied by Samy Boudjedra

Samy Boudjedra's arrival at OpinionWay marks a key step in the development of the sports business, which has already been part of the institute for several years

With over 20 years' experience in marketing research, data and business development, Samy Boudjedra has held senior management positions at reference organisations such as Ipsos, CSA Research, MetrixLab and, more recently, Socio Data Management, where he structured the sports offering and developed strategic partnerships with the main players in the ecosystem.



Enable *today*, shape *tomorrow*

As Director of the **Sport Business BU**, he will be responsible for structuring the offering, supporting clients in their innovation challenges and expanding OpinionWay's presence in this rapidly expanding sector.

"Like other ecosystems, sport needs to rethink its business model, which is being shaped by new marketing challenges such as 'sportainment', customer experience and new ways of consuming and practising sport. In this changing environment, we help organisations to anticipate change, limit risk and detect the weak signals that point the way forward".

Samy Boudjedra, Director of the Sport Business Department

> Find out more about Sport Business expertise

About the OpinionWay Group

Founded in 2000, OpinionWay is a pioneer in the digitalisation of research and a forerunner in the renewal of practices in the marketing and opinion research profession.

Reflecting our deep commitment to a sustainable and responsible future, since January 2025 we have been a "*Mission-driven Company*", with the ambition of "*Combining people and innovation to support brands and organisations in their decision-making towards a desirable future*". This mission translates into three essential statutory objectives: to enlighten our customers on the challenges of sustainable development and society, to cultivate links, agility and enthusiasm within our company, and to continually question the relevance of our approaches.

We operate on five continents from our offices in France (Paris, Bordeaux), Africa (Casablanca, Abidjan), Eastern Europe (Warsaw), China (Shanghai) and Europe with our pan-European subsidiary Polling Europe (Brussels).

An active member of Esomar, we have been ISO 20252 certified since 2009 by AFNOR.

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