SHELLEY ZALIS
CHIEF EXECUTIVE, IPSOS OTX
FOUNDER, THE IPSOS GIRLS' LOUNGE

Shelley Zalis' Twitter bio captures her essence: Chief troublemaker, innovation junkie, big idea thinker-upper. Uber-connector who chases smart technology, passionate people & solar eclipses.

"They say that time changes things, but you actually have to change them for yourself" is an Andy Warhol quote that Shelley lives by.

Shelley has gone against the grain most of her career, starting in 2000 when she left the corporate world to pioneer online research. Shelley created OTX (Online Testing Exchange), which in just nine years became one of the largest and fastest growing research companies in the world. The OTX story is one about creating new rules to redefine work/life balance, taking risks and inspiring a culture to thrive in a modern market. Shelley, and her 'wild ideas', officially changed the game. Under Shelley’s vision and leadership as CEO and Chairmom she raised her OTX family with many of the same values she was brought up with. As the first female chief executive ranked in the research industry's top 25, she has brought emotion and passion to the boardroom and has devoted herself to becoming a mentor and friend to women and leaders in her industry. Her most recent creation is the Ipsos Girls' Lounge, a go-to destination for women at industry conferences to put their feet up, let their guard down, network and do business. The Girls' Lounge supports and mentors women to stand out with their unique leadership powers and transform corporate culture... together.

Shelley has won numerous awards including the ARF Great Minds in Innovation award and the Ernst & Young Entrepreneur of the Year award and is involved in many organizations including One Family, the Wiesenthal Center, AIPAC and the UJA. Shelley also serves on several boards including the ARF, The Wharton Future of Advertising Board, Women in Film and the L'Oreal Women in Digital Advisory Board.

Shelley continues to go against the grain to innovate 'wows' and stimulate the industry. A pioneer, a wife, and a mother of three, she finds inspiration from her family and girlfriends to "do it all" juggling between CEO and mom and always enjoying life to the fullest.