

PRESS RELEASE – FOR IMMEDIATE RELEASE

Richard Colwell named Insight250 Legend

Dublin, Ireland, 2 September 2026 – RED C Research is delighted to announce that Founder and Group CEO **Richard Colwell** has been named a **2026 Insight250 Legend**, one of the highest honours in the global insights profession.

Presented in partnership with ESOMAR and mTab, the Insight250 Legends programme recognises individuals who have made a significant contribution to the insights industry through leadership, commitment and innovation. The 2026 shortlist featured 84 industry leaders and experts from 28 countries, with the winners announced on 2 September at the ESOMAR Congress 2026 in Valencia.

Richard is the first research practitioner from Ireland to be both shortlisted for and win the award and now joins a distinguished group of professionals whose work has helped shape and advance the global insights profession.

Commenting on the recognition, Richard Colwell said:



"I am deeply honoured to be recognised as a 2026 Insight250 Legend.

Throughout my career, I have been fortunate to work alongside talented colleagues, clients and industry partners who have continually challenged and inspired me. This recognition is as much a reflection of their contribution as it is of my own.

The insights industry has never been more important in helping organisations understand people, navigate change and make better decisions. I am proud to have played a part in its development and excited about the opportunities that lie ahead for our profession."

Richard founded RED C Research in 2003 and has grown the business into one of Ireland's and the UK's leading research consultancies, with a significant presence across Ireland, the UK and international markets. Over more than three decades in the industry, he has built a reputation for helping organisations better understand consumers, brands and society through robust research and clear thinking.

In addition to leading RED C, Richard has made a significant contribution to the wider profession. He currently serves as President of the Worldwide Independent Network of MR & OP (WIN), the global association of independent market research and polling agencies, and has previously chaired AIMRO, the Association of Irish Market Research Organisations. Richard has also been a long-standing contributor to ESOMAR as country representative for many years and other international industry initiatives.

For media enquiries please contact Kate.Cook@redcresearch.co.uk

About Richard Colwell

Richard Colwell is Founder and Group CEO of RED C Research. He established the company in 2003 after holding senior research positions with Lansdowne Market Research, ICM Research and Research International. Over a career spanning more than 30 years, he has advised organisations across multiple sectors on brand strategy, communications, customer experience, reputation management and public opinion. Richard is President of the Worldwide Independent Network of MR & OP (WIN) and former Chairman of AIMRO.

About the Insight250 Legends

The Insight250 Legends programme honours insight professionals who have made a sustained and significant contribution to the global research, analytics and intelligence profession. Supported by ESOMAR and mTab, the initiative celebrates individuals whose leadership, innovation and commitment have helped shape the industry over many years. The 2026 Legends shortlist featured 84 nominees from 28 countries, with winners announced during the ESOMAR Congress 2026 in Valencia.

About RED C Research

RED C is a full-service research consultancy with international reach across market research, behavioural insight, customer experience, brand strategy, and innovation. With teams in Dublin and London, RED C combines human insight with advanced AI tools to help clients make informed decisions. For more information about RED C Research and our insights capabilities, visit www.redcresearch.com.

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