

PRESS RELEASE – FOR IMMEDIATE RELEASE

RED C appoints Darren Hanson as Head of Client Strategy in the UK



London, UK, 9 September 2026 – RED C Research has appointed **Darren Hanson as Head of Client Strategy**, based at the company's London office.

Darren joins RED C with more than 25 years of experience helping organisations harness customer understanding to drive strategic planning, commercial performance and long-term growth. His career spans senior leadership roles across both client-side and agency environments, including over a decade with Orange, where he gained extensive experience in one of the world's most customer-focused sectors.

Working across domestic and international markets, Darren has built a reputation for helping organisations use customer insight to navigate change, develop stronger brands and create customer-centric strategies.

In his new role, Darren will be responsible for helping drive the next phase of growth for RED C, working in partnership with the wider team to help clients increase the value and influence of insight within their businesses. Drawing on his extensive client-side experience, he will help translate evidence into action, connect insight more closely to decision-making, and ensure research delivers meaningful commercial and organisational impact.

Commenting on the appointment, **Richard Colwell, Group CEO of RED C**, said:

“We are delighted to welcome Darren to RED C. His experience on both the client and agency side gives him a deep understanding of the challenges organisations face in turning insight into action. At a time when businesses are under increasing pressure to make

confident decisions, demonstrate impact and adapt to constant change, Darren's perspective will help our clients realise even greater value from their investment in insight.”

Commenting on his appointment, **Darren Hanson** said:

“I'm excited to be joining RED C and contributing to the next stage of its growth. The business has built a strong reputation for combining robust insight with strategic thinking, and that's more important than ever in today's environment.

Organisations are facing increasingly complex decisions, often with more stakeholders involved and greater expectations around commercial impact. I look forward to working with clients and colleagues to ensure insight not only informs decisions but helps drive meaningful change.”

Darren's appointment reflects RED C's continued investment in strategic consulting capability, helping clients ensure that insight has greater influence within their organisations and translates more effectively into action, growth and business performance.

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

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**.

ENDS