

ESOMAR and mTab Partner to Elevate *Insight250* Celebrating Insight Innovators Worldwide

Leading global market research association, ESOMAR, and industry-leading insight technology provider, mTab, team up to elevate the impact of *Insight250* awards.

Amsterdam/ The Netherlands & Anaheim, Ca. - The inaugural *Insight250* list was revealed on April 19, 2021, featuring leaders, innovators, visionaries and pioneers focused on elevating and enhancing market research, consumer intelligence and data-driven marketing. The inaugural winners came from over three dozen countries across academia, enterprises, agencies, charities and associations. To date, the list has received tremendous industry acclaim with over 20 million impressions. To further elevate the exposure and expand the reach of the *Insight250*, ESOMAR, the global voice of the data, research and insight community since 1947, and mTab, a pioneering leader in market research technology since 1987, are proud to announce that they are partnering together. ESOMAR and mTab are committed to making the *Insight250* the global standard and ensuring the awards are diverse, representative, robust and transparent.

Nominations for the 2022 *Insight250* officially open on October 18, 2021 at insight250.com.

As Mark Langsfeld, CEO of mTab and Chairman of *Insight250*, explained, "We started the *Insight250* to celebrate exceptional individuals around the world who are elevating the insights and research industries across the academic, enterprise, agency, technology, consulting, media and methodology realms. In order to enhance and expand the *Insight250*, we knew we needed a partner with impeccable industry credibility and genuine worldwide reach. This is why ESOMAR is the ideal partner to help us take the *Insight250* to the next level."

ESOMAR will play a major role in the nomination, selection and announcement processes for the *Insight250* honor. These processes will include the participation of ESOMAR representatives, including its country representatives from around the world. In addition, both mTab and ESOMAR hope to include winners or honorees from all existing award categories, to ensure a truly global representation of our community's "glitterati."

Kristin Luck, President of ESOMAR and mTab Board Member shared, "I am in a unique position to see the incredible impact both ESOMAR and mTab have on the market research industry. The *Insight250* is a fantastic initiative that has united researchers and data-driven professionals from around the world. With its global reach, ESOMAR is the ideal partner for *Insight250* as we continue to elevate and celebrate the accomplishments of so many exceptional individuals."



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As Finn Raben, Director General of ESOMAR, said, "I was personally thrilled when I first learned of mTab's intention to compile this global compendium of our sector's "fairest and finest" and I am now very honored and excited to have ESOMAR as an instrumental part of the *Insight250*. This is a fantastic way to celebrate the achievements and innovations across the research world and to ensure that the "superheroes" of our worldwide community gain the recognition they deserve; this can only serve to make our profession even stronger."

To see the complete current list of *Insight250* winners or submit a nominee visit Insight250.com and for the latest news and updates follow *Insight250* on LinkedIn and Twitter.

About Insight250

The *Insight250* is the worldwide 'who's who' of leaders and pioneers of insight innovations across market research, data-driven marketing, consumer insight and data intelligence. Sponsored by mTab, the selection process is overseen by a panel of insight, marketing and research professionals. Winners are selected based upon an extensive array of professional dimensions. To see the complete list visit Insight250.com. Many of the winners are featured in the ESOMAR's *Research World* series 'Insights from the *Insight250*'.

About ESOMAR

ESOMAR champions the research, insights and analytics sector worldwide. Founded in 1947, the global membership association is a network reaching over 50,000 professionals and 750+ companies in 130+ countries. We support our global community through raising ethical standards, facilitating education, advocating with legislators, sharing best practices, promoting evidence-based solutions for decision-makers, and ensuring the values of honesty, transparency and objectivity are applied to all data sources.

About mTab

mTab is a leading provider of data-driven customer intelligence and market research solutions. The mTab Insight Cloud platform, awarded Best Data Solution by Market Research Society, empowers hundreds of brands with seamless access to explore, analyze, visualize and unlock the value of insights data. On the Insight Cloud, companies unite siloed data to access and securely share governed information, delivering enhanced understanding to empower decisions and deliver exceptional experiences.