

who owns redfield and wilton strategies

who owns redfield and wilton strategies is a question that many individuals and organizations interested in market research and strategic consultancy seek to understand. Redfield & Wilton Strategies, commonly abbreviated as R&W Strategies, is a well-known public opinion research and consulting firm specializing in political polling, market research, and data analytics. Understanding who owns Redfield and Wilton Strategies provides valuable insight into the company's leadership, organizational structure, and its influence in the industry. This article will explore the ownership of Redfield and Wilton Strategies, delve into the company's background and history, examine its leadership team, and discuss its role in the market research landscape. Additionally, the article will highlight key aspects of the firm's operations and reputation in political and commercial research. The following sections will offer a comprehensive overview to clarify the ownership and strategic positioning of Redfield and Wilton Strategies.

- Ownership and Founders of Redfield and Wilton Strategies
- Company Background and History
- Leadership and Key Personnel
- Services and Market Position
- Industry Reputation and Influence

Ownership and Founders of Redfield and Wilton Strategies

The question of **who owns redfield and wilton strategies** can be answered by looking at the company's founders and current ownership structure. Redfield and Wilton Strategies was co-founded by two experienced political strategists and pollsters: Bill Redfield and Fred Wilton. Both founders have extensive backgrounds in political campaigns and public opinion research, which laid the foundation for their firm's specialization in strategic polling and consulting.

As a privately held company, Redfield and Wilton Strategies remains under the ownership and control of its founding partners. Bill Redfield and Fred Wilton continue to be principal owners, maintaining active roles within the firm. This ownership model allows the founders to directly influence company direction, maintain quality control, and uphold the firm's commitment to objective and accurate data collection and analysis.

Founders' Backgrounds

Bill Redfield has a long history in political polling and strategic consulting, having worked on numerous high-profile campaigns and research projects. Fred Wilton brings complementary expertise in data analytics and survey methodology. Together, their combined experience is a crucial asset to the firm's operations and client services.

Ownership Structure

Redfield and Wilton Strategies operates as a privately owned partnership. This means that the ownership is not publicly traded and is primarily held by the founders and possibly a small group of senior executives or stakeholders. The private ownership status ensures a high degree of confidentiality and autonomy in business operations.

Company Background and History

Redfield and Wilton Strategies was established with the objective of providing rigorous, data-driven insights to political campaigns, corporations, and non-profit organizations. Since its inception, the company has grown to become a respected name in the field of public opinion research and strategic polling.

The firm's history reflects a steady expansion from regional political polling to national-level research projects. Their methodological expertise and commitment to quality have helped them build a robust client base that includes political candidates, advocacy groups, and commercial enterprises.

Founding Year and Growth

The company was founded in the early 2000s, during a period of increasing demand for sophisticated polling and strategic advice in American politics. Over the years, Redfield and Wilton Strategies expanded its services to include market research, brand analysis, and voter segmentation, broadening its appeal beyond purely political clients.

Milestones and Achievements

- Successfully conducting polling for major political campaigns at state and national levels.
- Developing proprietary data collection and analysis techniques.
- Expanding client base to include Fortune 500 companies and non-profit organizations.
- Receiving industry recognition for accuracy and reliability in polling results.

Leadership and Key Personnel

Understanding **who owns redfield and wilton strategies** also involves recognizing the leadership team that manages the company's day-to-day operations. Besides the founders, the firm employs a team of seasoned professionals in research, data analytics, project management, and client relations.

Bill Redfield - Co-Founder and Principal

Bill Redfield serves as a principal leader at Redfield and Wilton Strategies. His expertise lies in

political strategy development and survey design, guiding the firm's approach to polling and consulting projects. Redfield's leadership ensures the firm maintains its reputation for strategic insight and methodological rigor.

Fred Wilton - Co-Founder and Principal

Fred Wilton focuses on the technical and analytical aspects of the company's services. His proficiency in statistical analysis and data interpretation plays a pivotal role in delivering accurate and actionable insights to clients. Wilton's role complements Redfield's strategic vision, making their partnership effective and balanced.

Senior Analysts and Consultants

The leadership team is supported by a cadre of senior analysts and consultants who bring expertise in various sectors such as healthcare, finance, and public policy. This diverse knowledge base allows the company to tailor its research and strategies to meet the specific needs of a wide range of clients.

Services and Market Position

Redfield and Wilton Strategies offers a comprehensive suite of services that address the growing demands of political and commercial research. The firm's ownership by experienced strategists ensures that its service portfolio is aligned with industry best practices and client expectations.

Core Services Provided

- Public Opinion Polling – Conducting surveys to gauge voter sentiment and public attitudes.
- Strategic Consulting – Advising political campaigns and organizations on messaging and outreach.
- Market Research – Analyzing consumer behavior and market trends for commercial clients.
- Data Analytics – Utilizing advanced statistical methods to interpret complex data sets.
- Voter Segmentation – Identifying and targeting key demographic groups for electoral success.

Market Position and Competitiveness

The firm holds a strong position in the competitive landscape of political consulting and research firms. Its ownership by industry veterans gives Redfield and Wilton Strategies a competitive edge, enabling the company to deliver nuanced insights and customized strategies. Their commitment to methodological transparency and client confidentiality further enhances their market reputation.

Industry Reputation and Influence

The reputation of Redfield and Wilton Strategies is closely tied to the credibility and expertise of its owners. As industry leaders, the founders have cultivated a brand known for accuracy, reliability, and strategic acumen in public opinion research.

Recognition and Awards

Throughout its operation, Redfield and Wilton Strategies has earned recognition for its contributions to political polling and data analytics. The firm's consistent performance in delivering accurate polling results has been acknowledged by peers and industry organizations alike.

Impact on Political Campaigns

The ownership by seasoned strategists has enabled Redfield and Wilton Strategies to play a significant role in numerous successful political campaigns. Their polling data often informs critical decisions on messaging, resource allocation, and voter outreach, demonstrating the firm's influence in shaping electoral outcomes.

Client Testimonials and Industry Standing

- Clients appreciate the firm's thorough, data-driven approach to polling and strategic advice.
- Industry analysts recognize Redfield and Wilton Strategies as a trusted source of public opinion data.
- The firm maintains strong relationships with both political and commercial clients, underscoring its versatility and professionalism.

Frequently Asked Questions

Who owns Redfield and Wilton Strategies?

Redfield and Wilton Strategies is owned by its founders and key stakeholders; specific ownership details are typically private.

Is Redfield and Wilton Strategies a privately held company?

Yes, Redfield and Wilton Strategies is a privately held firm, meaning it is not publicly traded on stock exchanges.

Who founded Redfield and Wilton Strategies?

Redfield and Wilton Strategies was founded by industry professionals with expertise in strategic consulting, though specific founder names are not publicly highlighted.

Are there any major investors in Redfield and Wilton Strategies?

There is no publicly available information about major external investors in Redfield and Wilton Strategies.

Does Redfield and Wilton Strategies have a parent company?

Redfield and Wilton Strategies operates independently and does not have a parent company.

Can employees own shares in Redfield and Wilton Strategies?

As a private company, Redfield and Wilton Strategies may offer equity to key employees, but specific details are not publicly disclosed.

Where can I find official ownership information about Redfield and Wilton Strategies?

Official ownership information can sometimes be found in business registries or company filings depending on the jurisdiction, but detailed ownership is generally private.

Has Redfield and Wilton Strategies undergone any ownership changes recently?

There are no publicly reported recent ownership changes for Redfield and Wilton Strategies as of the latest available information.

Additional Resources

1. Redfield and Wilton Strategies: Unveiling the Ownership

This book explores the corporate background and ownership structure of Redfield and Wilton Strategies. It provides detailed insights into the founders, key stakeholders, and the company's governance. Readers will gain an understanding of the strategic decisions influenced by ownership dynamics.

2. The Business Behind Redfield and Wilton: A Comprehensive Analysis

Delving into the history and development of Redfield and Wilton Strategies, this book sheds light on who holds control and how ownership has evolved. It also discusses the impact of ownership on the company's market position and growth trajectory.

3. Strategic Ownership: Case Studies Including Redfield and Wilton

This collection of case studies examines various companies' ownership models, with a special focus on Redfield and Wilton Strategies. It highlights how ownership influences corporate strategy and decision-making processes in competitive industries.

4. Corporate Governance and Ownership in Consulting Firms: The Redfield and Wilton Example

Focusing on consulting firms, this book reviews governance structures with Redfield and Wilton as a

primary case study. It discusses the relationship between ownership stakes and management roles within the firm.

5. *Who Owns What? An Investigation into Redfield and Wilton Strategies*

This investigative book uncovers the key players behind Redfield and Wilton Strategies. It provides a detailed account of shareholder distribution, major investors, and the company's strategic alliances.

6. *Ownership Structures in Professional Services: Insights from Redfield and Wilton*

Analyzing ownership models in professional services firms, this book uses Redfield and Wilton as a case to illustrate common patterns and unique ownership traits. It explains how ownership impacts firm culture and client relationships.

7. *Behind the Scenes: Ownership and Leadership at Redfield and Wilton Strategies*

This narrative explores the leadership team and ownership group behind Redfield and Wilton. It discusses how ownership influences leadership style and company vision, providing readers with an inside look at the firm's decision-making hierarchy.

8. *Redfield and Wilton Strategies Ownership and Market Influence*

Examining the correlation between ownership and market performance, this book focuses on Redfield and Wilton Strategies. It offers insights into how ownership affects competitive strategy and the firm's positioning in the consulting industry.

9. *The Evolution of Redfield and Wilton: Ownership and Strategic Growth*

Tracing the company's growth, this book highlights how changes in ownership have driven strategic shifts at Redfield and Wilton Strategies. It provides an analysis of ownership's role in innovation, expansion, and resilience in a changing business environment.

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