

# Bellomy Named to Fortune's 2026 List of America's Most Innovative Companies, Ranking #77

*Bellomy, a leading consumer insights and market research firm, has been named to Fortune's 2026 America's Most Innovative Companies, ranking #77, #3 in NC.*

WINSTON-SALEM, NC, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- [Bellomy](#), a leading



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*John Sessions, CEO of Bellomy*

consumer insights and market research firm headquartered in the Piedmont Triad, has been named to Fortune's 2026 list of America's Most Innovative Companies, ranking #77 overall out of more than 10,000 companies evaluated. This marks Bellomy's first appearance on the list and distinguishes the company as the only market research and consumer insights firm included in the Top 300.

The annual list, compiled by Fortune in partnership with Statista, recognizes companies demonstrating exceptional innovation across product development, process improvement, and corporate culture.

"This recognition is a powerful validation of the direction we've taken as a company," said John Sessions, CEO of Bellomy. "We've made deliberate investments in rethinking how insights are generated—leveraging AI, automation, and new methodologies to better reflect how consumers think, feel, and behave in real time."

Bellomy's inclusion reflects its ongoing commitment to innovation in the consumer insights space. Over the past several years, the company has developed and deployed advanced capabilities including:

- AI-powered text analytics to extract deeper meaning from open-ended consumer feedback
- AI-moderated qualitative interviews that scale rich human insights
- Synthetic respondents and simulation models to enhance speed and predictive accuracy in research

“These tools are not just about efficiency—they fundamentally expand what’s possible in understanding consumers,” said Matt Gullett, SVP, Insights Technology. “We’re helping clients move faster while making smarter, more human-centered decisions.”

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A Milestone for the Piedmont Triad  
Bellomy’s recognition also represents a significant achievement for the Piedmont Triad region of North Carolina, reinforcing the area’s growing reputation as a hub for innovation and technology-driven services.

“As a company proudly rooted in Winston-Salem, we’re excited to bring national recognition to our region,” said Sessions. “This milestone reflects not only our team’s work but also the strength of the business community across the Triad.”



John Sessions, CEO of Bellomy

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#### About the Fortune & Statista Methodology

Fortune partnered with global data firm Statista to evaluate thousands of U.S.-based companies. The ranking is based on a comprehensive methodology that includes:

- Product innovation (new offerings, R&D activity)
- Process innovation (operational improvements and efficiency)
- Innovation culture (employee and expert assessments)

Data sources include surveys of employees, industry experts, and publicly available data, resulting in a holistic view of each company’s innovation performance.

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#### About Bellomy

Bellomy is a full-service consumer insights and market research firm dedicated to helping organizations better understand their customers and drive smarter decisions. With a focus on innovation, Bellomy combines advanced analytics, AI-driven tools, and human-centered research approaches to deliver actionable insights at speed and scale.

Headquartered in Winston-Salem, North Carolina, Bellomy serves clients across a wide range of industries nationwide.

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