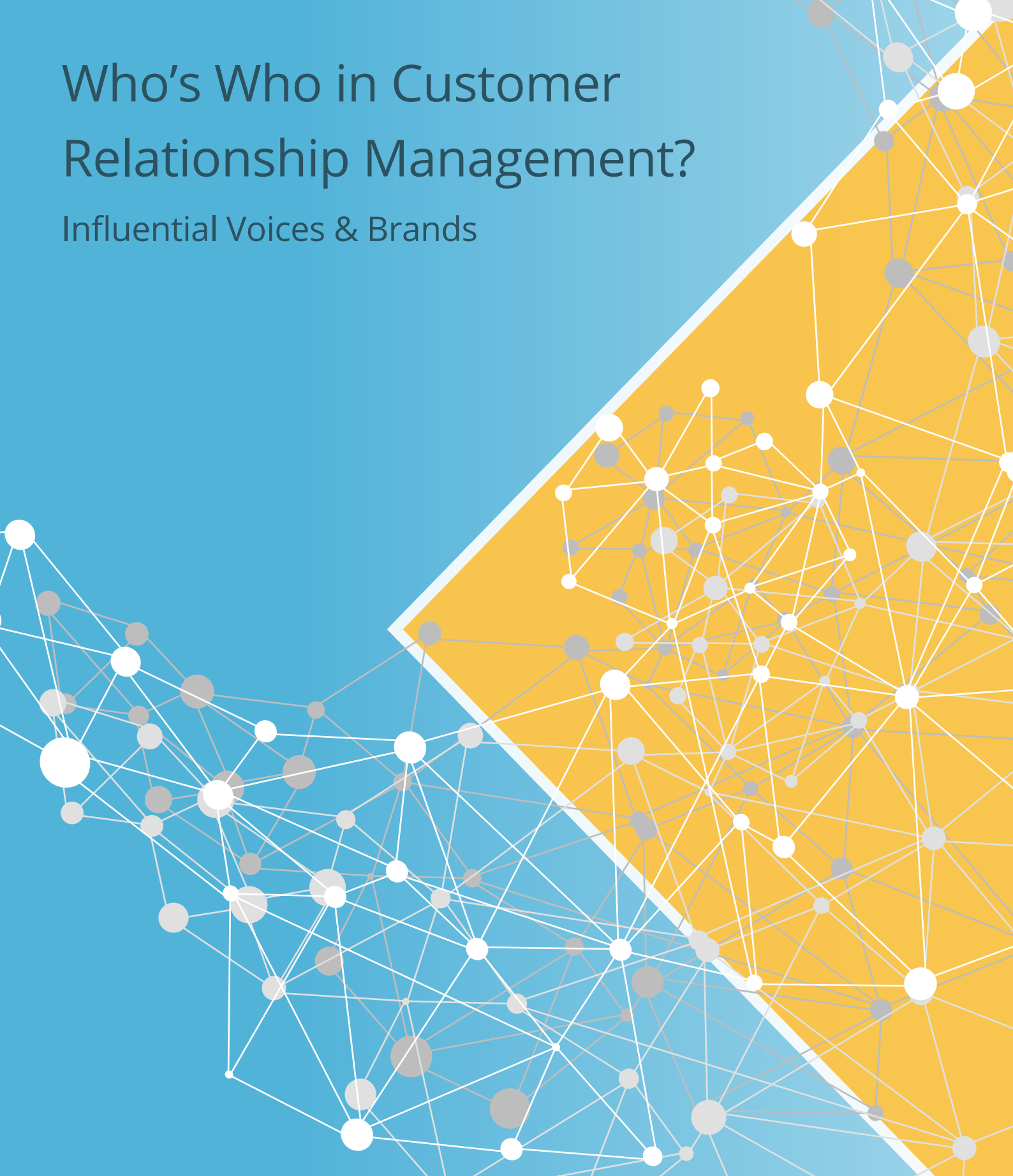


Who's Who in Customer Relationship Management?

Influential Voices & Brands



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“Who’s Who” Introduction

Analytica has been creating Top 100 Influencer lists for the past 10 years, connecting brands with influencer communities. The marketplace is now looking to understand who is influential beyond Twitter social amplifiers. Over recent years there have been more and more companies producing lists based on Twitter followers. We want to break away from that.

Each Who’s Who report will provide you with the top Social Influencers, Content Creators, Event Speakers, Industry Analysts, Brand Employees, Brands and Publications across individual topics such as AI, Climate Change, The Future of Work, FinTech, Energy Policy, Obesity, etc.

The influential experts are selected using Analytica’s 4 Rs methodology (Reach, Resonance, Relevance and Reference). Quantitative data is pulled through LinkedIn, Twitter, Personal Blogs, YouTube, Podcast, and Forbes channels, and our qualitative data is pulled by our insights and analytics team, capturing offline influence.

All the influential experts featured are categorised by influencer persona, the sector they work in, their role within that sector, and more from our curated database of 1m+ influencers.

We are striving for this report to be a One-Stop Shop for the Movers & Shakers of the industry so any feedback to further improve the lists is always gratefully received.

Customer Relationship Management (CRM)

Introduction

Customer Relationship Management (CRM) is utilised by companies to analyse and manage customer interactions and data. CRM systems collate customer data across a variety of channels, as well as points of contact, between the company and the customer, which allows the former to access not only personal information like telephone numbers and emails but also purchase history and buying preferences.

While CRM software is a tool to consolidate customer information into one single database, its use cases have only increased over the years. Having a recorded history of a customer's journey gives way for a better and more personal customer service. Moreover, businesses can use customer's interaction and history insights to identify trends through reporting as well as visualisation features.

Benefits to CRM software are many: it allows sales teams to understand their pipeline better; marketing teams can use it to make forecasting easier and more accurate; customer services teams are able to track conversations across many different channels; HR teams can track employee performance as well as speed up the recruitment process.

This Who's Who report aims to provide you with a varied sample of people discussing and creating content around CRM online. From analysts, event speakers to industry practitioners as well as people who are discussing important topics such as customer experience (CX) and enterprise resource planning (ERP).

Brand Employees & Industry Practitioners

Listed below is a sample of influential voices from Enterprise brands. These people are prominent voices within the industry, and drive awareness & engagement for their employers around CRM.



Alan Lepofsky
Salesforce
VP Customer Advocacy



Jean-Claude Hauptfleisch
Microsoft
Dynamics CRM Account Manager



Clint Oram
SugarCRM
Co-Founder & Chief Strategy Officer



Marc Benioff
Salesforce
Chair & CEO



Richard Young
Salesforce
RVP Sales



Michaela Underdahl
Nimble
Senior Community Manager



Anna Sabryan
Oracle
Snr Product Manager, Social
Strategy and Programming



Alan Berkson
Freshworks
Global Director of Community
Outreach / Analyst Relations



Beth Burrell
Microsoft
Sr Global Dynamics Customer
Success Strategist



Jan Matthes
SAP
Cloud ERP: Head of Product
Management SME Cloud ERP



David Beard
Sage
CRM Principal



Personas

Social Amplifiers

This sample of people create and share content on CRM on LinkedIn & Twitter and they generate high social engagement.



Nico Zorn
saphiron GmbH
Executive Director



Anshu Sharma
Skyflow
Co-Founder & CEO



Rebecca Wettemann
Valoir
Principal



Jesús Hoyos
CX2Advisory
Principal Consultant



Markus Grutzeck
Grutzeck-Software GmbH
Owner



Paul Greenberg
The 56 Group, LLC
Managing Principal



Alexander Hansal
blacksheep IT consulting
Founder & CEO



Marshall Lager
G2
Research Principal



Ivan Wainewright
Independent
Database Consultant & Project
Manager



Alan Berkson
Freshworks
Global Director of Community
Outreach/Analyst Relations



Social Amplifiers Ctd.



Josh Weinberger
Trylonic
Principal



Piyush Singhal
HIC Global Solutions
Co-Founder & CRM Consultant



Ivana Taylor
DIY Marketers
Marketing Expert & Strategist



James Townsend
InfoStrat
Vice President



Peter Caputa
Databox
CEO



Peter Wolf
Azamba Consulting Group
President



Philippe Weickmann
Social Selling CRM
Principal CEO



Evan Kirstel
eViRa Health
Chief Digital Evangelist & Co-Founder



Anthony Rochand
Les Experts du Web
CEO & Co-Founder



R Ray Wang
Constellation Research
Principal Analyst, Founder &
Chairman



Event Speakers

Below is a list of people who are keynote speakers on CRM or have spoken on this topics over the past few years.



Rick McCutcheon
Full Contact Selling
President



Markus Wuebben
CrossEngage
Founder & Managing Director



Danny Estrada
Introhive
Director, Enterprise Solutions



Jan Hinricks
FinanceScout24
Managing Director



Denis Pombriant
Beagle Research Group LLC
Managing Principal



Lara Schneidewind
audibene
Head of CRM, Tech



Paul Greenberg
The 56 Group, LLC
Managing Principal



Sebastian Amtage
b.telligent
Managing Director



Barton Goldenberg
ISM, Inc
Founder & President



Brent Leary
CRM Essentials
Owner



Industry KOLs

Below are 12 Key Opinion Leaders discussing CRM online. These Industry KOLs have a high degree of topical authority and relevant audiences online.



Thomas Wieberneit
aheadCRM
Co-Founder



Bob Thompson
CustomerThink Corp
President and CEO



Brent Leary
CRM Essentials
Owner



Eric Kimberling
Third Stage Consulting Group
CEO and Founder



Gene Marks
The Marks Group
President



Richard Bohn
Sell More Now
President



Paul Greenberg
The 56 Group, LLC
Managing Principal



Peter Lavers
Customer Attuned
Director



Jon Ferrara
Nimble
Founder & CEO



Rebecca Wettemann
Valoir
Principal



Jukka Niiranen
Forward Forever
Power Platform Advisor, Co-
Founder



Danny Estrada
Introhive
Director, Enterprise Solutions



Roles

Analysts

Here is a sample of analysts who are visible on LinkedIn/Twitter.
These experts share and discuss topics relevant to CRM.



Kate Leggett
Forrester
VP & Principal Analyst



Richard Bohn
Sell More Now
President



Adnan Zijadic
Gartner
Senior Principal Analyst



Mary Wardley
IDC
VP, CRM Applications



Marshall Lager
G2
Research Principal



Denis Pombriant
Beagle Research Group LLC
Managing Principal



Rebecca Wettemann
Valoir
Principal



Nicole France
Constellation Research
VP & Principal Analyst



Tad Travis
Gartner
Co-Chief of Research for Gartner IT
Leader Applications



Daniel Newman
Futurum Research + Analysis
Principal Analyst & Founding
Partner



Journalists & Contributors

The people listed below are a sample of editors, journalists & contributors who represent media publications, work freelance or contribute to publications. They publish lots of relevant content on CRM.



Jim Dickie
Sales Mastery
Research Fellow



Phil Britt
S&P Enterprises Inc
Owner



Gene Marks
The Marks Group
President



Paul Greenberg
The 56 Group, LLC
Managing Principal



Chuck Schaeffer
Tesla NanoCoatings, Inc
Director Board of Directors



Don Fluckinger
TechTarget
Senior News Writer



William Jepma
Solutions Review
Content Editor & Writer: ERP & CRM



Steve Brooks
Synonym Advisory
Senior Analyst



Ginger Conlon
Genesys
Thought Leadership Director



Jesús Hoyos
CX2Advisory
Principal Consultant



Customer Experience (CX)

CX plays a large role within CRM as a whole. Below we've listed a sample of people driving the CX conversation.



Bill Quiseng
billquiseng.com
Chief Experience Officer



Dennis Wakabayashi
RR Donnelley
VP Customer Experience Solutions



Jeremy Watkin
NumberBarn
Director of CX & Support



Peter Lavers
Customer Attuned
Director



Stephanie Thum
Practical CX
Founding Principal



Mike Aoki
Reflective Keynotes Inc
President



Remco Stolp
Capgemini Nederland
Enterprise Architect - Digital CX



Annette Franz
CX Journey Inc
Founder & CEO



Patrice Le Foll
Orange Business Services
Head of Customer Value & Success -
Digital Experience



Russel Lolacher
BC Public Service
Director of Web & Social Media
Services



Customer Experience (CX) Ctd.



Patrick Gibbons
Walker
Principal SVP, Marketing



Esteban Kolsky
SAP
Chief Evangelist, CX



Shep Hyken
Shepard Presentations, LLC
Customer Experience Expert



Chad Horenfeldt
Kustomer
Director, Customer Success



Thomas Wieberneit
aheadCRM
Co-Founder



Kate Leggett
Forrester
VP & Principal Analyst



Jesús Hoyos
CX2Advisory
Principal Consultant



Bob Thompson
CustomerThink Corp.
President & CEO



Alan Berkson
Freshworks
Global Director of Community
Outreach, Analyst Relations



Anna Sabryan
Oracle
Senior Product Manager, Social
Strategy and Programming



Enterprise Resource Planning (ERP)

ERP is prominent within the CRM space. Below is a sample of people who discuss ERP online and who create and share content on the topic in relation to CRM.



Jon Reed
diginomica
Co-Founder



Ian Murphy
Synonym Advisory
Senior Analyst



Richard Duffy
SBM Cloud Solutions - Brewing and
Distillery Technology
CEO & Founder



Blair Kicken
Dynamics Consulting Group
Principal, CRM/ERP Business Process
& Solution Architect



Eric Kimberling
Third Stage Consulting Group
CEO & Founder



William Jepma
Solutions Review
Content Editor & Writer: ERP & CRM



Bob Evans
Evans Strategic Communications
Founder & Principal



Anya Ciecierski
ERP Software Blog
Co-Founder



Wayne Sadin
Via Group Partners
Lead Advisor, Advisory Board



R Ray Wang
Constellation Research
Principal Analyst, Founder &
Chairman



Brands

Platforms

Below is a sample of CRM vendors who create and share thought leadership content/are prominent platforms within the space. Their rankings are based on the relevancy of the content, the engagement it gets, as well as other metrics. Where brands have multiple Twitter handles, their main one has been ranked as well as the page linked to CRM.



Verint Systems

Ranking: 1



Oracle CX

Ranking: 6



eGain

Ranking: 2



Salesforce

Ranking: 7



Zoho

Ranking: 3



Microsoft (Dynamics 365)

Ranking: 8



Pegasystems

Ranking: 4



SAP

Ranking: 9



Zoho CRM

Ranking: 5



Oracle

Ranking: 10



Platforms Ctd.



SugarCRM
Ranking: 11



Kustomer
Ranking: 12



Freshworks
Ranking: 13



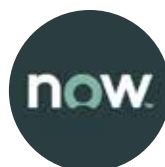
CRMNEXT
Ranking: 14



Creatio
Ranking: 15



Zendesk
Ranking: 16



ServiceNow
Ranking: 17



Publications & Resources

Below are publications and resources discussing CRM. Their rankings are predominantly based on the relevancy of the content & the engagement it gets.



TechTarget

Ranking: 1



Business News Daily

Ranking: 6



Solutions Review

Ranking: 2



ZDnet

Ranking: 7



Enterprise Times

Ranking: 3



TechCrunch

Ranking: 8



Business 2 Community

Ranking: 4



CRMsearch.com

Ranking: 9



destinationCRM

Ranking: 5



Methodology

Our Who's Who lists are created using the Onalytica platform which has a curated database of over 1 million influencers. Our platform allows you to discover, validate and categorise influencers quickly and easily via keyword searches. Our lists are made using carefully created Boolean queries which then rank influencers by resonance, relevance, reach and reference, meaning influencers are not only ranked by themselves, but also by how much other influencers are referring to them. The lists are then validated, and filters are used to split the influencers up into the categories that are seen in the list.

This Who's Who list should give you an insight into CRM and help break it down. We always want to make sure you are getting the most valuable information available from our lists, so feedback is always welcome!

If you want to learn more about Onalytica, or if you'd like to see our platform in action, feel free to get in touch!

[Get in Touch](#)

