Contents

“Who’s Who” Introduction 1
IIoT Introduction 2
Brand Employees 3
Personas 4
  Professional Influencers & Social Amplifiers 4
  Key Opinion Leaders 6
  Event Speakers 7
Roles 8
  Analysts 8
  Journalists 9
  Academics & Researchers 10
Sectors 11
  Energy 11
  Smart Cities 12
  Cybersecurity 13
  Transport & Logistics 14
Brands 15
  Technology Publications/Resources 15
  Technology Brands 16
  Methodology 17
“Who’s Who” Introduction

Onalytica 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 Onalytica’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.
IIoT Introduction

Our landscape is transforming quickly. New technologies bring new opportunities and new challenges to overcome, which is why we have focused this report on IIoT, the Industrial Internet of Things.

Whilst IoT (Internet of Things) is most commonly used by consumers, IIoT is used for industrial purposes such as manufacturing, supply chain monitoring etc. Through IIoT, companies are able to increase productivity whilst reducing costs, and many brands are reaping the benefits of adopting these solutions.

IIoT has increased in popularity since COVID-19. It has allowed companies to ensure employee safety, improve liquidity, lower costs, and more. Companies have been able to drastically reduce employee contact during the pandemic through the use of IIoT insights.

Of course, implementing IIoT solutions does not come without its challenges. We hope this ‘Who’s Who’ report helps you connect and stay connected with the experts.
Brand Employees

Listed below are the most prominent & influential Subject Matter Expert voices from Enterprise brands. These people are acting as spokespeople to drive awareness & engagement for their employers.

Dr. Ganapathi Pulipaka
Accenture
Chief Data Scientist
Twitter: @gp_pulipaka
LinkedIn: Click Here

Mario Pawlowski
iTrucker
CEO
Twitter: @PawlowskiMario
LinkedIn: Click Here

Dr. Marcel Vollmer
BCG
Partner & Director
Twitter: @mvollmer1
LinkedIn: Click Here

Wilhelm Bielert
Premier Tech
Chief Digital Officer & VP
Twitter: @wil_bielert
LinkedIn: Click Here

Heinz v. Hoenen
Credit Suisse
Process & Quality Management
Twitter: @HeinzVHoenen
LinkedIn: Click Here

Ravi Kikan
ZingHR
Head of Marketing & Growth
Twitter: @ravikikan
LinkedIn: Click Here

Bill Schmarzo
Hitachi Vantara
Chief Innovation Officer
Twitter: @schmarzo
LinkedIn: Click Here

Rob Tiffany
Ericsson
VP, Global Head of IoT Strategy
Twitter: @RobTiffany
LinkedIn: Click Here

Françoise Morvan
Credit Agricole
Divorce & Separation
Twitter: @FmFrancoise
LinkedIn: Click Here

Thomas Harrer
IBM
CTO HW Sales, IBM Systems
Twitter: @Thomas_Harrer
LinkedIn: Click Here
Personas

Professional Influencers & Social Amplifiers

Here are the people who are creating and sharing content on IIoT on LinkedIn & Twitter that generate high social engagement.

These people are considered influencers. They are also commissioned by many brands to amplify relevant content to their audiences.

Dr. Ganapathi Pulipaka  
Accenture  
Chief Data Scientist  
Twitter: @gp_pulipaka  
LinkedIn: Click Here

Ronald van Loon  
Intelligent World  
CEO & Principal Analyst  
Twitter: @Ronald_vanLoon  
LinkedIn: Click Here

Antonio Grasso  
Digital Business Innovation  
Founder & CEO  
Twitter: @antgrasso  
LinkedIn: Click Here

Evan Kirstel  
eViRa Health  
Co-Founder  
Twitter: @evankirstel  
LinkedIn: Click Here

Harold Sinnot  
Independent Consultant  
Twitter: @HaroldSinnott  
LinkedIn: Click Here

Ludmila Morozova-Buss  
Capitol Technology University  
Researcher  
Twitter: @TopCyberNews  
LinkedIn: Click Here

Tamara McCleary  
Thulium  
CEO  
Twitter: @TamaraMcCleary  
LinkedIn: Click Here

Glen Gilmore  
Gilmore Business Network  
Principal  
Twitter: @GlenGilmore  
LinkedIn: Click Here

Spiros Margaris  
Margaris Ventures  
VC & Advisor  
Twitter: @SpirosMargaris  
LinkedIn: Click Here

Linda Grasso  
Digital Business Innovation  
Chief Operating Officer  
Twitter: @LindaGrass0  
LinkedIn: Click Here
Professional Influencers & Social Amplifiers ctd.

Paula Piccard  
Owner  
Social Media Consultant  
Twitter: @Paula_Piccard  
LinkedIn: Click Here

Jean-Baptiste LeFevre  
Merkutio  
Senior Consultant  
Twitter: @jblefevre60  
LinkedIn: Click Here

Avrohom Gottheil  
#AskTheCEO Media  
CEO  
Twitter: @avrohomg  
LinkedIn: Click Here

Giuliano Liguori  
GLW - Innovation partners  
Chief Information Officer  
Twitter: @ingliguori  
LinkedIn: Click Here

Christine Boursin  
Le Groupe La Poste  
Regional Development Delegate  
Twitter: @chboursin  
LinkedIn: Click Here

Fabrizio Bustamante  
Independent  
Entrepreneur  
Twitter: @Fabriziobustama  
LinkedIn: N/A

Antonio Santos  
Atos  
Community Manager  
Twitter: @AkwyZ  
LinkedIn: Click Here

Dr. Sally Eaves  
Effect.AI  
Strategic Advisor  
Twitter: @sallyeaves  
LinkedIn: Click Here

Andreas Staub  
Raiffeisen Switzerland  
Head of Business Development  
Twitter: @andi_staub  
LinkedIn: Click Here

Franco Ronconi  
D-EYE Srl  
Director of Operations  
Twitter: @FrRonconi  
LinkedIn: Click Here
Key Opinion Leaders (KOLs)

Below are 10 Key Opinion Leaders discussing IIoT online. These Industry KOLs have a high degree of topical authority and relevant audiences online. They are widely referenced by the influencer community in relation to IIoT.

Dr. Ganapathi Pulipaka  
Accenture  
Chief Data Scientist  
Twitter: @gp_pulipaka  
LinkedIn: Click Here

Lucian Fogoros  
IIoT World  
Co-Founder  
Twitter: @fogoros  
LinkedIn: Click Here

Carolina Rudinschi  
IIoT World  
Co-Founder  
Twitter: @CRudinschi  
LinkedIn: Click Here

Rob Van Kranenburg  
IoT Council  
Founder  
Twitter: @robvank  
LinkedIn: Click Here

Nicolas Babin  
Babin Business Consulting  
President  
Twitter: @Nicochan33  
LinkedIn: Click Here

Jacqueline Burns  
Independent  
Twitter: @JacBurns_Comext  
LinkedIn: N/A

Cyril Coste  
Digital and Growth  
Founder  
Twitter: @CyrilCoste  
LinkedIn: Click Here

Alison Oliver  
Independent  
Twitter: @alison_iot  
LinkedIn: N/A

Wilhelm Bielert  
Premier Tech  
Chief Digital Officer & VP  
Twitter: @wil_bielert  
LinkedIn: Click Here

Paul Colmer  
Amazon Web Services (AWS)  
Technical Account Manager  
Twitter: @DigitalColmer  
LinkedIn: Click Here
Event Speakers

Below is a sample of people who are keynote speakers in IIoT or have spoken at IIoT events over the past few years.

Avrohom Gottheil
#AskTheCEO Media
CEO
Twitter: @avrohomg
LinkedIn: Click Here

Kohei Kurihara
Government Blockchain Association
President of Tokyo Chapter
Twitter: @kuriharan
LinkedIn: Click Here

Helen Yu
Tigon Advisory
Founder & CEO
Twitter: @YuHelenYu
LinkedIn: Click Here

Terence Mills
AI.io
CEO
Twitter: @terence_mills
LinkedIn: Click Here

Aghiath Chbib
SEECRA
CEO
Twitter: @AghiathChbib
LinkedIn: Click Here

Julia Norton
McCarthy’s
Application Support
Twitter: @Julez_Norton
LinkedIn: Click Here

Olivier Laborde
Natixis Assurances
Head of Marketing
Twitter: @labordeolivier
LinkedIn: Click Here

Yann Marchand
Digital GroupOCSI
Commercial Engineer
Twitter: @Ym78200
LinkedIn: Click Here

Stéphane Nappo
Groupe SEB
Vice President
Twitter: @StephaneNappo
LinkedIn: Click Here

Bill Mew
Crisis Team
Founder & CEO
Twitter: @BillMew
LinkedIn: Click Here
Roles

Analysts

Here is a sample of the prominent analysts who are visible on LinkedIn & Twitter. These experts are sharing and discussing topics relevant to IIoT.

Peter Reynolds
ARC Advisory Group
Contributing Analyst
Twitter: @PeterDReynolds
LinkedIn: Click Here

Dean Anthony Gratton
The Influencers
Tech Influencer, Analyst, Futurist
Twitter: @grattonboy
LinkedIn: Click Here

Patrick Moorhead
Moor Insights and Strategy
President & Principal Analyst
Twitter: @PatrickMoorhead
LinkedIn: Click Here

Keao Caindec
Farallon Technology Group
CEO & Principal Analyst
Twitter: @kcaindec
LinkedIn: Click Here

Ronald van Loon
Intelligent World
CEO & Principal Analyst
Twitter: @Ronald_vanLoon
LinkedIn: Click Here

Philipp Nieuwbourg
Independent
Analyst
Twitter: @nieuwbourg
LinkedIn: Click Here

Jeff Kagan
Independent
Industry Analyst
Twitter: @jeffkagan
LinkedIn: Click Here

Alexandra Rehak
Omdia
Chief Analyst
Twitter: @RehakResearch
LinkedIn: Click Here

Pablo Tomasi
Omdia
Principal Analyst
Twitter: @PabloETomasi
LinkedIn: Click Here

Maribel Lopez
Lopez Research
Founder & Principal Analyst
Twitter: @MaribellLopez
LinkedIn: Click Here
Journalists

The people listed below are a sample of editors, reporters & journalists who are prominent online personally and who represent media publications or work freelance. They also publish lots of relevant content on IIoT.

Dominic Halpin
TechNative
Founder & Editor
Twitter: @domhalps
LinkedIn: Click Here

Arti Loftus
Independent
Technology Journalist
Twitter: @sparkleav
LinkedIn: Click Here

Peggy Smedley
Specialty Publishing Media
President/Editorial Director
Twitter: @ConnectedWMag
LinkedIn: Click Here

Stacey Higginbotham
Stacey on IoT
Founder
Twitter: @gigastacey
LinkedIn: Click Here

David Greenfield
PMMI Media Group
Director of Content/Editor-in-Chief
Twitter: @DJGreenfield
LinkedIn: Click Here

Peter Fretty
IndustryWeek
Technology Editor
Twitter: @pfretty
LinkedIn: Click Here

Cate Lawrence
Independent
Technology Writer
Twitter: @Cate_Lawrence
LinkedIn: Click Here

Christopher Isak
TechAcute
Founder & Managing Editor
Twitter: @ChristopherIsak
LinkedIn: Click Here

Anna Ribeiro
IoTInnovator.com
Senior News Editor
Twitter: @AnnaRibeiro9
LinkedIn: Click Here

Jonny Williamson
The Manufacturer
Editorial Director
Twitter: @Jonny_Will_28
LinkedIn: Click Here
The sample of academics and researchers below either work in Academia or carry out research in IIoT and are also prominent online.

**Enrico Molinari**  
Camera di Commercio Riviere di Liguria  
Innovation Manager  
Twitter: @enricomolinari  
LinkedIn: [Click Here](#)

**Matthias Eckhart**  
SBA Research  
Junior Researcher  
Twitter: @MatthiasEckhart  
LinkedIn: [Click Here](#)

**Joseph A. di Paolantonio**  
Independent Researcher  
Twitter: @JAdP  
LinkedIn: [Click Here](#)

**Dr. Tom Bradicich**  
Hewlett Packard Enterprise  
VP, HP Fellow  
Twitter: @TomBradicichPhD  
LinkedIn: [Click Here](#)

**Dr. Omkar Rai**  
Software Technology parks of India  
Director General  
Twitter: @Omkar_Raii  
LinkedIn: [Click Here](#)

**Alexander Willner**  
Fraunhofer FOKUS  
Head of IIoT Center  
Twitter: @alexwillner  
LinkedIn: [Click Here](#)

**Pallavi Singh**  
The Digital Insurer  
Client Services Manager/Researcher  
Twitter: @palsy_palsy  
LinkedIn: [Click Here](#)

**Michele Stecca**  
MIUR  
Teacher  
Twitter: @steccami  
LinkedIn: [Click Here](#)

**Marcos Colebrook**  
Universidad De La Laguna  
Professor  
Twitter: @MColebrook  
LinkedIn: [Click Here](#)

**Kourosh Meshgi**  
RIKEN  
Research Scientist  
Twitter: @KouroshMeshgi  
LinkedIn: [Click Here](#)
Sectors

Energy

Below are people who have spoken online about energy in the context of IIoT, or people who work within the energy and IIoT sector.

Kevin O’Donovan
Independent
Technology Evangelist
Twitter: @Kevin_ODonovan
LinkedIn: Click Here

Greg Orloff
IIoT World
CBDO & Senior Analyst
Twitter: @GregorianCT1
LinkedIn: Click Here

Paul Hobcraft
Paul4Innovating
Transition Advocate
Twitter: @Paul4Innovating
LinkedIn: Click Here

Shi
Independent
Twitter: @ShiCooks
LinkedIn: N/A

Arik Ring
Independent
Energy Engineering Consultant
Twitter: @arikring
LinkedIn: Click Here

Kirill Klip
TNR Gold Corp
Chairman & CEO
Twitter: @kirillklip
LinkedIn: Click Here

Arun Sinha
Opto 22
Director of Business Development
Twitter: @Arun_Opto22
LinkedIn: Click Here

Will Allen
Siemens
District Service Manager
Twitter: @WillAllenDXB
LinkedIn: Click Here

Simon Trbojevic
AFRY
Senior Innovation Engineer
Twitter: @simontrbojevic
LinkedIn: Click Here

Wissam Loudhaieef
Cisco
Business Solutions Architect
Twitter: @WissamLOUDHAIEF
LinkedIn: Click Here
Smart Cities

Smart Cities play a big role in IIoT, below is a small sample of influencers who discuss or work within smart cities and IIoT.

- **Dimitris Ioannides**
  - GFN Advisors
  - Founder
  - Twitter: @diioannid
  - LinkedIn: [Click Here](#)

- **Carolina Rudinschi**
  - IIoT World
  - Co-Founder
  - Twitter: @CRudinschi
  - LinkedIn: [Click Here](#)

- **Stephanie Atkinson**
  - Compass Intelligence
  - CEO/Founder
  - Twitter: @stephatkins
  - LinkedIn: [Click Here](#)

- **James Frazer**
  - ARC Advisory Group
  - VP - Intelligent Infrastructure & Smart Cities
  - Twitter: @jamesjfrazer
  - LinkedIn: [Click Here](#)

- **Jonathan Reichental**
  - Human Future
  - Founder & CEO
  - Twitter: @Reichental
  - LinkedIn: [Click Here](#)

- **Anthony Veri**
  - Integrated Network Concepts
  - Dir. Smart Cities & Wireless Mobility
  - Twitter: @VeriSmartCities
  - LinkedIn: [Click Here](#)

- **Niel Kirk**
  - O2 (Telefonica UK)
  - Team Manager
  - Twitter: @MasterofIoT
  - LinkedIn: [Click Here](#)

- **Larry O’Brien**
  - ARC Advisory Group
  - Vice President
  - Twitter: @Dcsanalyst
  - LinkedIn: [Click Here](#)

- **Benson Chan**
  - Strategy of Things
  - Senior Partner
  - Twitter: @BensonMChan
  - LinkedIn: [Click Here](#)

- **Charles Sellers**
  - Innovation and Technology Group
  - CEO
  - Twitter: @Charles_Sellers
  - LinkedIn: [Click Here](#)
Cybersecurity

Security is a major concern for IIoT in general and needs to be a big part of the conversation. Below is a sample of influential experts who discuss cybersecurity online, have discussed cybersecurity in the context of IIoT, or work within the sector.

- **Michael Fisher**
  Whitcraft Group
  Senior Systems Analyst
  Twitter: @Fisher85M
  LinkedIn: Click Here

- **Reed Hinkel**
  ARM
  Senior Embedded Security Market Development Manager for IoT
  Twitter: @SecureIoTGuy
  LinkedIn: Click Here

- **Thomas Harrer**
  IBM
  CTO HW Sales, IBM Systems
  Twitter: @Thomas_Harrer
  LinkedIn: Click Here

- **Dr. ir Johannes Drooghaag**
  Johannes Drooghaag
  Consultant
  Twitter: @DrJ_Drooghaag
  LinkedIn: Click Here

- **Avrohom Gottheil**
  #AskTheCEO Media
  CEO
  Twitter: @avrohomg
  LinkedIn: Click Here

- **Bob Carver**
  Verizon
  Principal Cybersecurity Intelligence
  Twitter: @cybersecboardrm
  LinkedIn: Click Here

- **Mirko Ross**
  Asvin
  CEO
  Twitter: @mirko_ross
  LinkedIn: Click Here

- **Mark Lynd**
  Netsync
  Head of Digital Business
  Twitter: @mclynd
  LinkedIn: Click Here

- **Ratan Jyoti**
  Ujjivan Small Financial Bank Limited
  Chief Information Security Officer
  Twitter: @reach2ratan
  LinkedIn: Click Here

- **Giuliano Liguori**
  GLW - Innovation partners
  Chief Information Officer
  Twitter: @ingliguori
  LinkedIn: Click Here
Transport & Logistics

The sample of influencers below are people who have discussed IIoT online within the space of transport and logistics. As with the previous sectors, some of these influencers also work within the space.

Mario Pawlowski
iTrucker
CEO
Twitter: @PawlowskiMario
LinkedIn: Click Here

Margaret Siegien
iTrucker
President
Twitter: @MargaretSiegien
LinkedIn: Click Here

Richard Howells
SAP
Vice President
Twitter: @howellsrichard
LinkedIn: Click Here

Mike Mortson
Supply Chain Game Changer
CEO
Twitter: @mmortson
LinkedIn: Click Here

Harold (Hal) Good
Procurement Pros Group
President & CEO
Twitter: @Hal_Good
LinkedIn: Click Here

Tom Brouillette
NCS Partners
Senior Principle
Twitter: @tbrouill
LinkedIn: Click Here

Mike Nager
Festo Didactic
Solution Center
Twitter: @Mike_Nager
LinkedIn: Click Here

Benjamin Gordon
Cambridge Capital LLC
Managing Partner
Twitter: @benjaminhgordon
LinkedIn: Click Here

Matt Bellias
SAP
Marketing Lead
Twitter: @mbellias
LinkedIn: Click Here

Becky Boyd
MediaFirst
Vice President
Twitter: @BeckyJBoyd
LinkedIn: Click Here
Brands

Technology Publications/Resources

Below is a sample of technology publications and resources within the IIoT space.
Technology Brands

Below are technology brands discussing IIoT online. These are ranked using Onalytica’s 4 Rs methodology.

Microsoft Cloud
Ranking: 100
Twitter: @MSCloud
LinkedIn: Click Here

TrendMicro
Ranking: 8
Twitter: @TrendMicro
LinkedIn: Click Here

Microsoft Mfg
Ranking: 100
Twitter: @msftmfg
LinkedIn: Click Here

Schneider Electric
Ranking: 8
Twitter: @SchneiderElec
LinkedIn: Click Here

Altizon Inc
Ranking: 15
Twitter: @AltizonInc
LinkedIn: Click Here

WiPro Digital
Ranking: 8
Twitter: @WiproDigital
LinkedIn: Click Here

Cisco IoT
Ranking: 8
Twitter: @CiscolIoT
LinkedIn: Click Here

Intel IoT
Ranking: 8
Twitter: @Inteliot
LinkedIn: Click Here

ThingWorx
Ranking: 8
Twitter: @ThingWorx
LinkedIn: Click Here

IBM Watson IoT
Ranking: 8
Twitter: @IBMWatson
LinkedIn: Click Here
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 the IIoT industry 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!