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"Who's Who" Methodology

Onalytica have been creating influencer lists for the last 10+ years, curating an influencer database of 1M influencers across 500+ topical communities within industries such as tech, finance, healthcare, education and many more.

It is our mission to shine a light on the most influential voices that are creating quality content, and driving engagement and impact online across social as well as traditional media.

Onalytica uses a unique combination of our proprietary software, human qualitative analysis and secondary research to analyze online and offline influence, to create the best social influencer lists in the world. Our influence scores are driven by 38 algorithms and this methodology has been continually refined over the past 10 years to evolve with social media developments and how influence is best calculated.

We take into account social media influence across channels like LinkedIn & Twitter as well analyze offline influence through a proxy of online analysis looking at how much people are referenced within a topical context in blogs, media and video sites. We also look at how topically relevant an influencer’s content is and whose content drives the most engagement online and among the wider influencer community.

Each influencer is categorized by a number of criteria such as by role, influencer persona, expertise, location, audience, channel referencing the role they play within the wider influencer community and the way in which they’d collaborate with brands.
The personas we have within our reports are:

Our **Brand Employees** category highlights influential Exec Leaders and Subject Matter Experts working for large Enterprise brands that are delivering solutions in the sector. To be included they have to be visibly driving external engagement on their social channels.

Our **MyOnalytica Experts** category highlights influencers that are part of Onalytica’s marketplace, creating relevant content on social on the topic, driving the most engagement globally and keen to partner with brands. These influencers are often experts, social amplifiers, event speakers and independent analysts all in one.

**Social Amplifiers** are influencers who are driving the most engagement on Twitter posting regularly on the topic and sharing other people’s content. The analyzed topic needs to be one of their most talked about thought leadership topics on their influencer profile within the Onalytica platform.

**Industry KOLs** category highlights experts who have high credibility & authority within the industry, the media, and the influencer community on social.

**Event Speakers** are topical experts that speak at or play a key role in a minimum of 3-4 industry events per year. These events can take the form of in-person events, virtual events and webinars.

**Content Creators** are the top Podcasters and YouTubers selected based on consistency of content creation, online activity and relevance.
Journalists & Contributors contribute to well-known global publications as well as independent journalists who are also driving the highest topical authority and engagement.

Analysts category highlights those who work for an Analyst house or state that they’re an analyst on their LinkedIn experience and/or Twitter bio. They all have an online & social presence & create content as a way of amplifying the work they’re doing.

Academics & Researchers category highlights individuals that have published research or are working in education and/or research on the analyzed topic. They must clearly state that they are an academic, professor or researcher in their LinkedIn experience and/or Twitter bio.

Our Sub-Topics & Sectors category showcases influencers that are posting & amplifying a lot of industry content, including third party content. The sub-topic/sector analyzed needs to be one of their main thought leadership topics, as per their Onalytica profile.

In some cases, influencers will have more than one persona, and in this instance, will clearly have a secondary persona tag. For example, an industry KOL may also speak at a lot of events and therefore have an event speakers tag.

Secondary tags:
- Analysts
- Event Speakers
- Content Creators
- Journalists & Contributors
- Academics & Researchers
- Brand Employees
Introduction to 5G

5G is the fifth generation of cellular networks which is up to 100 times faster than 4G.

5G enables a new kind of network that connects virtually everyone and everything together including devices, objects, and machines. Its wireless technology is designed to deliver higher data speeds, better reliability, extensive network capacity, ultra low latency, and a more uniform user experience. Higher performance and improved efficiency connects new industries and creates new user experiences.

“5G is a revolution for the telco sector: softwarized networks allow for greater flexibility, improved supply chains and quicker innovation cycles. 5G is also a revolution for all end-users: consumers can enjoy fully immersive experiences and industry can power its critical infrastructure.” Mischa Dohler, Chief Architect at Ericsson.

This report aims to highlight a sample of influential experts that are moving the industry forward on the topic of 5G. From MyOnalytica Experts and Analysts to Industry KOLs and Content Creators, this report breaks down the community to give you the best overview of Who's Who in 5G.
Brand Employees

These are the influential Exec Leaders and Subject Matter Experts working for large Enterprise brands that are delivering solutions in the sector. They are visibly driving external engagement on their social channels around the topic of 5G.

- **Neville Ray**  
  T-Mobile  
  President of Technology

- **George Tsirtsis**  
  Qualcomm Europe  
  Sr Director of Technology

- **Jane Rygaard Pedersen**  
  Nokia  
  Head of Dedicated Wireless Networks & Edge Clouds

- **Greta Knappenberger**  
  Verizon  
  Product Marketing Manager, 5G & IoT Solutions

- **Peter Linder**  
  Ericsson  
  Head of 5G Marketing, North America

- **Callie Field**  
  T-Mobile  
  President of T-Mobile Business Group

- **Nadine Manjaro**  
  Teradata  
  Director, Principal Telecom Industry Consultant

- **Edwige A. Robinson**  
  T-Mobile  
  SVP, Network Engineering, Operations & Transformation

- **Jyoti Sharma**  
  Verizon  
  Senior Manager, Network Planning

- **Aayush Bhatnagar**  
  Jio  
  Senior Vice President
Brand Employees Ctd.

Jan Karlsson
Ericsson
Head of Global Network Platform

Juho Sarvikas
Qualcomm
VP & President, North America

Ricardo Anaya
Qualcomm
Product Manager, Staff

Nauman Shafi
AT&T
Principal Architect, 5G CoE

Päivi Kalske
Nokia
Head of Corporate Social Media

Andrew Morawski
Oracle
SVP & GM, Oracle Communications

Fotis Karonis
Capgemini
EVP, 5G & Edge

Michael J. Zeto III
Boingo Wireless
Chief Commercial Officer

Cecilia Atterwall
Ericsson
VP & Head of Marketing & Comms for Networks

Jason Inskeep
AT&T
AVP, 5G COE (Private Cellular, MEC, Edge)
Personas

MyOnalytica Experts

This category highlights influencers who are 5G experts, and are signed up to Onalytica’s marketplace, MyOnalytica. We analyze their topical influence on Twitter, LinkedIn as well as how much they are referenced within blogs and online media.

**Antonio Grasso**
Digital Business Innovation Srl
Founder & CEO

**Helen Yu**
BriteCore
SVP of Services

**Dean Anthony Gratton**
Technology Influencer, Analyst & Futurist

**Dr Sarah-Jayne Gratton**
Technology Influencer, Analyst & Futurist

**Ronald van Loon**
Intelligent World
Principal Analyst & CEO

**Marcell Vollmer**
Prospitalia Group
CEO

**Anshel Sag**
Moor Insights & Strategy
Principal Analyst

**Leonard Lee**
neXt Curve
Managing Director & Founder

**Sally Eaves**
CNAS
Digital Decentralization, Democracy & Security Advisor

**Patrick Moorhead**
Moor Insights & Strategy
Founder, Chief Executive Officer & Chief Analyst
To be considered as a professional influencer for future Who's Who lists, sign up to MyOnalytica and complete your profile!
Social Amplifiers

This sample highlights influencers who are driving the most engagement on Twitter, posting regularly on the topic and sharing other people’s content. 5G is one of their most talked about thought leadership topics on their influencer profile within the Onalytica platform.

Glen Gilmore
Gilmore Business Network
Founder

Chelsea Larson-Andrews
TechMode.io
Co-Founder

Beverley Eve
TechMode.io
Co-Founder

Marin Ivezic
PwC
Partner, Cybersecurity

Mila Fiordalisi
Digital360
Director

Paula Piccard
Consultant
Digital Influencer

Diana Adams
Adams Consulting Group
Owner

Fabrizio Bustamante
Independent
Entrepreneur

Imtiaz Adam
Deep Learn Strategies Limited
Founder, Director Strategy & Data Science

Lisa Hockaday Jackson
GC GlobalNet
Director of Brand Marketing & Digital Communications
Industry KOLs

Industry Key Opinion Leaders category highlights experts who have high credibility & authority on 5G within the industry, the media, and the influencer community on social.

**Ibrahim Sayed**
umlaut company
Senior 5G RAN Expert

**Hema Kadia**
TeckNexus
Founder & CEO

**Mohamed Abdel Monem**
Mavenir
Solutions Architect

**Muriel Medad**
MIT
Professor

**Ravi Sinha**
O-RAN ALLIANCE e.V.
Chairman nGRG

**Karin Loidl**
Fraunhofer IIS
Technology Advisor

**Mischa Dohler**
Ericsson
Chief Architect

**Sanjay Kumar**
Learnizo Global LLP
Founder

**Zahid Ghadially**
3G4G
Principal Analyst, Founder & Consultant

**Terence Wong**
GSMA
Head of APAC 5G Industry & IoT Community
Event Speakers

This sample list highlights topical experts that speak at or play a key role in 5G events regularly within a year. These events can take the form of in-person or virtual events, webinars and LinkedIn Lives.

Mei Lee Quah
Frost & Sullivan
Director, Telecoms Strategy

Patrick Schwerdtfeger
Trend Mastery, Inc.
Keynote Speaker

Andreas Mueller
Bosch
Chief Expert Communication Technologies for the IoT

Caroline Chan
Intel Corporation
GM, 5G Infrastructure Division, Network Platform Group

Xavier Nuñez
BCP Council
Smart Place Digital Innovation Lead

Sylvia Lu
5G-ACIA
Board Member & Chair of WG4

Paul Challoner
Ericsson
VP Network Product Solutions

Andy Sutton
BT
Principal Network Architect

Mallik Tatipamula
Ericsson
CTO, Technologies & Architectures

Anita Döhler
NGMN Alliance
CEO

Jesus Alonso-Zarate
i2CAT Foundation
Director, European Commission Research & Innovation, Policy & Strategy

Samer Geissah
TELUS
Director, Technology, Strategy & Architecture
Content Creators

This is a sample list of top 5G Podcasters and YouTubers selected based on consistency of content creation, online activity and relevance.

Kelsey Kusterer Ziser
Light Reading
Senior Editor

Kaneshwaran Govindasamy
Global 5G Evolution
Founder

Carrie Charles
BROADSTAFF
CEO

Dan McVaugh
Denton Ann Corp
Independent Consultant

Wayne R. Smith
Vertex Innovations, Inc
Founder & President

Jessy Cavazos
Keysight Technologies
5G Industry Solution Marketing

Dylan McGrath
Keysight Technologies
Industry Solutions Marketer, 5G

Karim Rabie
Red Hat
Senior Architect, Telco

Emil Björnson
KTH Royal Institute of Technology
Professor

Paul Cowling
Ericsson
Director, Industry Analyst Relations

Sneath Mobile Tech
Independent
YouTube & Podcast Creator

Peter Clarke
NIMDTA
Doctor (FY2)
Roles

Journalists & Contributors

This category highlights a sample of journalists who work for, or contribute to well-known, global publications on the topic of 5G. These people drive high authority and engagement on their social channels.

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sascha Segan</td>
<td>PCMag.com</td>
<td>Mobile Coverage</td>
</tr>
<tr>
<td>Sue Marek</td>
<td>Freelance Writer</td>
<td>Writer &amp; Editor</td>
</tr>
<tr>
<td>Tara Neal Ramaprabha</td>
<td>The Fast Mode</td>
<td>Executive Editor &amp; Telecom Strategist</td>
</tr>
<tr>
<td>Peter Cohen</td>
<td>Arden Media</td>
<td>Technology Editor</td>
</tr>
<tr>
<td>Mike Dano</td>
<td>Light Reading</td>
<td>Editorial Director, 5G &amp; Mobile Strategies</td>
</tr>
<tr>
<td>Elena Neira</td>
<td>MITRE</td>
<td>Head of 5G Standards</td>
</tr>
<tr>
<td>Dan Jones</td>
<td>Freelance Writer</td>
<td></td>
</tr>
<tr>
<td>Danish Khan</td>
<td>The Economic Times</td>
<td>Lead, ETTelecom +</td>
</tr>
<tr>
<td>Monica Alleven</td>
<td>FierceMarkets</td>
<td>Editor, FierceWirelessTech</td>
</tr>
<tr>
<td>Supanatha Mukherjee</td>
<td>Reuters News Agency</td>
<td>European Technology &amp; Telecoms Correspondent</td>
</tr>
</tbody>
</table>
Analysts

This category highlights analysts who work for an analyst house or state that they're an analyst online. They all have an online and social presence, and create content on 5G as a way of amplifying the work that they're doing.

- **Ian Fogg**
  - Opensignal
  - VP Analysis
  - [LinkedIn](#) [Twitter](#)

- **Bob O’Donnell**
  - TECHnalysis Research
  - Founder & Chief Analyst
  - [LinkedIn](#) [Twitter](#) [Website](#)

- **Ron Westfall**
  - Futurum Research + Analysis
  - Senior Analyst & Research Director
  - [LinkedIn](#) [Twitter](#) [Website](#)

- **Shelly Kramer**
  - Futurum Research + Analysis
  - Principal Analyst & Founding Partner
  - [LinkedIn](#) [Twitter](#) [Website](#)

- **Ken Rehbehn**
  - Critical Communications Insights LLC
  - Principal Analyst
  - [LinkedIn](#) [Twitter](#)

- **Camille Mendler**
  - Omdia
  - Chief Analyst, Enterprise Services
  - [LinkedIn](#) [Twitter](#)

- **Kester Mann**
  - CCS Insight
  - Director, Consumer & Connectivity
  - [LinkedIn](#) [Twitter](#)

- **Sravan Kundojjala**
  - Strategy Analytics
  - Director
  - [LinkedIn](#) [Twitter](#)

- **Ben Wood**
  - CCS Insight
  - Chief Analyst & CMO
  - [LinkedIn](#) [Twitter](#)

- **Christina Patsioura**
  - GSMA
  - Lead Analyst, IoT & Enterprise
  - [LinkedIn](#) [Twitter](#)
Analysts Ctd.

Daniel Newman
Futurum Reasearch + Analysis
Principal Analyst & Founding Partner

Paolo Pescatore
Founder & TMT Analyst
PP Foresight

Peter Jarich
GSMA
Head of GSMA Intelligence

Sylvain Fabre
Gartner
Senior Director, Analyst

William Ho
556 Ventures
Principal

Ed Gubbins
GlobalData
Principal Analyst

Avi Greengart
Techsponential
President & Lead Analyst

Renato Pasquini
Frost & Sullivan
Research VP & Global Program Leader

Jason Leigh
IDC
Research Manager, Mobility

Prakash Sangam
Tantra Analyst
Founder & Principal
Academics & Researchers

This sample highlights individuals that are working in education and/or research the topic of 5G. These people publish research, and are active members within the online 5G conversation.

Mohamed Idrissi
5GWorldPro.com
Deputy Technical Director

Maziar Nekovee
University of Sussex
Dean of AI Institute

Romeo Giuliano
University of Guglielmo Marconi
Associate Professor

Muhammad Ali Babar Abbasi
Queen’s University Belfast
Lecturer, Assistant Professor

Brahim El Boudani
London South Bank University
Research & Development Engineer

Merlin Chlostá
CISPA
Doctoral Researcher

Marcin Dryjanski
Rimedo Labs
Principal Consultant & CEO

Spyridon Louvros
MCNS
5G System Architect, 6G Researcher

Daisy Curtis
University of Exeter
Postgraduate Teaching Assistant

Quammer H. Abbasi
University of Glasgow
Reader

Dimitra Simeonidou
University of Bristol
Co-Director, Institute of Digital Futures
Sub-topics & Sectors

Smart Cities

The below sample of influencers amplify a lot of industry content, including third party content, on Smart Cities. The topic is also one of their main thought leadership topics, as per their Onalytica profile.

Lucía Bellocchio
Trend Smart Cities
Founder & Executive Director

Mark Stanley
Thingtitude
Director

Adel Bolbol Fernández
Esri
Public Sector & Smart Cities Lead

Jim Frazer
ARC Advisory Group
VP Corporate Strategy

Dennis M. O'Leary
DarkPulse Inc
Chairman - Founder, CEO & CFO

Aleksandar Mastilovic
IEEE
EEE Conferences Committee, Member

Nezdad Piric
EUTECH
Digital Transformation & Smart Cities Director

Rosa Paradell
i2CAT Foundation
Innovation Business Development Director

Ruthbea Yesner
IDC
VP, Government, Education, Smart Cities & Communities

Andrea Sorri
Axis Communications
BD Director, Segment Development Manager Smart Cities EMEA
AR & VR

5G enables AR & VR experiences, and is part of the overall 5G conversation. The below sample post and amplify a lot of industry content, including third party content, on AR & VR.

Charlie Fink
Forbes
Contributor & Columnist

Antony Vitillo
New Technology Walkers
Multimedia Developer & PR

Ori Inbar
Super Ventures
Founder & Managing Partner

Cathy Hackl
Journey
Chief Metaverse Officer & Co-Founder

Jeremy Dalton
PwC
Head of Metaverse Technologies

Rob Crasco
CyberAdept
Owner

Joanna Popper
HP
Global Head of Virtual Reality

Tom Emrich
Niantic, Inc
Director of Product Management

Hanadi El Sayyed
gigthree
Co-Founder & COO

Fabian Schmidt
SICK
Head of Digital Manufacturing Team
AR & VR Ctd.

Dilmer Valecillos
LearnXR
Founder

Samantha G. Wolfe
PitchFWD
Founder

Dr Helen Papagiannis
World Economic Forum
Global Future Council on VR & AR

Tiptat Chennavasin
The Venture Reality Fund
Co-Founder & General Partner

Kent Bye
Voices of VR Podcast
Producer

Robert Scoble
Scobleizer Inc
Founder

Jaime Donally
Independent
Author, Speaker & EdTeh Consultant

Anshel Sag
Moor Insights & Strategy
Principal Analyst

Fred Steube
Valpak
Business Strategy Consultant

Ben Lang
Road to VR
Co-Founder & Executive Editor

Dilmer Valecillos
LearnXR
Founder

Kent Bye
Voices of VR Podcast
Producer

Jaime Donally
Independent
Author, Speaker & EdTeh Consultant

Fred Steube
Valpak
Business Strategy Consultant

Samantha G. Wolfe
PitchFWD
Founder

Tiptat Chennavasin
The Venture Reality Fund
Co-Founder & General Partner

Robert Scoble
Scobleizer Inc
Founder

Anshel Sag
Moor Insights & Strategy
Principal Analyst

Ben Lang
Road to VR
Co-Founder & Executive Editor

Dilmer Valecillos
LearnXR
Founder

Kent Bye
Voices of VR Podcast
Producer

Jaime Donally
Independent
Author, Speaker & EdTeh Consultant

Fred Steube
Valpak
Business Strategy Consultant

Samantha G. Wolfe
PitchFWD
Founder

Tiptat Chennavasin
The Venture Reality Fund
Co-Founder & General Partner

Robert Scoble
Scobleizer Inc
Founder

Anshel Sag
Moor Insights & Strategy
Principal Analyst

Ben Lang
Road to VR
Co-Founder & Executive Editor
Brands

5G Brands

Below is a sample of brands who create and share 5G thought leadership content, and/or are prominent providers within the space. Their rankings are based on the relevancy of the content, the engagement it gets, as well as other metrics.

ZTE Corporation
Ranking: 1

Nokia
Ranking: 6

Apple
Ranking: 2

Ericsson
Ranking: 7

Verizon
Ranking: 3

AT&T
Ranking: 8

Huawei
Ranking: 4

Orange
Ranking: 9

Qualcomm
Ranking: 5

Samsung
Ranking: 10
Publications & Resources

Below are publications and resources discussing 5G. Their rankings are predominantly based on the relevancy of the content & the engagement it gets.

- **Telecoms.com**
  - Ranking: 1

- **Light Reading**
  - Ranking: 2

- **CNET**
  - Ranking: 3

- **MIT Technology Review**
  - Ranking: 4

- **ZDNet**
  - Ranking: 6

- **TechNative**
  - Ranking: 7

- **ETTelecom**
  - Ranking: 8

- **SDxCentral**
  - Ranking: 9

- **PCMag**
  - Ranking: 5

- **IoT Now**
  - Ranking: 10
About Onalytica

Onalytica Provides consultancy-led Influencer Marketing software for industry & B2B marketing and communications professionals looking to identify and engage with social media influencers.

Onalytica’s software enables brands to implement and run structured Influencer Relationship Management programs with large Influencer Communities to improve brand awareness, perception and demand generation.

Founded in 2009, and backed by Bebo founders Michael and Paul Birch, Onalytica have created over 5,000 B2B and B2C Influencer programs for global clients which include Microsoft, Google, IBM, Coca-Cola, Amazon, Centrica and British Airways.

Onalytica 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.

The online 5G conversation is vast, so this is a sample list of influential personas driving the discussion. If you would like to be considered for future lists, please feel free to contact!