

**#TOP100CMA**



# **2023 TOP100**

## **Influencers & Strategists**

### **in Customer Marketing and Advocacy**

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## Welcome to the B2B Industry's 2023 TOP100 CMA Strategists & Influencers Program

### **Follow - and Learn From - The Customer Marketing and Advocacy Leaders for 2023**

In keeping pace with the Customer Marketing practice, this year's TOP100 program is an evolution of the inaugural program held in 2022. This is not to say that the first-ever awards program was not a success; it was phenomenal and everyone was thrilled to both recognize and be recognized. But just like the practice and its people, we're constantly learning, and hopefully, improving. So, we've made a few updates and we've also been taking notes so we can continue to tweak for years to come.

### **In a still-evolving practice, our people are our best resource.**

This year, we remained focused on recognizing everyone in our space. But, although we love and appreciate our A-listers, we took steps to avoid the program becoming an all-out popularity contest. Realizing there are so many great practitioners that we don't yet know, and may not ever get to know via social platforms or community conversations, we added another step to the nomination process. All nominees were asked to fill out a short questionnaire about the nominee's programs and metrics used to measure their impact. We knew this was risky, because being marketers means we know all about engagement, friction, and conversion optimizations, but we believed in our nominees and were delighted to see this pan out.

**We not only received almost 500 nominations, but over half of our nominees took the time to fill out the Nominee form and tell the judges about their programs and their impact metrics. This information helped to inform the judges during their phase of the awards program.**



# Welcome to the B2B Industry's 2023 TOP100 CMA Strategists & Influencers Program

## Knowledge-sharing is Customer Marketing's Middle Name.

The team here have all been in B2B for an accumulated century or so, and we can all confirm: we have never been members of such a collaborative, supportive community. Knowledge-sharing in our community is largely free, open, and even brand-agnostic. That's why we decided the TOP100 program should be anchored in this concept. **The 100 influential, strategic Customer Marketing practitioners that make the final list will be enrolled to help others grow from their own experiences.** In line with the framework that best suits each of our TOP100 winners, whether it's teaching a course, presenting in a webinar, recording a podcast conversation, or sharing a useful template, they will be given a stage for their lessons learned.

And, although we're giving the TOP100 precedence, we want everyone to be involved. **So, we're reiterating here, how much we believe in practitioner-led learning, and calling upon every one of you to reach out with a knowledge-sharing initiative when you are inspired.** Let's keep this exceptional tradition alive!

## 2023 is a Great Year to Commit to Elevating Others

Although brands can sometimes get competitive, people can and should see past this. And, as we come to the end of another great practitioner-led program, we are inspired by the fact that we can all align around the most exciting thing about Customer Marketing: **the vision of elevating others.**

It's the reason we're here, and it's what keeps us going, **so thank you ALL for everything you do! Here's to the world's greatest practitioner community!**

Rona Aharonson  
Head of CLG Programs  
Base



# Methodology

## Awards Methodology

For this year's TOP100 Influencers & Strategists in Customer Marketing & Advocacy (CMA) we opened nominations to everyone in the industry and encouraged practitioners on all levels to nominate themselves and their peers. We were thrilled to have almost 500 nominees flow in from every corner of the SaaS landscape!

## Nominees

This year, we asked nominees to go the extra mile and give us a high-level overview of their program/s and the metrics they use to measure their impact. This information was collected and is privacy protected, while the voting polls were open to the public.

## TOP100 Voting

Once we had our nominee list, we opened voting to everyone and anyone. Nominees were invited to promote their votes and we provided a wealth of graphics for social posts that they could use to grab attention. An industry-wide celebration of creativity and mutual support soon commenced and we were blown away by the responses! Some colleagues went so far as to make a great t-shirt and market it on their Customer Marketing swag store. We counted over 7700 votes!

## TOP100 Judging

Once we had our votes in, we put a vetting process into motion to make sure all was objective and legit. We granted an extra baseline of points to the nominees that took the extra step of filling out the Nominee form for the judges. This is where the judge's hard work began, as we presented them with 185 finalists for their judging process! The top 185 were narrowed down by the judges based on their impact as delivered in their forms.



## Meet the Judges



**Vinay Bhagat**

Founder & CEO,  
TrustRadius



**Cynthia Hester**

Director, Global  
Customer Programs,  
Google Cloud



**Barbara Thomas**

Sr. Customer Advocacy  
Program Manager,  
Imprivata



**Kevin Lau**

Sr. Director of Customer  
Advocacy & Experiential  
Marketing, F5



**Deena Zenyk**

Co-Founder and Chief  
Client Officer, Captivate  
Collective



# Meet the TOP100 Winners



**#TOP100CMA**



## Meet the TOP100 Winners



**Cate Vanasse**

Director of Global  
Customer Marketing  
Cisco Meraki



**Kaycee McAdams**

Director, Customer  
Marketing  
Bandwidth Inc.



**Lane Holt**

Director of CX and  
Scale Programs  
Gainsight



**Scott K. Wilder**

VP Customer, Partner &  
Community Engagement  
Base



**Virginia Bryant**

Director of Customer  
Marketing  
GitHub



**Adrian Chang**

Vice President - Growth,  
CX & Design  
Mindtickle



**Nick Bennett**

Senior Director of Event-  
Led Growth & Evangelism  
Airmeet



**Sara Huntley**

Director, Global  
Customer Engagement  
Nuance Communications



**Dana Alvarenga**

Vice President of  
Customer Experience  
SlapFive



**Evan Jacobs**

Head of Customer  
& Partner Marketing  
Chainalysis



**Huw Wigley**

Post-Sales Marketing  
Manager, Customer  
Marketing, Alliance



**Helen Feber**

Managing Partner  
Referential, Inc



**Michael Beahm**

Customer Marketing  
Manager, Advocacy  
Procore Technologies



**Jeanne Talbot**

Senior Director - Customer  
Marketing & Corporate  
Communications



**Diana Yanez-Pastor**

Customer Advocacy  
Leader  
Zscaler



**David Coates**

Director, Customer  
Marketing  
Forter



**Angela Wells**

Head of Customer Advocacy  
& Executive Programs  
Splunk



**Christina Garnett**

Principal Marketing  
Manager, Offline  
Community and Advocacy  
HubSpot



**Bev Barnett**

Customer Advocacy  
Engagement Strategist  
Workday



**Valeria Gomez**

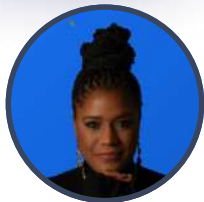
Manager, Customer  
Marketing Programs  
Airtable







## Meet the TOP100 Winners



**Pascale Royal**

Director of Executive  
Customer Programs  
Coupa Software



**Ann Kathryn Kelly**

Global Advocacy  
Communications  
Cisco



**Kelsey Bourque**

Global Head of  
Customer Advocacy  
Cisco



**Claire Grove**

Senior Director, Global  
Customer Advocacy &  
Storytelling  
ServiceNow



**Andrew Sevilla**

Customer Advocacy  
& Marketing  
UserEvidence



**Aly McGue**

Customer Marketing  
Director  
Amplitude



**Luis Gonzalez**

Sr. Manager, Global  
Customer Advocacy  
Alteryx



**Florian Engel**

Director, Customer  
Marketing  
Aiven



**Cindy Aitken**

Director, Customer  
Marketing  
Appian Corporation



**Valerio Battelli**

Head of Global Advocacy,  
Strategy & Planning  
Cisco



**Shannon Howard**

Customer Marketing  
Manager  
PeopleGrove



**Meghan Barrett**

Director, Customer  
Marketing  
CyberArk



**Jenna Feldman**

Manager, Voice of the  
Customer  
Genesys



**Alison Bukowski**

Head of Marketing  
PeerSpot



**Amy Friedman**

Director, Customer  
Advocacy  
Workday



**Jeff Gabel**

Customer Advocacy  
Lead  
ServiceNow



**Antu Buck**

Director, Customer  
Marketing & Community  
Gigamon



**Leslie Barrett**

Director of Customer  
Marketing & Advocacy  
Sendoso



**Eddie Miller**

Executive Vice President  
Big Sky Communications



**Meenakshi Lakhwani**

Senior Customer  
Advocacy Manager  
Workday







## Meet the TOP100 Winners



**Maria Sturgeon**

Director, Customer  
Engagement  
BMC



**Robert Solby**

Customer  
Marketing Manager  
Adobe



**Alexie Glover**

Customer Marketing and  
Advocacy Consultant



**Jeni Asaba**

Sr. Manager, Community  
Engagement & Advocacy  
Jamf



**Melanie Gomez**

Sr. Program Manager,  
Executive Engagement  
Citrix



**David Sroka**

CEO  
Point of Reference



**Nicole Dingley**

VP Marketing  
Ad Astra



**Evan Huck**

CEO & Founder  
UserEvidence



**Lauren Turner**

Director, Customer  
Marketing  
Alyce



**Margot Leong**

Creator & Host  
Beating The Drum  
Podcast



**Amy Pang**

Senior Director of Global  
Customer Marketing  
Fortinet



**Thao Littler**

Customer Advocacy  
Manager  
Tackle.io





## Meet the TOP100 Winners



**Cas Feder**

Customer Advocacy Lead  
monday.com



**Irwin Hipsman**

Director of Customer  
Marketing  
Forrester



**Mindy Youngs**

Senior Director,  
Customer Marketing  
Procore Technologies



**Nick Venturella**

Sr. Customer Marketing  
Advocacy Manager  
Databricks



**Bianca Del Vecchio**

Senior Customer  
Advocacy Consultant  
Captivate Collective



**Katlin Hess**

Director, Customer  
Marketing  
G2



**Hope Mascott**

Global Customer Marketing  
& Advocacy Manager  
Progress



**Robin Hamilton**

CEO of inEvidence -  
Customer Storytellers



**Stephanie Hartsog**

Senior Director, Global  
Community and  
Customer Marketing  
Augury



**Liz Richardson**

Co-Founder and CRO  
Captivate Collective



**Amy Payne**

Vice President, Customer,  
Partner & Events Marketing  
Talkdesk



**Kaitlin Ross**

Cisco Head of Advocacy  
Innovation  
& Optimization



**Abby R. Atkinson**

Director of Customer  
Advocacy  
Illumio



**Courtney Struthers**

Senior Director, Customer  
Advocacy and Marketing  
Expel



**Riciel Crudo**

Customer Reference  
Manager  
JFrog



**Ari Hoffman**

VP of Customer  
Marketing & Advocacy  
Influitive



**Liz Greer**

Manager, Product &  
Customer Marketing,  
Salesforce



**Cristina Errico Sartori**

Global Cybersecurity  
Customer Marketing Lead  
Cisco



**Rachel Ward**

Director of Customer  
Marketing at Allbound



**Rona Aharonson**

Head of CLG  
Programs  
Base





## Meet the TOP100 Winners



**Gal Biran**

CEO and Co-founder  
Base



**Timothy Newborn**

Senior Customer  
Marketing and  
Advocacy Manager



**Bridget Heaton**

Senior Manager,  
Customer Marketing  
Slack



**Nathalie Bar**

Head of Customer  
Advocacy  
Temenos



**Steven Woodward**

Director, Client  
Experience  
Ciox Health



**Asha May**

VP, Customer  
Experience



**Colleen Reidy**

Director of Customer  
Advocacy  
Veracode



**Tena West**

Senior Manager, Customer  
Advocacy and Lifecycle  
F5



**Dan McCall**

Chief Executive Officer  
at Influitive



**Laura Ramos**

Vice President,  
Principal Analyst at  
Forrester Research



**Christina Melluzzi**

Director, Global Customer  
Marketing & Advocacy,  
Cisco



**Amy Bills**

VP, Principal Analyst,  
Customer Engagement  
Strategies, Forrester



**Julie Perino**

Head of Global  
Customer Marketing  
Adobe



**Yasasree Nerayanuri**

VP Customer Marketing &  
Community  
Sprinklr



**Victoria LaPlante**

Director of Customer  
Marketing & Community  
at FloQast



**Maria Sztarovics**

Founder & CEO at  
Wings4U



**Allyson Havener**

Vice President, Marketing at  
TrustRadius



**Leslie Paterson**

Vice President, Global  
Customer Advocacy &  
Engagement at Genesys



**Judy Quintana**

Sr. Director, B2B  
Marketing at OpenTable



**Jeff Ernst**

Co-founder & CEO  
at SlapFive





## Meet the TOP100 Winners



**Sue Reukauf**

Senior Manager of  
Customer Marketing  
and Advocacy  
Renaissance



**Colleen Padnos**

President  
Big Sky Communications Inc.



**Ciana Abdollahian**

Director, Customer  
Advocacy  
Snyk



**Jenni Adair**

Director, Customer  
Advocacy



**Amanda Peacock**

Director of Customer  
Marketing  
Zylo



**Rodrigo Souto**

Manager, Customer  
Advocacy & Proof at  
HubSpot



**Heather Pritchett**

Director, Customer  
Voice  
OutSystems



**Kalina Bryant**

Advisor and Founder  
UnapologeTECH



**Bree Bunzel**

Head of Global  
Customer Marketing  
Dropbox







# Thank you!

We'd like to express our appreciation for this powerful community for all the support and collaboration in bringing this vision to life. It's been a ride! We look forward to future milestones and collaborations and ask that you keep in mind: our door is always open.

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