

#TOP100CMA



2023 TOP100
Influencers & Strategists
in Customer Marketing and Advocacy

Powered by  Base

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 Influxive



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.

Powered by  Base

