



2022 TOP100 CUSTOMER MARKETING AND ADVOCACY INFLUENCERS & STRATEGISTS

#TOP100CMA

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Welcome to the Industry's First TOP100 CMA Strategists and Influencers Awards!

FOLLOW THE CUSTOMER MARKETING & ADVOCACY THOUGHT LEADERS FOR 2022

We're not the first to see this, and not the first to say it: Sometimes a concept is so simple, it's simply genius. And most of the time, timing is everything. As the world continues on its path of transformation, it has become clear that the marketing landscape is metamorphosing too, and teams are playing a bigger role than ever before in securing business growth. The underlying driver of this evolutionary step is a shift to a customer-led growth mindset that dictates only one measure of success for all departments across the B2B organization: **happy customers**. We've come full circle back to the understanding that 'your customers are your best customers' - and it's affecting everything.

It's been almost twenty years since the concept of Inbound made its debut and the big numbers are in: while the end-to-end conversion ratio in demand marketing from organic search to qualified lead sits at less than 1%, the average B2B organization now gets 77% of its revenue from existing customers. What this means for the bottom line is that **the most important asset any company has is its relationship with its customers**, and maintaining this connection is a cross-functional, cross-organizational effort. Everyone shares ownership of this relationship and recognizing this is the key to rebuilding credibility and laying the foundations for long-term associations.

Customer Marketing & Advocacy is customer-led growth being put into practice, primarily by marketers, but we believe the vision is quickly catching-on and innovations across the business are beginning to surface. Designing and breathing life into Customer Marketing & Advocacy as a practice has been a cross-industry collaboration driven by a passion for the magic of what we do, and we are honored to be playing a role in its advancement. The industry's first TOP25 Influencers & TOP100 Strategists in CMA (Customer Marketing & Advocacy) is just the first of many milestones we'll be celebrating together, and we look forward to a rewarding future for this groundbreaking practice and its professional community.

Thank you for being a part of the movement!



Method Behind the Madness

AWARDS METHODOLOGY

The TOP25 Influencers in Customer Marketing & Advocacy (CMA) list was derived from a list of over 400 nominees created by the community and supplied to the judges for evaluation. The TOP100 Strategists is a list that was created by the community and voted in by the community. We were all given a chance to nominate and vote for the innovative strategists in our industry who we believe we can learn from and be supported by.

NOMINEES

Nominees for both lists were submitted during a 2-week proposal period. During this period, we recorded all nominations, and submitted them for inclusion in the voting list. By opening nominations to the public, we allowed everyone a fair chance to make it onto the final list.

TOP100 VOTING

Winners for the TOP100 list were determined by the Customer Marketing & Advocacy community during the 2-week voting period. All votes cast were tabulated and the TOP100 Strategists were determined based on their total vote count and influence scores as determined by the community. We tallied over 6,000 votes!

TOP25 JUDGING

Winners for the TOP25 list were determined by the expert judges over a 2-week judging period. All nominees for the TOP100 list were reviewed by the judges, and winners were selected based on the impact that their thought leadership, mentorship, and contributions have made to the CMA community.



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MEET THE JUDGES



Laurie (Aquilante) Faiola

Sr. Director Customer &
Partner Marketing - HubSpot



Asha May

VP Customer Marketing -
Datarobot



Tyler McNally

SVP Customer Experience -
Gainsight



Kalina Bryant

Founder & Forbes 30 under 30
Honoree, Enterprise Technology



Bill Lee

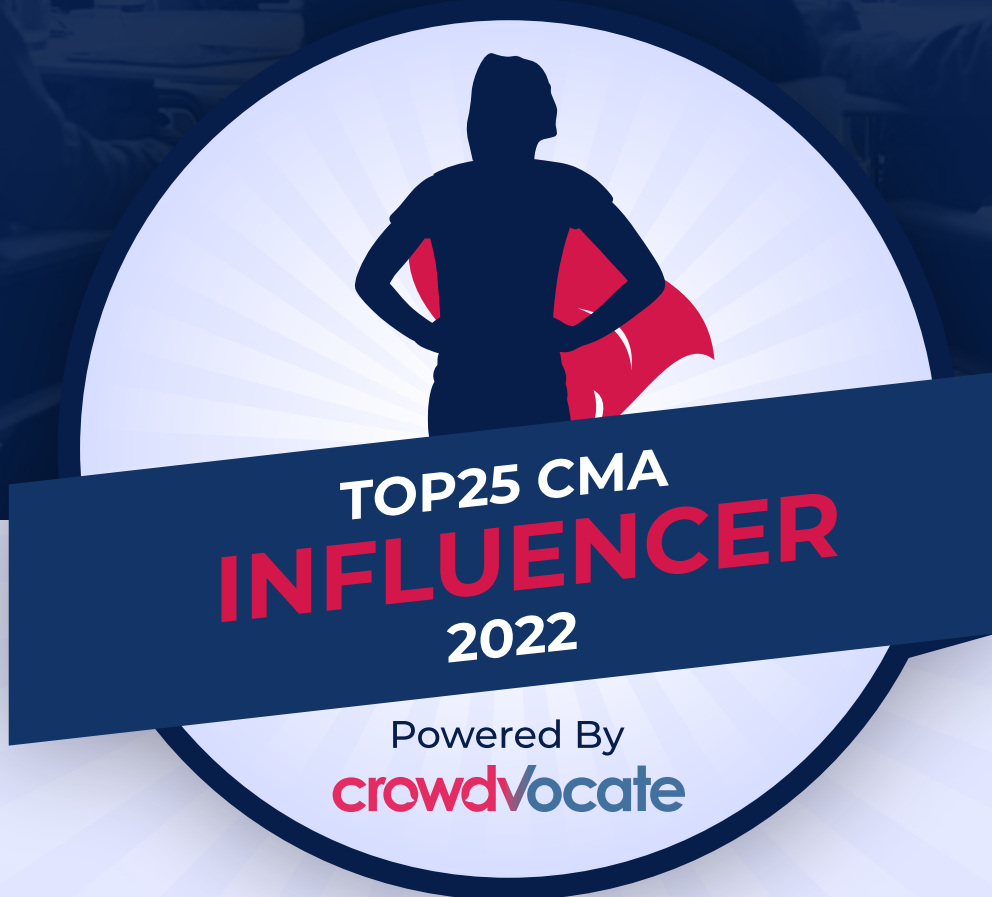
Founder, Center
for Customer Engagement



Liz Richardson

Co-Founder - Captivate
Collective

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Meet the **TOP25 Influencers**

Meet the TOP25 Influencers #TOP100CMA



Kevin Lau

Global Head, Customer Advocacy,
Digital Experience
Adobe



Gal Biran

CEO & Co-founder
Crowdvocate



Scott K. Wilder

Former Global Head of Customer
Engagement & Community
HubSpot



Jeff Ernst

Co-founder and CEO
SlapFive



Dana Alvarenga

Vice President of Customer Experience
SlapFive



Barbara Thomas

Senior Customer Advocacy Manager
Imprivata



Laura Ramos

Vice President, Principal Analyst
Forrester



Cynthia Hester

Director, Global Customer Programs
Google



David Spinks

VP of Community, Author of The
Business of Belonging
Bevy

Meet the TOP25 Influencers #TOP100CMA



Megan Heuer

VP, Strategic Initiatives
Winning by Design



Heather Pritchett

Director, Customer Voice
OutSystems



Evan Jacobs

Head of Customer Marketing
Chainalysis



Ari Hoffman

Global Director Customer Advocacy
Crowdvocate



Deena Zenyk

Co-founder and Managing Partner
Captivate Collective



Irwin Hipsman

Customer Marketing Director
Forrester



Jeff Breunsbach

Director of Customer Experience
Higher Logic



Leslie Barrett

Senior Manager, Customer Advocacy
Sendoso



Mark Organ

CEO
Categorynavts

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Alison Bukowski

Director of Customer Advocacy
Menlo Security Inc.



Erica Kuhl

CEO & Founder - Strategic
Community Consultant
Kuhl Consulting



Shanann Monaghan

Head of Global Customer
Marketing, Data Cloud
Google



Rodrigo Souto

Head of Customer Advocacy
HubSpot



Bridget Heaton

Customer Marketing Lead
Slack



Jeni Asaba

Sr. Manager, Community
Engagement & Advocacy
Jamf



Sarah Schreiner

Client Experience Manager
ADP



Juliana Roxa

Global Customer
Marketing Director
SAP



Luis González

Manager, Global
Customer Advocacy
Alteryx

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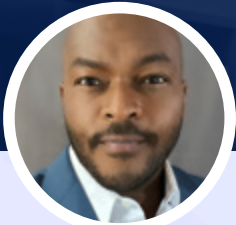


TOP100 CMA
STRATEGIST
2022

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Meet the
TOP100 Strategists

Meet the TOP100 Strategists #TOP100CMA



Adrian Chang

Senior Director, Customer & Field Marketing
Mindtickle



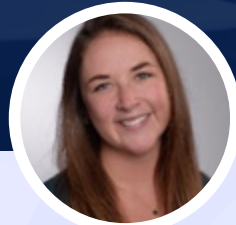
Alana Merdzan

Customer Marketing Manager
Netskope



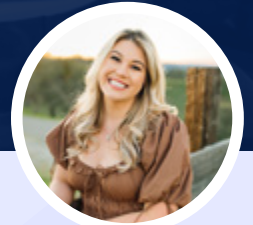
Allastair Meffen

VP, Customer Experience
Definitive Healthcare



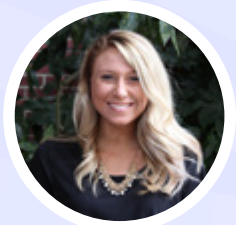
Allyson Havener

VP, Marketing
TrustRadius



Aly Kline McGue

Senior Manager,
Customer Marketing
Amplitude



Alyssa Maschi

Customer Reference
Marketing Manager
Lenovo



Amanda Peacock

Director of Customer Marketing
Zylo



Amit Sharon

Head of Customer Experience
Check Point Software Technologies



Amy Bills

VP and Principal Analyst
Forrester



Amy Pang

Director of Customer Marketing
Fortinet



Andrew Carrick

Chief Customer Success Officer
Automic Group



Andrew Sevilla

Sr. Director, Customer Marketing
Informatica



Angela Wells

Global Head of Customer
Marketing - Strategic Accounts
Oracle



Ashley Phan

Head of Customer Marketing
Snowflake



Ashley Ward

Director of Customer Marketing
LeanData



Aunalisa Arellano

Head of Customer Marketing
Filevine



Bev Barnett

Sr. Customer Advocacy Manager
Workday



Bianca Del Vecchio

Senior Customer
Advocacy Manager
D2L



Bree Bunzel

Head of Global Customer
Marketing
Dropbox



Brendali López Villegas

Director, Customer Marketing
Wizeline



Brianna Weaver

Customer Marketing Manager
CallRail



Britnee Dawson

Director, Customer Marketing
Experity



Cache Walker

Sr. Customer Advocacy Manager
Netskope



Callie Rojewski

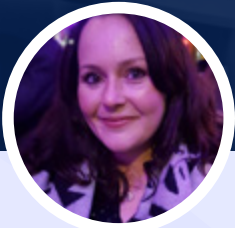
Customer Marketing Manager
Guru Technologies



Carly Cornforth

Senior Customer
Marketing Manager
CallRail

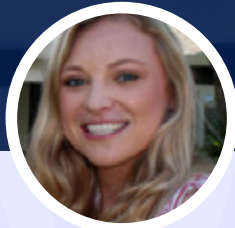
Meet the TOP100 Strategists #TOP100CMA



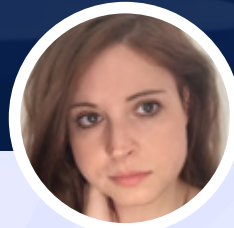
Catherine Staite
Senior Customer
Advocacy Manager
GoCardless



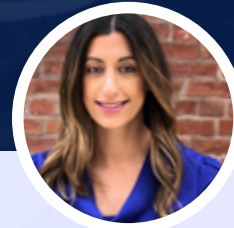
Charlotte Lilley
Global Head of
Customer Marketing
Coupa Software



Christie Vaughan
Sr. Customer Marketing Manager
AttackIQ



Christina Garnett
Senior Marketing Manager,
Offline Community & Advocacy
HubSpot



Ciana Abdollahian
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Zerto, a Hewlett Packard
Enterprise company



Cindy Aitken
Senior Customer
Marketing Manager
Appian



Claire Grove
Customer Advocacy
Strategy Director
ServiceNow



Colleen Padnos
President
.Big Sky Communications, Inc



Courtney Struthers
Director, Customer
Marketing-Advocacy
Talkdesk



Cristina Melluzzi
Director, Global Customer &
Partner Advocacy
Cisco



Dan McCall
CEO
Influitive



David Coates
Director of Customer Marketing
Forter



David Sroka
President / Founder
Point of Reference



Davin Wilfrid
Head of Customer Marketing
FullStory



Derek Bolen
Senior Manager,
Customer Marketing
Clio



Elizabeth Manuntag
Customer Marketing Manager
Netomi



Emily Popson
Director of Demand &
Customer Marketing
CallRail



Erica Anderson
Senior Practice Director
Influitive



Erin Meisner
Director of Customer Advocacy
Accenture



Gillian Farquhar
Head, Global Customer
Marketing
Qlik



Gina Leranath
Senior Director, Customer
and Product Marketing
Paycor



Hamish Wood
Director, Customer
Experience & Advocacy
GoCardless



Helen Feber
Managing Partner
Referential



Hope Mascott
Global Customer Marketing
& Advocacy Manager
Progress Software



Jane Menyo
Head Of Customer Marketing
Gong

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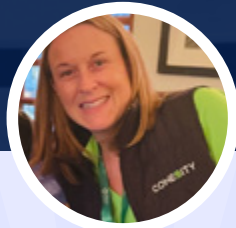
Jeanne Talbot

Senior Director, Corporate Communications
CloudBees



Jeff Gabel

Customer Advocacy Lead
ServiceNow



Jenni Adair

Director of Customer Engagement & Advocacy
Cohesity



Jennie Lijewski

Director Customer Marketing
6sense



Jennifer Doyon

Principal
Referential



Jessica Highsmith

Global Advocacy Communications Lead
Cisco



Jessica Mitchell

Senior Customer Advocacy Program Manager
Wiley



Johanna (Kniss) Rogers

Director, Customer Engagement
Genesys



Jonathan Goldberg

Director of Customer Advocacy
Similarweb



Judy Quintana

Senior Director, Customer Marketing
Avalara



Julie Perino

Head of Global Customer Marketing
Adobe



Jyo Shukla

Global Head of Customer Success
ActiveXchange



Kaitlin Ross

Sr. Strategy and Planning Lead, Global Advocacy
Cisco



Katie Lockett

Manager, Content and Customer Advocacy
ExtraHop



Katie Smeal

Director of Customer Marketing & Advocacy
Outreach



Kayleigh Bateman

Customer Engagement Manager
PointClickCare



Kiely Monteiro

Community Manager
FloQast



Kinzie Trompak

Senior Marketing Manager, Customer Programs
HubSpot



Kristen Kaighn

Sr. Director of Corporate Marketing
Hopin



Lacy Zimmerman

Senior Director, Customer Marketing
Domo



Lara Booth

Director of Customer Advocacy & Engagement, EMEA
Genesys



Leslie Paterson

VP Global Customer Advocacy & Engagement
Genesys



Lindsey Erlick

Global Product Marketing Manager
Amazon Web Services



Lisa Kaspari

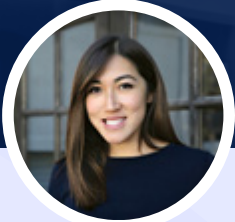
Global Reference Program Manager
Genesys



Lisa Nakano

VP, Research Director
Forrester

Meet the TOP100 Strategists #TOP100CMA



Margot Leong

Host, Beating The Drum Podcast & Head of Marketing Around



Maria Sturgeon

Director, Peer Advantage, Global Customer Advocacy Teradata Corporation



Maria Sztarovics

Founder Wings4U



Mariana Koslosky

Customer Marketing Manager Intuit



Matt Davies

VP Customer Marketing Splunk



Melissa Brown

Director of Customer Marketing Confluent



Michael Beahm

Customer Marketing Manager Procore



Michael Garside

Senior Reference Fulfillment Specialist Genesys



Mike Bernard

Chief Marketing Officer Vendavo



Nancy Zimmermann

Senior Manager, Customer Marketing 8x8



Nathalie Bar

Global Head of Customer Advocacy Temenos



Nick Venturella

Customer Engagement Operations Manager Ceridian



Nicole Dingley

VP of Growth Marketing Ad Astra



Paige Mummert

Senior Customer Engagement Manager Genesys



Patricia Bautista

Senior Manager, Customer Marketing Gong



Peri (Welton) McDonald

Vice President, Customer & Partner Marketing Talkdesk



Robin Hamilton

CEO inEvidence



Rona Aharonson

Customer Marketing Development Manager Crowdovocate



Sara Huntley

Director, Global Customer Advocacy Nuance Communications



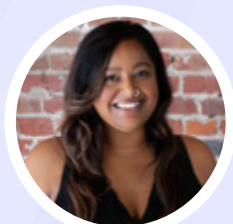
Sara Steffen

Sr. Director, Customer Marketing Nutanix



Sarah Connor

Customer Advocacy Manager PointClickCare



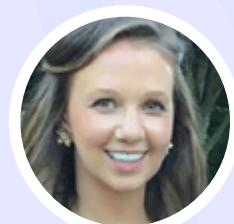
Sruthi Kumar

Director of Demand Generation TripActions



Stephanie Roodhouse

Sr. Director Customer Advocacy & Experience Whatfix



Taylor Wolfe Cunningham

Senior Global Director, Customer Marketing Trustpilot



Tena West

Senior Manager, CX, Customer Advocacy and Evidence F5

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Teresa Anania

SVP, Global Customer Success,
Renewals and Customer Experience
Zendesk



Tiffany Keel

Head of Customer Advocacy
ClickUp



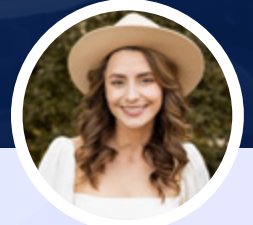
Tim Newborn

Customer Advocacy
and Marketing Manager
InVision



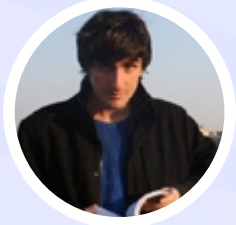
Val Geisler

Customer Advocacy Lead
Klaviyo



Valeria Gomez

Customer Marketing Programs
Airtable



Valerio Battelli

Head of Global
Advocacy & Operations
Cisco



Veronica Covdy

Sr. Customer Advocacy
Manager
Hopin



Victoria LaPlante

Director of Customer Marketing
Numerated



Virginia Bryant

Director of Customer
Marketing
GitHub



Yvette Tardiff

Director, Customer Evangelism
/ Head of Customer Marketing
MongoDB





Thank you!

We'd like to express our appreciation of 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.