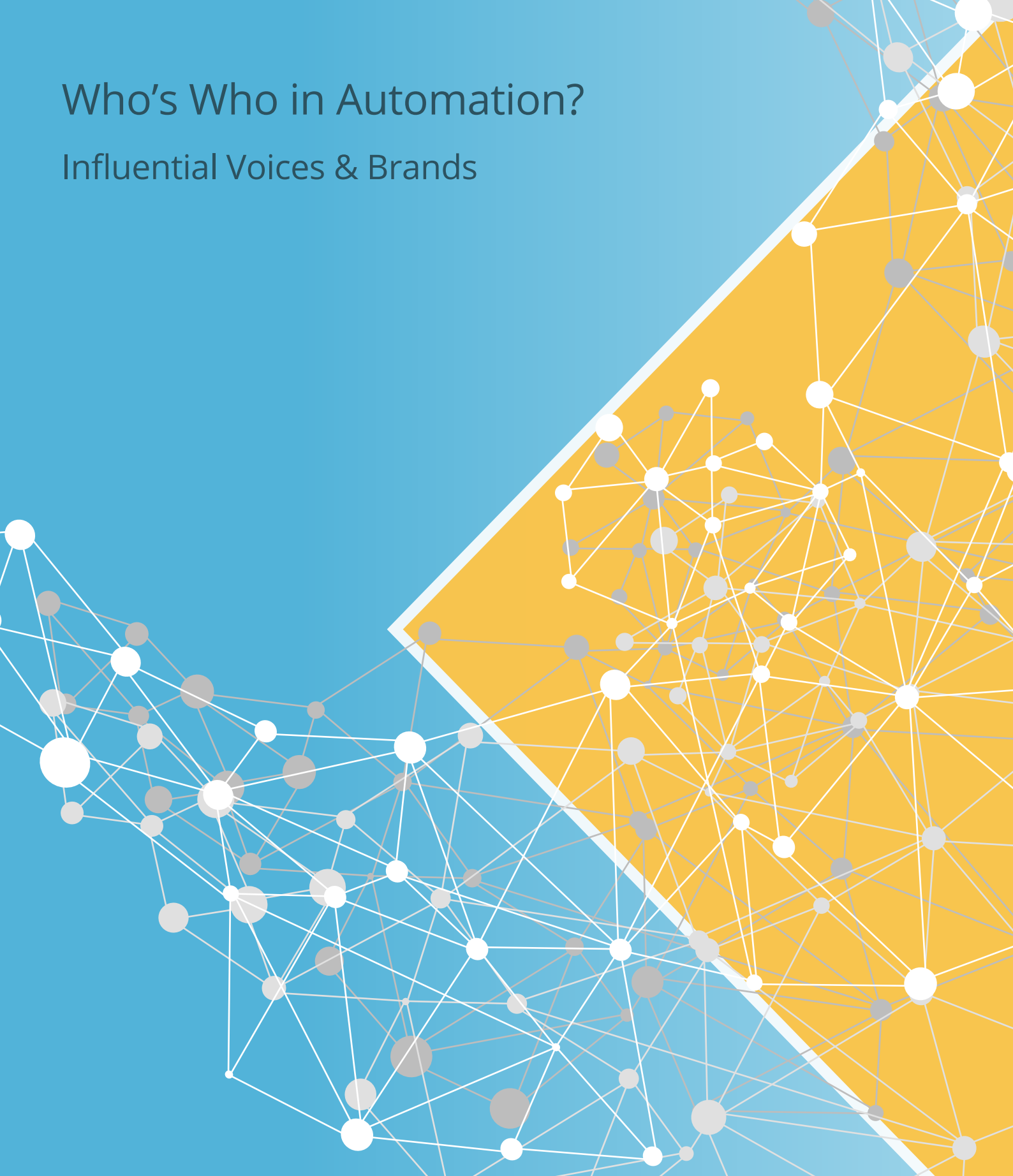


Who's Who in Automation?

Influential Voices & Brands



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“Who’s Who” Introduction

Analytica 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 Analytica’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.

Introduction to Automation

Automation is the application of technologies to deliver services with minimal human intervention. Menial and repetitive jobs previously performed by humans are being increasingly automated. If implemented correctly, automation technologies and processes vastly improve reliability, efficiency and speed of various tasks.

Automation implements many functions from installation, integration, maintenance to procurement, management and even marketing as well as sales. In addition, automation involves a broad range of technologies ranging from robotics, communications, electro-optics to wireless applications and test measurement.

New technologies such as artificial intelligence, machine learning and robotic process automation are sky rocketing the transformation and evolution of this field.

The latest Who's Who report provides you with a wide range of various influential personas that are creating content and discussing the topic online to equip you with the most up-to-date information on automation.

Brand Employees & Industry Practitioners

Listed below is a sample of influential voices from Enterprise brands. These people are prominent voices within the industry, and drive awareness & engagement for their employers around Automation.



Manoj Leelanivas
Juniper Networks
Chief Product Officer



Chirag Khimani
HSBC
Senior Automation Engineer



Abhishek Kumar Goyal
HCL Technologies
Senior Lead Automation Engineer



Michael Friedrich
GitLab
Developer Evangelist



Hasit Trivedi
Infosys
Global Head - AI & Automation Service Delivery



Ahmed Zaidi
Accelirate, Inc.
Chief Automation Officer & Managing Partner



Vinaykumar Mummigatti
LexisNexis
VP, Chief Automation Officer



Francis Carden
Pegasystems
VP, Digital Automation & Robotics



Anna Lagerhed
SSAB AB
Head of Intelligent Automation



Peter Meechan
Automation Anywhere
Chief Corporate Development Officer



Kriti Kapoor
HP
WW Director, Intelligent Automation Community & Digital Championship



Catalin Lupu
UiPath
VP Finance Transformation & Automation



Personas

Social Amplifiers

This sample of people create and share content on Automation on LinkedIn & Twitter and generate high social engagement.



Dr Marcell Vollmer
Boston Consulting Group
Partner & Director



R Ray Wang
Constellation Research
Founder, Chairman & Principal Analyst



Ronald van Loon
Intelligent World
Principal Analyst & CEO



Kirk Borne
DataPrime, Inc
Chief Science Officer



Evan Kirstel
eViRa Health
Co-Founder & Chief Digital Evangelist



Franco Ronconi
D-EYE Srl
Director of Operations



Fabrizio Bustamante
Independent
Entrepreneur



Spiros Margaris
margaris ventures
VC, Advisor & Board Member



Harold Sinnott
Independent
Social Media & Digital Marketing
Consultant



Andreas Staub
Raiffeisen Group
Head of Corporate Development &
Digital Transformation



Social Amplifiers Ctd.



Jeroen Bartelse
Achmea
Sr Business Innovation Manager



Yves Mulker
7wData
Founder



Hanadi El Sayyed
gigthree Ltd
Co-Founder & Chief Operating Officer



Paula Piccard
Independent
Social Media Marketing Manager



Johannes Drooghaag
Internet Safety for Kids
Founder



Tamara McCleary
Thulium
CEO



Theodora Lau
Unconventional Ventures
Founder



Xavier Gomez
INVYO
Founder & Chief Operating Officer



Antonio Grasso
Digital Business Innovation Srl
Founder & CEO



Event Speakers

Below is a list of people who are keynote speakers on Automation or have spoken about Automation at events over the past few years.



R Ray Wang
Constellation Research
Founder, Chairman & Principal Analyst



James Duez
Rainbird Technologies
Investor, Co-Founder & CEO



Anuj Jain
EY
EMEIA Data & Analytics and AI Growth
Leader



Ravin Jesuthasan
Mercer
Senior Partner & Global Leader for
Transformation Services



Anoop Mohan
Rockwell Automation
Managing Director, Cloud Products



Angie Jones
Appltools
Senior Director, Developer Relations



Kyle Hoback
WorkFusion
Director, Market Enablement &
Product Marketing



Madhusudan Pai
Wipro Limited
Director, Global Ecosystem Innovation
& Emerging Services



Dr Hassan Rashidi
Georgia University of Technology
Lecturer



David Collier
ARRIVAL
Lead Safety Engineer



Industry KOLs

Below are 13 Key Opinion Leaders discussing Automation online. These Industry KOLs have a high degree of topical authority and relevant audiences online.



Angie Jones
Applitoools
Senior Director, Developer Relations



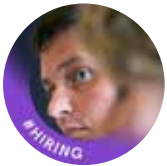
Jim Powers
Powers Media, Inc
B2B Media Sales



Dr Hassan Rashidi
Georgia University of Technology
Lecturer



Andrew Neff
Luminali Digital Innovation
Principal



Arjen van Berkum
CATS CM
Chief Strategy Wizard



Dave Vasko
Rockwell Automation
Director Advanced Technology



Nandan Mullakara
Innomatiq
CEO



Anand Bagmar
Essence of Testing
Founder, Software Quality Evangelist



Pascal Bornet
Aera Technology
Chief Data Officer



Yohan Jasdid Rodríguez
Tiempo Development Mexico
Developer IV



Industry KOLs Ctd.



Dr Karl-Michael Popp
SAP
Senior Director Corporate Strategy



Shawn Tierney
Insights in Automation
Owner



James Gingerich
EXPEFLOW Inc
Director of Sales & Business
Development



Roles

Analysts, Academics & Researchers

The people listed below are a sample of analysts, academics & researchers who work within Automation &/or have provided research on the topic.



Shelly Kramer
Futurum Research + Analysis
Principal Analyst + Founding Partner



Dion Hinchcliffe
Constellation Research
VP & Principal Analyst



Dr Hassan Rashidi
Georgia University of Technology
Lecturer



Joe McKendrick
Forbes.com
Analyst/Contributor



Doug Henschen
Constellation Research
VP & Principal Analyst



Robin Wauters
Tech.eu
Founding Editor



Phil Fersht
HFS Research
Founder, CEO & Chief Analyst



R Ray Wang
Constellation Research
Founder, Chairman & Principal Analyst



Holger Mueller
Constellation Research
VP & Principal Analyst



Sarah Burnett
Emergence Partners Ltd
Founding Partner



Journalists & Contributors

Here we looked at a sample of editors, journalists & contributors who contribute to publications, work freelance or write about Automation.



Stewart Rogers
Dataconomy Media
Editor-in-Chief



Adrian Bridgwater
Freelance
Technology Journalist



Kyle Wiggers
VentureBeat
Staff Writer



Ron Miller
TechCrunch
Enterprise Reporter



Tess Hanna
Solutions Review
Content Writer & Editor



David Greenfield
PMMI Media Group
Director of Content, Editor-in-Chief



Larry Dignan
ZDNet
Editor in Chief



Kevin Craine
Craine Communications Group
Executive Producer, Writer



Mark Settle
Independent
Book Author



Roberto Torres
CIO Dive
Reporter



Sectors

Robotic Process Automation (RPA)

RPA is a large part of Automation. Below we've listed a sample of people driving the RPA & Automation conversation across social channels, or working within the sector.



Antonio Grasso
Digital Business Innovation Srl
Founder & CEO



Nandan Mullakara
Innomatiq
CEO



Harold Sinnott
Independent
Social Media & Digital Marketing
Consultant



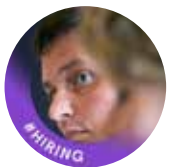
James Gingerich
EXPEFLOW Inc
Director of Sales & Business
Development



JC Gaillard
Corix Partners
Managing Director & Founder



Sarah Burnett
Emergence Partners Ltd
Founding Partner



Arjen van Berkum
CATS CM
Chief Strategy Wizard



Evan Kirstel
eViRa Health
Co-Founder & Chief Digital Evangelist



Bobby Patrick
UiPath
Chief Marketing Officer



Paula Piccard
Independent
Social Media Marketing Manager



Kirk Borne
DataPrime, Inc
Chief Science Officer



Artificial Intelligence (AI)

Below is a sample of influential experts discussing & driving the AI & Automation conversation online. These experts regularly create or share content on the topics of Automation & AI.



Pascal Bornet
Aera Technology
Chief Data Officer



Ronald van Loon
Intelligent World
Principal Analyst & CEO



Kirk Borne
DataPrime, Inc
Chief Science Officer



Yohan Jasdid Rodríguez
Tiempo Development Mexico
Developer IV



Andy Efstathiou
NelsonHall
Director



Franco Ronconi
D-EYE Srl
Director of Operations



Evan Kirstel
eViRa Health
Co-Founder & Chief Digital Evangelist



Dion Hinchcliffe
Constellation Research
VP & Principal Analyst



James Gingerich
EXPEFLOW Inc
Director of Sales & Business
Development



Nigel Willson
awakenAI
Founding Partner



Brands

Automation Solutions

Below is a sample of Automation solution providers who create and share thought leadership content/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.



Automation Anywhere

Ranking: 1



Wipro

Ranking: 6



UiPath

Ranking: 2



Siemens

Ranking: 7



HCL Technologies

Ranking: 3



Xerox

Ranking: 8



NetSuite

Ranking: 4



NetApp

Ranking: 9



Infosys

Ranking: 5



Tech Mahindra

Ranking: 10



Platforms Ctd.



Extreme Networks
Ranking: 11



Juniper Networks
Ranking: 12



Unisys
Ranking: 13



HexagonMI
Ranking: 14



A10 Networks
Ranking: 15



DXC Technology
Ranking: 16



Celonis
Ranking: 17



Xero
Ranking: 18



LexisNexis
Ranking: 19



Nutanix
Ranking: 20



Publications & Resources

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



TechNative
Ranking: 1



Automation.com
Ranking: 7



AiThORITY
Ranking: 2



MIT Technology Review
Ranking: 8



Wevolver
Ranking: 3



TechCrunch
Ranking: 9



VentureBeat
Ranking: 4



Forbes
Ranking: 10



ZDNet
Ranking: 5



OpsMatters
Ranking: 11



Automation World
Ranking: 6



Solutions Review
Ranking: 12



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 Automation 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!

[Get in Touch](#)

