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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 **Professional Influencers** 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





Academics & Researchers



Brand Employees



Introduction to Al

By 2026, Artificial Intelligence (AI) will drive the greatest technological breakthroughs in the industries of automotive, banking, computing, energy and healthcare.

SwissCognitive is closely watching the cross-industry global Al market – which has notably taken off with Covid. In this time of rapid transition, we all want to gain a clear perspective. What is certain is that a home office doesn't equate to digitization and that we all want our businesses to be rolling again. That is exactly where Al comes into play – a technology that is practically already available today, yet still has enormous development potential in the future. There is no doubt: there is no company that should let this chance slip away.

It's clear that in the next few years, we will see an overheated race for Al investments, a massive rise of Al start-ups and corporate labs, more mid-sized companies being involved, and a sharp increase in society's interest and knowledge about Al. Parallel to that, however, we will also see an increase of Al nationalism, regulations, ethical questions and associated societal challenges. We can expect that Al nationalism will be used primarily in the great struggle for data sovereignty for national security, territorial integrity or in the expansion of it. Governments will increasingly consider Al as a central resource for the defence of their own interests. We can also foresee that Al experts will be on the rise, but so will be philosophers and social scientists. Why? Because more than ever, the questions around Al are not only about the future of businesses but the future of societies.



Introduction to Al

What will happen in the next 5 years?

- Hyper automation the use of advanced technologies to automate tasks, will intelligently change the world of process automation.
- Al and ML technologies will become an important part of information security, with the market expected to reach \$40 billion by 2026.
- Augmented intelligence, where with AR and VR the merging of machines and humans will massively improve our cognitive performance.
- We will gain a full 360-degree view on our available data, including both structured and unstructured.
- Robotization, respectively autonomation of physical procedures, will be massively demanded, with industrial drones, semiautonomous vehicles, airplanes & ships, medical nano-robots and remote-controlled construction machines, like cranes, excavators and drilling machines playing an increasing role. We will likely start seeing significant changes already before 2026.

It's time to realize that advanced data analytics, or AI as we call it, falls into the category of world-changing inventions. With this in mind, the wheel, steam and electricity have just greeted their new colleague.

Introduction provided by Dalith
Steiger & Andy Fitze, Founders of
SwissCognitive – The Global Al Hub





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 Al.



Sandy Carter Amazon Web Services Vice President





Paul Colmer Amazon Web Services Technical Account Manager





Mitra Azizirad Microsoft Corporate VP, Microsoft AI & Innovation





Faisal Hanif Global Head of Product Management





Michael Taylor Siemens Al Chief Data Scientist: Rail Analytics Center





Colin Bristow Principal Systems Engineer, Customer Advisory, UK&I





Bojan Tunguz Senior Systems Software Engineer





Lisa Palmer Splunk Chief Technical Advisor AMER





Iain Brown SAS Head of Data Science







Rob McCargow PwC UK Director of Al







Brand Employees Ctd.



Allie K. Miller Amazon Web Services Global Head of ML Business Development, Startups & VC





Maria Luciana Axente PwC UK Responsible AI & AI for Good Lead





Stanislav Ilev HPE Case Manager, Customer Relations in 🔰



Andrej Karpathy Tesla Senior Director of Al







Personas

Professional Influencers

This category highlights influencers who are AI 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.



Bernard Marr Bernard Marr & Co Founder & CEO





Ronald van Loon Intelligent World Principal Analyst & CEO





Spiros Margaris margaris ventures VC. Advisor & Board Member





Antonio Grasso Digital Business Innovation Srl Founder & CEO





Sally Eaves Global Foundation for Cyber Studies & Research Senior Policy Advisor





Dr Marcell Vollmer Boston Consulting Group Partner & Director





Chuck Brooks Georgetown University **Adjunct Professor**







Terence Mills CEO & Chairman of the Board





Nicolas Babin Babin Business Consulting President







Harold Sinnott Tech Influencer







Professional Influencers Ctd.



Helen Yu Tigon Advisory Corp. Founder & CEO







Paula Piccard Independent Social Media Marketing Manager





Dr Mark van Rijmenam The Tech Journal **Digital Anchor**





Alvin Foo DAOventures Co-Founder





Andreas Staub Raiffeisen Group Head of Corporate Development & **Digital Transformation**





Theodora Lau **Unconventional Ventures** Founder





Efi Pylarinou Efi Pylarinou Advisory Founder





Xavier Gomer INVYO Founder & COO





Kevin L. Jackson 4 Days to Save the World Partner





Pascal Bornet Aera Technology Chief Data Officer



To be considered as a professional influencer for future Who's Whos lists, sign up to MyOnalytica and complete your profile!

Sign Up Today



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. Al is one of their most talked about thought leadership topics on their influencer profile within the Onalytica platform.



Jean-Baptiste Lefevre ChoYou Chief Digital & Social Media Officer



Jan Barbosa beBee, Inc Global Brand Ambassador







Kirk Borne DataPrime, Inc Chief Science Officer









Pinna Pierre **IPFConline Digital Innovations** Founder & CEO





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



Heinz V. Hoenen Credit Suisse Business Capabilities, Process & **Quality Management**







Tamara McCleary Thulium CEO







Margaret Siegien iTrucker President







Marcus Borba Borba Consulting Founder





Glen Gilmore Gilmore Business Network **Principal**







Social Amplifiers Ctd.



Dr Ganapathi Pulipaka Accenture Chief Data Scientist, SAP Technical Lead



Andrew Neff STARTEK Director, Digital Engagement & Social Media





Evan Kirstel eViRa Health Chief Digital Evangelist & Co-Founder



Asokan Ashok Forbes Technology Council Official Member



in



Christine Boursin La Poste Group Delegate for Regional Development



Bob Hayes Business Over Broadway President





James Gingerich EXPEFLOW Inc Director of Sales & Business Development



Dr Gerald Bader Atos Global Lead AI, Analytics & **Automation TMT**









Eva VegaLMS CEO & Founder





Shi4Tech Social Amplifier on Al





Industry KOLs

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



Nigel Willson awakenAl Founding Partner







Andy Fitze SwissCognitive Co-Founder & Managing Partner









Murat Durmus AISOMA AG CEO









Martin Ford Independent Futurist, Author & Keynote Speaker











Dalith Steiger-Gablinger SwissCognitive Co-Founder & Managing Partner









Andew Ng Landing Al Founder & CEO













Kai-Fu Lee Sinovation Ventures President & CEO











Katie King Al in Business CEO











Shailendra Kumar Author Making Money Out of Data













Steve Nouri Al4Diversity Founder









Industry KOLs Ctd.



Louis Bouchard What's Al Al Speaker







Cassie Kozyrkov Google **Chief Decision Scientist**











Tarry Singh deepkapha.ai CEO, Founder & Al Researcher











Utpal Chakraborty YES BANK Head of Artificial Intelligence













Lex Fridman Massachusetts Institute of Technology Al Researcher











Pieter Abbeel covariant.ai Co-Founder, President & Chief Scientist











Gary Marcus Robust.Al CEO & Founder











Event Speakers

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



Rana el Kaliouby Smart Eye **Deputy CEO**





Inma Martinez GPAI Member





Carsten Kraus CK Holding GmbH Founder & CEO







Tatiana Sorokina Novartis Solutions Director, Data Science & Al





Samer Obeidat Stallion Al CEO







Navrina Singh Credo Al Founder & CEO







Matthew James Bailey AlEthics.World Founder & CEO







Kay Firth-Butterfield World Economic Forum Head of AI & Machine Learning





Dr Catriona Wallace Ethical Al Advisory Founder & CEO







Ambica Rajagopal Michelin Group Chief Al Officer





Event Speakers Ctd.



Manoj Saxena CognitiveScale **Executive Chairman**







Javier Orús Lacort PredictLand CEO & Co-Founder







Anne Schmucker Mercedes-Benz AG Data Strategy Lead & Search Specialist Region Europe





Marc Teerlink SAP Global VP, Intelligent Enterprise Solutions, AI & Thought Leadership











Mattias Fras Nordea Group Head of Al Hub









Content Creators

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



Craig S. Smith Eye on A.I. Founder







Noah Kravitz Resonant Digital Founder & Chief Consultant





Sam Charrington The TWIML AI Podcast Host







Kevin Craine Craine Communications Group **Executive Producer & Writer**





Jennifer Strong MIT Technology Review Senior Editor, Podcasts & Live Journalism







Daniel Faggela Emerj Artificial Intelligence Research Head of Research & CEO









Jessie J. Smith The Radical Al Podcast Co-Founder & Co-Host











Al Evangelist in

Foghorn Group

Jason Stoughton





Robert Miles Al Content Creator





Daniel Whitenack Data Scientist







Content Creators Ctd.



Abhishek Thakur Hugging Face Open Source Development & Research







Felipe Flores Honeysuckle Health Head of Data Science







Károly Zsolnai-Fehér Independent Scientist





Yannic Kilcher DeepJudge Chief Technology Officer







Jordan Harrod Massachusetts Institute of Technology PhD Candidate







Siraj Raval CuraPatient Chief Data Scientist







Harrison Kinsley Author Neural Networks from Scratch



Roles

Journalists & Contributors

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



Joe McKendrick **Forbes** Analyst & Contributor









Randy Bean NewVantage Partners CEO & Founder





Gil Press Forbes Columnist & Blogger





Asif Razzaq MarkTechPost Co-Founder & Editor





Stewart Rogers Dataconomy Media Editor-in-Chief





Jesus Rodriguez Intotheblock

Co-Founder & CTO







Dr Cindy Gordon SalesChoice Inc CEO & Founder









Gregory Piatetsky-Shapiro KDnuggets President & Editor





Tiernan Ray ZDNet, The Technology Letter **Iournalist**



in





Jeremy Kahn Fortune Magazine Senior Writer



Journalists & Contributors Ctd.



Kyle Wiggers VentureBeat Staff Writer

James Kotecki

Infinia ML

VP, Brand

in 🔰







Karen Hao MIT Technology Review Senior AI Editor









Cade Metz The New York Times Reporter







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 AI as a way of amplifying the work that they're doing.



Ben Dickson Independent Software Engineer & Tech Analyst









Shelly DeMotte Kramer Futurum Research + Analysis Principal Analyst & Founding Partner





Holger Mueller Constellation Research VP & Principal Analyst





Andy Thurai Constellation Research Research VP & Principal Analyst





Karl Freund Cambrian-Al Research LLC Founder & Principal Analyst







Zeus Kerravala ZK Research Founder & Principal Analyst





R Ray Wang Constellation Research Principal Analyst, Founder & Chairman









Sarah Burnett **Emergence Partners Ltd** Founding Partner & Non-Executive Director





Ron Schmelzer Managing Partner & Principal Analyst













Eva Pardi Avanade Senior Analyst, Consultant



Analysts Ctd.



John Sumser HRExaminer Principal Analyst







Daniel Kirsch Hurwitz & Associates Managing Director





Kathleen Walch Cognilytica Managing Partner & Principal Analyst









Ron Westfall Futurum Research + Analysis Senior Analyst & Research Director





Daniel Newman Futurum Research + Analysis Principal Analyst & Founding Partner







Academics & Researchers

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



Meredith Whittaker Al Now Institute Co-Founder & Faculty Director



Mona Sloane New York University Senior Research Scientist





Aimee van Wynsberghe The University of Bonn Full Professor





Joanna Bryson Hertie School Professor of Ethics & Technology





Toby Walsh UNSW Laureate Fellow





Yann LeCun Facebook VP & Chief Al Scientist









Erik Brynjolfsson Stanford University Senior Fellow at the Stanford Institute for Human-Centered AI (HAI)











Kate Crawford USC Annenberg School for Communication & Journalism Research Professor





Barry O'Sullivan University College Cork Professor







John Tasioulas Institute for Ethics in Al Director





Academics & Researchers Ctd.



Subbarao Kambhampati Arizona State University Professor





Pedro Domingos University of Washington Professor





Mike Tamir Susquehanna International Group Chief ML Scientist & Head of ML/AI





Teemu Roos University of Helsinki Professor of Computer Science





Fei-Fei Li Stanford University Sequoia Professor of Computer Science





Sandra Wachter Oxford Internet Institute, University of Oxford Associate Professor





Marisa Tschopp scip AG Researcher











Rachel Thomas fast.ai Founder & Researcher









Mark Riedl Georgia Institute of Technology **Associate Professor**





Jürgen Schmidhuber **NNAISENSE** Co-Founder & Chief Scientist









Sub-topics & Sectors

Machine Learning

The sample of influencers below post and amplify a lot of industry content, including third party content, on the topic of Machine Learning (ML). ML is also one their main thought leadership topics, as per their Onalytica profile.



Ronald van Loon Intelligent World Principal Analyst & CEO





Paula Piccard Independent Social Media Marketing Manager





Spiros Margaris margaris ventures VC, Advisor & Board Member







Kirk Borne DataPrime, Inc. Chief Science Officer





Shi4Tech Social Amplifier on Al





Harold Sinnott Tech Influencer





Dr Marcell Vollmer Boston Consulting Group Partner & Director





Nigel Willson awakenAl Founding Partner







Sally Eaves Global Foundation for Cyber Studies & Research Senior Policy Advisor







R Ray Wang Constellation Research Principal Analyst, Founder & Chairman







Machine Learning Ctd.



Bob Hayes Business Over Broadway President





Helen Yu Tigon Advisory Corp. Founder & CEO





Jean-Baptiste Lefevre ChoYou Chief Digital & Social Media Officer





lain Brown SAS Head of Data Science







Mike Tamir Susquehanna International Group Chief ML Scientist & Head of ML/AI





Pinaki Laskar Fisheyebox Group Chief Technology Officer





Dr Ganapathi Pulipaka Accenture Chief Data Scientist, SAP Technical Lead



Andreas Staub Raiffeisen Group Head of Corporate Development & Digital Transformation









Paige Bailey Microsoft Principal Product Manager, Developer Tools









Philip Vollet Explosion Community Success Advocate







Deep Learning

Deep Learning is an AI function that looks to mimic the workings of the human brain, the sample below post and amplify a lot of industry content, including third party content, on the topic of Deep Learning.



François Chollet Google Software Engineer







Sebastian Raschka University of Wisconsin-Madison Assistant Professor of Statistics





Sergios Karagiannakos Al Summer Founder & Deep Learning Writer





Valentino Zocca Predictive Modelling & Data Science





Yann LeCun Facebook VP & Chief Al Scientist









Kirk Borne DataPrime, Inc. Chief Science Officer





Andreas Staub Raiffeisen Group Head of Corporate Development & Digital Transformation









Richard Eudes Deloitte Director - Data, Advanced Analytics





Vala Afshar Salesforce Chief Digital Evangelist











Jain Brown Head of Data Science









Deep Learning Ctd.



Paul Lopez UnitedHealth Group VP Technology Development







Giuliano Liguori Digital Leaders Founder







Rimah Harb The Teralight Group VP of Commercial & Partnerships





Yves Mulkers 7wData Founder







Brands

Al Solutions

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



NVIDIA Ranking: 1





Amazon Web Services Ranking: 6





Hewlett Packard Enterprise Ranking: 2





Databricks Ranking: 7





Avaya Ranking: 3





Cognizant Ranking: 8





Microsoft Ranking: 4







VMware Ranking: 9





SAS Ranking: 5





Red Hat Ranking: 10





Al Solutions Ctd.



Esri Ranking: 11





UiPath Ranking: 12





Thales Ranking: 13





Atos Ranking: 14





Appen Ranking: 15





Darktrace Ranking: 16





SAIC Ranking: 17





Nuance Communications

Ranking: 18





Google Ranking: 19





Intel

Ranking: 20 in y





Publications & Resources

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



SwissCognitive Ranking: 1





ForbesRanking: 6





KDnuggets Ranking: 2





MIT Technology Review Ranking: 7





TechRepublic Ranking: 3





VentureBeatRanking: 8





TechNative Ranking: 4





ZDNetRanking: 9





Wevolver Ranking: 5





AiThority.com 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 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 1000 B2B and B2C Influencer programmes 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 AI 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!

Get in Touch



