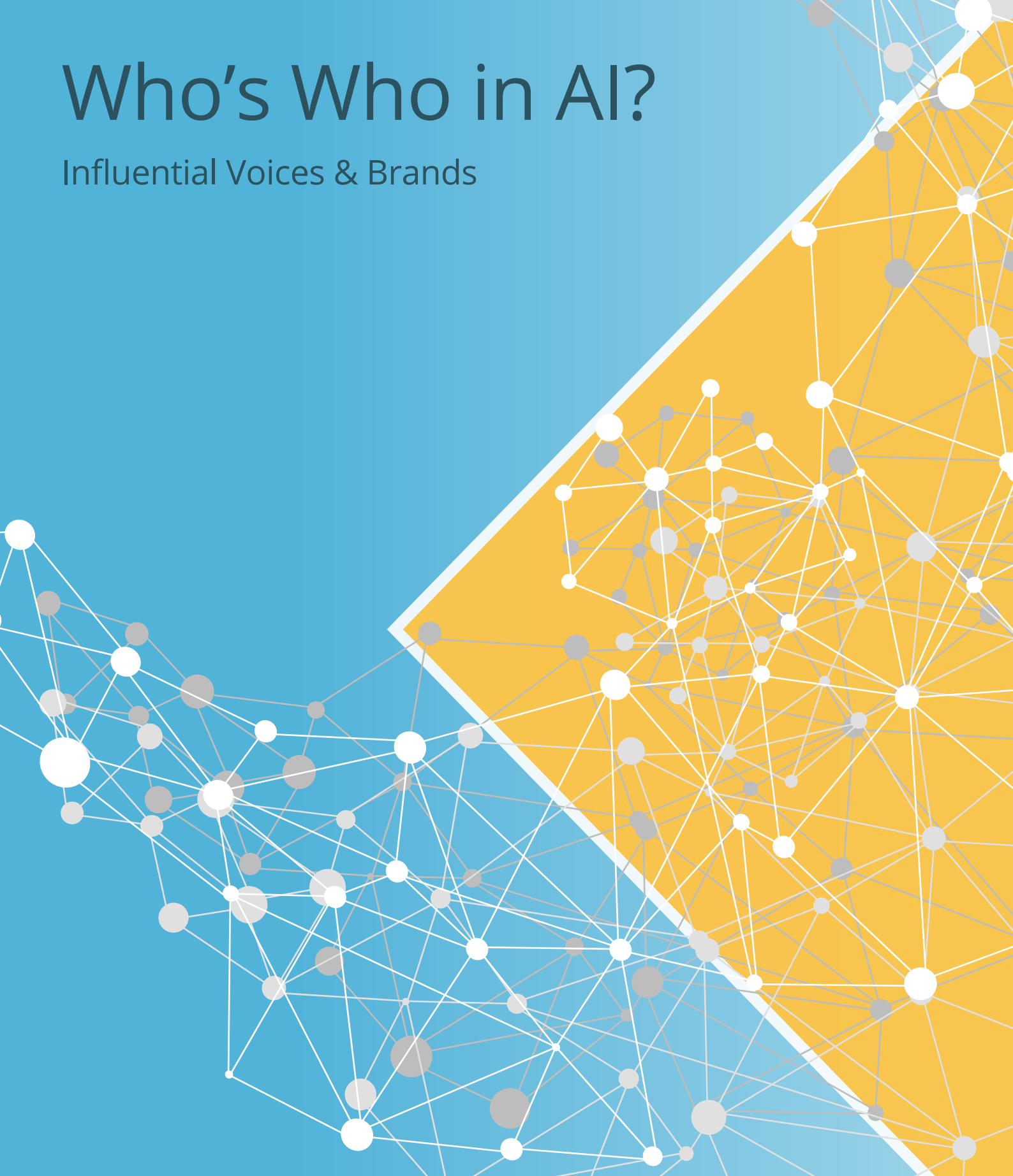


# Who's Who in AI?

Influential Voices & Brands



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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



Journalists &  
Contributors



Academics &  
Researchers



Brand Employees

# Introduction to AI

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 AI 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 AI 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 AI investments, a massive rise of AI start-ups and corporate labs, more mid-sized companies being involved, and a sharp increase in society's interest and knowledge about AI. Parallel to that, however, we will also see an increase of AI nationalism, regulations, ethical questions and associated societal challenges. We can expect that AI 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 AI as a central resource for the defence of their own interests. We can also foresee that AI experts will be on the rise, but so will be philosophers and social scientists. Why? Because more than ever, the questions around AI are not only about the future of businesses but the future of societies.

# Introduction to AI

## 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.
- AI 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 automation of physical procedures, will be massively demanded, with industrial drones, semi-autonomous 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 AI Hub



**SWISS**COGNITIVE

# 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 AI.



**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**  
HPE  
Global Head of Product Management



**Michael Taylor**  
Siemens  
AI Chief Data Scientist: Rail Analytics Center



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



**Bojan Tunguz**  
NVIDIA  
Senior Systems Software Engineer



**Lisa Palmer**  
Splunk  
Chief Technical Advisor AMER



**Iain Brown**  
SAS  
Head of Data Science



**Rob McCargow**  
PwC UK  
Director of AI



# 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



**Andrej Karpathy**

Tesla  
Senior Director of AI



# 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 Margaritis**

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**

Al.io  
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 MyAnalytics 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. AI is one of their most talked about thought leadership topics on their influencer profile within the Analytica 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**  
IPFOnline 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



**Margaret Siegien**  
iTrucker  
President



**Tamara McCleary**  
Thulium  
CEO



**Glen Gilmore**  
Gilmore Business Network  
Principal



**Marcus Borba**  
Borba Consulting  
Founder



# Social Amplifiers Ctd.



**Dr Ganapathi Pulipaka**  
Accenture  
Chief Data Scientist, SAP Technical Lead



**Evan Kirstel**  
eViRa Health  
Chief Digital Evangelist & Co-Founder



**Christine Boursin**  
La Poste Group  
Delegate for Regional Development



**James Gingerich**  
EXPEFLOW Inc  
Director of Sales & Business Development



**Shi4Tech**  
Social Amplifier on AI



**Andrew Neff**  
STARTEK  
Director, Digital Engagement & Social Media



**Asokan Ashok**  
Forbes Technology Council  
Official Member



**Bob Hayes**  
Business Over Broadway  
President



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



**Eva**  
VegaLMS  
CEO & Founder



# 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**  
awakenAI  
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



**Andrew Ng**  
Landing AI  
Founder & CEO



**Kai-Fu Lee**  
Sinovation Ventures  
President & CEO



**Katie King**  
AI in Business  
CEO



**Shailendra Kumar**  
Author  
Making Money Out of Data



**Steve Nouri**  
AI4Diversity  
Founder



## Industry KOLs Ctd.



**Louis Bouchard**

What's AI  
AI Speaker



**Tarry Singh**

deepkapha.ai  
CEO, Founder & AI Researcher



**Lex Fridman**

Massachusetts Institute of  
Technology  
AI Researcher



**Gary Marcus**

Robust.AI  
CEO & Founder



**Cassie Kozyrkov**

Google  
Chief Decision Scientist



**Utpal Chakraborty**

YES BANK  
Head of Artificial Intelligence



**Pieter Abbeel**

covariant.ai  
Co-Founder, President & Chief  
Scientist



## 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 & AI



**Samer Obeidat**  
Stallion AI  
CEO



**Navrina Singh**  
Credo AI  
Founder & CEO



**Matthew James Bailey**  
AIEthics.World  
Founder & CEO



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



**Dr Catriona Wallace**  
Ethical AI Advisory  
Founder & CEO



**Ambica Rajagopal**  
Michelin  
Group Chief AI Officer



## Event Speakers Ctd.



**Manoj Saxena**  
CognitiveScale  
Executive Chairman



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



**Mattias Fras**  
Nordea  
Group Head of AI Hub



**Javier Orús Lacort**  
PredictLand  
CEO & Co-Founder



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



# 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



**Jason Stoughton**  
Foghorn Group  
AI Evangelist



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



**Daniel Whitenack**  
Data Scientist



**Robert Miles**  
AI Content Creator



# Content Creators Ctd.



**Abhishek Thakur**

Hugging Face  
Open Source Development  
& Research



**Jordan Harrod**

Massachusetts Institute of  
Technology  
PhD Candidate



**Felipe Flores**

Honeysuckle Health  
Head of Data Science



**Siraj Raval**

CuraPatient  
Chief Data Scientist



**Károly Zsolnai-Fehér**

Independent  
Scientist



**Harrison Kinsley**

Author  
Neural Networks from Scratch



**Yannic Kilcher**

DeepJudge  
Chief Technology Officer



# Roles

## Journalists & Contributors

This category highlights a sample of journalists who work for, or contribute to well-known, global publications on the topic of AI. 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



**Dr Cindy Gordon**  
SalesChoice Inc  
CEO & Founder



**Jesus Rodriguez**  
Intotheblock  
Co-Founder & CTO



**Gregory Piatetsky-Shapiro**  
KDnuggets  
President & Editor



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



**Jeremy Kahn**  
Fortune Magazine  
Senior Writer



# Journalists & Contributors Ctd.



**Kyle Wiggers**  
VentureBeat  
Staff Writer



**Karen Hao**  
MIT Technology Review  
Senior AI Editor



**James Kotecki**  
Infinia ML  
VP, Brand



**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-AI 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**  
Cognilytica  
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 AI. These people publish research on AI, and are active members within the online AI conversation.



**Meredith Whittaker**  
AI 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 AI 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 AI  
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 Analytica profile.



**Ronald van Loon**  
Intelligent World  
Principal Analyst & CEO



**Paula Piccard**  
Independent  
Social Media Marketing Manager



**Spiros Margaritis**  
margaris ventures  
VC, Advisor & Board Member



**Kirk Borne**  
DataPrime, Inc  
Chief Science Officer



**Shi4Tech**  
Social Amplifier on AI



**Harold Sinnott**  
Tech Influencer



**Dr Marcell Vollmer**  
Boston Consulting Group  
Partner & Director



**Nigel Willson**  
awakenAI  
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



**Jean-Baptiste Lefevre**  
ChoYou  
Chief Digital & Social Media Officer



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



**Dr Ganapathi Pulipaka**  
Accenture  
Chief Data Scientist, SAP Technical  
Lead



**Philip Vollet**  
Explosion  
Community Success Advocate



**Helen Yu**  
Tigon Advisory Corp.  
Founder & CEO



**Iain Brown**  
SAS  
Head of Data Science



**Pinaki Laskar**  
Fisheyebox Group  
Chief Technology Officer



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



**Paige Bailey**  
Microsoft  
Principal Product Manager, Developer  
Tools



# 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**  
AI Summer  
Founder & Deep Learning Writer



**Valentino Zocca**  
Citi  
Predictive Modelling & Data Science



**Yann LeCun**  
Facebook  
VP & Chief AI 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  
& AI



**Vala Afshar**  
Salesforce  
Chief Digital Evangelist



**Iain Brown**  
SAS  
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

## AI Solutions

Below is a sample of brands who create and share AI thought leadership content, and are prominent providers within the AI 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  
 

# AI Solutions Ctd.



**Esri**  
Ranking: 11



**Darktrace**  
Ranking: 16



**UiPath**  
Ranking: 12



**SAIC**  
Ranking: 17



**Thales**  
Ranking: 13



**Nuance Communications**  
Ranking: 18



**Atos**  
Ranking: 14



**Google**  
Ranking: 19



**Appen**  
Ranking: 15



**Intel**  
Ranking: 20



## 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



**Forbes**  
Ranking: 6



**KDnuggets**  
Ranking: 2



**MIT Technology Review**  
Ranking: 7



**TechRepublic**  
Ranking: 3



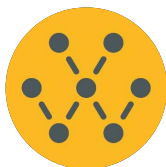
**VentureBeat**  
Ranking: 8



**TechNative**  
Ranking: 4



**ZDNet**  
Ranking: 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**

