


#TOP100CMA

2024 TOP100 Influencers & Strategists in Customer Marketing and Advocacy



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Welcome to the B2B Industry's 2024 TOP100 CMA Strategists & Influencers Program

Continuing the Evolution: Honoring Customer Marketing and Advocacy Leaders for 2024

As we embark on the 2024 edition of our TOP100 program, we reflect on the progress made since its inception in 2022. The overwhelming positive feedback and excitement from members of the CMA community have reinforced our enthusiasm to continue this program and celebrate the exceptional individuals shaping the future of Customer Marketing and Advocacy.

This year, our focus remains steadfast on acknowledging the outstanding contributions of individuals within our industry - both established leaders and uncovering emerging talent. To achieve this, we have refined our nomination process, ensuring that all deserving candidates have the opportunity to showcase their achievements.

This year's Top 100 winners are distinguished into two categories: professionals and vendors, to ensure a broader recognition spectrum. This division allows us to spotlight the exceptional contributions within each sector, celebrating the standout individuals who excel in their respective categories. By doing so, we aim to give more nuanced appreciation to the diversity of talent and achievement across the industry.

We are thrilled to report that this year's program has garnered an impressive number of 542 nominees, 10,570 voters casting a total of 246,284 votes in total, surpassing previous years' participation.

As we celebrate the achievements of our industry's finest, we remain committed to fostering inclusivity, innovation, and excellence in Customer Marketing and Advocacy. Here's to another year of recognizing and celebrating the remarkable individuals shaping the future of our profession!

Welcome to the B2B Industry's 2024 TOP100 CMA Strategists & Influencers Program

Elevating Customer Marketing Through Knowledge-Sharing

As we continue with our third year of the 2024 TOP100 CMA Strategists & Influencers Program we reflect on the spirit of knowledge-sharing that has defined our community since its start.

Central to our program's ethos is the belief in the power of practitioner-led learning. This year, we remain committed to fostering a culture of knowledge exchange, where the insights and experiences of our TOP100 winners serve as invaluable resources for growth and development.

Our TOP100 winners will have the opportunity to share their expertise through various mediums, whether it's hosting webinars, contributing to podcasts, or providing templates and resources. Their contributions will not only enrich our community but also inspire and empower others on their journey in Customer Marketing.

While the TOP100 recipients will take center stage, we extend an invitation to all members of our community to engage in knowledge-sharing initiatives. Whether through formal presentations or informal discussions, every individual has the opportunity to contribute to our collective learning and growth.

Thank you to all for your unwavering dedication and contributions to our one of a kind community. Here's to another year of collaboration, learning, and excellence in Customer Marketing!

Rona Aharonson
Head of CLG Programs, Base



Methodology Overview for the 2024 TOP100 CMA Influencers & Strategists Awards

For this year's TOP100 Influencers & Strategists in Customer Marketing & Advocacy (CMA), we embraced inclusivity by opening nominations to professionals across the industry. Practitioners at all levels were encouraged to nominate themselves and their peers, resulting in an overwhelming response from the vibrant SaaS community.

With almost 550 nominations pouring in from every corner of the industry, we were humbled by the enthusiasm and engagement of our nominees, especially the buzz on LinkedIn! To ensure a comprehensive understanding of each nominee's program and impact, we requested high-level overviews and metrics measuring their effectiveness.

As voting polls opened to the public, an industry-wide celebration of creativity and mutual support ensued. The response was extraordinary, with 10,570 voters and 246,284 votes cast, this reflects the widespread recognition and admiration within our community. Our esteemed panel of judges meticulously reviewed the submissions, ultimately selecting the winners based on their demonstrated impact and innovation.

As we embark on this journey to honor the top influencers and strategists in CMA, we extend our gratitude to all participants for their dedication to excellence and collaboration.

[Let the festivities begin!](#)

Meet the Judges



Allyson Havener

SVP of Marketing and
Community, TrustRadius



Luis González

Head of Global Customer
Advocacy, Alteryx



Michaela DiChiro

Director, Global Customer
References & Advocacy,
Salesforce



Helen Feber

Referential,
Board of Directors



Adrian Chang

VP of Marketing, Mindtickle



Christina Garnett

Fractional Chief Customer
Officer & Advisor



Melissa VanPelt

VP, Customer
Marketing at Seismic



Meet the TOP100 Winners



Cindy Aitken

Director, Customer Marketing, Collibra



Jeni Asaba

Sr. Manager, Community Jamf



Rob Ayre

Senior Customer Marketing Manager, Workleap



Kara Bankhead

Director, Customer Advocacy NICE



Nathalie Bar

Head of Customer Advocacy Temenos



Leslie Barrett

Creator CMA Soulmate



Valerio Battelli

Head of Global Customer Marketing, Cisco



Michael Beahm

Manager, Customer Advocacy, Procore Technologies



DeMario Bell

Senior Community Manager Culture Amp



Nick Bennett

Chief Customer Officer & Co-Founder, TACK



Taylor Bogar

Head of Customer Marketing Apollo.io



Lily Borges

Customer Marketing Manager KnowBe4



Antu Buck

Director, Customer Marketing & Community, Gigamon



Erica Bussey

Customer Advocacy Manager Seismic



Perri Chaikof

Director, Customer & Partner Marketing, Ada



David Chase

CMO WorkBoard



Sil Cleary

Sr Manager, Community Experts Program, Adobe



David Coates

Director, Customer Marketing Forter



Emily Coleman

Senior Customer Marketing Manager, Global Customer Advocacy Programs, SolarWinds



Christine Davis

Customer Lifecycle Marketing Augury



Nikki DuBerry

Senior Manager, EMEA Customer Marketing, Apptio an IBM Company



Alex Eckhart

Manager, Community Strategy & Customer Engagement, Autodesk



Marie Elliott

Customer and Email Marketing Manager, Aprimo



Jennifer Ells

Manager, Community & Advocacy, Dayforce



Caroline Englert

Senior Manager, Customer Advocacy, Quickbase



Laurie Faiola

VP of Marketing, Community-Led Growth, HubSpot



Jenna Feldman

Customer Advocacy Marketing Manager, AlphaSense



Jinna Felton

Senior Manager, Direct Marketing, Lytx



Meet the TOP100 Winners



Dan Fennell

Senior Director, Customer & Product Marketing, ZoomInfo



Heather Foeh

Sr Director, Customer Marketing and Communities, 6Sense



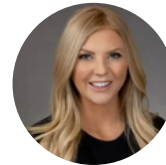
Mark Gallant

VP of Corporate Marketing ToolsGroup



Steve George Mathew

Sr. Customer Advocacy & Programs Manager, GitLab Inc



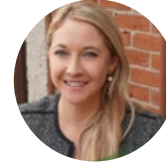
Josselyn Graham

Director, Global Customer Advocacy, Zscaler



Natalie Gullatt

Customer Marketing Manager



Victoria LaPlante

Director of Customer Marketing & Community



Evan Hamilton

Director of Community HubSpot



Ashley Hammer

Customer Marketing Manager Conga



Hayley Handler

Senior Manager, Customer Marketing, Greenhouse Software



Dave Hansen

Global Advocacy Marketing Director



Bailey Harmon

Senior Customer Marketing Manager, Splunk



Kyra Hennesey

Head of Global Customer Marketing, Redis



Katlin Hess

Director, Customer Marketing G2



Irwin Hipsman

Director of Customer Marketing



Ari Hoffman

VP of Customer Marketing & Advocacy



Shannon Howard

Director of Customer & Content Marketing, Intellium



Sara Huntley

Director, Global Customer Engagement, Nuance Communications



Chris Irwin-Dudek

Global Head Corporate Communications NICE



Evan Jacobs

Director of Customer & Partner Marketing Chainalysis



Angela Kelleher

Manager, Customer Lifecycle Marketing, Malwarebytes



Kristen Krepich

Sr. Manager, Customer Communities, FloQast



Meenakshi Lakhwani

Senior Customer Advocacy Manager, Workday



Aditi Lala

Sr. Customer Marketing Manager, Trackforce Vailant + TrackTik



Rob Lamoureux

Sr. Director, Global Customer Advocacy Verint Systems Inc.



Kevin Lau

Sr. Director of Global Customer Engagement F5



Sharon Licari

Marketing Manager HubSpot



Thao Littler

Customer Marketing Manager Crunchtime



Meet the TOP100 Winners



Kristen Long Howard
Director, Customer and
Community Marketing, Drata



Sandra Lowe
Director, Global Customer
Advocacy, SAP



Sruthi Malla
Digital Adoption Program
Manager, Gainsight



Asha May
VP, Customer Marketing



Aly McGue
Director, Customer Marketing
Amplitude



Jane Menyo
Head of Customer Marketing
Gong



Sarah Miller
Senior Manager, Customer
Advocacy, NICE



Stephanie Moorhead
Sr. Manager, Customer
Marketing, GitHub



Sid Nagpal
Senior Manager, Customer
Marketing, PartnerStack



Jeanne Nitschke
Head of Customer Marketing
Motive



Anat Oron
Customer Marketing Director
Radware



Daniel Palay
Team Lead | Sr. Manager,
Customer & Community
Marketing, Grafana Labs



Amanda Peacock
Director, Customer Marketing
and Events, Zyro



Liz Pedro
Head of Customer Advocacy



Julie Perino
Head of Global Customer
Marketing, Adobe



Amy Perry
Head of Customer Advocacy
Cloudflare



Helen Pitts
Director, Global Executive
Customer Experience, Splunk



Elizabeth Raffa
Head of Customer Marketing
and Advocacy, HackerOne



Lauren Rappold
Sr Marketing Programs Manager,
Apttio, an IBM Company



Arielle Recine
VP, Lifecycle Marketing
ScienceLogic



Sue Reukauf
Senior Manager of Customer
Marketing and Advocacy
Renaissance



Preston Ritter
Leader, Americas Customer
Marketing, Cisco



Cari Rivan
Director, Customer Success
& Experience, Infor



Melissa Romo
VP Global Customer
Marketing, Sage



Kaitlin Ross
Head of Advocacy Innovation
and Optimization, Cisco



Pascale Royal
Head of Customer Advocacy
& Retention Marketing, F5



Sophie Saltiel
EMEA Senior Customer
Advocacy and Marketing
Director, Axway



Marcelo Santiago Maciel
Customer Marketing Manager
Cisco



Meet the TOP100 Winners



Dean Shaw

Global Customer Advocacy
Program Manager, Genesys



Shilpa Shetty C

APAC Lead - Global
Customer and Lifecycle
Marketing, Coursera



Cassie Sneed

Sr Manager of Global
Customer Marketing
Reputation



Sonia Starova

Customer Advocacy Manager
Temenos



Sara Steffen

Sr. Director, Customer
Marketing, Databricks



Katie Strange

Sr. Director, Customer
Marketing
Apptio, an IBM Company



Maria Sturgeon

Head of Customer Reference
Program, Stripe



Meaghan Sullivan

Global Customer Programs
Lead, Google Workspace
Google



Barbara Thomas

Sr Customer Advocacy Mgr
Imprivata



Jess Thompson

Senior Customer Marketing
Manager, Confluent



Margarette Ting

Director, Customer Advocacy
Programs, Seismic



Lauren Turner

Director, Customer Marketing



Cate Vanasse

Director of Customer
Marketing, Cisco



Annapoorna Venketaraman

Director of Customer
Marketing, Freshworks



Prima Walker

Sr. Director, Customer
Marketing, Culture Amp



Angela Wells

Senior Director, Customer
Advocacy and Executive
Programs, Splunk



Huw Wigley

Customer Advocacy Manager
SUSE



Scott Wilder

Head of Digital Success,
Clari



Bianca Wood

Customer Advocacy
Marketing Manager



Meet the TOP100 Vendor Winners



Dana Alvarenga

VP Customer Experience -
SlapFive



Rona Aharonson

Head of CLG Programs -
Base



Aunalisa Arellano

Customer Marketing Consultant
- Porter Consulting



Vinay Bhagat

Founder & CEO -
TrustRadius



Amy Bills

VP, Principal Analyst -
Forrester



Brittany Busa

Senior Customer Marketing
& Advocacy Consultant -
Porter Consulting



Gal Biran

CEO - Base



Alison Bukowski

Vice President Customer
Experience - Point of Reference



Kalina Bryant

Chief Evangelist - Base



Bianca Del Vecchio

Sr. Advocacy Consultant -
Captivate Collective



Jennifer Doyon

Principal - Referential



Jeff Ernst

CEO - Slapfive



Diana Gabroveanu

CMO - Advocacy Maven



Alexie Glover

Co-Founder, Customer
Marketing Consultant -
Frankadvocacy



Mary Green

Customer Marketing &
Community Consultant -
Self-employed



Robin Hamilton

CEO - inEvidence Ltd



Evan Huck

CEO - User Evidence



Margot Leong

Marketing Lead - Margot
Leong Consulting



Eddie Miller

EVP - Big Sky
Communications



Kiely Monteiro

Senior Advocacy Consultant



Tim Newborn

Customer Advocacy
Marketing Manager -
Wings4U



Umesh Patel

Founder - Authentic
Customer Advocacy



Liz Richardson

Co-Founder and CRO -
Captivate Collective



Ryan Quackenbush

Principal - Referential



Brooke Sellas

CEO - B Squared Media



David Sroka

CEO - Point of Reference



Deena Zenyk

Co-founder and CCO -
Captivate Collective



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

