

# 2025 TOP100

Influencers & Strategists  
in Customer Marketing  
and Advocacy

#TOP100CMA25



TOP100 CMA  
2025

Influencers & Strategists

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# Welcome to the 2025 **TOP100 CMA** Influencers & Strategists Program

## **Elevating Excellence: Celebrating the Visionaries Shaping Customer Marketing & Advocacy in 2025**


As we embark on the 2025 edition of our TOP100 program, we reflect on the remarkable progress made since its inception in 2022. Year after year, members of this prestigious list have not only driven innovation in the Customer Marketing and Advocacy function but have also achieved significant career milestones—earning promotions, expanding their influence, and taking on leadership roles that shape the industry's future.

The overwhelmingly positive feedback and excitement from the CMA community continue to fuel our passion for recognizing and celebrating these exceptional professionals who are redefining success in the field.


This year, our focus remains steadfast on amplifying the CMA trailblazers across the globe and 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.



We are thrilled to announce that 60% of this year's winners are first-time recipients. In addition, this year's Top 100 winners are recognized in two distinct categories—professionals and vendors—to ensure a broader recognition. This division highlights exceptional contributions within each sector, celebrating standout individuals who have excelled in their respective fields. By doing so, we aim to provide a more nuanced and comprehensive appreciation for the diverse talent and achievements across the industry.



This year's program has set a new standard of excellence, with an impressive 664 nominees. This diverse and dynamic cohort includes a strong representation of women leaders and senior executives, reflecting the evolving landscape of Customer Marketing and Advocacy.



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!

Rona Aharonson  
Head of CLG Programs, Base

# Methodology Overview for the 2025 **TOP100 CMA** Influencers & Strategists Awards

The TOP100 awards are shaped by a rigorous judging process that blends community input with expert evaluation. After nominees share their achievements, the top-voted candidates move to the judges, who assess them based on creativity, innovation, results, and leadership. This ensures winners are not only industry standouts but also impactful mentors and advocates. The final list reflects both expert selection and community recognition, with Judges' Choice honoring excellence as determined by our panel and People's Choice highlighting those who resonate most with the CMA community.



# Meet the Judges



Leslie Barrett  
Customer Marketing Director,  
Tipalti



Pascale Royal  
Marketing Director, F5



Katlin Hess  
Director of Customer  
Marketing, G2



Evan Huck  
CEO, UserEvidence



Christopher Irwin-Dudek  
Vice President Marketing  
Communications, NICE



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# Meet the TOP100 CMA Winners



**Ciana Abdollahian**

Director, Customer Marketing & Community, Snyk



**Jenni Adair**

Head of Customer Advocacy, Commvault



**Michaela Alexander**

Sr. Manager, Customer Advocacy & Engagement, Autodesk



**Krithika Anand**

Customer Advocacy and Marketing, DevRev



**Jeni Asaba**

Sr. Manager, Community Engagement & Advocacy, Jamf



**Kristen Auguste**

Global Customer Advocacy Lead, Siemens



**Rob Ayre**

Manager, Customer Marketing & Revenue Enablement, Workleap



**Kara Bankhead**

Director of Customer Advocacy, NICE



**Andrea Barbaro**

Director, Customer Marketing, Veeam



**Patricia Lalison Bautista**

Head of Customer Marketing, Dialpad



**Erin Boyd**

Customer Education and Marketing Manager, G2



**Stephanie Brewer**

Senior Advocacy Marketing Manager, Brightcove



**Kalina Bryant**

Founder, Unapologetech



**Virginia Bryant**

Vice President, Global Head of Customer Marketing, Qualtrics



**Antu Buck**

Director, Customer Marketing & Community, Gigamon



**Erica Bussey**

Customer Engagement Program Manager, Atlassian



**Kelsee Campbell**

Senior Customer Advocacy Program Manager, Autodesk



**Sil Cleary (they/them)**

Sr. Manager, Community Experts Program, Adobe



**David Coates**

Senior Director, Customer Marketing, Forter



**Madeline Coke**

Customer Advocacy Specialist, Docebo



**Emily Coleman**

Customer Advocacy Manager, LaunchDarkly



**Amanda Crocker**

Senior Customer Advocacy Manager, Splunk



**Brittnee Dawson**

Director of Customer Marketing, AlphaSense



**Rhea de Souza**

Lead - Global Customer Advocacy, Freshworks



**Megan Donaldson**

Global Lead, Customer Advocacy & Analyst Relations, Zoom



**Rebecca Dupont**

Senior Manager, Customer Marketing, OpenTable



**Karilla Dyer**

Senior Customer References and Advocacy Manager, Wrike



**Lindsey Erlick**

Sr. Strategic Product Marketing Manager, Amazon



# Meet the TOP100 CMA Winners



**Gillian Farquhar**

Vice President, Global  
Customer Marketing, Infor



**Jenna Feldman**

Global Lead, Customer  
Advocacy Marketing, AlphaSense



**Dan Fennell**

Senior Director, Customer &  
Product Marketing, ZoomInfo



**Vera Flores**

Senior Customer  
Marketing Manager, Gong



**Ashley Franco**

Sr. Manager, Customer  
Advocacy & Engagement, BMC



**Drew Frey**

Director, Customer  
Experience Programs, Coupa



**Karuana Gatimu**

Director, Customer Advocacy - AI  
& Collaboration, Microsoft



**Val Geisler**

VP of Customer Marketing,  
Digioh



**Valeria Gomez**

Lead Customer Marketing  
Manager, Apollo GraphQL



**Luis González**

Customer Marketing,  
Motive



**Josselyn Graham**

Director, Global Customer  
Marketing, Zscaler



**Jacqueline Gu**

Senior Customer Marketing &  
Advocacy Manager, Fastly



**Evan Hamilton**

Director of Community,  
Hubspot



**Dave Hansen**

Global Customer Advocacy  
Program Manager, Siemens



**Emily Hanssen Arent**

Director of Customer  
Marketing, HiBob



**Gabrielle Herrera**

Senior Marketing Manager,  
Community Growth, Hubspot



**Melanie Hitchcock**

Customer Advocacy & Engagement  
Program Manager, Cornerstone



**Sabrina Hockett Barnes**

Community Marketing,  
MuleSoft, Salesforce



**Ari Hoffman**

Global Director of Customer  
Advocacy & Community, Amplitude



**Shannon Howard**

Director of Customer & Content  
Marketing, Intellium



**Veronica Hsiao**

Head of Customer Marketing,  
Webflow



**Sara Huntley**

Director, Global Customer  
Engagement, Microsoft



**Libby Ingrassia**

Program Director,  
IBM Champions, IBM



**Aparna Sharon Isa Dass**

Manager Customer  
Advocacy, Cvent



**Evan Jacobs**

Director of Customer & Partner  
Marketing, Chainalysis



**Paola Johnson**

Senior Customer Marketing  
Manager, Tipalti



**Destin Jones**

Director, Community,  
Jane



**Alaina Kretchmer**

Head of Customer Advocacy,  
Abnormal Security



# Meet the TOP100 CMA Winners



**Kalyani Kundalia**  
Senior Customer Advocacy & Marketing Manager, Whatfix



**Aditi Lala**  
Sr. Customer Marketing Manager, Trackforce



**Victoria Laplante**  
Founder, Customer Advocacy Professionals



**Kevin Lau**  
VP of Customer Engagement, Freshworks



**Elena Lee**  
Director, Customer Marketing, Rubrik



**Jaana Linsenmayer**  
Global VP Customer References and Advocacy, SAP



**Thao Littler**  
Customer Marketing Manager, Crunchtime



**Jeff Livingston**  
Director of Client Advocacy, USA and Canada, ADP



**Jennifer Lovejoy**  
Director, Customer Marketing, HUMAN



**Christie Marie Avila**  
Customer Community & Advocacy Manager, Dropbox



**Aly McGue**  
Sr. Manager, Customer Marketing, Databricks



**Jane Menyo**  
Head of Solutions & Customer Marketing, Gong



**Gina Miller**  
Senior Customer Marketing and Advocacy Manager, LogicMonitor



**Shauna Morgan**  
Customer Engagement Director, BMC



**Victoria Morgan**  
Customer Advocacy Manager, Bynder



**Brittany Mullen**  
Sr. Director, Customer Advocacy & Engagement, BMC



**Jayvee Nava Brady**  
Director, Community, Bubble



**Christa Niering**  
Director of Marketing - Customer Advocacy, SHI



**Jeanne Nitschke**  
Customer Advocacy & Marketing Leader



**Andressa Oliveira**  
Community Manager & Customer Marketing Specialist, RD Station



**Kathleen Orazio**  
Sr. Manager, Customer Advocacy & Community, Trimble



**Melanie Paddock**  
Sr. Manager, Customer Marketing & Advocacy, Gainsight



**Daniel Palay**  
Director, Customer Advocacy, Grafana



**Caroline Park**  
Program Lead, Community Leaders, Atlassian



**Alexri Patel-Sigmon**  
Sr. Customer Marketing Manager, Reference & Advocacy, Confluent



**Amy Payne**  
VP, Customer, Partner & Regional Marketing, Talkdesk



**Amanda Peacock**  
Director of Customer Marketing, Zyllo



**Sydney Perez**  
Customer Marketing Manager, Dialpad





# Meet the TOP100 CMA Winners



**Cara Peterson**  
Customer Advocacy Program  
Manager, HackerOne



**Alex Pisani**  
Director, Community,  
Salesforce



**Helen Pitts**  
Director, Global Customer  
Experience, Splunk



**Heather Pritchett**  
Director, Customer Voice,  
OutSystems



**Arielle Recine**  
VP, Lifecycle Marketing,  
Sciencelogic



**Colleen Reidy**  
Director of Customer Advocacy,  
SentinelOne



**Sofia Rodríguez Mata**  
Director, Community and  
Engagement, CyberArk



**Jen Salazar**  
Head of Customer Marketing,  
AuditBoard



**Andrew Sevillia**  
Leader of Customer Marketing &  
Advocacy, UiPath



**Dean Shaw**  
Global Customer Advocacy  
Program Lead, Genesys



**Cassie Sneed**  
Sr Manager Customer Marketing,  
Retention, Attentive



**Sonia Starova**  
Customer Advocacy Manager,  
Temenos



**Nataliia Starovetskyi**  
Senior Customer Marketing  
Manager, SailPoint



**Sara Steffen**  
Sr. Director, Customer  
Marketing, Databricks



**Brittany Steinke**  
Customer Advocacy  
Manager, Payscale



**Maria Sturgeon**  
Head of Customer Reference  
Program, Stripe



**Meaghan Sullivan**  
Marketing Customer Programs  
Lead, Google Workspace, Google



**Annapoorna Venketaraman**  
Director, Customer Marketing &  
Advocacy, Freshworks



**Nick Venturella**  
Customer Marketing  
Manager, Watermark



**Cache Walker**  
Director Customer  
Marketing, Trellix



**Kendra Walsh**  
Strategic Marketing Consultant,  
Aventi Group



**Ashley Ward**  
Senior Director, Customer  
Marketing & Advocacy,  
LeanData



**Rachel Ward**  
Lifecycle & Customer  
Marketing Leader,  
Absorb Software



**Brianna Weaver**  
Customer Marketing Manager,  
Engagement & Advocacy,  
CallRail



**Angela Wells**  
Sr. Director, Customer  
Advocacy & Executive  
Programs, Splunk



**Scott K. Wilder**  
Global Head of Digital  
Self-Serve, LastPass



# Meet the TOP100 Vendor Winners



**Rona Aharonson**  
Head of CLG Programs  
Base



**Dana Alvarenga**  
VP of Customer Experience,  
SlapFive



**Aunalisa Arellano**  
Sr. Customer Marketing & Advocacy  
Consultant, Porter Consulting



**Birgit A. Berry**  
Director, Client Services,  
Big Sky Communications



**Vinay Bhagat**  
Founder & CEO,  
TrustRadius



**Gal Biran**  
Co-Founder & CEO,  
Base



**Derek Bolen**  
Principal,  
Analog Digital Marketing



**Alison Bukowski**  
Vice President, Customer  
Experience, Point of Reference



**Andru Creighton**  
Head of Sales,  
Orca



**Bianca Del Vecchio**  
Managing Consultant & Lead, Strategic  
Services, Captivate Collective



**Jen Doyon**  
Principal,  
Referentialinc.com



**Jeff Ernst**  
Founder and CEO,  
SlapFive



**Heather Foeh**  
Owner/Strategist,  
Heather Foeh Consulting



**Diana Gabroveau**  
CMO,  
Advocacy Maven



**Alexie Glover**  
Customer Marketing  
Consultant, Frank Advocacy



**Mary Green**  
Owner & Customer Marketing and  
Advocacy Leader, CMAweekly



**Robin Hamilton**  
CEO,  
inEvidence



**Irwin Hipsman**  
Founder,  
Repetitos



**Mark Huber**  
VP of Marketing,  
User Evidence



**Eddie Miller**  
Co-Managing Director,  
Big Sky Communications



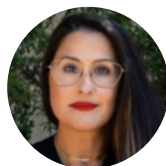
**Tim Newborn**  
Customer Marketing and Advocacy  
Consultant, Captivate Collective



**Umesh Patel**  
Founder,  
Authentic Customer Advocacy



**Liz Richardson**  
CRO,  
Captivate Collective



**Gianna Scorsone**  
COO / Co-Founder,  
ChampionHQ



**Sam Shepler**  
Founder & CEO,  
Testimonial Hero



**David Sroka**  
CEO,  
Point of Reference



**Maria Sztarovics**  
Founder & CEO,  
Wings4U



**Lauren Turner**  
Founder/CEO,  
CustomerCentrx



# Meet the TOP100 Vendor Winners



**Deena Zenyk**

Co-Founder & Chief Customer  
Officer, Captivate Collective



**Nicole Zuccaro**

Senior Manager, Customer  
Marketing, EM Marketing



# Special ShoutOuts

## Top Consultants



**Emilia D'Anzica**  
Founder, Managing Partner,  
Growth Molecules



**Angela Kelleher**  
Customer Marketing  
Consultant



**Lisa Nakano**  
Consultant - Audience Insights,  
SAP



**Joel Primack**  
Community Consultant,  
JP Consulting



**Dani Weinstein**  
Community Builder, Strategist &  
Advisor, DW Consulting



## Judge's Choice



**Erica Bartsch**  
Executive Director, Head of  
Customer Marketing & Advocacy,  
J.P. Morgan



**Adrian Chang**  
VP Growth and CX



**Angela Ferrante**  
Head of Enterprise Marketing,  
Zapier



**Liz Oseguera**  
Global Customer Advocacy Lead,  
ZoomInfo



**Julie Perino**  
Head of Global Customer  
Marketing, Adobe



**Kate Sugrue**  
Senior Manager - Advocacy &  
Community Marketing, Intercom



**Cate Vanasse**  
Director of Customer  
Marketing, Talkdesk



## People's Choice



**Valerio Battelli**  
VOC & Customer Insights Lead,  
Taboola



**Steve George**  
Customer Marketing and  
Advocacy, GitLab



**Katie Holms**  
Director, Customer Marketing &  
Community, Avoatrix



**Debbie Ng**  
Director, Global Customer  
Excellence, Trend Micro



**Erin O'Quinn**  
Sr. Manager, Customer  
Marketing, Broadcom



**Leslie Paterson**  
Vice President, Customer  
Advocacy, BMC



**Camille Rose Shortridge**  
Customer Advocacy Marketing  
Manager, Zoom

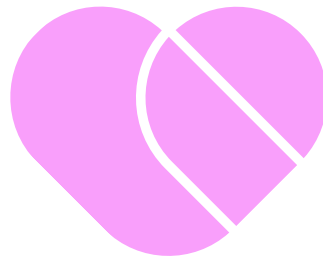


# Looking Ahead: Building a Legacy of Leadership and Impact

The 2025 edition of the TOP100 program celebrates the exceptional leaders shaping the future of Customer Marketing and Advocacy. More than a recognition of individual achievements, it fosters collaboration, mentorship, and innovation—ensuring the industry thrives through diverse voices and shared expertise. As this year’s winners expand their influence and drive new opportunities, we remain committed to amplifying those transforming the field and creating a more inclusive, empowered community. Here’s to a future where every member has the tools, knowledge, and support to lead and succeed. Let the journey continue!

# Thank you!

Thank you to this remarkable community for your unwavering support in bringing this vision to life. It's been an incredible journey, and we look forward to celebrating many more milestones and collaborations with you. Our door is always open!



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