

40 Design Thinkers + Innovators TO CONNECT WITH ON SOCIAL MEDIA



Why Design Thinking + Innovation?

Design Thinking Leaders discover innovative ideas by working through challenging, and often chaotic, situations where disruptive opportunities are typically hidden. These creativity-minded professionals embrace the consumer's perspective and balance that with the brand's needs and aspirations.

The result? Simple, yet radical solutions that seem so obvious in hindsight.

These radical solutions come from companies who rely on Design Thinking like [IBM](#), Intuit, [Nike](#), [Stanley Black & Decker](#), [Starbucks](#), Steelcase, Target and Walt Disney.

These companies are among the 17 companies in the [DMI \(Design Value Index\) Study](#) that showed a 10 year return that was 219% higher than the S&P 500. In fact, IBM hired 1000 more Design Thinkers and invested \$100 million to expand their design business to build on their success.

So how can we tap into the mindset of the people at companies like these who are best equipped to help to take a step back and empathize with consumers? Those who know how to uncover the unmet needs and opportunities that become the products we all know and love?

To answer that question, we partnered with Leadtail to get a closer look into the mindset of the Design Thinkers responsible for keeping our favorite brands innovative and their users happy. That's what this unique study is about: using social media insights to help you better understand what Design Thinking leaders talk about, what they read and share, and who most influences them.

After all, there's a lot to learn from those charged with transforming big ideas into game-changing products!

GRETCHEN HOFFMAN

VP MARKETING, ALTITUDE, INC.

@gretchhof



Why Social Insights?

Innovation leaders come in many flavors, each wrestling with the imperatives of their industry, and the unique challenges of their organization.

What's the one thing they have in common?

They're embracing social media to ask questions, share expertise, and engage in conversations - in short, to do their jobs better.

That's what we discovered after analyzing the social media activity of this truly unique and creative group of decision makers.

So if you want to tap into the people, publications, and conversations successful design thinkers and innovation leaders turn to, social media is a great place to start.

We're excited to collaborate with Altitude on this report. Altitude has years of experience creating breakthrough products that deeply resonate with users and build lasting business success for clients.

They also believe in the power of combining data and insights with fresh perspectives to produce successful outcomes for their clients.

We think the same can be said for building your network on social media. Enjoy!

CARTER HOSTELLEY

FOUNDER + CEO, LEADTAIL

@CarterHostelley



About the Data



Leadtail + Altitude
identified

118

design thinking +
innovation leaders
active on Twitter

We then analyzed
28,320
tweets published by
these innovators between
Jan 1, 2016 – June 30, 2016

Including
18,665
links shared

5,715
unique hashtags

11,300
mentions/replies

and
23,438
retweets

Our Approach

The methodology the Leadtail team used to create this report:

1. Identify Design Thinking + Innovation leaders active on Twitter using criteria such as job title, type of company, and geographic location to create the “audience panel”.
2. Use the Leadtail Social Insights Technology to extract data from the Twitter API including tweets published by the “audience panel” in the report period.
3. Analyze data such as links shared, mentions and retweets, hashtags used, originating platforms used to share content, etc.
4. Analyze results in aggregate and editorially select a subset of the “audience panel” to showcase as Design Thinking + Innovation leaders.

The specific data set analyzed for this report is comprised of:

- 118 Design Thinking + Innovation leaders in North America active on Twitter
- Titles including: Chief Innovation Officer, Innovation Strategist, VP Product
- Total potential follower reach: 383,652; median # of followers: 729
- Tweets published between January 1, 2016 – June 30, 2016

Key Takeaways

1. What does it take to be a Design Thinking + Innovation leader? Our panelists highlight a variety of skills and attributes in their social profiles, including strategy, leadership, digital, social, and analytics.
2. Wondering where Design Thinkers + Innovators are looking for the next big thing? Top hashtags point to emerging, industry-spanning tech and trends like: #bigdata, #IoT, #machinelearning, #AI, and #wearables.
3. When it comes to breakthrough ideas it really can help to show versus tell. Perhaps that's one of the reasons why YouTube and Instagram are among the most popular sources of social content shared by Design Thinkers + Innovators!
4. Which digital publications do Design Thinkers + Innovators rely on to stay ahead of the curve? Our data reveals that Forbes and the New York Times lead the pack, followed by Medium, TechCrunch, and Harvard Business Review.

Design Thinking + Innovation Leaders

SOCIAL INSIGHTS

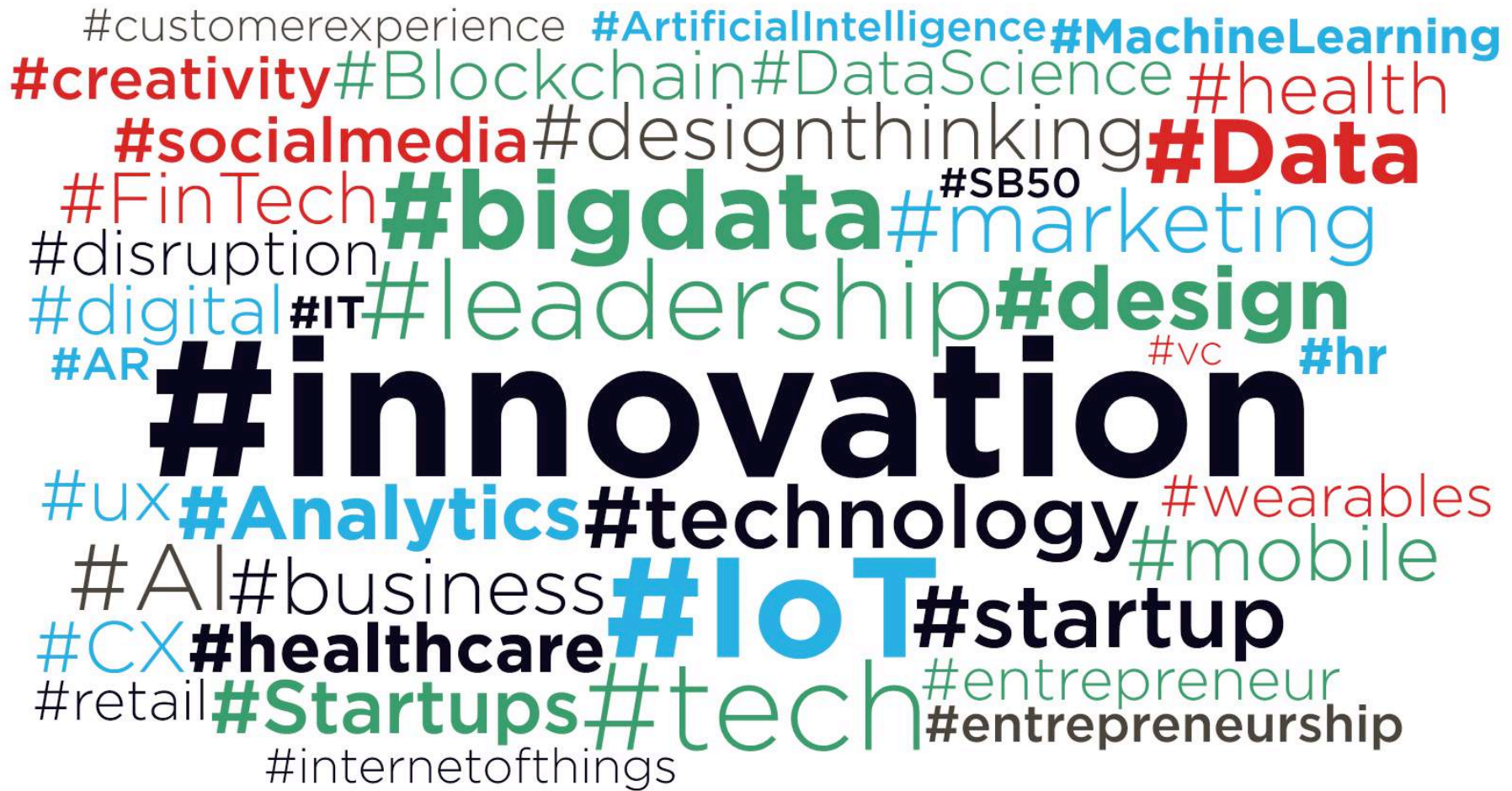
How Do Innovation Leaders Describe Themselves?

Popular Keywords Used in Design Thinking + Innovation Leaders' Twitter Profiles



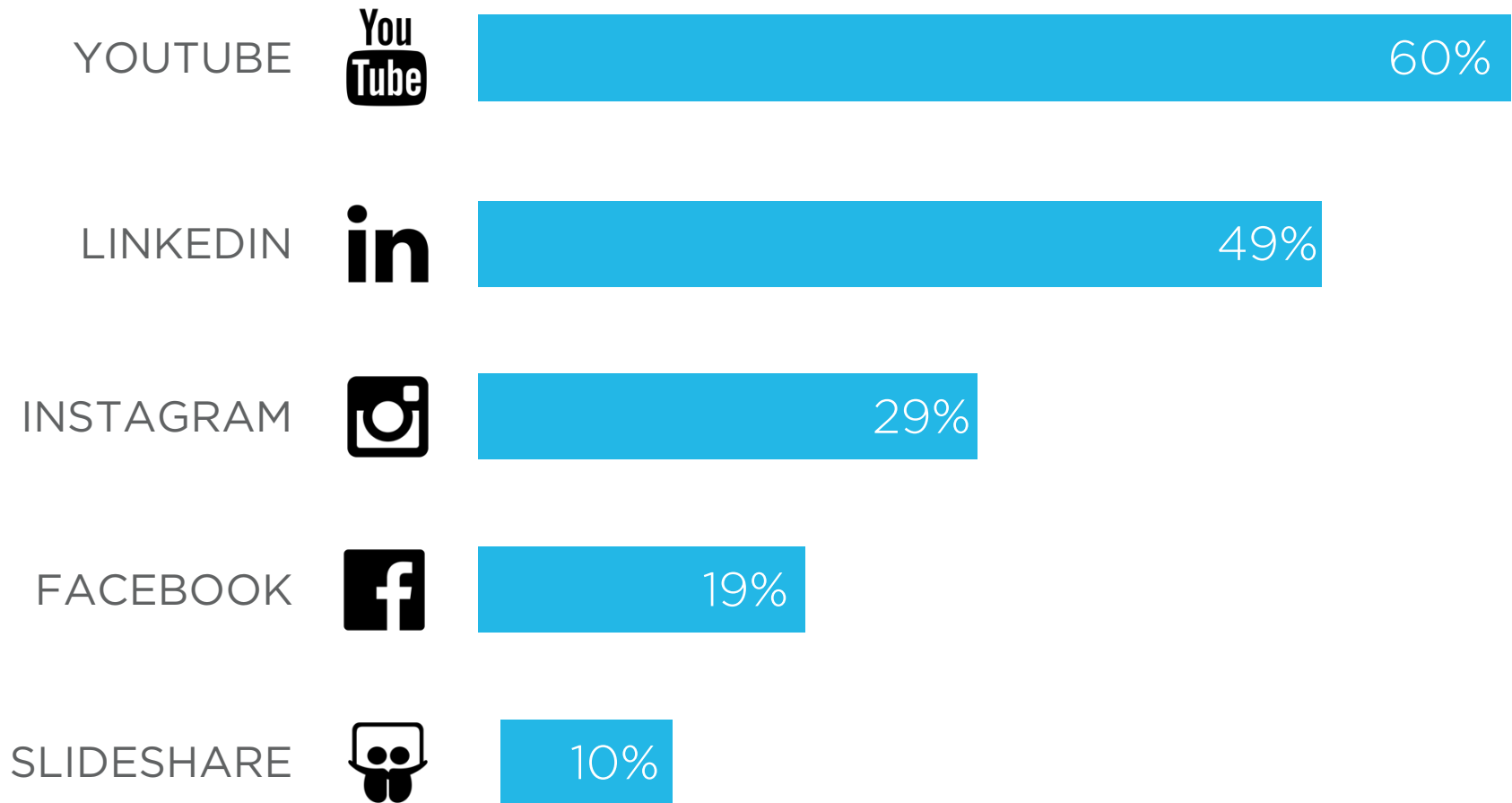
What Are Innovation Leaders Talking About?

Most Popular Hashtags Used by Design Thinking + Innovation Leaders



Which Types of Social Content Gets Shared?

% of Design Thinking + Innovation Leaders that Shared Content Originating from these Platforms



What Do Innovation Leaders Share?

Publications Shared Most by Design Thinking + Innovation Leaders

- | | |
|----------------------------|-----------------------------|
| 1. Forbes | 11. WIRED |
| 2. The New York Times | 12. The Huffington Post |
| 3. Medium | 13. VentureBeat |
| 4. TechCrunch | 14. The Verge |
| 5. Harvard Business Review | 15. The Guardian |
| 6. Fast Company | 16. World Economic Forum |
| 7. Business Insider | 17. The Wall Street Journal |
| 8. Inc. | 18. Mashable |
| 9. Fortune | 19. The Washington Post |
| 10. Bloomberg | 20. The Atlantic |

Design Thinking + Innovation Leaders

TO CONNECT WITH ON SOCIAL MEDIA

Design Thinking + Innovation Leaders



SCOTT ALLEN
GENERAL MOTORS
PAGE 19



BRIAN ANDREWS
SPRINT
PAGE 59



SARA ARMBRUSTER
STEELCASE
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ELIZABETH BENFIELD
CAROLINAS HEALTH
PAGE 43



SUSAN BENNETT
MERCK
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SANJEEV BHAVNANI
SCRIPPS HEALTH
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TRAVIS BOGARD
JAWBONE
PAGE 21



BETSY BOOK
AMERICAN EXPRESS
PAGE 27



EDWARD BOUDROT
OPTUM
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JOHN BROWNSTEIN
BOSTON CHILDREN'S HOSPITAL
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FARRELL CALABRESE
EASTMAN CHEMICAL CO.
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BRIAN CLARK
GROUP HEALTH
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BETH COMSTOCK
GE
PAGE 54



CRIS DE LUCA
JOHNSON & JOHNSON
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MICHAEL DEGNAN
SATANDER BANK
PAGE 30



JAY DUBOIS
PWC
PAGE 58



STEVE FAKTOR
IDEAFACTORY
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DYAN FINKHOUSEN
GE
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JENN GUSTETIC
NASA
PAGE 38



CHRIS HAMMOND
IBM
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Design Thinking + Innovation Leaders



ASHLEY JABLOW
PRESIDENTIAL INNOVATION
FELLOW, PAGE 39



LUCIE JAN
L'ATELIER BNP PARIBAS
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CURTIS KOPF
PREMERA BLUE CROSS
PAGE 48



KIRSTEN KUEHL
CISCO
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BRADLEY LEIMER
SATANDER BANK
PAGE 33



ACE MOGHIMI
MANULIFE
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KARSTEN NEWBURY
GERBER SCIENTIFIC
PAGE 55



KERRY O'CONNOR
CITY OF AUSTIN
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KELLY OLSON
GSA
PAGE 37



WILLSON OVEREND
THE COCA-COLA COMPANY
PAGE 16



CHRIS PAINTER
GoPro
PAGE 20



ADAM RICHARDSON
FINANCIAL ENGINES
PAGE 29



JAY SALES
VSP GLOBAL
PAGE 25



RASU SHRESTHA, MD
UPMC
PAGE 50



MIKE SOUCIE
NEST LABS (AN ALPHABET CO)
PAGE 22



JIM THOMPSON
US DEPARTMENT OF STATE
PAGE 40



NILOFER VAHORA
REBECCA MINKOFF
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DOMINIC VENTURO
U.S. BANK
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NICHOLAS YEE
MANULIFE
PAGE 32



ADAM ZUCKERMAN
DISCOVERY COMMUNICATIONS
PAGE 17

Design Thinking + Innovation Leaders

IN THE CONSUMER SECTOR



WILLSON OVEREND

GROUP DIRECTOR, EA & STRATEGIC INITIATIVES
THE COCA-COLA COMPANY

@willsono

Strategy, sustainability, innovation at The Coca-Cola Company.
Mom and wife. Usually seen with coffee.

TOP HASHTAGS

1. #sustainability
2. #SVLeaders
3. #FIRSTChamp
4. #5by20
5. #sharedvalue

MOST RETWEETED

1. @CocaColaCo
2. @BeaperezBea
3. @ValaAfshar
4. @AdamMGrant
5. @Forbes

TOP CONTENT SOURCES

1. coca-colacompany.com
2. forbes.com
3. inc.com
4. hbr.org
5. sloanreview.mit.edu



ADAM ZUCKERMAN

DIRECTOR - VENTURES & INNOVATION

DISCOVERY COMMUNICATIONS

@AdamZ

“Innovation requires an understanding of what the landscape lacks as well as a commitment to presenting the best possible solutions sourced from a combination of past experiences, new perspectives, and good intentions.”

TOP HASHTAGS

1. #startup
2. #DCtech
3. #tech
4. #business
5. #CRO

MOST RETWEETED

1. @Fosterly
2. @WDCEP
3. @MayorBowser
4. @SilverStrategy
5. @DaleNIVPfeifer

TOP CONTENT SOURCES

1. medium.com
2. dailytekk.com
3. facebook.com
4. klientboost.com
5. boardofinnovation.com



FARRELL CALABRESE

CREATIVE MANAGER
EASTMAN INNOVATION LAB

@FMCalabrese

Creative professional, mom of 2, wife & outdoor enthusiast. Interested in innovation, design & big ideas w/ a side of sports, travel & anything fun.

TOP HASHTAGS

1. #EILConvos
2. #MaterialsMatter
3. #wddc16
4. #NEDDC16
5. #3dprinting

MOST RETWEETED

1. @Eastman_EIL
2. @core77
3. @IDSA
4. @shiftdesigncamp
5. @ecoworkshop

TOP CONTENT SOURCES

1. slideshare.com
2. idsa.org
3. youtube.com
4. core77.com
5. fastcodesign.com



SCOTT ALLEN

SOCIAL INNOVATION ARCHITECT

GENERAL MOTORS

@ScottAllen

“To innovate successfully, the most important thing is to expose yourself to ideas and experiences outside your core field. So many great ideas come from applying a concept from one domain into another in a novel way.”

TOP HASHTAGS

1. #BizapaloozaChat
2. #socialmedia
3. #ORM
4. #ReputationManagement
5. #SEO

MOST RETWEETED

1. @jeffdachis
2. @HoopsSecretary
3. @Jon_Ferrara
4. @bobpearson1845
5. @BarbaraCorcoran

TOP CONTENT SOURCES

1. tweetedtimes.com
2. quora.com
3. instagram.com
4. inc.com
5. business2community.com



CHRIS PAINTER

DIRECTOR OF PRODUCT, SOFTWARE AND SERVICES

GoPro

@chrispainter

Product @GoPro, Maker, Startups, Consumer Products, Smart Homes, IoT, Cars, 3D printing, Design Thinking, Japan, Movies

TOP HASHTAGS

1. #iotworld16
2. #MakerFaire
3. #ATTdontcare
4. #CX
5. #entrepreneurs

MOST RETWEETED

1. @MiaD
2. @TechCrunch
3. @agentFin
4. @founding
5. @francoislaborge

TOP CONTENT SOURCES

1. gopro.com
2. linkedin.com
3. techcrunch.com
4. eventbrite.com
5. fastcodesign.com



TRAVIS BOGARD

VP PRODUCT MANAGEMENT & STRATEGY

JAWBONE

@TravisBogard

“Measure twice. Cut once.”

TOP HASHTAGS

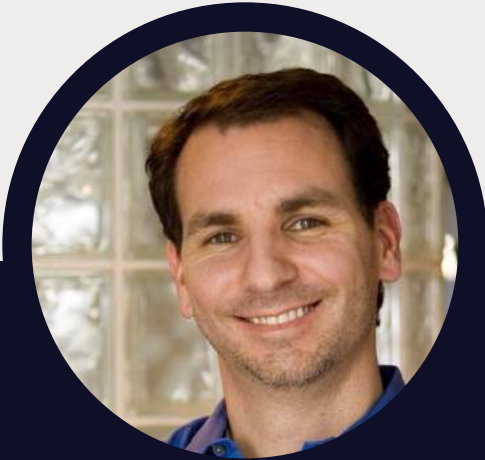
1. #AOCS16
2. #SleepTogether
3. #BrockTurner
4. #cordcutting
5. #DataScience

MOST RETWEETED

1. @GavinNewsom
2. @HillaryClinton
3. @Jawbone
4. @levie
5. @Benioff

TOP CONTENT SOURCES

1. jawbone.com
2. medium.com
3. nytimes.com
4. hillaryclinton.com
5. kpcb.com



MIKE SOUCIE

PRODUCT STRATEGY LEAD / SPOKESPERSON
NEST LABS (AN ALPHABET OWNED COMPANY)

@msoucie

Co-founder Revolv (acquired by Nest / Google), Techstars Alum, Entrepreneur, Investor. Passions: Tech, Travel, Beach Volleyball

TOP HASHTAGS

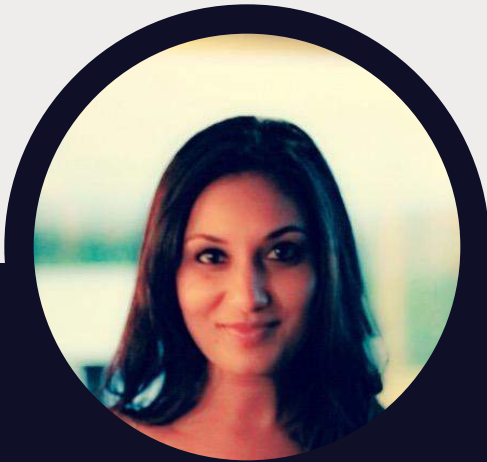
1. #IoT
2. #SXSW
3. #Model3
4. #TeslaModel3
5. #HTCVive

MOST RETWEETED

1. @nest
2. @apthomas
3. @gigastacey
4. @nestmatt
5. @tfadel

TOP CONTENT SOURCES

1. theverge.com
2. time.com
3. fortune.com
4. nest.com
5. venturebeat.com



NILOFER VAHORA

VICE PRESIDENT, LICENSING & PRODUCT INNOVATION

REBECCA MINKOFF

@NiloferVahora

innovating in fashion + tech

TOP HASHTAGS

1. #wearables
2. #IoT
3. #FashionTech
4. #Fashion
5. #VR

MOST RETWEETED

1. @BoF
2. @FastCompany
3. @SmartDesign
4. @FashNerd
5. @TechCrunch

TOP CONTENT SOURCES

1. techcrunch.com
2. businessoffashion.com
3. fastcompany.com
4. nytimes.com
5. mashable.com



SARA ARMBRUSTER

VP, STRATEGY, RESEARCH AND NEW BUSINESS INNOVATION
STEELCASE

@saraarmbruster

Interested in disruptive business models, organizational innovation and the future of work.

TOP HASHTAGS

1. #CES2016
2. #innovation
3. #WorkAwesome
4. #design
5. #Startups

MOST RETWEETED

1. @Steelcase
2. @SteelcaseEDU
3. @HarvardBiz
4. @jimkeane1
5. @wef

TOP CONTENT SOURCES

1. forbes.com
2. hbr.org
3. steelcase.com
4. fastcompany.com
5. huffingtonpost.com



JAY SALES

INNOVATION STRATEGIST

VSP GLOBAL

@soupsales

Director Co-founder of The Shop @ VSP Global #Wearable
#mHealth #ContextualHealth #DesignThinker #Technologist
#iot #innovation

TOP HASHTAGS

1. #sacramento
2. #capitalofchange
3. #innovation
4. #digitalhealth
5. #SacramentoProud

MOST RETWEETED

1. @usbank_news
2. @MarcHochstein
3. @Todderm
4. @usbank
5. @BAI_Info

TOP CONTENT SOURCES

1. instagram.com
2. kickstarter.com
3. youtube.com
4. techcrunch.com
5. bizjournals.com

Design Thinking + Innovation Leaders

IN FINANCIAL SERVICES



BETSY BOOK

USER EXPERIENCE RESEARCHER

AMERICAN EXPRESS

@bsquared

I'm part of the UX Research team in the Digital Customer Experience group at American Express.

TOP HASHTAGS

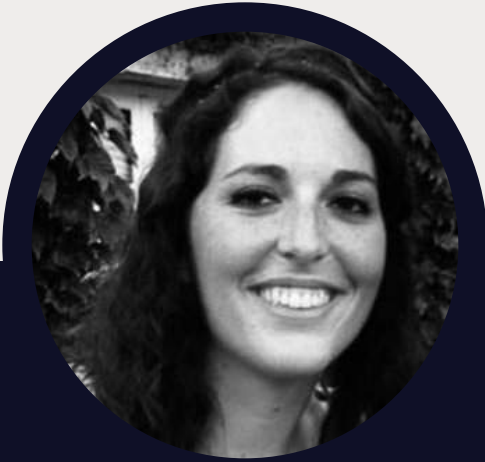
1. #Bam4Ham
2. #DataViz
3. #design
4. #got5dvd
5. #Gram4Ham

MOST RETWEETED

1. @FastCoDesign
2. @jdbiersdorfer
3. @ALCassady
4. @Beasanz
5. @Beyonce

TOP CONTENT SOURCES

1. nytimes.com
2. fastcodesign.com
3. measuringu.com
4. mediapost.com
5. medium.com



LUCIE JAN

STRATEGY & INNOVATION ANALYST
L'ATELIER BNP PARIBAS

@Lucie_Jan

Passionate about #startups #innovation #fintech #retail #smartcity

TOP HASHTAGS

1. #FinTech
2. #SmartCity
3. #Startups
4. #EmpireFintech
5. #agtech

MOST RETWEETED

1. @atelier_us
2. @latelier
3. @Pauline_Cant
4. @ateliernumerik
5. @ycombinator

TOP CONTENT SOURCES

1. atelier.net
2. fastcoexist.com
3. eventbrite.com
4. letstalkpayments.com
5. venturebeat.com



ADAM RICHARDSON

GROUP PRODUCT MANAGER
FINANCIAL ENGINES

@richardsona

Design/people insights/product strategy. CX leader @ Financial Engines. Author, photographer, speaker. Also Mass Made Soul.

TOP HASHTAGS

1. #EUX16
2. #Brexit
3. #GreatestGen
4. #MakeDonaldDrumpfAgain
5. #ux

MOST RETWEETED

1. @JamesFallows
2. @toongif
3. @movito
4. @DPRK_News
5. @EnterpriseUX

TOP CONTENT SOURCES

1. hbr.org
2. youtube.com
3. massmadesoul.com
4. medium.com
5. nytimes.com



MICHAEL DEGNAN

SENIOR VICE PRESIDENT, HEAD OF ONLINE & MOBILE BANKING
SANTANDER BANK

@mdegan

I drive innovation at the intersection of financial services,
customer experience & tech.

TOP HASHTAGS

1. #FinTech
2. #banking
3. #Bitcoin
4. #Blockchain
5. #Ether

MOST RETWEETED

1. @leimer
2. @atom_bank
3. @elliptic
4. @FinancialBrand
5. @getmondo

TOP CONTENT SOURCES

1. businessinsider.com
2. capitalone.io
3. ir.citi.com
4. medium.com
5. shapeshift.io



ACE MOGHIMI

HEAD OF INNOVATION STRATEGY + DELIVERY, NORTH AMERICA
MANULIFE / JOHN HANCOCK

@ehsanm620

Corporate #Innovation Leader, Entrepreneur, Volunteer.
Passionate about the intersection of #creative ideas,
#technology, and #business.

TOP HASHTAGS

1. #Blockchain
2. #innovation
3. #LOFTWelcomes
4. #augmentedreality
5. #Babson

MOST RETWEETED

1. @innovateforward
2. @sebblandizzi
3. @ConsenSysLLC
4. @foxryan
5. @JesseRBean

TOP CONTENT SOURCES

1. instagram.com
2. duperrin.com
3. techcrunch.com
4. coindesk.com
5. linkedin.com



NICHOLAS YEE

AVP, INFORMATION MANAGEMENT PRACTICE
MANULIFE

@nywhoever

Strategist & alchemist, mixing #EntArch #BigData #Analytics
#Cloud. #IT exec @ Manulife. Passionate about #Innovation
#Tech #IoT #Food #F1. Chasing equilibrium.

TOP HASHTAGS

1. #bigdata
2. #cloud
3. #innovation
4. #FinTech
5. #Analytics

MOST RETWEETED

1. @LindaRegber
2. @BIGDATASummitCA
3. @kcnickerson
4. @adrianai
5. @atif163

TOP CONTENT SOURCES

1. businessinsider.com
2. cio.com
3. inc.com
4. mashable.com
5. hbr.org



BRADLEY LEIMER

HEAD OF FINTECH STRATEGY, SANTANDER U.S. INNOVATION
SANTANDER US

@leimer

Curator, Connector, Advisor, Investor, Writer, Speaker
[San Francisco, Boston, New York, London, Madrid]

TOP HASHTAGS

1. #FinTech
2. #finovate
3. #Blockchain
4. #NBSV16
5. #pnpxpo

MOST RETWEETED

1. @FintechBot
2. @TechCrunch
3. @JimMarous
4. @Chris_Skinner
5. @SanInnoventures

TOP CONTENT SOURCES

1. techcrunch.com
2. americanbanker.com
3. finextra.com
4. businessinsider.com
5. bloomberg.com



DOMINIC VENTURO

EXECUTIVE VICE PRESIDENT, CHIEF INNOVATION OFFICER
U.S. BANK

@innov8tr

EVP/Chief Innovation Officer at U.S. Bank. Sharing interesting finds, observations, comments, and the occasional rant.

TOP HASHTAGS

1. #payconnect
2. #2016possible
3. #digibank16
4. #SB50
5. #FinTech

MOST RETWEETED

1. @usbank_news
2. @MarcHochstein
3. @Todderm
4. @usbank
5. @BAI_Info

TOP CONTENT SOURCES

1. bloomberg.com
2. reuters.com
3. techcrunch.com
4. nytimes.com
5. washingtonpost.com

Design Thinking + Innovation Leaders

IN THE PUBLIC SECTOR



KERRY O'CONNOR

CHIEF INNOVATION OFFICER

CITY OF AUSTIN, TX

@kerry_atx

Interested in innovation, open government, intrapreneurship;
and abundant, creative and authentic living.

TOP HASHTAGS

1. #SXSW
2. #gctc2016
3. #policedata
4. #ATXHack4Change
5. #StateOfATX

MOST RETWEETED

1. @MayorAdler
2. @gbyehuda
3. @openaustin
4. @ATXhack4change
5. @MateoClarke

TOP CONTENT SOURCES

1. schedule.sxsw.com
2. medium.com
3. austinstartups.com
4. cityofaustin.github.io
5. atxhackforchange.org



KELLY OLSON

SENIOR INNOVATION ADVISOR & PROGRAM DIRECTOR
GSA

@kellyolson

Federal Exec, Senior Innovation Advisor, Director
@challengegov & @FedCitSci GovIT, Open Innovation,
Crowdsourcing, Ideation, DigitalGov, UX, CX.

TOP HASHTAGS

1. #citsci
2. #WHScienceFair
3. #GovIT
4. #citizenscience
5. #crowdsourcing

MOST RETWEETED

1. @ChallengeGov
2. @Digital_Gov
3. @FedCitSci
4. @USGSA
5. @whitehouseostp

TOP CONTENT SOURCES

1. digitalgov.gov
2. citizenscience.gov
3. whitehouse.gov
4. fcw.com
5. challenge.gov



JENN GUSTETIC

SMALL BUSINESS INNOVATION RESEARCH PROGRAM EXECUTIVE
NASA

@jenngustetic

Aerospace Engineer. ♥ Open Innovation, design thinking, tech policy & public private partnerships. MIT & UF alum.

TOP HASHTAGS

1. #C200UF
2. #citsci
3. #SOTU
4. #Powered2Lead
5. #WHScienceFai

MOST RETWEETED

1. @POTUS
2. @NASA
3. @whitehouseostp
4. @WhiteHouse
5. @NASAPrize

TOP CONTENT SOURCES

1. whitehouse.gov
2. nasa.gov
3. youtube.com
4. snappytv.com
5. 2016.spaceappschallenge.org



ASHLEY JABLOW

PRESIDENTIAL INNOVATION FELLOW
WHITE HOUSE PRESIDENTIAL INNOVATION FELLOWS

@AshleyJablow

Former @OpenIDEO + @IDEO.
Social innovation, design strategy, community, empathy.

TOP HASHTAGS

1. #HCD
2. #socialimpact
3. #TED2016
4. #AmplifyChallenge
5. #brainstorm

MOST RETWEETED

1. @OpenIDEO
2. @haleyvandyck
3. @USDS
4. @repjohnlewis
5. @18F

TOP CONTENT SOURCES

1. medium.com
2. ideo.to
3. nytimes.com
4. fastcodesign.com
5. fastcompany.com



JIM THOMPSON

DIRECTOR FOR INNOVATION
U.S. DEPARTMENT OF STATE

@JimAtState

Innovation, partnerships, @Fishackathon enthusiast, and
LGBT equality.

TOP HASHTAGS

1. #CodeforFish
2. #GPW2016
3. #p3s
4. #innovation
5. #gpwchat

MOST RETWEETED

1. @fishackathon
2. @GPatState
3. @debass
4. @ConcordiaSummit
5. @StateDept

TOP CONTENT SOURCES

1. fishackathon.co
2. devpost.com
3. youtube.com
4. virgin.com
5. p3.co

Design Thinking + Innovation Leaders

IN THE HEALTH SECTOR



JOHN BROWNSTEIN

CHIEF INNOVATION OFFICER
BOSTON CHILDREN'S HOSPITAL

@johnbrownstein

Professor @HarvardDBMI ; Director @Healthmap ;
Co-Founder @Epidemico; Advisor @Uber

TOP HASHTAGS

1. #Zika
2. #SXSW
3. #KlickMUSE
4. #PPHS16
5. #digitalhealth

MOST RETWEETED

1. @BostonChildrens
2. @healthmap
3. @amazonecho
4. @sacjai
5. @BCH_Innovation

TOP CONTENT SOURCES

1. healthmap.org
2. mmm-online.com
3. youtube.com
4. bostonglobe.com
5. businesswire.com



ELIZABETH BENFIELD

INNOVATION SPECIALIST
CAROLINAS HEALTHCARE SYSTEM

@ElizCLT

Innovating CLT healthcare @Carolinas & beyond.
Public health enthusiast + amateur cat lady.

TOP HASHTAGS

1. #ILNX
2. #CLT
3. #JTBD
4. #knightcities
5. #konmari

MOST RETWEETED

1. @Carolinas
2. @healthcareILN
3. @CityLab
4. @drjeanwright
5. @FastCoDesign

TOP CONTENT SOURCES

1. youtube.com
2. fastcompany.com
3. hbr.org
4. citylab.com
5. ideo.to



BRIAN CLARK

CUSTOMER EXPERIENCE DESIGNER

GROUP HEALTH

@brian_clark

“We can’t solve problems by using the same kind of thinking we used when we created them.”

- A. Einstein

TOP HASHTAGS

1. #ServiceDesign
2. #ux
3. #customerexperience
4. #CX
5. #design

MOST RETWEETED

1. @umatters
2. @meganerinmiller
3. @erik_flowers
4. @osccardances
5. @SDNetwork

TOP CONTENT SOURCES

1. linkedin.com
2. medium.com
3. service-design-network.org
4. youtube.com
5. fastcodesign.com



CRIS DE LUCA

DIRECTOR, DIGITAL HEALTH NEW VENTURES
JOHNSON & JOHNSON

@crisdeluca

"To innovate successfully, the most important thing is it to dig deep, extremely deep, on the problem you are trying to solve. This is your foundation for user centricity, design-build, and business model."

TOP HASHTAGS

1. #digitalhealth
2. #JPM16
3. #GrandHack
4. #Health50
5. #JLABSBos

MOST RETWEETED

1. @JNJInnovation
2. @mithackmed
3. @PlugandPlayTC
4. @chelsbells4
5. @melindarichter

TOP CONTENT SOURCES

1. eventbrite.com
2. bizjournals.com
3. linkedin.com
4. health50.org
5. periscope.tv



SUSAN BENNETT

DIRECTOR, APPLIED SYSTEMS MODELING
MERCK

@SLHBENNETT

Pioneer in cross-innovating. An eye for the disruptive.
Focuses: #datascience #lifescience #policy #socialprogress

TOP HASHTAGS

1. #healthcare
2. #wearables
3. #AI
4. #digitalhealth
5. #mhealth

MOST RETWEETED

1. @prpost99
2. @GHideas
3. @dschatsky
4. @ESchattner
5. @Forbes

TOP CONTENT SOURCES

1. wsj.com
2. forbes.com
3. nytimes.com
4. businessinsider.com
5. fiercehealthcare.com



EDWARD BOUDROT

VP PRODUCT MANAGEMENT

OPTUM

@EdwardBoudrot

“I’ve had success with my design thinking projects because we look at holistic experiences in order to discover signature moments, enhancing the high points and eliminating the low points leading to a truly great experience.”

TOP HASHTAGS

1. #ispim
2. #leadership
3. #pcampboston
4. #Boston
5. #innovation

MOST RETWEETED

1. @1fitbodybuildin
2. @ispim
3. @Optum
4. @ValaAfshar
5. @adidasBoostBos

TOP CONTENT SOURCES

1. blog.strategyzer.com
2. doblin.com
3. forum.ispim.org
4. ispor.org
5. read.amazon.com



CURTIS KOPF

SENIOR VICE PRESIDENT, CUSTOMER EXPERIENCE
PREMERA BLUE CROSS

@ckopf1

Formerly Alaska Airlines, Amazon & Microsoft. Sports nut, avid Dad.
It's still Day One!

TOP HASHTAGS

1. #leadership
2. #NavyMLax
3. #sketchnote
4. #CX
5. #designintech

MOST RETWEETED

1. @ValaAfshar
2. @navymilax
3. @tnvora
4. @johnmaeda
5. @NavyAthletics

TOP CONTENT SOURCES

1. medium.com
2. hbr.org
3. linkedin.com
4. nytimes.com
5. mckinsey.com



SANJEEV BHAVNANI, MD

CARDIOLOGIST, WIRELESS HEALTH AND DIGITAL MEDICINE

SCRIPPS HEALTH

@SanjeevBhavnani

Cardiologist, #digitalmedicine, merging innovation, academia & medicine. Clinical innovator charting a path to improve healthcare.

TOP HASHTAGS

1. #digitalhealth
2. #mhealth
3. #bigdata
4. #EchovationChallenge2016
5. #MWA2016

MOST RETWEETED

1. @atulbutte
2. @Berci
3. @BrennanSpiegel
4. @EPSaveALife
5. @TheDukeDigital

TOP CONTENT SOURCES

1. jama.jamanetwork.com
2. bbc.co.uk
3. eurheartj.oxfordjournals.org
4. forbes.com
5. advances.sciencemag.org



RASU SHRESTHA, MD

CHIEF INNOVATION OFFICER
UPMC

@RasuShrestha

Physician, Informatician, Pragmatic futurist. Chief #Innovation Officer.
Driven by the pursuit of value-based intelligent healthcare.

TOP HASHTAGS

1. #hcldr
2. #hdpalooza
3. #SIIM16
4. #CentricityLIVE
5. #HITsm

MOST RETWEETED

1. @nickisnpdx
2. @CancerGeek
3. @WTBunting
4. @andrewintech
5. @HealthcareWen

TOP CONTENT SOURCES

1. siim.org
2. forbes.com
3. youtube.com
4. auntminnie.com
5. searchhealthit.techtarget.com

Design Thinking + Innovation Leaders

IN THE TECH SECTOR



KIRSTEN KUEHL

IoT SOLUTIONS MARKETING, NEW PRODUCT INCUBATION
CISCO

@kuehltweet

Global Marketing and Collaborative Innovation Leader.
#Cloud, #Mobile, #IoT, #Innovation and #Social Web.
Extending talents at Cisco.

TOP HASHTAGS

1. #hackathon
2. #IoT
3. #bigdata
4. #Hadoop
5. #innovation

MOST RETWEETED

1. @AstroSamantha
2. @cisco_wise
3. @CiscoDevNet
4. @Fablabtorino
5. @giobindi

TOP CONTENT SOURCES

1. cmxhub.com
2. blogs.cisco.com
3. forbes.com
4. hackathon.cisco.com
5. ieee-wie-ilc.org



DYAN FINKHOUSE

DIRECTOR, OPEN INNOVATION & ADVANCED MANUFACTURING
GE

@DyanFinkhousen

Scaling innovation efficiency, redefining what's possible.

TOP HASHTAGS

1. #unimpossible
2. #NOEW2016
3. #CX
4. #IIoT
5. #IoT

MOST RETWEETED

1. @mitsmr
2. @rossdawson
3. @GENIUSLINKTeam
4. @AccentureTech
5. @CIOInsight

TOP CONTENT SOURCES

1. sloanreview.mit.edu
2. cioinsight.com
3. accenture.com
4. hbr.org
5. oreilly.com



BETH COMSTOCK

VICE CHAIR
GE

@bethcomstock

A curious & collaborative leader focused on @GeneralElectric's growth & market innovation. Sometime writer. Relentless traveler.

TOP HASHTAGS

1. #design
2. #technology
3. #art
4. #digital
5. #3dprinting

MOST RETWEETED

1. @currentbyge
2. @generalelectric
3. @lindaboff
4. @GirlsWhoCode
5. @JeffImmelt

TOP CONTENT SOURCES

1. instagram.com
2. wsj.com
3. gereports.com
4. wired.com
5. techcrunch.com



KARSTEN NEWBURY

VP AND GENERAL MANAGER, SOFTWARE
GERBER TECHNOLOGY

@NewbK

Responsible for Software at Gerber Technology.
2 kiddos. Love to ski, play tennis. Business #Innovation is my passion.

TOP HASHTAGS

1. #troop298
2. #FashionTech
3. #sewbots
4. #disruption
5. #GerberTechNews

MOST RETWEETED

1. @GerberTech
2. @BillBrewster1
3. @atdc
4. @AtIBizChron
5. @atltechblogs

TOP CONTENT SOURCES

1. gerbertechnology.com
2. linkedin.com
3. youtube.com
4. yuniqueplmcloud.com
5. zuora.com



CHRIS HAMMOND

DESIGN RESEARCH LEAD
IBM

@chrstphe_hmmnd

“Perfection is achieved, not when there is nothing more to add,
but when there is nothing left to take away.”

- Antoine St. Exupéry

TOP HASHTAGS

1. #IBMDesignHive
2. #50yearsofDRS
3. #BYUID2016
4. #ibmdesign
5. #drs2016

MOST RETWEETED

1. @IBM
2. @ibmdesign
3. @Redjotter
4. @Adam_Cutler
5. @coastw

TOP CONTENT SOURCES

1. ibm.com
2. apple.news
3. gsb.stanford.edu
4. instagram.com
5. medium.com



STEVE FAKTOR

MANAGING DIRECTOR

IDEAFAKTORY

@ideafactory

“The key to disruption is winning an inner battle, not an outer one”

TOP HASHTAGS

1. #innovation
2. #politics
3. #economics
4. #economy
5. #future

MOST RETWEETED

1. @ajinnovator
2. @GovGaryJohnson
3. @a16z
4. @AartsColey
5. @AlexSchleber

TOP CONTENT SOURCES

1. stevefaktor.com
2. facebook.com
3. hbr.org
4. linkedin.com
5. medium.com



JAY DUBOIS

SENIOR ASSOCIATE

PwC

@jaydubois

UX Researcher & Designer. Innovation, Strategy, Experience,
Technology, & Analytics.

TOP HASHTAGS

1. #SXSW
2. #uxpa2016
3. #PwC
4. #ux
5. #design

MOST RETWEETED

1. @18F
2. @verge
3. @brainpicker
4. @brownorama
5. @faz

TOP CONTENT SOURCES

1. youtube.com
2. theverge.com
3. fastcodesign.com
4. medium.com
5. techcrunch.com



BRIAN ANDREWS

VP, CUSTOMER EXPERIENCE & NPS

SPRINT

@loyaltyrocks

A passionate customer experience & improvement @Sprint exec. #NPS pioneer. Former @Intuit exec. An idealist without illusions.

TOP HASHTAGS

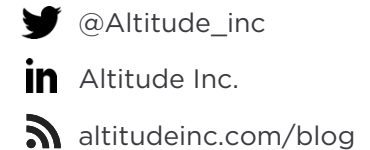
1. #CX
2. #CXPA
3. #GenCX
4. #cxo
5. #future

MOST RETWEETED

1. @sprint
2. @marceloclaure
3. @verizon
4. @aaroneden
5. @blee01

TOP CONTENT SOURCES

1. bizjournals.com
2. bostonglobe.com
3. events.cxpa.org
4. newyorker.com
5. purdueexponent.org



We bring innovation from concept to commerce.

For over 20 years, Altitude has been creating breakthrough products and experiences that deeply resonate with users and build lasting business success for clients.

We believe that true innovation arises when talent and spirited intellectual engagement meet business acumen and a deep understanding of consumer needs and desires. With expertise in strategy, design, and technology, Altitude uncovers powerful opportunities and transforms them into solutions in the market that move business forward.

What's your challenge? Let's start the conversation.

Email us: insights@altitudeinc.com

Social Insights for Decision Makers

Leadtail came about from our desire to help marketing executives tap into the power of social media to get closer to target buyers and radically improve their marketing strategies.

We work with innovative companies to develop social media strategies that leverage social insights research. Our team has developed and implemented content and social media programs for leading business brands and venture backed startups including: WageWorks, Robert Half, Neustar, Hoover's, and Zuora.

We publish social insights reports about a variety of decision maker groups such as CMOs, HR professionals, IT executives, sales leaders, and CFOs. These reports have been referenced in leading business publications including: The Wall Street Journal, Forbes, Entrepreneur, Adweek, and MarketingProfs.

Interested in collaborating on a future social insights report?

Email us: hello@leadtail.com