40 Internet of Things Leaders

TO CONNECT WITH ON SOCIAL MEDIA

Smart. Connected. Internet of Things.

Call it what you will, "smart", "connected", and "Internet of Things" are more than marketing buzzwords - they point to a profound shift in the relationship between consumers and the products they use every day.

Consumers have fused their physical and digital worlds. Need to find your way around in an unfamiliar place? Open maps on your smartphone. Itching for the latest news or gossip? Jump on social media and thumb through your feed.

Our digital and physical worlds are so deeply integrated that consumers hardly give a thought to the products, services, and technology that make these experiences possible. Simple interfaces and seamless connectivity are taken for granted in our modern life.

Companies are feeling this shift, too. Product organizations in particular are faced with existential questions like: what is it we sell? What do our customers find meaningful? And what does that mean for our business model?

In a recent Google Hangout with Stanley Black & Decker's Dave Braverman, he told me that they understand IoT success requires "seamlessly blending the digital and physical to meet a consumer's need".

Companies that get that put customer needs at the hub. And getting that blend right will reap outsized rewards, while the rest will fade into irrelevance.

So how can we tap into the mindset of the people at companies like Amazon, GE, Honeywell, Nielsen, Samsung, and others who are at the forefront of designing products, services, and technologies that make it possible to deliver these experiences for consumers?

To answer that question, we partnered with Leadtail, a social insights firm, to better understand what these IoT 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 smart, connected products.

GRETCHEN HOFFMAN

VP MARKETING

ALTITUDE/ACCENTURE

@gretchhof

leadtail

ALTITUDE

PRODUCT INNOVATION FROM ACCENTURE

Why Social Insights?

What comes to mind when I say "smart" and "connected"?

You might say "my iPhone" or "self driving cars", but we could just as easily use those words to describe the people behind these innovations, and the professionals working to deliver on the promise of the Internet of Things.

IoT leaders come in many flavors, each wrestling with challenges unique to their own company, and the imperatives of their particular industry.

What's the one thing they have in common?

They're embracing social media to ask questions, engage in conversations, and share what interests them - so they can do their jobs better.

That means if you want to get inside the head of the people leading up efforts to create smart, connected, IoT products and services, taking a look at how they use social media is a great place to start.

Whether you're already leading the IoT charge in your organization, or looking for ways to raise your profile in the IoT landscape, these social insights will help you take the right actions to reach, engage, and influence these unique professionals.

We are excited to collaborate with Altitude on this report. They understand that people-centered products and services build lasting business success… and we whole-heartedly agree!

Enjoy this "people-centered" look at IoT leaders on social media.

CARTER HOSTELLEY

FOUNDER + CEO

LEADTAIL

@CarterHostelley

About the Data

Leadtail + Altitude identified

257

IoT professionals who are active on Twitter

We then analyzed

87,310

tweets published by these innovators between Nov 1, 2016 – Apr 30, 2017

Including

43,623

links shared

12,876

unique hashtags

43,854

mentions/replies

and

67,099

retweets

Our Approach

The methodology the Leadtail team used to create this report:

1. Identify Internet of Things 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 Internet of Things leaders.

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

- 257 Internet of Things leaders in North America active on Twitter

- Titles/roles including Futurist, Evangelist, Product, Engineering, and Business Development

- Total potential follower reach: 714,638; median # of followers per panelist: 613

- Tweets published between November 1, 2016 – April 30, 2017

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

Key Takeaways

1. IoT leaders cluster around U.S. metros with established innovation reputations, prestigious research universities, access to capital, and thriving startup communities like Boston, NYC, Seattle, and the San Francisco Bay Area.

2. Major strides in artificial intelligence (AI) and machine learning have broadened the IoT conversation beyond the technical challenges of connecting billions of devices, and increasingly toward how smart design and product innovation can create new business and service models.

3. Delivering smart, connected products that meet important consumer and industrial needs requires expertise throughout the product development chain – IoT leaders can be found in R&D, design, engineering, marketing, communications, and community management roles.

4. IoT leaders that are active on social media typically play the role of employee advocate and brand ambassador, proudly sharing their company's success and expertise.

5. IoT leaders favor sharing content from social networks that focus on visual content, like YouTube, Instagram, and SlideShare.
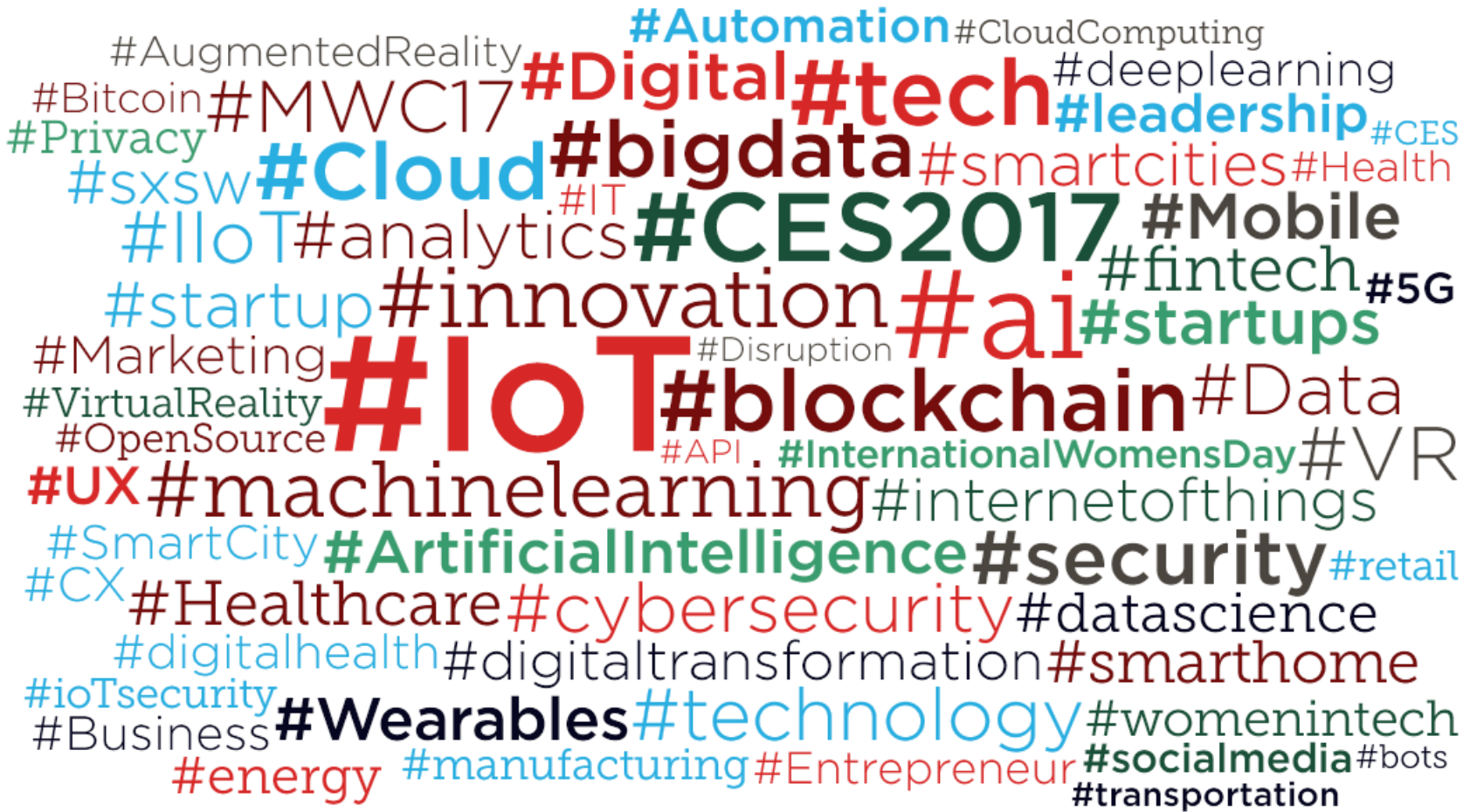
leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

Internet of Things Leaders

SOCIAL INSIGHTS

Where are IoT Leaders Located?

Most Popular U.S. Cities for IoT Leaders

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

leadtail

What Are IoT Leaders Talking About?

Most Popular Hashtags Used by Internet of Things Leaders

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

What Do IoT Leaders Share?

Publications Shared Most by Internet of Things Leaders

1. Forbes
2. TechCrunch
3. Medium
4. Business Insider
5. Bloomberg
6. The Wall Street Journal
7. The New York Times
8. WIRED
9. Harvard Business Review
10. VentureBeat
11. The Verge
12. Fast Company
13. Inc.
14. Fortune
15. ZDNet
16. The Huffington Post
17. CIO.com
18. Yahoo! Finance
19. Mashable
20. CNET

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

Who Influences IoT Leaders?

People Most Mentioned & Retweeted by Internet of Things Leaders
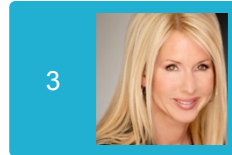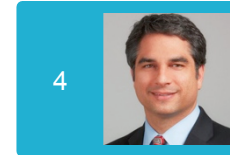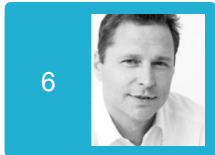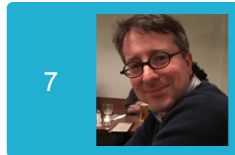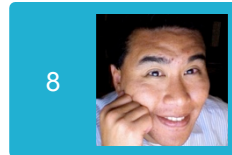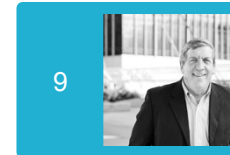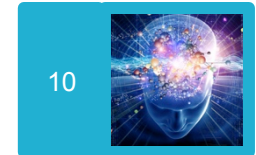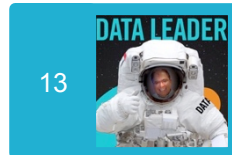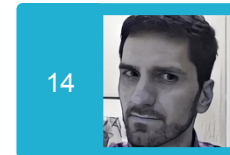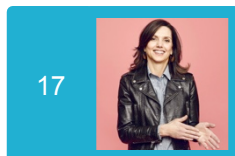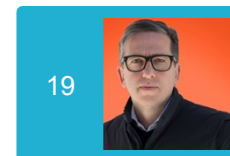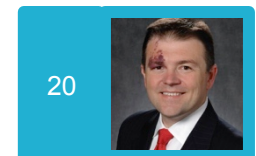
1 @evankirstel	2 @ValaAfshar	3 @TamaraMcCleary	4 @MikeQuindazzi	5 @gigastacey
6 @Ronald_vanLoon	7 @BenedictEvans	8 @rwang0	9 @IoTRecruiting	10 @DeepLearn007
11 @dhinchcliffe	12 @simonlporter	13 @KirkDBorne	14 @Brian_Buntz	15 @BernardMarr
16 @dez_blanchfield	17 @bethcomstock	18 @sacca	19 @SpirosMargaris	20 @tcrawford

What Social Platforms Do IoT Leaders Share From?

Percentage of IoT Panel that Shared Content from these Social Networks

Platform		Percentage
YouTube		54%
LinkedIn		39%
Instagram		19%
Facebook		17%
SlideShare		11%

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

Internet of Things Leaders

TO CONNECT WITH ON SOCIAL MEDIA

leadtail

ALTITUDE

PRODUCT INNOVATION FROM ACCENTURE
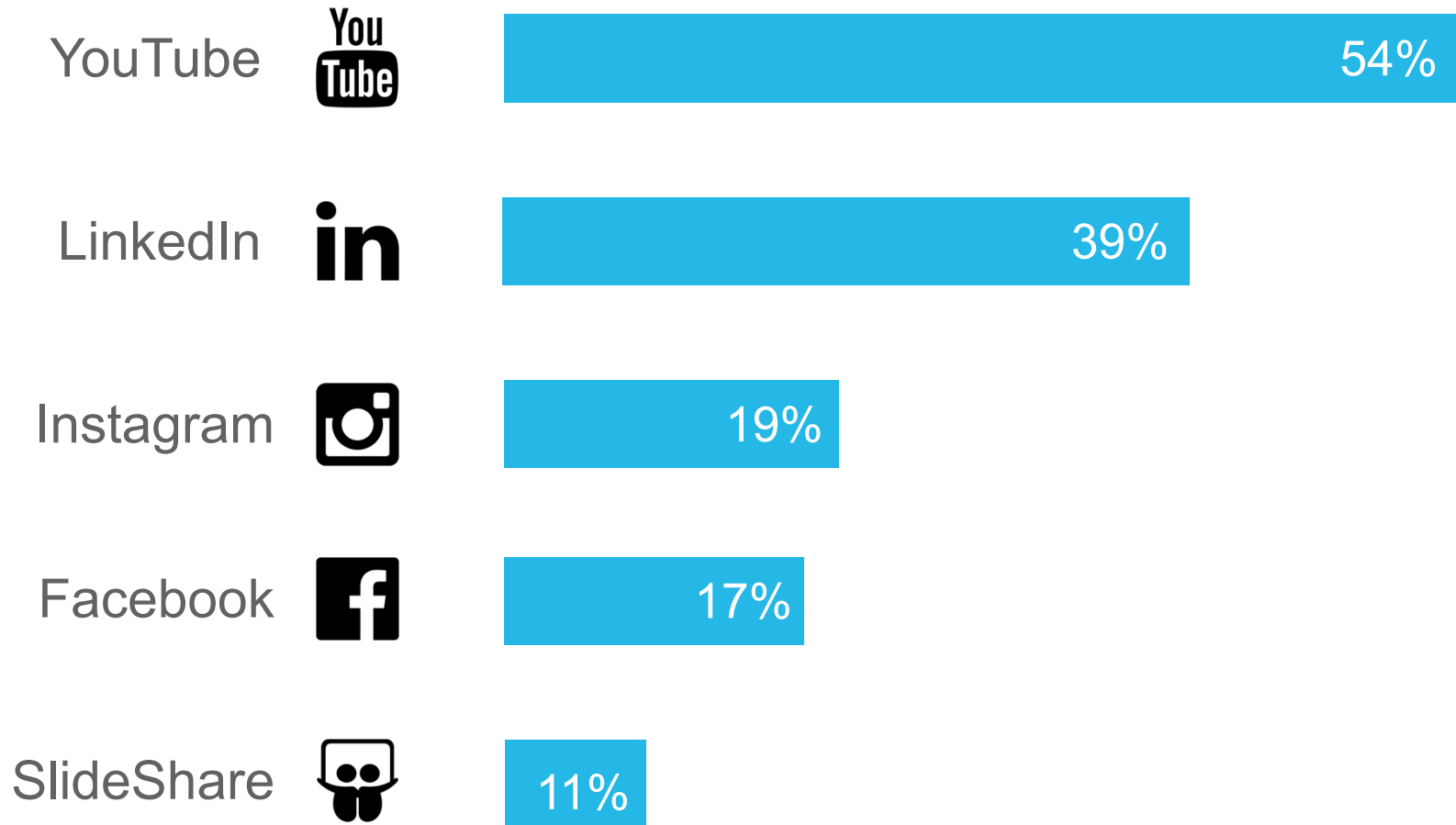
Internet of Things Leaders

JP ABELLO
NIELSEN
PAGE 17

GANESH BELL
GE POWER
PAGE 36

JEFF BLANKENBURG
AMAZON
PAGE 18

ED BOUDROT
UNITEDHEALTH GROUP / OPTUM
PAGE 30

RYAN BOYLES
IBM
PAGE 46

ILAN DEE
HONEYWELL
PAGE 37

ANIRUDDHA DEODHAR
ARM
PAGE 47

ANTONIO FIGUEIREDO
SALESFORCE
PAGE 48

JR FULLER
HEWLETT PACKARD ENTERPRISE
PAGE 49

MIKE GENTILE
WOLTERS KLUWER HEALTH
PAGE 19

SAM GEORGE
MICROSOFT
PAGE 50

SWAPAN GHOSH
GE DIGITAL
PAGE 51

OLEG GRYB
VISA
PAGE 26

SCOTT HARKINS
HONEYWELL CONNECTED HOME
PAGE 38

JEFF HEALEY
HPE VERTICA
PAGE 52

DAMON HERNANDEZ
SAMSUNG RESEARCH AMERICA
PAGE 20

JIM HUNTER
GREENWAVE SYSTEMS
PAGE 39

ADAM JUSTICE
GRID CONNECT INC
PAGE 40

PARTH KAPADIA
EXELON CORPORATION
PAGE 41

TOM KERBER
PARKS ASSOCIATES
PAGE 42

Internet of Things Leaders

THEODORA LAU
AARP
PAGE 31

JOSHUA LIBERMAN
SUTTER HEALTH
PAGE 32

KENNETH LOWE
QUANTUM IOT
PAGE 53

SARAH LUDEN
DELL
PAGE 54

ROB MARTENS
ALLEGION
PAGE 21

STEVEN MARTIN
GE ENERGY CONNECTIONS
PAGE 43

DAVID MCNIERNEY
CA TECHNOLOGIES
PAGE 55

DERRICK MEER
SPRINT
PAGE 22

DARIUS MIRANDA
WELLS FARGO
PAGE 27

SAM MURLEY
GE
PAGE 33

NADER NANJIANI
HARMAN
PAGE 23

ANUPAM RASTOGI
NOKIA GROWTH PARTNERS
PAGE 57

DAVID RHEW
SAMSUNG ELECTRONICS AMERICA
PAGE 34

RICH ROGERS
HITACHI INSIGHT GROUP
PAGE 58

AHMAD SHAHZAD
IBM
PAGE 59

SUNDER SOMASUNDARAM
AT&T
PAGE 24

MARK SPATES
GOOGLE
PAGE 44

JOE SPEED
IBM
PAGE 60

SHYAM VARAN NATH
GE DIGITAL
PAGE 56

STEPHANE WYPER
MASTERCARD
PAGE 28

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

Internet of Things Leaders

IN CONSUMER & MEDIA

JP ABELLO

Sr Director, Global Engineering R&D

Nielsen

@jpabello

Consumer IoT - Nielsen Global Engineering, IoT Consortium Privacy & Security, IoT World, AI World, W3C, CES Innovation Awards, TV Emmy Awards.

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #IoT	1. @iotconsortium	1. aiworld.com
2. #ai	2. @Nielsen	2. nielsen.com
3. #CES2017	3. @_BruceSinclair	3. aitrends.com
4. #SHSummit	4. @ccgbi	4. youtube.com
5. #AIWorld	5. @Dominie_Roberts	5. broadcastingcable.com

Leadtail

ALTITUDE

PRODUCT INNOVATION FROM ACCENTURE

JEFF BLANKENBURG

ALEXA EVANGELIST

AMAZON

@jeffblankenburg

Husband, father, developer, Alexa dev @amazon, international speaker, conference organizer, boardgamer, technologist, Jeep owner, Lego builder, golfer, #vui

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #alexa	1. @AlexaWishlist	1. instagram.com
2. #stirtrek	2. @alexadevs	2. amazon.com
3. #Reinvent	3. @stirtrek	3. blankenblog.com
4. #AmazonEcho	4. @BobStolzberg	4. developer.amazon.com
5. #AWS	5. @ckindel	5. youtube.co

leadtail

ALTITUDE

PRODUCT INNOVATION FROM ACCENTURE

MIKE GENTILE

Sr Manager, Digital Experience, eCommerce, Digital Marketing

Wolters Kluwer Health

@iammikegentile

Strategic business leader in ecommerce and digital marketing. Product Manager. Program Manager. #TV #Media #Tech #IoT #VR #AR #Movies #Mobile #Music #SmartHome

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #TV	1. @MultiNews	1. variety.com
2. #IoT	2. @bcbeat	2. multichannel.com
3. #Streaming	3. @FierceWireless	3. bloomberg.com
4. #smarthome	4. @thebauminator	4. broadcastingcable.com
5. #Advertising	5. @FierceCable	5. forbes.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

DAMON HERNANDEZ

PRODUCT MANAGER

SAMSUNG ELECTRONICS

@MetaverseOne

WebVR @Samsung, 3D Web Ninja, VR/AR/Mixed Reality fan, built environment enthusiast & hackathon geek

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #webvr	1. @AECHackathon	1. youtube.com
2. #aechackathon	2. @Web3DConsortium	2. medium.com
3. #Vrhackathon	3. @Jaakko	3. aechackathon.com
4. #Ultrahack	4. @samsunginternet	4. instagram.com
5. #VR	5. @vrhackathon	5. aechackathon-germany.de

ROB MARTENS

FUTURIST AND VP, STRATEGY & PARTNERSHIPS

ALLEGION

@SchlageFuturist

Futurist and VP of Strategy for Allegion, maker of Schlage locks, Kryptonite, Von Duprin and more!

TOP HASHTAGS

1. #IoT
2. #smarthome
3. #ISCWest
4. #CES2017
5. #ISCWEST2017

MOST RETWEETED

1. @Schlage_Locks
2. @gigastacey
3. @apthomas
4. @AllegionUS
5. @Honeywell_Home

TOP CONTENT SOURCES

1. youtube.com
2. linkedin.com
3. schlage.com
4. gearbrain.com
5. twice.com

leadtail

ALTITUDE

PRODUCT INNOVATION FROM ACCENTURE

DERRICK MEER

IoT, STRATEGIC PARTNERSHIPS AND BUSINESS DEVELOPMENT

SPRINT

@MeerDerrick

#strategy #technology #IoT #Ideation Relentless Execution #Sprint

TOP HASHTAGS

1. #IoT
2. #ai
3. #bigdata
4. #blockchain
5. #machinelearning

MOST RETWEETED

1. @MikeQuindazzi
2. @Ronald_vanLoon
3. @ipfconline1
4. @marceloclaure
5. @sprint

TOP CONTENT SOURCES

1. linkedin.com
2. techcrunch.com
3. forbes.com
4. slideshare.com
5. wsj.com

NADER NANJIANI

MARKETING DIRECTOR, INTERNET OF THINGS

HARMAN INTERNATIONAL (A SAMSUNG COMPANY)

@nader_nanjiani

Author, inventor, and a marketing leader for Internet of Things #IoT at #Harman - a #Samsung company.

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #IoT	1. @_RyanPowers	1. cnbc.com
2. #Harman	2. @ddlovato	2. iotworldnews.com
3. #Samsung	3. @Harman	3. businesswire.com
4. #Intel	4. @JBLaudio	4. car.harman.com
5. #JBL	5. @ralphsantana	5. cnn.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

SUNDER SOMASUNDARAM

DIRECTOR, BUSINESS DEVELOPMENT & DEVELOPER ECOSYSTEM
ENGAGEMENT, IoT SOLUTIONS

AT&T

@talk2sunder

Dad, Husband, Digital Strategist and Sports Lover. Working at the
Intersection of Humans and Machines and loving it!

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #IoT	1. @attdeveloper	1. iotdataplans.att.com
2. #ATTDevSummit	2. @ATT	2. hackster.io
3. #5G	3. @kayakpete	3. about.att.com
4. #alexamonitorsit	4. @PubNub	4. blog.acolyer.org
5. #API	5. @ATTBusiness	5. buildazure.com

Internet of Things Leaders

IN FINANCIAL SERVICES

OLEG GRYB

CHIEF ARCHITECT, SECURITY ENGINEERING

VISA

@oleggryb

Security thought and team leader

TOP HASHTAGS	MOST MENTIONED	TOP CONTENT SOURCES
1. #SF	1. @manicode	1. techcrunch.com
2. #LASCON	2. @johnlkinsella	2. youtube.com
3. #DevOps	3. @lyon01_david	3. appft.uspto.gov
4. #IoT	4. @marcotietz	4. bbc.com
5. #OceanBeach	5. @weekstweets	5. bloomberg.com

DARIUS MIRANDA

VP, INNOVATION GROUP

WELLS FARGO

@dariusmirandm

VP Innovation Strategy @WellsFargo. Let's talk about #Innovation #IoT #Social #Mobile #CollaborativeEconomy #UXdesign. I play/ #volleyball.

TOP HASHTAGS

1. #SmallBusiness
2. #Trump
3. #Funding
4. #Health
5. #government

MOST RETWEETED

1. @Canada_Startups
2. @DavidKWilliams
3. @ImAngelaPowers
4. @drudgeheadlines
5. @Mark_Beech

TOP CONTENT SOURCES

1. canadastartups.org
2. instagram.com
3. youtube.com
4. imangelapowers.com
5. facebook.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

STEPHANE WYPER

SVP Internet of Things Partnerships

Mastercard

@swyper

SVP #IoT @Mastercard. Founder @MAstartpath.

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #StartPathGlobal	1. @MastercardNews	1. venturebeat.com
2. #IoT	2. @FairHavenFilm	2. wsj.com
3. #fintech	3. @MAstartpath	3. cnn.com
4. #commerceinnovated	4. @jsheldonus	4. recode.net
5. #tech	5. @amazon	5. marketplace.org

leadtail

ALTITUDE

PRODUCT INNOVATION FROM ACCENTURE

Internet of Things Leaders

IN HEALTH & PUBLIC SECTOR

ED BOUDROT

VP PRODUCT MANAGEMENT

UNITEDHEALTH GROUP / OPTUM

@edwardboudrot

Love great Experiences and Products

TOP HASHTAGS

1. #ai
2. #TheChampionsMind
3. #Arconic
4. #IoT
5. #SundayMorning

MOST RETWEETED

1. @notpwryly
2. @ValaAfshar
3. @goldmedalmind
4. @outsidemagazine
5. @quickmuse

TOP CONTENT SOURCES

1. bain.com
2. mitsloan.mit.edu
3. 99u.com
4. arconic.com
5. baindigital.com

leadtail

ALTITUDE

PRODUCT INNOVATION FROM ACCENTURE

THEODORA LAU

DIRECTOR, MARKET INNOVATION
AARP

@psb_dc

Market innovation for 50+ @AARP...#FinTech #DigitalHealth #Caregiving #InsurTech #startups #AI #IoT #banking | Work, Run, Drink, Eat, Repeat.

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #fintech	1. @SpirosMargaris	1. thefinancialbrand.com
2. #ai	2. @JimMarous	2. techcrunch.com
3. #Insurtech	3. @guzmand	3. wsj.com
4. #Banking	4. @ipfconline1	4. ft.com
5. #blockchain	5. @leimer	5. forbes.com

JOSHUA LIBERMAN

Sr. Epidemiologist and Executive Director of Research, Development & Dissemination

Sutter Health

@DrLiberman

Transforming healthcare through strategic collaborations among health systems, innovators, and the private sector

TOP HASHTAGS

1. #abc7now
2. #Cancer
3. #credentialmanagement
4. #Diabetes
5. #FredKorematsu

MOST RETWEETED

1. @ModioHealth
2. @NatashaABC7
3. @AJMC_Journal
4. @ASHPOfficial
5. @AstraZeneca

TOP CONTENT SOURCES

1. ajmc.com
2. baltimoresun.com
3. ehrintelligence.com
4. espn.com
5. gpo.gov

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

SAM MURLEY

DIGITAL ACCELERATION LEADER

GE

@SamMurley

Leading Innovation & Digital Acceleration at GE, Lean Startup, Influencer, Digital Transformation Facilitator, Futurist, & Father #AR, #VR, #AI, #IoT

TOP HASHTAGS

1. #CES2017
2. #AR
3. #AugmentedReality
4. #IoT
5. #ARinAction

MOST RETWEETED

1. @CES
2. @Inc
3. @realwearinc
4. @metaglasses
5. @TechCrunch

TOP CONTENT SOURCES

1. techcrunch.com
2. inc.com
3. gereports.com
4. youtube.com
5. mashable.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

DAVID RHEW

CHIEF MEDICAL OFFICER & HEAD OF HEALTHCARE AND FITNESS

SAMSUNG ELECTRONICS AMERICA

@drhew

I oversee and/or directly influence the development, sales, and marketing of enterprise B2B healthcare solutions and consumer-targeted B2C fitness devices for Samsung Electronics.

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #digitalhealth	1. @SamsungHealth	1. businesswire.com
2. #VR	2. @BrennanSpiegel	2. circ.ahajournals.org
3. #VirtualReality	3. @CedarsSinai	3. mobihealthnews.com
4. #GearVR	4. @BWHiHub	4. nytimes.com
5. #HIMSS17	5. @MedTechCon	5. seniorhousingnews.com

Internet of Things Leaders

IN SMART HOME & ENERGY

GANESH BELL

CHIEF DIGITAL OFFICER
GE POWER

@GaneshBell

First-ever Chief Digital Officer @GeneralElectric | New to Big | Change Leader | Passionate about Tech, Design & Motorcycles

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #Digital	1. @generalelectric	1. instagram.com
2. #digitaltransformation	2. @GE_Power	2. slideshare.com
3. #IoT	3. @GE_Digital	3. youtube.com
4. #GEMM16	4. @levie	4. techcrunch.com
5. #ai	5. @realDonaldTrump	5. fastcompany.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

ILAN DEE

DIRECTOR OF MARKETING AND PRODUCT MANAGEMENT

HONEYWELL

@isdscuba

Director Product Management IOT @ Honeywell | @BrandeisIBS MBA |
World Explorer - 75 Countries Visited |
PADI Scuba Diving Instructor

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #fail	1. @HoneywellPro	1. swarmapp.com
2. #omnomnom	2. @alarmingtexan	2. instagram.com
3. #timetofly	3. @Honeywell_Home	3. techcrunch.com
4. #homesweethome	4. @rondee69	4. blogs.honeywellsecurity.com
5. #Honeywell	5. @JetBlue	5. entrepreneur.com

SCOTT HARKINS

VICE PRESIDENT
HONEYWELL CONNECTED HOME

@scharks5

IoT enthusiast, connected home guy, home security pro,
Jersey Shore lover. #iwork4honeywell

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #CES2017	1. @Honeywell_Home	1. cnet.com
2. #IoT	2. @jzwack	2. facebook.com
3. #workswithhoneywell	3. @DaveCrussel	3. google.com
4. #zwackathon	4. @iotconsortium	4. linkedin.com
5. #HWCONNECT2016	5. @amazonecho	5. parksassociates.com

JIM HUNTER

Chief Scientist and Technology Evangelist
Greenwave Systems

@theiotguru

Armchair Futurist, Thing Enthusiast. #IoTEvangelist/Chief Scientist @GreenwaveSys

TOP HASHTAGS

1. #IoT
2. #smarthome
3. #ai
4. #IoTDevCon
5. #websummit

MOST RETWEETED

1. @GreenwaveSys
2. @iotconsortium
3. @apthomas
4. @GKmediaBUZZ
5. @TechCrunch

TOP CONTENT SOURCES

1. techcrunch.com
2. facebook.com
3. readwrite.com
4. youtube.com
5. instagram.com

ADAM JUSTICE

VICE PRESIDENT
GRID CONNECT INC.

@adamjustice

IoT & Smart Home Evangelist Founder of @ConnectSense
VP at @GridConnect Entrepreneur, Husband, Father, Gamer,
Geek, and Hip Hop fan with a Sneaker problem

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #smarthome	1. @ConnectSense	1. instagram.com
2. #sxsw	2. @BBorowicz	2. theverge.com
3. #IoT	3. @michaelwolf	3. amazon.com
4. #CES2017	4. @geclauser	4. 9to5mac.com
5. #todayskicks	5. @GridConnect	5. thespoon.tech

PARTH KAPADIA

ENTREPRENEUR IN RESIDENCE

EXELON CORPORATION

@Kapadia23

Energy engineer and entrepreneur @exelon | Co-Founder @globalpetals
IoT, NBA, married life

TOP HASHTAGS

1. #IoT
2. #smarthome
3. #attacks
4. #cybersecurity
5. #Data

MOST RETWEETED

1. @CiscoDigital
2. @GunsonSoapCo
3. @KoolJoules

TOP CONTENT SOURCES

1. forbes.com
2. arstechnica.com
3. finance.yahoo.com
4. zdnet.com
5. money.cnn.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

TOM KERBER

DIRECTOR OF IoT STRATEGY

PARKS ASSOCIATES

@TomAKerber

Tom Kerber leads the Parks Associates Home Systems and Energy Management research practice.

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #IoT	1. @ParksAssociates	1. parksassociates.com
2. #smarthome	2. @EarthNetworks	2. pages.parksassociates.com
3. #CONNUS17	3. @VivintHome	3. businesswire.com
4. #SmartEnergy17	4. @whiskerlabs	4. greenbuildermedia.com
5. #CES2017	5. @aylanetworks	5. mnubo.com

STEVEN MARTIN

VP, Chief Digital Officer,
GE Energy Connections

@Martin_StevenB

I'm my kids dad and a cloud-services guy.
Chief Digital Officer @GEenergyConnect

TOP HASHTAGS

1. #Digital
2. #energy
3. #DTECH2017
4. #GEMM16
5. #HVDC

MOST RETWEETED

1. @GEenergyConnect
2. @RussellTStokes
3. @JeffImmelt
4. @BillGates
5. @GE_Reports

TOP CONTENT SOURCES

1. youtube.com
2. citia.com
3. ge.com
4. gereports.com
5. linkedin.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

MARK SPATES

PRODUCT

GOOGLE

@iotproductdev

Developing intelligent devices for the smart home #IoTProductDev.
Founder @iotlist which features the latest #IoT products.

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #iotproductdev	1. @iotlist	1. youtube.com
2. #smarthome	2. @Google	2. iotlist.co
3. #IoT	3. @WEMO	3. engadget.com
4. #googlehome	4. @apthomas	4. theverge.com
5. #IoT2016	5. @belkin	5. blog.coldwellbanker.com

RYAN BOYLES

Sʀ Sᴏᴄɪᴀʟ Mᴇᴅɪᴀ Sᴛʀᴀᴛᴇɢɪsᴛ ғᴏʀ Wᴀᴛsᴏɴ Iɴᴛᴇʀɴᴇᴛ ᴏғ Tʜɪɴɢs

IBM

@theRab

geek, IBMer, technophile, celiac, #NCbeer connoisseur, gamer, speaker, marketer, #IoT nerd, cars are cool, soccer is life

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #IoT	1. @IBMIoT	1. ibm.com
2. #WatsonIoT	2. @IBM	2. swarmapp.com
3. #ibminterconnect	3. @IBMWatson	3. storify.com
4. #CES2017	4. @JoeSpeeds	4. youtube.com
5. #IBMWOW	5. @localmotors	5. instagram.com

ANIRUDDHA DEODHAR

Principal, IoT Solutions -- Smart Buildings, Smart Cities

ARM

@adeodhar

IoT smart buildings cities sustainability high-tech science economics finance micro-biome slow-food startups kellogg ntu future

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #MWC17	1. @ARMEmbedded	1. washingtonpost.com
2. #IoT	2. @ARMCommunity	2. fivethirtyeight.com
3. #MWC2017	3. @conradhackett	3. money.cnn.com
4. #DesignCon	4. @RADirvin	4. cnn.com
5. #IoTE2016	5. @tveitdal	5. nytimes.com

Leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

ANTONIO FIGUEIREDO

GLOBAL DIRECTOR, EMERGING INDUSTRIES AND TECHNOLOGIES

SALESFORCE

@afigueiredo

"An IoT platform/solution should not only be about sensors measuring, evaluating, and gathering data. IoT solutions should allow organizations to shift from a reactive mode to a more proactive, predictive and cognitively intelligent approach."

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #IoT	1. @salesforce	1. readwrite.com
2. #ai	2. @ValaAfshar	2. paper.li
3. #bigdata	3. @ipfconline1	3. forbes.com
4. #machinelearning	4. @MikeQuindazzi	4. businessinsider.com
5. #internetofthings	5. @DeepLearn007	5. medium.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

JR FULLER

WORLDWIDE BUSINESS DEVELOPMENT MANAGER – IoT

HEWLETT PACKARD ENTERPRISE

@JRFuller321

Hewlett Packard Enterprise - IoT Business Development Manger and #IoT / #IIot evangelist #INTJ

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #IoT	1. @eliseoras	1. hpe.com
2. #Diabetes	2. @GilLuis	2. inkabinka.com
3. #HPEDiscover	3. @HPE	3. community.hpe.com
4. #Healthcare	4. @LesleyAnnLucas	4. youtube.com
5. #MobileFirst	5. @TwitterMoments	5. knowridge.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

SAM GEORGE

PARTNER, DIRECTOR OF PROGRAM MANAGEMENT - AZURE IoT

MICROSOFT

@samjgeorge

Director of Azure IoT, ferry rider, road cyclist, husband, father, developer, tech enthusiast.

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #IoT	1. @MicrosoftIoT	1. azure.microsoft.com
2. #Azure	2. @Azure	2. blogs.microsoft.com
3. #HM17	3. @markrussinovich	3. docs.microsoft.com
4. #Microsoft	4. @ALASKANJACKSON	4. forbes.com
5. #AzureIoT	5. @dseven	5. microsoft.com

SWAPAN GHOSH

PRODUCT MANAGEMENT LEADER
GE DIGITAL

@swapan_ghosh

Business and Product strategist at GE, Exploring influence of Industrial Internet / IOT on business models

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #IIoT	1. @gedigitalhu	1. gereports.com
2. #IoT	2. @shyamvaran	2. forbes.com
3. #GEDigital	3. @GE_Digital	3. automationworld.com
4. #Predix	4. @himagiri	4. industryweek.com
5. #GE	5. @Predix	5. linkedin.com

JEFF HEALEY

DIRECTOR OF PRODUCT MARKETING

HEWLETT PACKARD ENTERPRISE, VERTICA SYSTEMS

@Jeff_in_Mansfld

Jeff leads the product marketing team and go-to-market for the HPE Vertica Analytics Platform, the industry's leading analytics platform purpose built to manage Big Data at extreme scale with the highest performance.

TOP HASHTAGS

1. #bigdata
2. #HPE
3. #Vertica
4. #big
5. #HPEDiscover

MOST RETWEETED

1. @joysking727
2. @AmeriPrideUS
3. @awscloud
4. @cselland
5. @HPE_BigData

TOP CONTENT SOURCES

1. community.hpe.com
2. briefingsdirecttranscriptsblogs.com
3. community.dev.hpe.com
4. content.attend.hpe.com
5. nucleusresearch.com

KENNETH LOWE

PARTNER
QUANTUM IOT

@kennethtlowe

M2M & Internet of Things. Intelligent system design and implementation. Software that works. Integrity and purpose. Leadership.

TOP HASHTAGS

1. #IoT
2. #internetofthings
3. #3gpp
4. #analytics
5. #Android

MOST RETWEETED

1. @PopSci
2. @evankirstel
3. @ForbesTech
4. @HWildCatters
5. @JamesMonighan

TOP CONTENT SOURCES

1. flipboard.com
2. businessinsider.com
3. forbes.com
4. gizmodo.com
5. ecowatch.com

Leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

SARAH LUDEN

GLOBAL COMMUNICATIONS CONSULTANT, INTERNET OF THINGS
DELL

@SarahLuden

Experience lover, traveler, learner, Mama, #HookEm, techie, #Iwork4Dell #IoT #PR, PRSA, @AustinMomsBlog contributor #ATX #womenintech #futureofwork
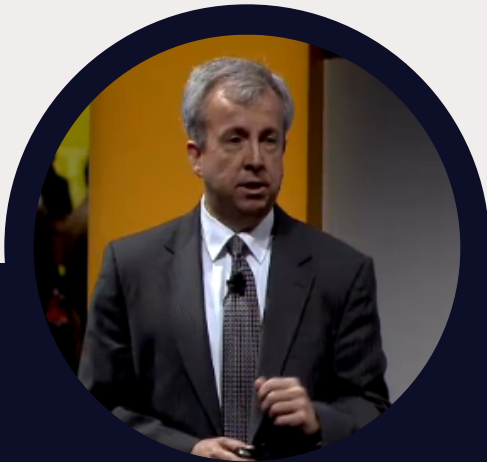
TOP HASHTAGS

1. #IoT
2. #Iwork4Dell
3. #FutureWorks
4. #FutureTech
5. #MWC17

MOST RETWEETED

1. @Dell
2. @DellTech
3. @TamaraMcCleary
4. @DellEMC
5. @danielnewmanUV

TOP CONTENT SOURCES

1. fastcompany.com
2. en.community.dell.com
3. forbes.com
4. crowdchat.net
5. inc.com

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

DAVID MCNIERNEY

Advisor, Product Marketing & Innovation

CA Technologies

@davidmcnierney

Building software factories @CAinc #innovation #IoT #analytics #BigData
#datascience #ML #AI #agile #DevOps #mhealth #docker #cloud

TOP HASHTAGS

1. #DockerCon
2. #CAWORLD
3. #docker
4. #DevOps
5. #containers

MOST RETWEETED

1. @CAinc
2. @qubeship
3. @yipeeioca
4. @MarkEmeis
5. @instantagenda

TOP CONTENT SOURCES

1. cainc.to
2. pscp.tv
3. blogs.ca.com
4. ca.com
5. instantagenda.com

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

SHYAM VARAN NATH

DIRECTOR, TECHNOLOGY INTEGRATIONS (IoT / INDUSTRIAL INTERNET)

GE DIGITAL

@shyamvaran

IoT / Industrial Internet, Analytics professional with GE Digital.
Industrial Internet Consortium (IIC) Chair Task Group,
President BIWA

TOP HASHTAGS

1. #IoT
2. #BIWASummit
3. #IIoT
4. #bigdata
5. #GEPartnerSummit

MOST RETWEETED

1. @GE_Digital
2. @generalelectric
3. @SpeedBird_NCL
4. @OracleBigData
5. @HeliFromFinland

TOP CONTENT SOURCES

1. paper.li
2. forbes.com
3. cnn.com
4. biwasummit.org
5. youtube.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

ANUPAM RASTOGI

Tᴇᴄʜ VC ғᴏᴄᴜsᴇᴅ ᴏɴ Eɴᴛᴇʀᴘʀɪsᴇ, IᴏT, AI ᴀɴᴅ Bɪɢ Dᴀᴛᴀ

Nᴏᴋɪᴀ Gʀᴏᴡᴛʜ Pᴀʀᴛɴᴇʀs

@anupamr

Growth stage tech VC focused on Enterprise, IoT, Big Data & Marketplaces. Tech & innovation aficionado

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #ai	1. @NGP_VC	1. medium.com
2. #experience	2. @arifj	2. apple.news
3. #IoT	3. @CBinsights	3. cbinsights.com
4. #IoTWest17	4. @danielnewmanUV	4. cio.com.au
5. #SaaS	5. @ErinLRand	5. linkedin.com

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

RICH ROGERS

SVP IoT Products & Technologies

Hitachi Insight Group

@RichRogersIoT

SVP, Industrial IoT at Hitachi. Building teams, products & businesses that combine industrial assets & intelligent software. #Lumada @HitachiInsight

TOP HASHTAGS

1. #IoT
2. #Hitachi
3. #HM17
4. #womenintech
5. #ai

MOST MENTIONED

1. @HitachiInsight
2. @KentBeck
3. @rands
4. @codinghorror
5. @Grady_Booch

TOP CONTENT SOURCES

1. medium.com
2. youtube.com
3. linkedin.com
4. venturebeat.com
5. firstround.com

AHMAD SHAHZAD

BUSINESS DEVELOPMENT EXECUTIVE AND TECHNOLOGY EVANGELIST

IBM

@shaxami

Business Development Exec. and Tech Evangelist

TOP HASHTAGS

1. #bigdata
2. #analytics
3. #IoT
4. #ibm
5. #CIO

MOST RETWEETED

1. @rfid4industry
2. @IBM
3. @salesforce
4. @LauraCMeyer
5. @LinkedIn

TOP CONTENT SOURCES

1. linkedin.com
2. slideshare.com
3. ibmbigdatahub.com
4. ibm.com
5. zdnet.com

JOE SPEED

WATSON IoT AUTOLAB PRODUCT OWNER

IBM

@JoeSpeeds

#WatsonIoT AutoLAB Product Owner #meetOlli #AccessibleOlli #withWatson #MQTT @localmotors @ibmiot @IBMWatson @IBMAccess @ibmresearch @ibmcloud

TOP HASHTAGS	MOST RETWEETED	TOP CONTENT SOURCES
1. #AccessibleOlli	1. @localmotors	1. youtube.com
2. #meetOlli	2. @IBM	2. ibm.com
3. #WatsonIoT	3. @IBMIoT	3. technologyreview.com
4. #CES2017	4. @IBMAccess	4. myibm.ibm.com
5. #a11y	5. @IBMWatson	5. mobilebit.wordpress.com

leadtail

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE

ALTITUDE.

PRODUCT INNOVATION
FROM ACCENTURE
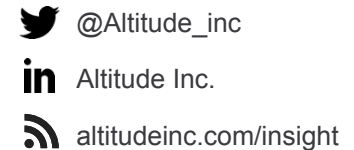
We bring innovation from concept to commerce.

Altitude, an award-winning design and innovation consulting firm recently acquired by Accenture, has been creating breakthrough, consumer-centered products and experiences to help companies grow for more than 20 years.

Our strategists, designers and engineers use a Design Thinking approach to reenergize your offering, transform your company, or create your "Next Big Thing". Our innovations are proven to deeply resonate with consumers and build lasting business success for clients.

Since 1992, Altitude has worked closely with companies to innovate successfully, including Anheuser-Busch, Bose, Black & Decker, Briggs & Stratton, Colgate-Palmolive, Dewalt, Margaritaville, Nike, Thermo Fisher Scientific, and Under Armour.

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

Email us: altitudeinsights@accenture.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

ALTITUDE
PRODUCT INNOVATION FROM ACCENTURE