40 Internet of Things Leaders
TO CONNECT WITH ON SOCIAL MEDIA
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.
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

We then analyzed 87,310 tweets published by these innovators between Nov 1, 2016 – Apr 30, 2017.

Including 43,623 links shared and 67,099 retweets.

12,876 unique hashtags

43,854 mentions/replies

Leadtail + Altitude identified 257 IoT professionals who are active on Twitter.
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
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.
Internet of Things Leaders

SOCIAL INSIGHTS
Where are IoT Leaders Located?

Most Popular U.S. Cities for IoT Leaders

Palo Alto, CA  New York  Dallas, TX  Kansas City, MO
Los Angeles, CA  Atlanta, GA  San Mateo, CA
California  Washington D.C.  Milwaukee, WI
Silicon Valley, CA  Baltimore, MD  Stamford, CT
Seattle, WA  Texas  Wilbraham, MA
New York City  Kentucky  Portland, OR
New York  Boulder, CO  San Jose, CA
Austin, TX  Smithfield, RI  Phoenix, AZ
Boston, MA  Coral Gables, FL  Charlotte, NC
Massachusetts  Redwood City, CA  Los Angeles, CA
Bay Area, CA  Sunnyvale, CA  Greenwich, CT
Cincinnati, OH  Cleveland, OH  Los Gatos, CA
Minneapolis, MN  Scottsdale, AZ  San Diego, CA

Internet of Things Leaders  |  Page 8
What Are IoT Leaders Talking About?

Most Popular Hashtags Used by Internet of Things Leaders

#AugmentedReality #Automation #CloudComputing #deelearning #leadership #tes #Cloud #Digital #IoT #analytics #BigData #smartcities #Health #IoT #iotsecurity #IoT #IoT #IoT #iotsecurity #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #IoT #I
# What Do IoT Leaders Share?

## Publications Shared Most by Internet of Things Leaders

<p>| 1. Forbes | 11. The Verge |
| 2. TechCrunch | 12. Fast Company |
| 5. Bloomberg | 15. ZDNet |
| 7. The New York Times | 17. CIO.com |
| 8. WIRED | 18. Yahoo! Finance |
| 10. VentureBeat | 20. CNET |</p>
<table>
<thead>
<tr>
<th>Rank</th>
<th>Influencer</th>
<th>Twitter Handle</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>evankirstel</td>
<td>@evankirstel</td>
</tr>
<tr>
<td>2</td>
<td>ValaAfshar</td>
<td>@ValaAfshar</td>
</tr>
<tr>
<td>3</td>
<td>TamaraMcCleary</td>
<td>@TamaraMcCleary</td>
</tr>
<tr>
<td>4</td>
<td>MikeQuindazzi</td>
<td>@MikeQuindazzi</td>
</tr>
<tr>
<td>5</td>
<td>gigastacey</td>
<td>@gigastacey</td>
</tr>
<tr>
<td>6</td>
<td>Ronald_vanLoon</td>
<td>@Ronald_vanLoon</td>
</tr>
<tr>
<td>7</td>
<td>BenedictEvans</td>
<td>@BenedictEvans</td>
</tr>
<tr>
<td>8</td>
<td>rwang0</td>
<td>@rwang0</td>
</tr>
<tr>
<td>9</td>
<td>IoTRecruiting</td>
<td>@IoTRecruiting</td>
</tr>
<tr>
<td>10</td>
<td>DeepLearn007</td>
<td>@DeepLearn007</td>
</tr>
<tr>
<td>11</td>
<td>dhinchcliffe</td>
<td>@dhinchcliffe</td>
</tr>
<tr>
<td>12</td>
<td>simonlporter</td>
<td>@simonlporter</td>
</tr>
<tr>
<td>13</td>
<td>KirkDBorne</td>
<td>@KirkDBorne</td>
</tr>
<tr>
<td>14</td>
<td>Brian_Buntz</td>
<td>@Brian_Buntz</td>
</tr>
<tr>
<td>15</td>
<td>BernardMarr</td>
<td>@BernardMarr</td>
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<tr>
<td>16</td>
<td>dez_blanchfield</td>
<td>@dez_blanchfield</td>
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<tr>
<td>17</td>
<td>bethcomstock</td>
<td>@bethcomstock</td>
</tr>
<tr>
<td>18</td>
<td>sacca</td>
<td>@sacca</td>
</tr>
<tr>
<td>19</td>
<td>SpirosMargaris</td>
<td>@SpirosMargaris</td>
</tr>
<tr>
<td>20</td>
<td>tcrawford</td>
<td>@tcrawford</td>
</tr>
</tbody>
</table>
What Social Platforms Do IoT Leaders Share From?

Percentage of IoT Panel that Shared Content from these Social Networks

- YouTube: 54%
- LinkedIn: 39%
- Instagram: 19%
- Facebook: 17%
- SlideShare: 11%
Internet of Things Leaders

TO CONNECT WITH ON SOCIAL MEDIA
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

IN CONSUMER & MEDIA
Vicki Araujo
Director of Partner Marketing, NFV
Hewlett Packard Enterprise
@VickiAraujo1

Top Hashtags
1. #MWC16
2. #HPE
3. #OpenNFV
4. #NFV
5. #VNF

Most Retweeted
1. @HPE_NFV
2. @HPE
3. @intel
4. @F5Networks
5. @GENBAND

Top Content Sources
1. community.hpe.com
2. telecomtv.com
3. hp.com
4. gettopical.com
5. sdxcentral.com

In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.

JP ABELLO
SR DIRECTOR, GLOBAL ENGINEERING R&D
NIELSEN

@jpabello

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

Internet of Things Leaders | Page 17
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
1. #alexa
2. #stirtrek
3. #Reinvent
4. #AmazonEcho
5. #AWS

MOST RETWEETED
1. @AlexaWishlist
2. @alexadevs
3. @stirtrek
4. @BobStolzberg
5. @ckindel

TOP CONTENT SOURCES
1. instagram.com
2. amazon.com
3. blankenblog.com
4. developer.amazon.com
5. youtube.co
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
1. #TV
2. #IoT
3. #Streaming
4. #smarthome
5. #Advertising

MOST RETWEETED
1. @MultiNews
2. @bcbeat
3. @FierceWireless
4. @thebauminator
5. @FierceCable

TOP CONTENT SOURCES
1. variety.com
2. multichannel.com
3. bloomberg.com
4. broadcastingcable.com
5. forbes.com
DAMON HERNANDEZ  
PRODUCT MANAGER  
SAMSUNG ELECTRONICS

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

### TOP HASHTAGS
1. #webvr  
2. #aeachackathon  
3. #Vrhackathon  
4. #Ultrahack  
5. #VR

### MOST RETWEETED
1. @AECHackathon  
2. @Web3DConsortium  
3. @Jaakko  
4. @samsunginternet  
5. @vrhackathon

### TOP CONTENT SOURCES
1. youtube.com  
2. medium.com  
3. aechackathon.com  
4. instagram.com  
5. aechackathon-germany.de
Vicki Araujo
Director of Partner Marketing, NFV
Hewlett Packard Enterprise
@VickiAraujo1

Top Hashtags
1. #MWC16
2. #HPE
3. #OpenNFV
4. #NFV
5. #VNF

Most Retweeted
1. @HPE_NFV
2. @HPE
3. @intel
4. @F5Networks
5. @GENBAND

Top Content Sources
1. community.hpe.com
2. telecomtv.com
3. hp.com
4. gettopical.com
5. sdxcentral.com

In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.

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

Most Retweeted
1. @Schlage_Locks
2. @gigastacey
3. @apthomas
4. @AllegationUS
5. @Honeywell_Home

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

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!
In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.
NADER NANJIANI
MARKETING DIRECTOR, INTERNET OF THINGS
HARMAN INTERNATIONAL (A SAMSUNG COMPANY)

@nader_nanjiani

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

TOP HASHTAGS
1. #IoT
2. #Harman
3. #Samsung
4. #Intel
5. #JBL

MOST RETWEETED
1. @_RyanPowers
2. @ddlovato
3. @Harman
4. @JBLaudio
5. @ralphsantana

TOP CONTENT SOURCES
1. cnbc.com
2. iotworldnews.com
3. businesswire.com
4. car.harman.com
5. cnn.com
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
1. #IoT
2. #ATTDevSummit
3. #5G
4. #alexamonitorsit
5. #API

MOST RETWEETED
1. @attdeveloper
2. @ATT
3. @kayakpete
4. @PubNub
5. @ATTBusiness

TOP CONTENT SOURCES
1. iotdataplanatts.com
2. hackster.io
3. about.att.com
4. blog.acolyer.org
5. buildazure.com
Internet of Things Leaders

IN FINANCIAL SERVICES
TOP HASHTAGS
1. #SF
2. #LASCON
3. #DevOps
4. #IoT
5. #OceanBeach

MOST MENTIONED
1. @manicode
2. @johnlkinsella
3. @lyon01_david
4. @marcotietz
5. @weekstweets

TOP CONTENT SOURCES
1. techcrunch.com
2. youtube.com
3. appft.uspto.gov
4. bbc.com
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
Top Hashtags
1. #StartPathGlobal
2. #IoT
3. #fintech
4. #commerceinnovated
5. #tech

Most Retweeted
1. @MastercardNews
2. @FairHavenFilm
3. @MAstartpath
4. @jsheldonus
5. @amazon

Top Content Sources
1. venturebeat.com
2. wsj.com
3. cnn.com
4. recode.net
5. marketplace.org
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. @notpwrly
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
Vicki Araujo
Director of Partner Marketing, NFV
Hewlett Packard Enterprise
@VickiAraujo1

Top Hashtags
1. #MWC16
2. #HPE
3. #OpenNFV
4. #NFV
5. #VNF

Most Retweeted
1. @HPE_NFV
2. @HPE
3. @intel
4. @F5Networks
5. @GENBAND

Top Content Sources
1. community.hpe.com
2. telecomtv.com
3. hp.com
4. gettopical.com
5. sdxcentral.com

In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.

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.
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
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.

<table>
<thead>
<tr>
<th>TOP HASHTAGS</th>
<th>MOST RETWEETED</th>
<th>TOP CONTENT SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>#digitalhealth</td>
<td>@SamsungHealth</td>
<td>businesswire.com</td>
</tr>
<tr>
<td>#VR</td>
<td>@BrennanSpiegel</td>
<td>circ.ahajournals.org</td>
</tr>
<tr>
<td>#VirtualReality</td>
<td>@CedarsSinai</td>
<td>mobihealthnews.com</td>
</tr>
<tr>
<td>#GearVR</td>
<td>@BWHiHub</td>
<td>nytimes.com</td>
</tr>
<tr>
<td>#HIMSS17</td>
<td>@MedTechCon</td>
<td>seniorhousingnews.com</td>
</tr>
</tbody>
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In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.
Internet of Things Leaders

IN SMART HOME & ENERGY
<table>
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<th>MOST RETWEETED</th>
<th>TOP CONTENT SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. #Digital</td>
<td>1. @generalelectric</td>
<td>1. instagram.com</td>
</tr>
<tr>
<td>2. #digitaltransformation</td>
<td>2. @GE_Power</td>
<td>2. slideshare.com</td>
</tr>
<tr>
<td>3. #IoT</td>
<td>3. @GE_Digital</td>
<td>3. youtube.com</td>
</tr>
<tr>
<td>4. #GEMM16</td>
<td>4. @levie</td>
<td>4. techcrunch.com</td>
</tr>
<tr>
<td>5. #ai</td>
<td>5. @realDonaldTrump</td>
<td>5. fastcompany.com</td>
</tr>
</tbody>
</table>

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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
1. #fail
2. #omnomnom
3. #timetofly
4. #homesweethome
5. #Honeywell

MOST RETWEETED
1. @HoneywellPro
2. @alarmingtexan
3. @Honeywell_Home
4. @rondee69
5. @JetBlue

TOP CONTENT SOURCES
1. swarmapp.com
2. instagram.com
3. techcrunch.com
4. blogs.honeywellsecurity.com
5. entrepreneur.com
SCOTT HARKINS

Vice President
Honeywell Connected Home

@scharks5

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

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>1. #CES2017</td>
<td>1. @Honeywell_Home</td>
<td>1. cnet.com</td>
</tr>
<tr>
<td>2. #IoT</td>
<td>2. @jzwack</td>
<td>2. facebook.com</td>
</tr>
<tr>
<td>3. #workswithhoneywell</td>
<td>3. @DaveCrussel</td>
<td>3. google.com</td>
</tr>
<tr>
<td>4. #zwackathon</td>
<td>4. @iotconsortium</td>
<td>4. linkedin.com</td>
</tr>
<tr>
<td>5. #HWCONNECT2016</td>
<td>5. @amazonecho</td>
<td>5. parksassociates.com</td>
</tr>
</tbody>
</table>

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Director of Partner Marketing, NFV
Hewlett Packard Enterprise
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5. @GENBAND

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2. telecomtv.com
3. hp.com
4. gettopical.com
5. sdxcentral.com

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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.

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1. #MWC16
2. #HPE
3. #OpenNFV
4. #NFV
5. #VNF

@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
1. #smarthome
2. #sxsw
3. #IoT
4. #CES2017
5. #todayskicks

MOST RETWEETED
1. @ConnectSense
2. @BBorowicz
3. @michaelwolf
4. @geclauser
5. @GridConnect

TOP CONTENT SOURCES
1. instagram.com
2. theverge.com
3. amazon.com
4. 9to5mac.com
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
Tom Kerber leads the Parks Associates Home Systems and Energy Management research practice.

**TOP HASHTAGS**
1. #IoT
2. #smarthome
3. #CONNUS17
4. #SmartEnergy17
5. #CES2017

**MOST RETWEETED**
1. @ParksAssociates
2. @EarthNetworks
3. @VivintHome
4. @whiskerlabs
5. @aylanetworks

**TOP CONTENT SOURCES**
1. parksassociates.com
2. pages.parksassociates.com
3. businesswire.com
4. greenbuildermedia.com
5. mnubo.com
I'm your kid's dad and a cloud-services guy.

Chief Digital Officer @GEenergyConnect

@Martin_StevenB

In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.
Developing intelligent devices for the smart home #IoTProductDev. Founder @iotlist which features the latest #IoT products.

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<td>1. #iotproductdev</td>
<td>1. @iotlist</td>
<td>1. youtube.com</td>
</tr>
<tr>
<td>2. #smarthome</td>
<td>2. @Google</td>
<td>2. iotlist.co</td>
</tr>
<tr>
<td>3. #IoT</td>
<td>3. @WEMO</td>
<td>3. engadget.com</td>
</tr>
<tr>
<td>4. #googlehome</td>
<td>4. @apthomas</td>
<td>4. theverge.com</td>
</tr>
<tr>
<td>5. #IoT2016</td>
<td>5. @belkin</td>
<td>5. blog.coldwellbanker.com</td>
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Internet of Things Leaders

IN TECHNOLOGY
In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.
ANIRUDDHA DEODHAR
PRINCIPAL, IOT SOLUTIONS -- SMART BUILDINGS, SMART CITIES
ARM

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

TOP HASHTAGS
1. #MWC17
2. #IoT
3. #MWC2017
4. #DesignCon
5. #IoTE2016

MOST RETWEETED
1. @ARMEembedded
2. @ARMCommunity
3. @conradhackett
4. @RADirvin
5. @tveitdal

TOP CONTENT SOURCES
1. washingtonpost.com
2. fivethirtyeight.com
3. money.cnn.com
4. cnn.com
5. nytimes.com
“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.”

@afigueiredo

“In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.”
In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.

@JRFuller321
Hewlett Packard Enterprise - IoT Business Development Manager and #IoT / #Iot evangelist #INTJ

**TOP HASHTAGS**
1. #IoT
2. #Diabetes
3. #HPEDiscover
4. #Healthcare
5. #MobileFirst

**MOST RETWEETED**
1. @eliseoras
2. @GilLuis
3. @HPE
4. @LesleyAnnLucas
5. @TwitterMoments

**TOP CONTENT SOURCES**
1. hpe.com
2. inkabinka.com
3. community.hpe.com
4. youtube.com
5. knowridge.com
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
1. #IoT
2. #Azure
3. #HM17
4. #Microsoft
5. #AzureIoT

MOST RETWEETED
1. @MicrosoftIoT
2. @Azure
3. @markrussinovich
4. @ALASKANJACKSON
5. @dseven

TOP CONTENT SOURCES
1. azure.microsoft.com
2. blogs.microsoft.com
3. docs.microsoft.com
4. forbes.com
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
1. #IIoT
2. #IoT
3. #GEDigital
4. #Predix
5. #GE

MOST RETWEETED
1. @gedigitalhu
2. @shyamvaran
3. @GE_Digital
4. @himagiri
5. @Predix

TOP CONTENT SOURCES
1. gereports.com
2. forbes.com
3. automationworld.com
4. industryweek.com
5. linkedin.com
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.
**Vicki Araujo**  
Director of Partner Marketing, NFV  
Hewlett Packard Enterprise  
@VickiAraujo1

**Top Hashtags**
1. #MWC16
2. #HPE
3. #OpenNFV
4. #NFV
5. #VNF

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2. @HPE
3. @intel
4. @F5Networks
5. @GENBAND

**Top Content Sources**
1. community.hpe.com
2. telecomtv.com
3. hp.com
4. gettopical.com
5. sdxcentral.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
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
In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.

IoT / Industrial Internet, Analytics professional with GE Digital. Industrial Internet Consortium (IIC) Chair Task Group, President BIWA
ANUPAM RASTOGI
T R A C K  P A R T N E R S
Growth stage tech VC focused on Enterprise, IoT, Big Data & Marketplaces. Tech & innovation aficionado

TOP HASHTAGS
1. #ai
2. #experience
3. #IoT
4. #IoTWest17
5. #SaaS

MOST RETWEETED
1. @NGP_VC
2. @arifj
3. @CBInsights
4. @danielnewmanUV
5. @ErinLRand

TOP CONTENT SOURCES
1. medium.com
2. apple.news
3. cbinsights.com
4. cio.com.au
5. linkedin.com
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
In addition to marketing, Ms. Araujo enjoys trail running and hiking, skiing, mentoring, volunteer work, and social media.
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