



THE BIG LIST OF

103

GENUINE MARKETING
THOUGHT LEADERS



BIG NAMES WORTH KNOWING

Not all big names are true thought leaders, but the following names have changed the face of marketing in massive ways, and still continue to do so.



ROBERT CIALDINI

@RobertCialdini

Dr. Robert Cialdini has spent his entire career researching the science of influence, earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation. *Influence* has sold over 3 million copies in over 30 languages and is a New York Times Best Seller.



DANIEL PINK

@DanielPink

Daniel Pink is a best selling author of a half dozen books. His ideas are more than just marketing and dive deep into consumer behavior and understanding how our consumers respond. He is a must-read author and someone you should be aware of.

DON PEPPERS

@donpeppers

Don is a thought leader who we all owe something to. He co-wrote *The One to One Future* with Martha Rogers, and forever changed the marketing world. He still writes and continues to push the bounds of brand, marketing, and experience.



CEO, Marketer, Agency, Speaker

GARY VANERCHUCK

@GARYVEE

Gary's story is one you may not know. He got his start by selling wine on the internet. He took his family businesses from \$7 million in annual sales to over \$40 million in a few short years.

How? Youtube!

Gary is not only a passionate marketer. He is a great mind. He is constantly looking at the market place and determining new ways to use media and connect with people on new channels. He's also a best selling author, investor, CEO of Vaner Media, and delivers one of the best keynotes you'll ever experience.





JAY BAER

@jaybaer

Jay Baer has easily become one of the biggest names in marketing over the past few years with his books *Youility* and *Hug Your Hatters*, his blog *Convince and Convert*, and his amazing wit. Jay deserves a spot at the top of this list.



SETH GODIN

@ThisIsSethsBlog

Former VP of marketing for YAHOO, Godin wrote the book that sparked the content marketing and permission marketing revolution. Author, speaker, and start-up investor, Godin is a true marketing star.



MALCOM GLADWELL

@Gladwell

Malcolm Gladwell is the author of five New York Times best sellers — *The Tipping Point*, *Blink*, *Outliers*, *What the Dog Saw*, and now, his latest, *David and Goliath: Underdogs, Misfits and the Art of Battling Giants*. He has been named one of the 100 most influential people by *TIME* magazine and one of Foreign Policy's Top Global Thinkers.

LEADERS CHALLENGING THE NORM

CHARLENE
LI

@charleneli



Charlene Li is the author of five books including the New York Times best seller, *Open Leadership* and the co-author of the critically acclaimed book, *Groundswell*. She is working on her next book, *The Disruption Mindset* set to publish in August 2019. Charlene is currently a Principal Analyst at Altimeter, and was previously the Founder and CEO of Altimeter Group prior to its joining Prophet. She was named by Fast Company as one of the most creative people in business and is a frequent speaker and advisor to Fortune 500 companies. She is a graduate of Harvard College and Harvard Business School and lives in San Francisco.



MITCH
JOEL

@mitchjoel

Mitch has a lustrous background in marketing and social media. He's been named one of the most influential bloggers in the world (2006), Canada's leading social media expert, and one of the most influential marketing minds in North America. When the biggest brands in the world want to know what is what with marketing, they call Mitch. His books are also best sellers and must-reads. He's made the list not only based on what he has done, but what he continues to do. His feed is not packed with "How To" tips, but rather larger topics to help you see what else is going on in the world of marketing. His blending of technology and innovation are supreme.



THE NEW WORLD OF BRAND

Brand is now the sum of all experiences, and those thought leaders pushing the bounds of a new idea of brand are changing more than just the advertising world.

Iconoclast, Brand, Leader

BOZOMA SAINT JOHN

@BADASSBOZ

Bozoma Saint John is the Chief Brand Officer at Uber, where she is tasked with making sure consumers love Uber's brand as much as they love Uber's service. Over the course of her career, Bozoma “Boz” Saint John has earned a formidable reputation as a trailblazing marketing and advertising executive. Most recently, Boz was the Head of Brand at UBER, and before that was Head of Consumer Marketing for Apple Music and iTunes.

Boz stole the show at Apple’s keynote Worldwide Developers Conference when she introduced the new interface for Apple Music. Following the presentation, BuzzFeed called her the “coolest person to ever go on stage at an Apple event.”



BRANDING EXPERTS



ANDREW DAVIS

@drewdavishere

Author of the best selling book *Brandscaping*, Drew is a new breed of branding expert. His speeches are must-see events, and his writing focuses on real world marketing problems.



JEREMY WAITE

@jeremywaite

Chief Customer Officer at IBM iX and formerly head of digital marketing for Salesforce EMEA, Jeremy has worked with some of the biggest brands. He has been listed as the #1 Most Influential Person on Twitter for #BigData by Onalytica.



MARTIN LINDSTROM

@martinlindstrom

Martin Lindstrom is chairman and founder of Lindstrom Company — now the world's leading brand, business, and culture transformation company. Author of multiple books, Lindstrom is a long standing figure in the branding world.



MARK RITSON

@markritson

Ritson is Adjunct Professor of Marketing at Melbourne Business School. He has a PhD in Marketing and has been a marketing professor at London Business School, MIT Sloan (visiting), and the University of Minnesota. He also teaches an online course — the Mini MBA in Marketing — twice a year.

MARKETERS ON THE CUTTING EDGE

The new world of marketing requires a significant level of technological acumen. The following list of people are the ones who understand both the tactics and the tools needed to build amazing and dynamic experiences .



CHANGING THE FACE OF ADVERTISING

Cindy is a advertising legend in her own right. If you are a female in the biz, you likely look up to her stance on equal pay and fair work for women. She also gave one of the most watched TED talks of all time on the topic, “Make Love not Porn.”

She has single-handedly changed the idea of branding with her creation of “Action Branding.” It was first put to work on a Levi campaign in 2009, which Harvard then wrote up into a case study. She is an amazing personality and a person who is changing advertising, branding, and now #sextech.

**CINDY
GALLOP**

@cindygallop

There is no way to describe Cindy, other than in her own words. “I’m the Michael Bay of business, I like to blow shit up.”



DISRUPTIVE MARKETING MINDS



GEOFF COLON

@djgeoffe

Geoff is head of Microsoft Advertising's Brand Studio, author of the hot book *Disruptive Marketing*, and host of the Disruptive FM podcast — not to mention, he's also won a Cannes Lion! He knows a thing or two.



JASON MILLER

@jasonmillerca

Jason is Brand Ambassador & Thought Leader for Microsoft's Bing search advertising business, the 5th largest business in Microsoft, bringing Next Generation Social & Digital capabilities. He is also a rock photographer.

Marketer, Speaker, Podcast Host

SCOTT STRATTEN

@UNMARKETING

Scott is a true marketing thought leader. He's not just a pundit, he's a practicing marketer with his own successes and his own personal flair for unmarketing. He runs the UnMarketing podcast, and frequently speaks around the world at marketing events.

He stands for everything marketing should be, and often is not. Having his voice in your feed will help you to replace your thoughts on marketing with ideas on humanity, honesty, and truth.



THE NON CONFORMIST



TRAVIS WRIGHT

@TEEDUBYA

Travis may be one of the brightest minds in marketing that you are not familiar with. He writes for Forbes, hosts a podcast for VentureBeat, and is a helluva nice dude. He's always pushing the bounds of what marketing is and can be.



JOE CHERNOV

@JCHERNOV

Joe is a mastermind of content, technology, and future trends. He doesn't fit well into a box, as his tattoos may express. He was one of the brains behind HubSpot's content success and is a practicing marketer to this day. Currently VP of Marketing at Pendo.io.



TOM GOODWIN

@TOMFGOODWIN

Tom makes the list for his honesty, provocative style, and very accurate view of the future. He is head of innovation for Zenith New York and author of Digital Darwinism. He is helping to lead brands out of the dark ages and is focused on the future of brand and advertising.



Podcaster, Speaker, Author, Leader

MARK SCHAEFER

@markwschaefer

Mark is a best-selling author, podcast host, Rutgers professor and all around nice guy. His latest book *Marketing Revolution* is one of the important books you can read on the future of marketing. It is a rebellious take on the future of marketing and what brands must become. A truly groundbreaking book and one that is likely to incite a rebellion in your workplace.

TOP MINDS IN SOCIAL MEDIA

Social media is a big field, so I'll break it down for you into tactical categories: organic social media, paid social media, social selling, and community management.



Podcaster, Speaker, Author, Leader

MICHAEL STELZNER

@Mike_stelzner

Mike is the founder of Social Media Examiner, and host of the Social Media Marketing podcast, and author of *Launch*, and a few others. He founded one of the largest and most successful social media education platforms in existence. The social media podcast he puts on is a top 10 marketing podcast. The social media conference he puts on is also the largest social media conference.

MORE SOCIAL EXPERTS



NEAL SCHAFFER

@nealschaffer

A professor of social media at Rutgers, Neal has his finger on the pulse of the tools, tactics, and future of social media. He is a person to follow.



JASON KEATH

@jasonkeath

Jason is the brain behind Social Fresh, the hottest social media event around. He makes the list because he has a new vision of what social can be, and should be.



PEG FITZPATRICK

@pegfitzpatrick

Peg is the author of *The Art of Social Media*, and her feed is beautiful and informative. Her knowledge and curated feed make it a must for this list.



SEAN GARDNER

@2morrowknight

Sean co-founded the pioneering, Huffington Post "Twitter Powerhouses Series," which interviewed hundreds of people in diverse fields — technology, business, philanthropy, travel, and more — from 2010 to 2013, and is still an influential voice in the digital media conversation.

Marketer, Speaker, Author, Podcast Host

JASON FALLS

@jasonfalls

An award-winning strategist and widely read industry pundit, Falls has been noted as a top influencer in the marketing space by Forbes, Entrepreneur, Advertising Age and others. He is the co-author of two books: No Bullshit Social Media: The All-Business, No-Hype Guide To Social Media Marketing (Que 2011); and The Rebel's Guide To Email Marketing (Que 2012). Falls is also noted for founding SocialMediaExplorer.com.



SOCIAL + SELLING



KOKA SEXTON

@kokasexton

Social selling leading expert, and head of social media for LinkedIn, Koka is a rare breed of thought leader who is at the top of his field and is constantly growing and sharing his wisdom.



JILL KONRATH

@jillkonrath

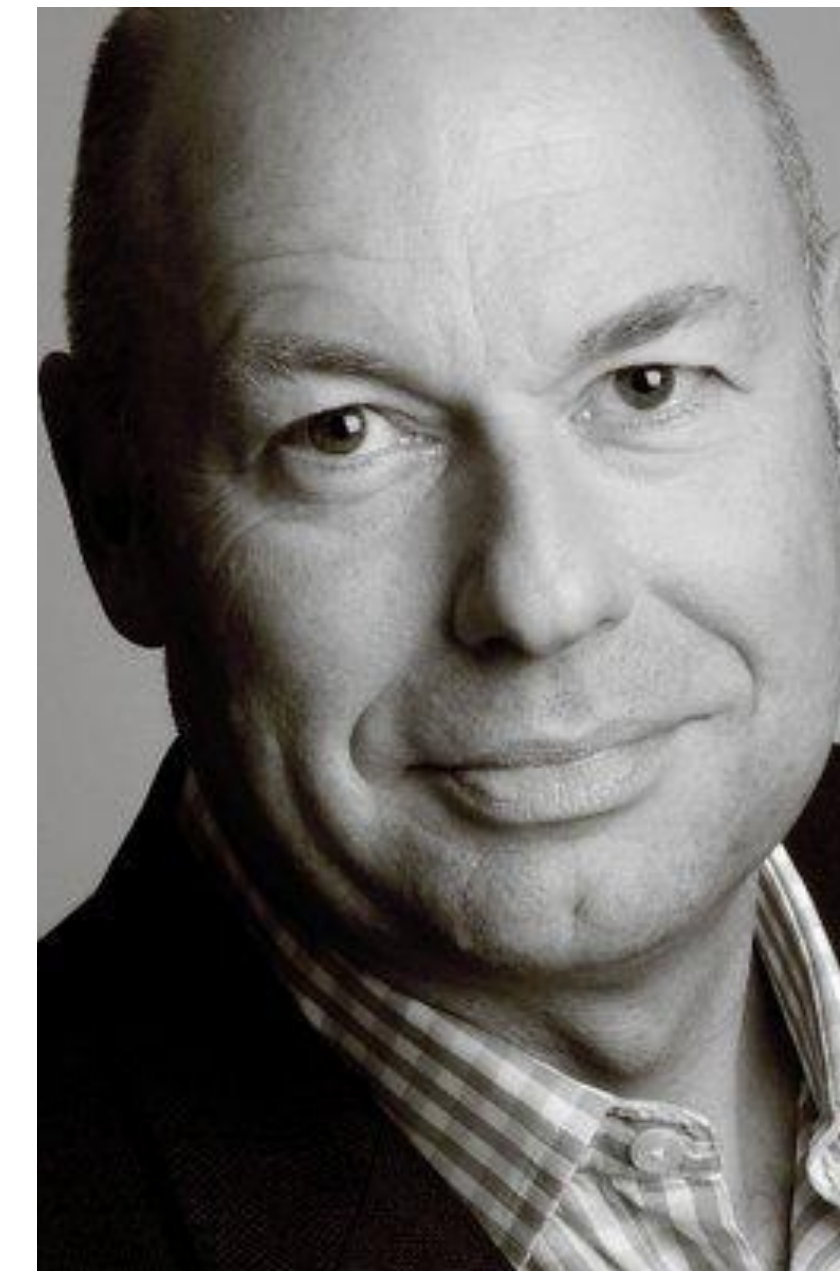
International speaker and author of four bestselling books on sales with a focus on how to close more deals in less time, Jill is a must follow for the modern seller.



JILL ROWLEY

@Jill_rowley

Jill has spent years at the top of the enterprise sales game and is a uber passionate social maven. She combines these talents to teach social selling to the world.



TIM HUGHES

@Timothy_Hughes

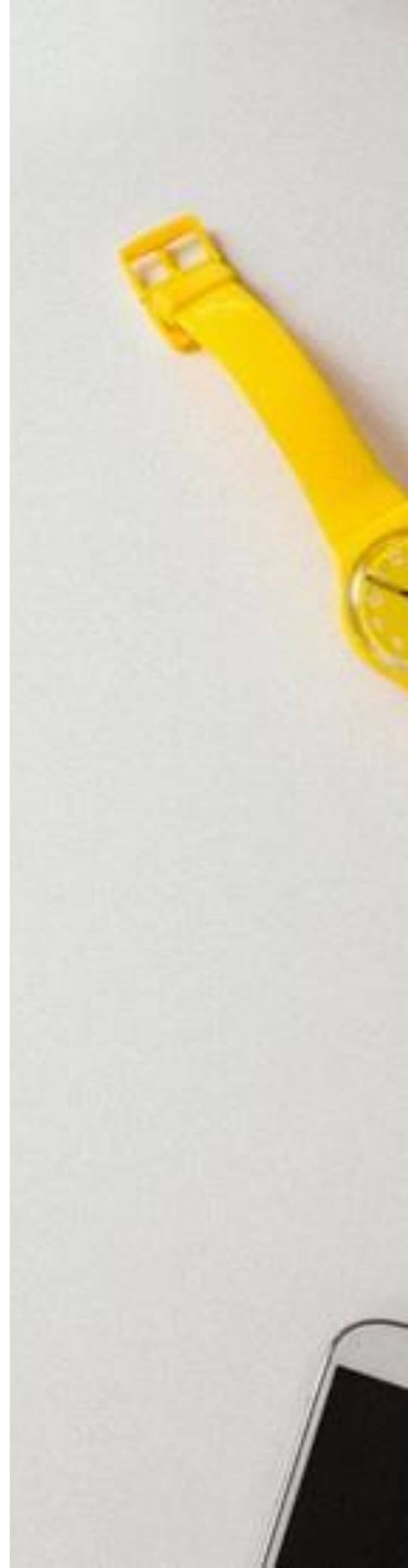
Best selling author in the social selling space, Tim is a great resource for knowing what and how to execute social selling.



THE REAL DEAL ON EMAIL

The way we use email today is vastly different than the way we used it only a few short years ago.

The advancements in tactics, technologies, and tools require constant learning.





MICHAEL BARBER

@michaeljbarber

Michael is one of the best thinkers on how to use email marketing today as a part of a larger marketing conversation. A stand out speaker and now creative lead at Godfrey, Michael helps brands and agencies do better work.



JORDIE VAN RIJN

@jvanrijn

Jordie is a prolific writer on the topic of email and has been for years. The Founder of #emailmonday, the top email newsletter for email tips and news. If you want to stay up to date on email, you should give him a follow.



CHAD S. WHITE

@chadswhite

Chad is the leading expert on email! He's written three editions of *Email Marketing Rules* and more than 3,000 posts on the topic. Previously at Litmus, ExactTarget, and Responsys, Chad is currently the Head of Research at Oracle Marketing Cloud Consulting.

CONTENT MARKETING EXPERTS

Content marketing is a massive term, so we've decided to break this section down to the most progressive minds in content. The 11 people we've chosen will give you a wide range of ideas and best practices, covering traditional ideas of content and brand new ones as well.

THE LEADING MINDS ON CONTENT



ROBERT ROSE

@Robert_Rose

Robert Rose is the Chief Trouble Maker for the Content Advisory, an offshoot of the Content Marketing Institute and author of *Managing Content Marketing*. He is one of the leading minds speaking on and working with brands to change their idea of content.



JOE PULIZZI

@joepulizzi

Joe is the founder and CEO of Content Marketing Institute and author of *Content Inc.*, and *Epic Content*. He's one of the people who helped elevate the idea of content marketing to its stated glory. Welcome Joe and his orange suit to your Twitter feed with open arms.



STEVE RUBEL

@steverubel

Steve is Chief Media Ecologist at Edelman and a professional blogger. He travels and writes on the topics of content, modern PR, and engagement from a unique and refreshing angle.

FRESH VIEWS ON CONTENT



MARCUS SHERIDAN

@thesaleslion

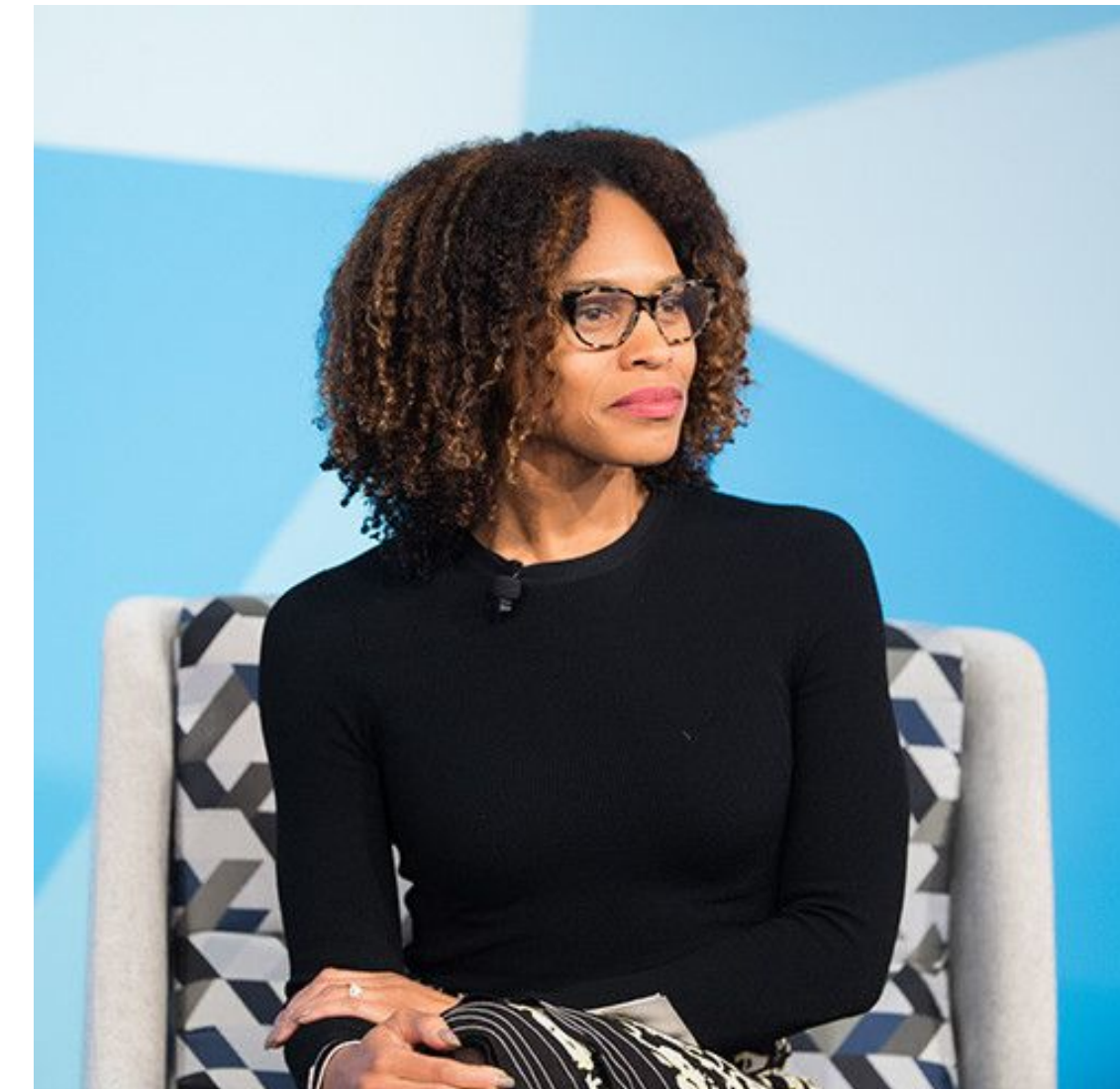
Marcus is a very talented inbound marketer and a powerful speaker who delivers a compelling message. His story is akin to that of Gary V, as he learned marketing to market his business. Then it did so well, he now just talks about marketing.



TAMSEN WEBSTER

@tamadeear

Part keynote speaker, part message strategist, and full-time “Idea Whisperer,” Tamsen uses her proprietary Red Thread method to help audiences, organizations, and individuals build and tell the story of their big ideas. The result? Real, transformative change.



Tyrona (Ty) Heath

@Tyrona

Ty is the Global Lead of MarketDevelopment for the Marketing Solutions group at LinkedIn and the former President of LinkedIn's Black Inclusion Group (BIG). The author of *Marketers of Tomorrow: A Step by Step Toolkit for Inbound Marketing*, Ty delivers educational content to help marketers stay on top of the latest in B2B marketing strategy with a bit of humor!

EFFECTIVE CONTENT STRATEGY



JOSEPH JAFFEE

@jaffejuice

Joseph is a author of multiple books including *Flip the Funnel*, and *Built to Suck: The Inevitable Demise of the Corporation and How to Save It?*, and *Admiral of Survival Planning Consultancy, HMS Beagle*. He is one of the first to challenge the notion of the funnel.



CHRIS MOODY

@cnmoody

Chris Moody is a Senior Analyst in TOPO's marketing practice, studying the world's best marketing organizations and helping them deliver real revenue growth. Previously, he led content at Cheetah Digital, Oracle, and GE Digital, and frequently speaks about increasing revenue with marketing.

Creator, Leader, Content Master
TOM FISHBURNE
@Tomfishburne

Tom has created an entirely new field of content out of comics, which are proving to be some of the best content for the companies using them. Kronos uses Tom's comics to share on Facebook. They achieve 10X the engagement with these comics than they see from the company blog. When you are thinking about content, don't forget to think about new formats of media such as humor.



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PROVING B2B IS SEXIER THAN YOU THINK

There has been a massive resurgence in B2B marketing in the past 10 years. It's changed the way we think about marketing in general, and the way businesses relate to their customers. Here is a list of the brightest minds in B2B.





Leader, Marketer, Agency, Speaker

LEE ODDEN

@leeodden

Lee's been kicking ass (making great content) and taking names (converting the content into leads) for over 15 years. He's an original and often-sought thought leader in the space.

His TopRank Marketing Blog is a must-read destination for those seeking knowledge on modern marketing. His twitter following of nearly 100k people is highly active and full of amazing new insights, which will keep you fired up about marketing and always up to date on the latest trends.

BRILLIANT B2B THINKERS



ARDATH ALBEE

@ardath421

Author of *Digital Relevance* and *eMarketing Strategies for the Complex Sale*, Ardath is a frequent speaker and writer on the topic of personas, lead nurturing, and all things B2B.



DOUG KESSLER

@dougkessler

Doug is co-founder of Velocity partners, one of the top agencies for B2B marketing. Their content is always on the cutting edge of design and possibilities.



MICHAEL BRENNER

@brennermichael

Author of *The Content Formula* and former head of content for SAP and marketing strategy for NewsCred, Brenner knows his stuff. He's been on both the client and agency sides and is now CEO of Marketing Insider Group.



BRIAN CARROLL

@brianjcarroll

Brian Carroll is the CEO and founder of markempa. He is the author of the best seller *Lead Generation for the Complex Sale* and the B2B Lead Blog which is read by thousands each week. He is a researcher and leader in empathy-based marketing,

NEW FRONTIERS IN B2B



KATIE MORSE

@misskatiemo

An award-winning marketer who currently leads a team of three in Nielsen's corporate marketing group, she is responsible for: social, search (paid & organic), analytics, and nielsen.com lead qualification & distribution — #MarTechStackAllDayEveryDay.



MEGAN HEUER

@megheuer

Megan is head of SiriusDecisions research team of B2B analysts whose goal is to empower the world's leading marketing, product and sales leaders to make better decisions, execute with precision, and accelerate growth.



DAVE GERHARDT

@davegerhardt

A passionate and vocal advocate for conversational marketing, David leads marketing for one of the hottest startups and is finding ways to break through. His new book, *Conversational Marketing*, was a #1 new release on Amazon.



ALEX ORTIZ

@1AlexOrtiz

Alex is helping pioneer a new world of marketing automation with decentralized automation. He is covering what will become one of the biggest fields in marketing in the future. You should listen to what he is talking about.

THE NEW FRONTIER OF EXPERIENCE

What is a Brand? The idea of what a brand is, and what it takes to make one is vastly different today than it was even 5 years ago. To help guide you in the idea of modern branding and the ideas shaping the modern brand, here is a list of the 10 true experts in the field.

Leader, Author, Speaker, Thinker

JOE PINE II

@joepine

Author of *The Experience Economy*, *Mass Customization*, *Infinite Possibilities*, and *Authenticity*, Joe is often years ahead of the buzz. He also writes for deeper thinkers who want to tackle the underlying questions and issues rather than be satisfied with a surface level view.

He's been writing for Harvard Business Press for over 20 years and is a sought after consultant by the world's biggest brands. His feed is filled with deep thinking and amazing insights into how business must change to meet the modern consumer.



USER EXPERIENCE



LUKE WROBLEWSKI

@lukew

Currently Product Director at Google, Luke has a storied background in user experience and product design. He does so mostly from a software angle, but always on target. He sold two of his companies to Twitter and Google within a three year period.



AARRON WALTER

@aarron

Author of *Design for Emotion* and founder of the UX practice at MailChimp, Aaron is now VP of Design Education at InVisionApp.



LAURA KLEIN

@lauraklein

Author of *Build Better Products*, and *UX for Lean Startups*. Laura is a passionate designer and now spends her time advising other startups on how to stay user centric.



NICK FINCK

@nickf

Formerly the project design manager at Facebook and now at General Assembly, Nick is known as a rockstar in the world of UX. He's a frequent speaker, founder of Uxforchange.org, serious thought leader, and someone who is trying to change the world via UX.



Leader, Designer, Author

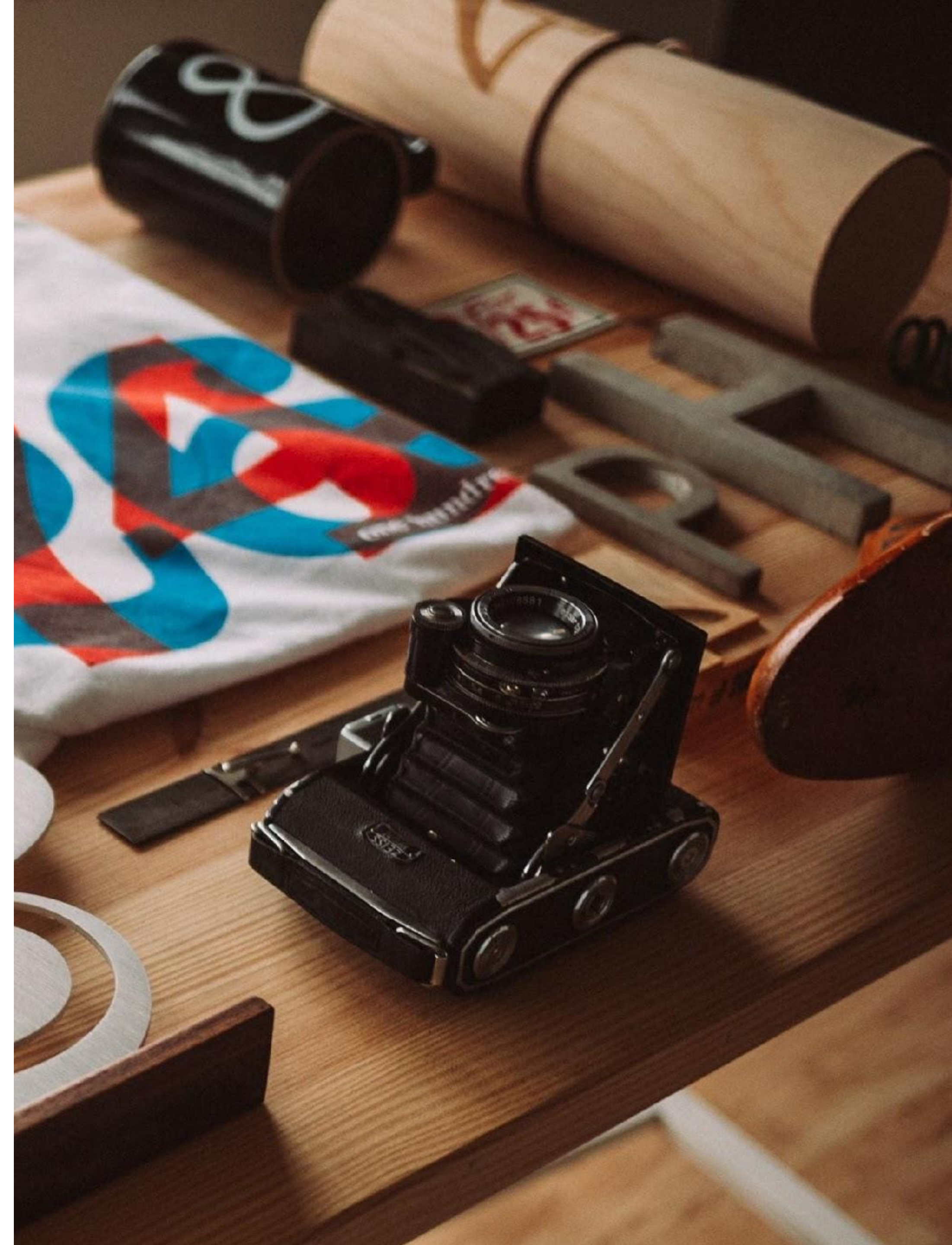
DONALD NORMAN

@jndler

His best known work, *The Design Of Everyday Things*, was published in 1988, and is still a best seller to this day. In this book he coined the term “User Centered Design” which has become the mantra of all design since. He is on this list because if you don’t understand design, you cannot understand how to design a great customer experience. That is what modern marketing is all about.

SOUNDS, IMAGES, & COPY

Design is an unquestioned aspect of all marketing. It is not without its need for inspiration and thought leadership. The following list is here to give you fresh ideas on what design can be from visual stimulation to user experience.



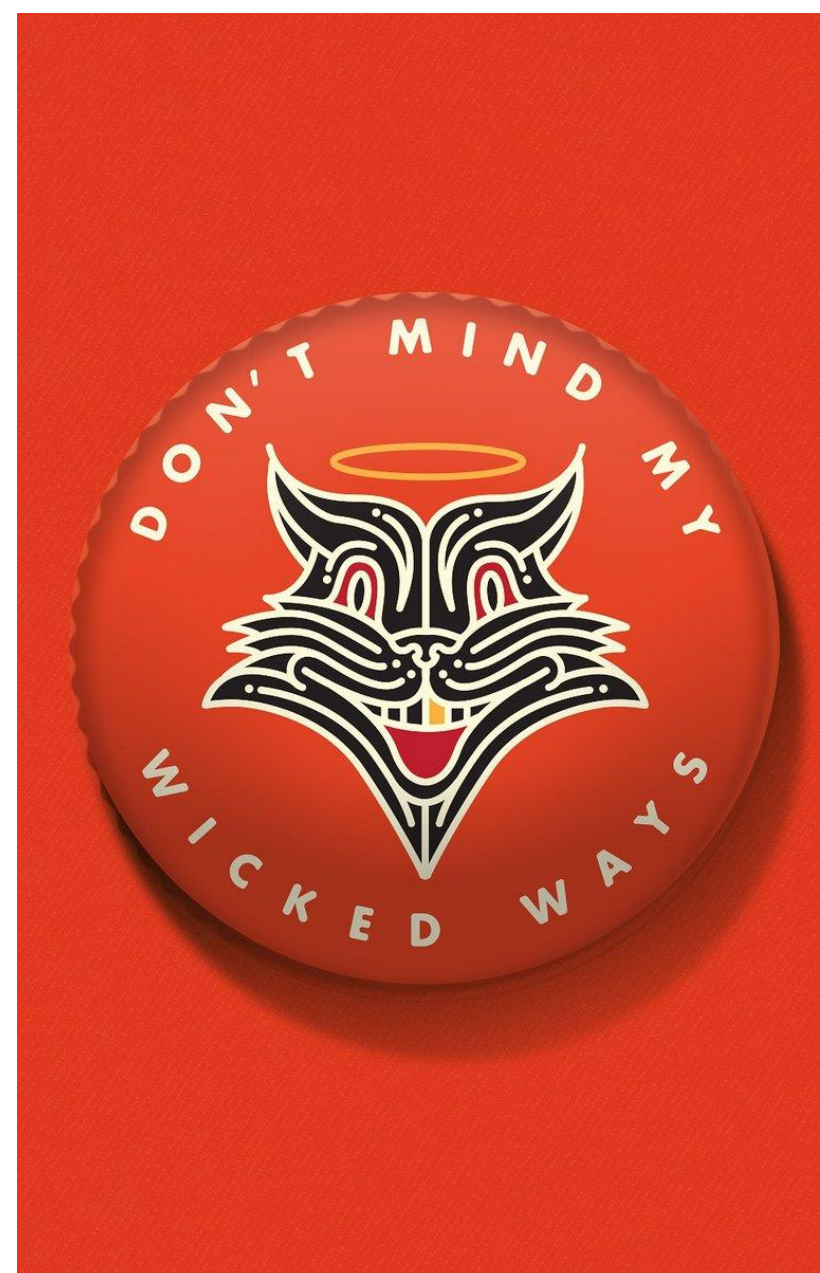
VISUAL INSPIRATION



FRANKLYN

@therealfranklyn

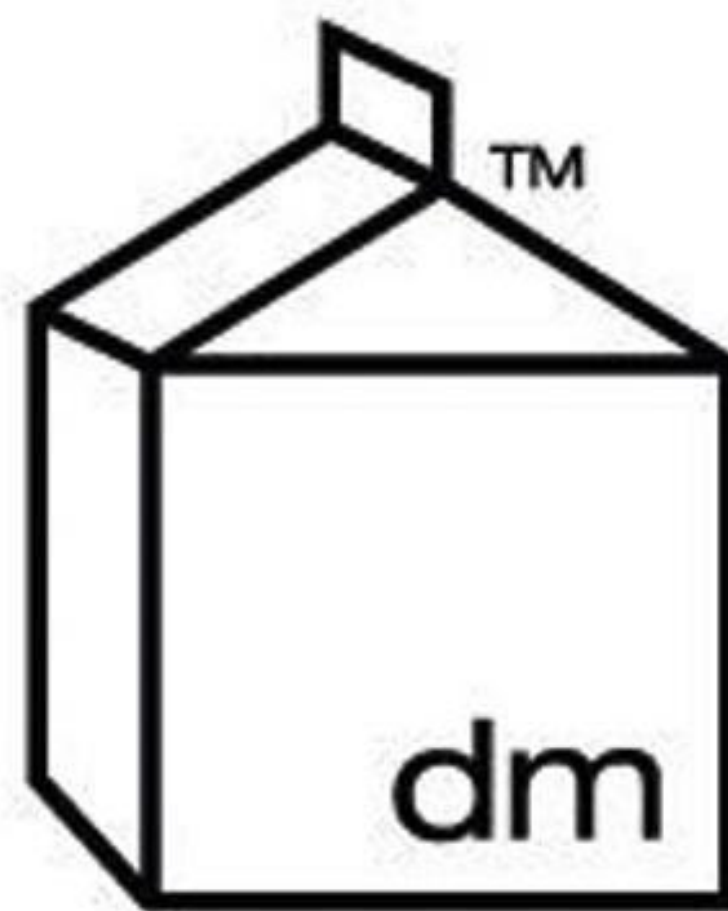
This Brooklyn-based design shop has one of the most beautiful Twitter feeds. Their work will inspire you to excel or hire a new agency!



BRIAN STEELY

@briansteely

One of the most recognizable artists currently working for brands, bands, and everyone in between, Brian Steely is an icon of art and design.



DESIGN MILK

@designmilk

This is a website created by @jamiederringer featuring modern design by the droves! It's a feed of inspiration at its best. Jamie has a new podcast out called Clever that you should listen to as well.



UNSPLASH

@unsplash

One of the best kept secrets of content marketers, this free site is a trove of some of the best stock photography around.



ABDZ

@abduzeedo

This is a design blog with a full feed of beautiful design. With well over a quarter million followers, this blog is a must-visit location when you are designing your next project.



Creator, Designer, Author, Bearded

AARON DRAPLIN

@Draplin

Aaron is a one-of-a-kind in the world of design. He's a midwestern native with a rock and roll soul. His approach and style have made him an icon of design, and his work is sought after by everyone from Nike to Obama.

Aaron also created Field Notes, a modern take on the moleskine notebook. His jovial attitude and vintage style have given his work the edge to take home many top honors and given his personal brand a life of its own.

WORDSMITHS WORTH KNOWING



SONIA SIMONE

@soniasimone

Chief Content Officer at Copyblogger Media, Sonia is one of the elite copywriters and backed up by the Copyblogger team. Her unique set of skills and team members make her the epicenter of copy.



EUGENE SCHWARTZ

NONE

Eugene Schwartz made this list in post-mortem. He is recognized as one of the greatest copywriters of all time, and most of our current copywriters still point to him as one of the greatest minds in copy. I'd suggest reading some of his work.



AARON ORENDORFF

@AaronOrendorff

A frequent speaker and writer on the topics of ecommerce and B2B marketing, Aaron is one of the leading minds in content strategy. Also listed by Forbes as a top 10 content marketer, he is worth the follow.

Leader, Marketer, Author, Speaker

ANN HANDLEY

@Annhandley

Ann is a true marketing thought leader and has been for years. She is a writer, digital marketing pioneer, and Wall Street Journal best-selling author who inspires and empowers you to create marketing that your customers will love, igniting real results for your business.

Ann is also a partner and Chief Content Officer at MarketingProfs and author of *Everybody Writes*. Her wisdom, insights, and perspective garner her a top spot.



5 MARKETING PODCASTS TO CHECK OUT



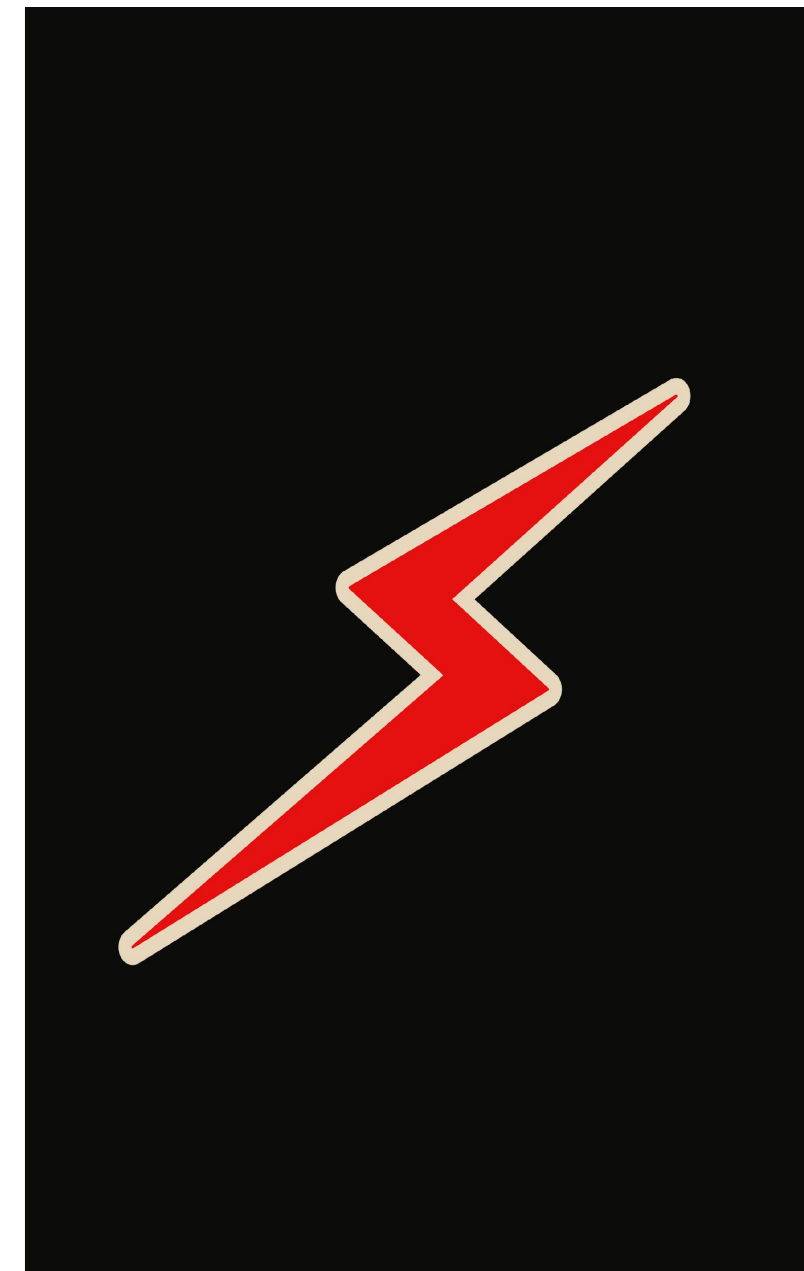
COPPYBLOGGER FM

From the Copyblogger team comes one of the top rated marketing podcasts focused on content and copy.



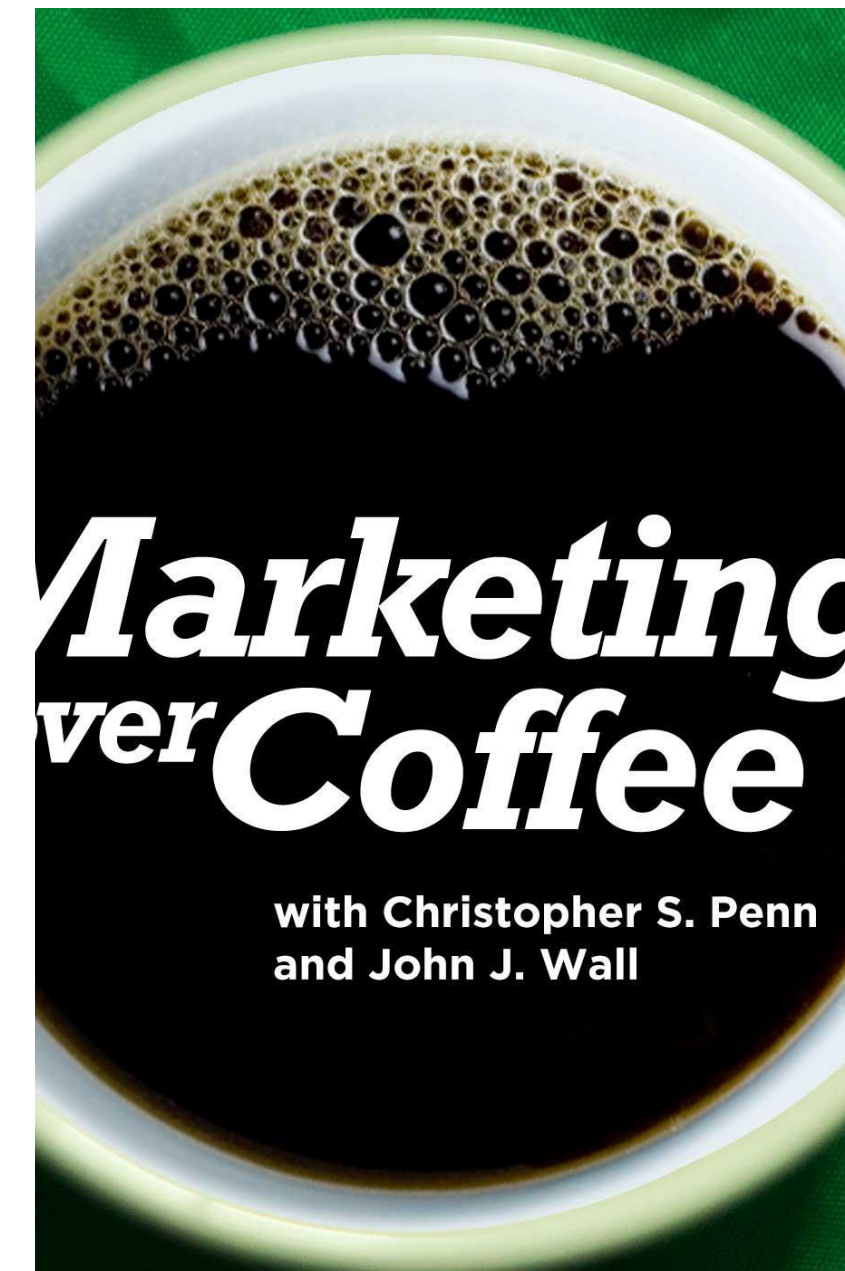
EDGE OF THE WEB

One of the longest running marketing podcasts, EOW has hosted the brightest minds in marketing and continues to produce a great show.



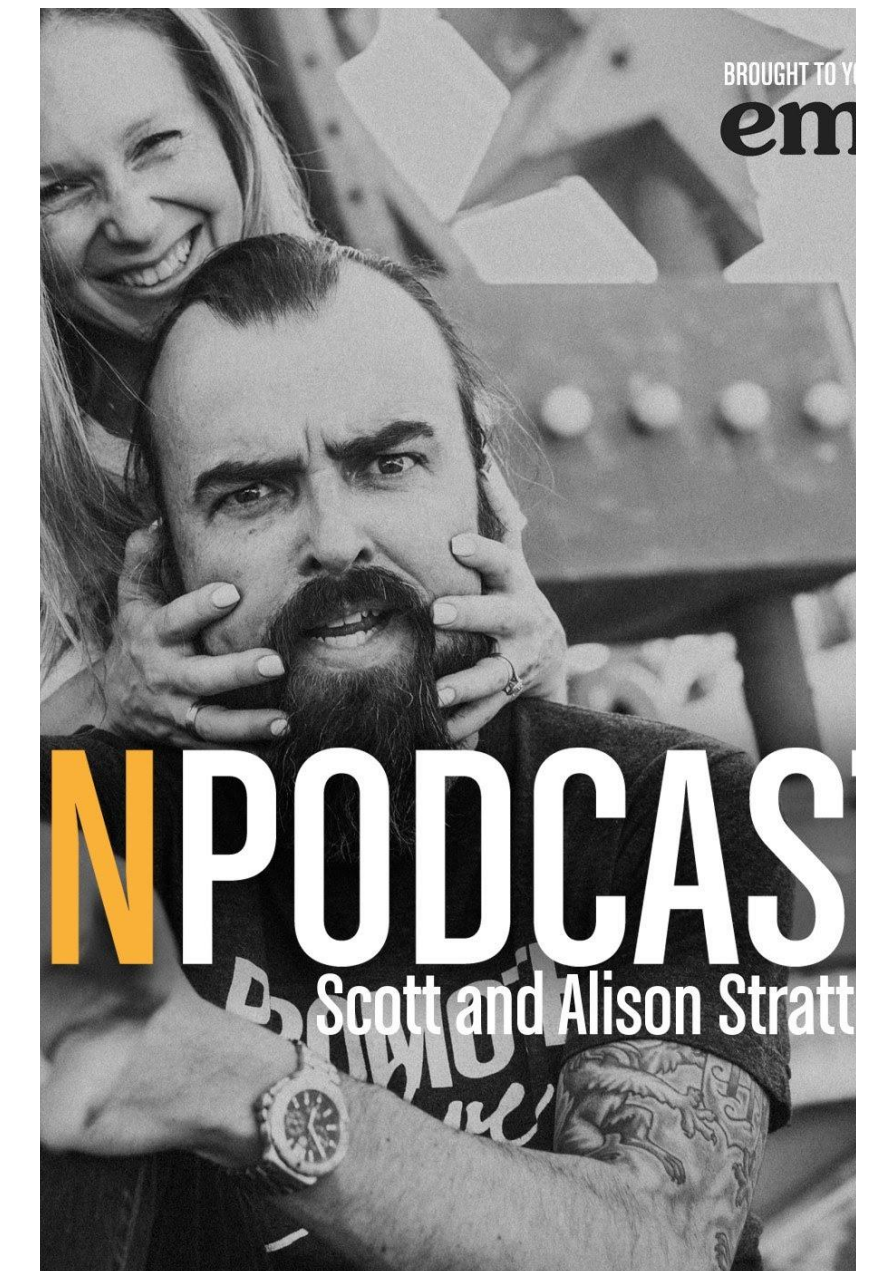
ELECTRONIC PROPAGANDA SOCIETY

A two time Hermes award winner for creative work, this podcast is a must. In nine parts, this miniseries challenges the marketing norm.



MARKETING OVER COFFEE

From the brains of two marketing masterminds, this long running podcast is a short 20-minute refresh in each episode.



UNPODCAST

From the Unmarketing mantra, this edgy podcast covers all topics and angles of marketing in a way you've never heard before. This isn't for the squeamish.

Author, Marketer, Speaker

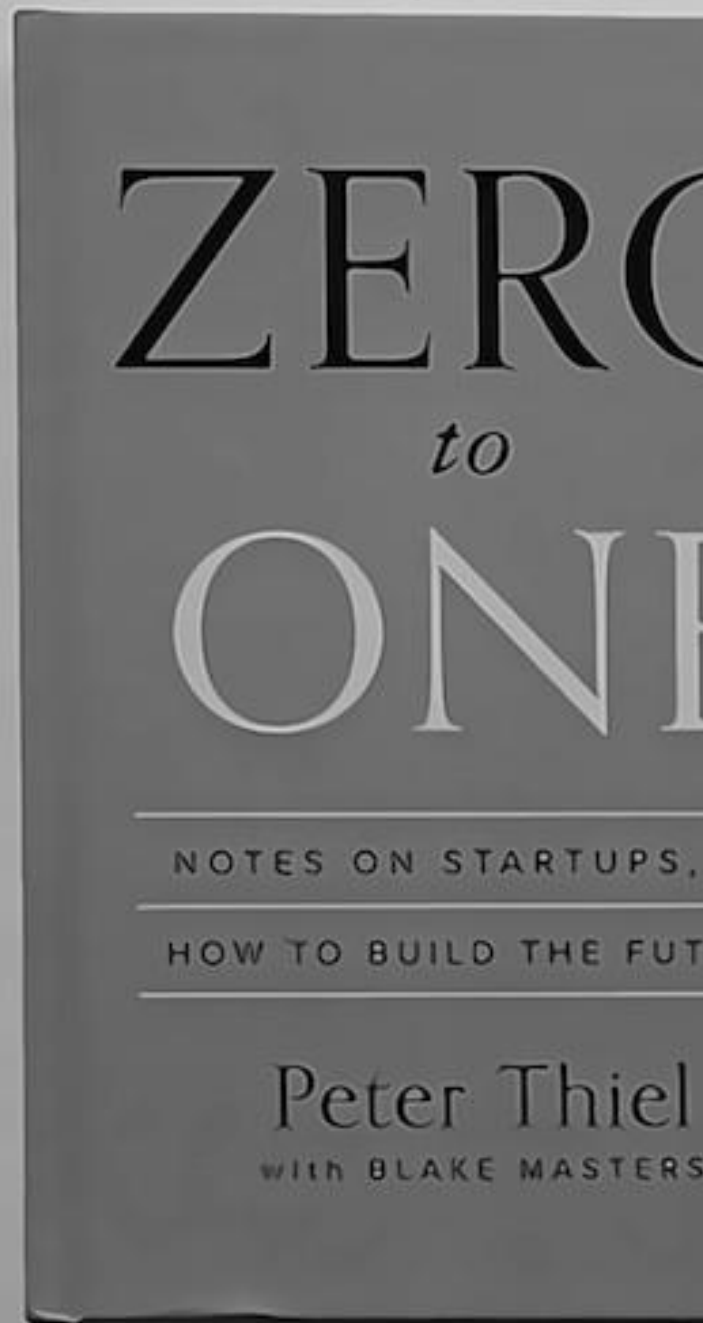
DAVID MEERMAN SCOTT

@Dmscott

Best known for the breakout book *The New Rules of Marketing and PR*, a perennial seller for over a decade, David is someone you must follow. *New Rules* has sold more than 400,000 copies in English and is available in 29 languages from Albanian to Vietnamese.

David is a true leader in what it takes to break through and engage your audience via content and copy.





THE MAGICAL WORLD OF SEARCH MARKETING

Inbound marketing is a term coined by HubSpot to refer to the processes of lead generation via inbound traffic. It's a process of creating content, optimizing for search engines, and capitalizing on conversion rates. The Inbound field has grown rapidly since its inception, and as such, we have experts in all three fields of discipline.



SERIOUS SEARCH EXPERTS



DANNY SULLIVAN

@dannysullivan

Danny is the founding editor of @MarketingLand and @Sengineland and is undeniably one of the people who helped educate the majority of us on SEO, SEM, and PPC. This list is not complete without him. He's an original and still very relevant!



LOREN BAKER

@lorenbaker

Loren is founder of Search Engine Journal, another amazing publication responsible for helping spread the best practices of search. His personal feed is full of amazing content on all aspects of search. He is also the co-founder of the agency Foundation Digital.



VANESSA FOX

@vanessafox

Vanessa Fox is a search engine optimization expert, blogger and author. She worked on Google's Webmaster Central, a set of tools and educational materials assisting webmasters on how to have their sites listed in Google.

CTO, Marketer, Speaker

DHARMESH SHAH

@Dharmesh

Dharmesh created the term “inbound” and is one of the co-founders of the breakout success Hubspot. Before Dharmesh “inbound” wasn’t a word. Now it is one of the leading practices driving demand for all types of businesses.

He is Mr. Inbound.



SEARCH EXPERTS



RAND FISHKIN

@randfish

Rand is a true pioneer in the SEO world. He founded MOZ, which grew to include multiple technologies, a world famous blog, and the famous Whiteboard Fridays. He still is one of the smartest people in organic marketing.



MATT MCGEE

@mattmcgee

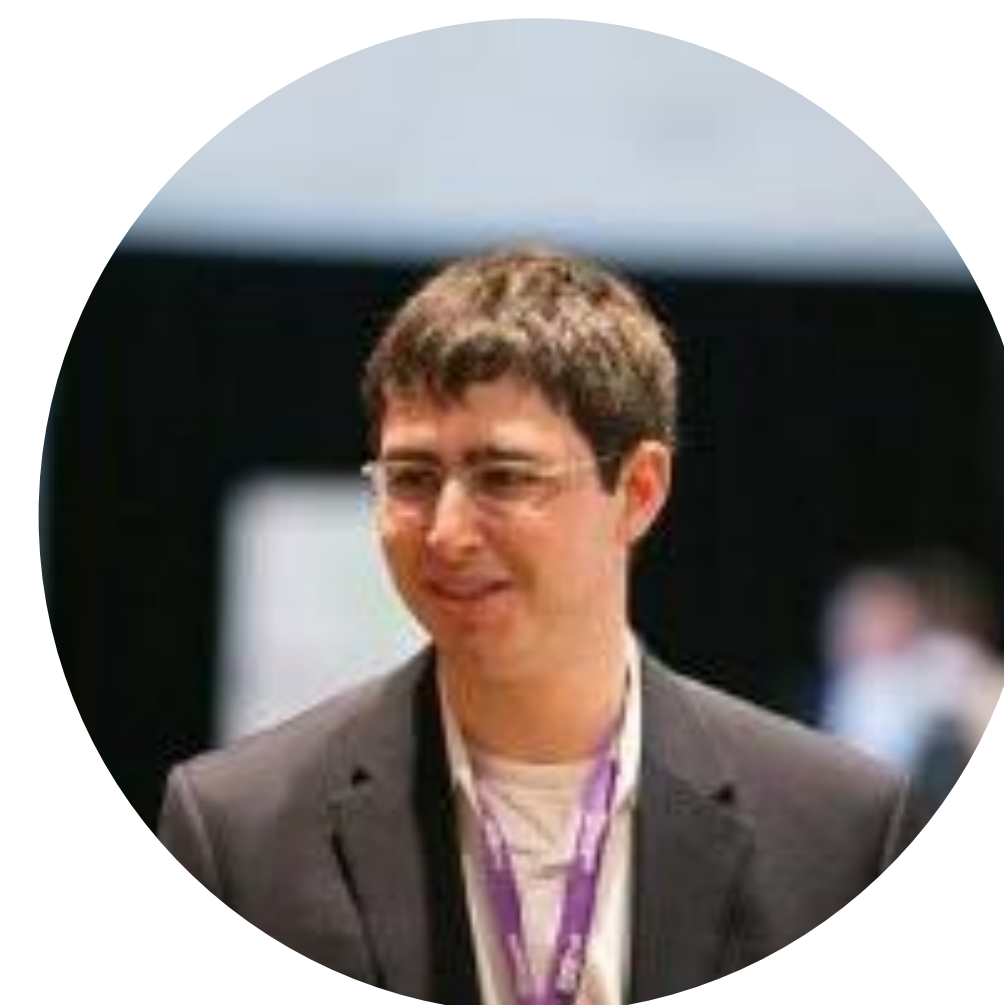
Matt McGee is the Editor-In-Chief of Marketing Land and Search Engine Land. His news career includes time spent in TV, radio, and print journalism. After leaving traditional media in the mid-1990s, he began developing and marketing websites and continued to provide consulting services for more than 15 years.



ALEYDA SOLIS

@aleyda

Aleyda is an international SEO expert and writer for Search Engine Land. She is a frequent speaker around the world on the topic and was named as one of the top 50 marketing experts to watch in 2016 by Forbes.



MATT UMBRO

@matt_umbro

Matt has been around PPC for years and is the founder of #PPCChat, a Twitter chat every Tuesday at noon. Past streams are available at ppcchat.co.

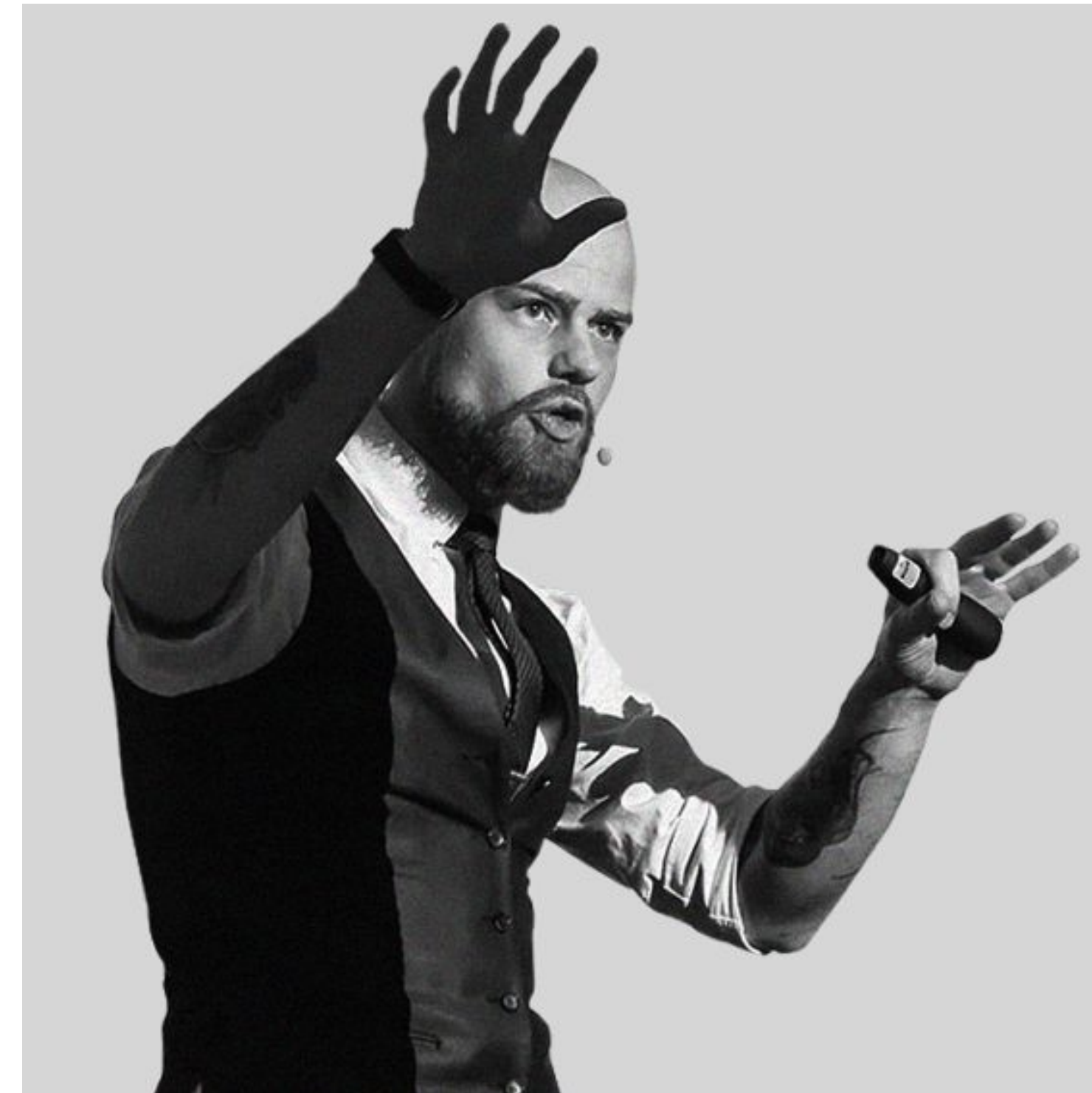
CONVERSION OPTIMIZATION LEADERS



ANGIE SCHOTTMULLER

@Aschottmuller

Respect the hair, and listen to everything she says. Angie is one of the brightest and most technical Conversion Rate Optimization experts out there.



MICHAEL AAGARD

@Contentverve

A Dane in Canada, he's the senior conversion optimizer at Unbounce and a dynamic personality to follow. He is passionate and on-point.



Leader, Speaker, SEO

MATT CUTTS

@Mattcutts

Webspam may not seem all that sexy until you realize it is what the Google algorithms try to protect you from. Matt has the formula for the Google ranking system in his head. No one knows more about how to get your brand ranked higher in organic search.

While on leave, Matt is not currently tweeting, and it is unclear as to his return to the spotlight. He has just taken a role at the Pentagon, so we'll see what this brilliant mind comes up with next.



THE NEW FRONTIER

To know the future you've got to think bigger than just marketing. Staying up with the following minds will keep you up on new technology, mega trends, and how those things will affect the new consumer landscape.



Marketer, Podcast Host, Speaker, Leader

CHRIS PENN

@Cspenn

It needs to be clearly stated: there are those actual thought leaders such as Chris, and then there are people to claim to be “Marketing Ninjas.” Chris is an actual Ninja and practices dojo. He’s the only marketing ninja in existence and takes the title seriously. He is well versed in all aspects of marketing, but focuses mostly on AI, data science, machine learning, and analytics these days.

Chris has been a speaker at more events than he cares to count and is listed on just about every “Who’s Who” list from Forbes on down. He’s the essence of thought leader in the email space, has authored multiple books on marketing, and served as VP of Marketing Technology for SHIFT Communications.

FUTURE FORWARD MINDS



STEVEN VAN BELLEGHEM

@Stevenvbe

Steven is an international keynote speaker. His core topic is customer experience in a digital world. He wrote four best selling books in this field. His latest book is titled *Customers the Day After Tomorrow*. In the last five years, Steven gave more than 750 keynotes in more than 40 countries.



STEVE GILMORE

@Stevegillmor

Steve Gillmor is a technology commentator, editor, and producer in the enterprise technology space. He is Head of Technical Media Strategy at salesforce.com and a TechCrunch contributing editor, as well as the host to the Gilmore Gang on TechCrunch.



BRIAN SOLIS

@Brainsolis

Brian is a mix of analyst, thinker, and provocateur. His books have topped the best seller lists and his presence at the biggest technology and marketing festivals is often to talk about how these two play together for a better experience.



ROBERT SCOBLE

@Scoblizer

Maybe best known by his quote, “I give you a front row seat to the future,” he is the person who made blogging famous and the one companies turn to to know what is coming next. He’s always entertaining and co-hosts a show every Friday on TechCrunch called the Gilmore Gang.



Marketer, Technologist, Speaker

SCOTT BRINKER

@Chiefmartec

Scott was the co-founder of Ion Interactive (sold), and now the VP of Platform Ecosystem at HubSpot. That is not what landed him on this list, though. It's his passion for technology and marketing technology. I've not found a better source of information on the martech world than in Steve's Twitter feed.

Scott's breakout moment was when he began mapping the marketing technology landscape and published it on his blog ChiefMarTec.com. He's documented the insane rise of marketing technology in the past few years and is a person to follow.

CROWD - INFLUENCE - COMMUNITY



DAVID SPINKS

@DavidSpinks

David Spinks is the Founder of CMX (acquired by Bevy Labs, Inc.), an organization dedicated to helping community professionals thrive. David is a frequent speaker at events around the world and advises organizations like Facebook and Google on community technology and education.



GOLDIE CHAN

@GoldieChan

This green-haired brand expert inspires many to up their personal branding game or to use social media to grow a deeply engaged audience.



RYAN BONNICI

@ryanbonnici

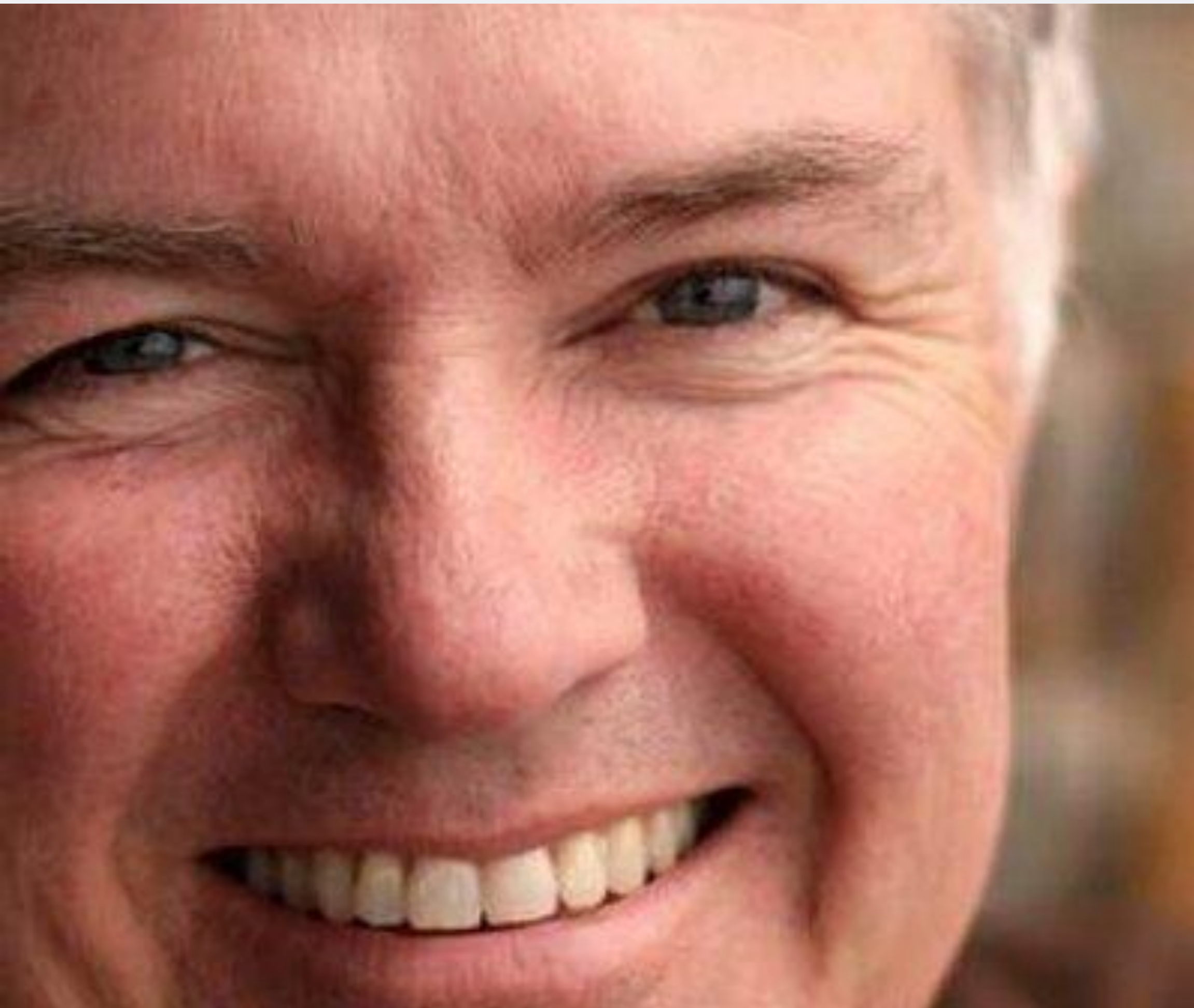
Ryan has a long history of leading thoughts at breakout companies and for publications such as Harvard and MIT. Currently focused on growth and consumer reviews in the B2B space, Ryan is CMO at G2.com.



SYBIL GRIEB

@EdelmanDigital

With a long history of marketing and advertising excellence, Sybil now heads influencer strategy for Edelman. She is responsible for managing influencer teams across all Edelman's US offices.



Agile Marketer, Leader, Speaker

JIM EWEL

@Jimewel

Jim Ewel is a rare combination of experienced CEO, leading-edge marketer, executive coach, and revenue accelerator. As an accomplished CEO/CMO, he has accelerated revenue through improved sales and marketing at Microsoft, working on major and key projects such as Windows NT Server, Microsoft SQL Server, and Windows 2000.

What landed him on this list is his current focus on Agile marketing. The new way marketing must be made. He is one of the co-authors of the *Agile Marketing Manifesto* and one of the most vocal Agile marketers out there.

A.I. - Blockchain - Voice - Bots



VALA AFSHAR

@ValaAfshar

Chief Digital Evangelist at Salesforce and listed as the most influential voice for CMOs, his feed is full of information covering the broader picture of business, digital transformation, and the fourth industrial revolution.



JEREMY EPSTEIN

@jer979

CEO of Never Stop Marketing and former VP of Marketing at Sprinklr, he is a leading speaker and writer on the topic of blockchain-driven innovation from a marketing perspective. Jeremy is a frequent contributor to VentureBeat, Bitcoin Magazine, and Distributed Magazine, as well as a regular guest on the Bitcoin Podcast.



PAUL ROETZER

@paulroetzer

Paul is founder of PR 20/20 and the Marketing Artificial Intelligence Institute. Deeply focused on AI in marketing, he is the guy on the topic. He's not the biggest name, but his insights are larger than his Twitter follower count lets on.



LARRY KIM

@larrykim

Founder and CTO of Wordstream and Mobile Monkey, Larry is viewed as one of the great minds in marketing. He is a frequent speaker at conferences and columnist for INC. magazine. The data and insights he shares keep him on the list.



Thinker, Data, Evangelist, Author

AVINASH KAUSHIK

@Avinash

Avinash Kaushik is the co-founder of Market Motive Inc and the Digital Marketing Evangelist for Google. His prior professional experience includes key roles at Intuit, DirecTV, Silicon Graphics in the US, and DHL in Saudi Arabia.

Through his blog, Occam's Razor, he has published the leading thoughts on digital analytics and data. His book *Web Analytics 2.0* is still one of the most referenced books on analytics and a must-read.

GROWTH MARKETING



SEAN ELLIS

@Seanellis

Sean Ellis is the co-author of *Hacking Growth*, which was published by Crown Business in 2017 (a division of Random House) and has been translated into 16 languages. He coined the term "growth hacking" in 2010, after using it to ignite breakout growth for several companies including Dropbox, Eventbrite, LogMeIn, and Lookout — each now worth billions of dollars.



MORGAN BROWN

@Morganb

One of the best minds in growth, Morgan co-authored *Hacking Growth* with Sean. Currently, he is a product lead at Facebook and still remains a very public voice in marketing and growth.



SUJAN PATEL

@sujanpatel

Sujan is an avid blogger and writes 6 blog posts a week for publications like Forbes, WSJ, Inc and Entrepreneur Magazine. His focus is on growth and digital marketing. He often shares the newest tricks he has used to grow his own businesses. Sujan is also the co-founder of WebProfits, a growth marketing agency, and a partner in a handful of software companies including ContentMarketer.io, Narrow, Quuu, and Mailshake.

UNRAVELING THE MODERN CONSUMER

Modern consumers are nothing like their former selves. The new human is shaped by their world, and the world we live in now is hyper connected, always on, and more dynamic than ever. The following minds focus on understanding the future consumer and translating this into marketing action.



Thinker, Author, Harvard Fellow

DOC SEARLS

@Dsearls

Doc is a thought leader for thought leaders and has been for years. He is one of the co-authors of the business-changing book *Cluetrain Manifesto*, and *The Intention Economy*. Doc is a Harvard fellow and is one of the brains behind the VRM movement. Which suggests consumers should own their data. VRM is the flip of CRM. You may have never heard his name or read his work, but all of the greatest minds in marketing and businesses are well aware of his work. You should be too.



GETTING INTO CONSUMERS HEADS



NICHOLAS CARR

@routhtype

Author of many best selling books, Nicholas covers a deeper side of humanity. By learning how people think, act, and behave, you can learn new ways to reach them and break through. All of his books are must-reads.



TOM WEBSTER

@webby2001

Tom is VP of Strategy at Edison Research. He often talks about consumer insights and social media and uses real data to back up his assumptions. He's an agreed-upon thought leader and a must for this list.



DANAH BOYD

@zephoria

Danah currently serves as the Principal Researcher at Microsoft Research and is a social media scholar and author. She focuses a lot of her work on technology and its effect on teens. She also founded Data and Society.



AARON KELLER

@kellerofcapsule

Aaron is the founder of Capsule design and, more importantly, the author of *The Physics of Brand*. His take on branding is based on consumer research and understanding. Not a big name, but he's a true thought leader.

THANK YOU!

The desire to learn is the first step in becoming a great marketer. Listen to these minds and you will truly receive the best ideas, tactics, and real expert advice from the best in the industry.

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