

# 40 Leaders Driving Innovation in the Enterprise

# Why Enterprise Innovation Leaders?

Innovation is a word that represents nothing short of catching lightning in a bottle.

Innovation will decide which companies are tomorrow's market leaders, and which entrepreneurs we'll be talking about for years to come. Of course, innovation also represents inspiring and life-changing ideas that hold the promise to make the world a better place for everyone.

With this in mind, Brightidea decided to collaborate with Leadtail to take a close look at the people on the front lines of driving innovation programs for their companies.

That's what this unique study is about: using social media insights to help you better understand what top innovation program leaders talk about, what they read and share, and who most influences them.

These hard-working professionals commit themselves daily to championing audacious concepts and turning them into the next generation of opportunity for the enterprises they work at.

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

**Gretchen Hoffman**

VP Marketing, Brightidea



# Why Social Insights?

It seems like every day there's a story about innovation that's front-page news and exploding on social media. Maybe it's a product launch, disruptive new business model that everyone's talking about, or a "bet the company" innovation that's finally working (or not).

Of course, anyone that's ever tried to drive innovative change at an organization knows how hard it is to make that happen.

And while there's no shortage of opinions about what the next new thing could be, it's the management and execution of innovation programs that really determines whether that big idea lives or dies.

That's why we were excited to work with the team at Brightidea to develop a social insights report showcasing top innovation program leaders.

We believe that social media activity can give us a truly unique lens through which to gain insights into the people driving innovation at the enterprise.

So what can we learn from these innovation program leaders, and how do we engage and influence them? That's what this report is all about... enjoy!

**Carter Hostelley**

Founder & CEO, Leadtail



# About the Data

The  
innovation experts  
at Brightidea  
helped identify

**40**

Innovation Leaders  
active on  
social media

Leadtail analyzed

**13,366**

public tweets published by these  
innovators between  
Oct 1, 2014 – Jan 31, 2015

That includes

**8,300**

links shared in those tweets...

**2,894**

unique hashtags

**10,123**

mentions/replies

and

**6,071**

retweets

# About Our Approach

- The executives we looked at have a mix of corporate roles and work in different industries, yet all wield significant influence over the strategy and execution of innovation programs at their companies.
- These innovators all actively participate in social media to discover content, conversations, and people in a way that informs and inspires their passion for innovation.
- Though we analyzed individual Twitter handles (vs. brand handles), many of these influencers use Twitter to engage friends, colleagues, brands, and media on behalf of themselves AND their brand.
- Unlike survey data, this report summarizes behavioral data - what the executives we studied empirically DO: who they mention, what they share, and how they engage.

# About This Report

As we analyzed the Twitter behavior of these 40 innovation leaders, we grouped them into different market segments to reflect the fact that innovation is not limited to one corner of the economy, but is instead disrupting industries across the global marketplace.

Specifically, we looked at innovation leaders in:

- Consumer Goods
- Financial Services
- Healthcare
- Software and Information Services
- Business and Strategy

What can you learn from these innovation leaders across the different industries being impacted by innovation?

Let's dive in and meet our innovation leaders so we can find out...

# Enterprise Innovation Leader Index



**Sean Atkins**  
Discovery Communications  
Page 11



**Carie Davis**  
The Coca-Cola Company  
Page 21



**Brooks Grigson**  
Realpage  
Page 48



**Mitra Best**  
PwC  
Page 12



**Steve Davis**  
PATH  
Page 42



**Gary Hasty**  
AT&T  
Page 52



**Stephanie Boyle**  
AT&T  
Page 54



**Mark Fautleroy**  
Experian Marketing Services  
Page 44



**Dave Jarrick**  
Deloitte  
Page 14



**David Butler**  
The Coca-Cola Company  
Page 19



**Dyan Finkhousen**  
GE  
Page 13



**Karina Jennings**  
Providence Health & Services  
Page 36



**Bonnie Cassidy**  
Nuance Communications  
Page 38



**Chris Finlay**  
UnitedHealth Group  
Page 39



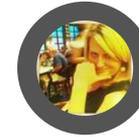
**Garrett Jestice**  
Target  
Page 22



**Randy Choco**  
Microsoft  
Page 50



**Susan Forbes**  
William Gallagher Insurance  
Page 28



**Pamela Jordan**  
Nestle Purina  
Page 23



**Scott Cuppari**  
The Coca-Cola Company  
Page 20



**Brian Garofola**  
CDK Global  
Page 49



**Curtis Kopf**  
Alaska Airlines  
Page 15

# Enterprise Innovation Leader Index



**Bradley Leimer**

Satander NA

Page 30



**Kasey Lobaugh**

Deloitte

Page 16



**Sireen Malik, PhD**

Ericsson

Page 53



**Chris McCarthy**

Innovation Learning Network

Page 41



**Jeff Mergy**

Columbia Sportswear

Page 24



**Todd Moning**

US Bank

Page 31



**Dawn Mortimer**

American Family Insurance

Page 32



**Mark O'Neill**

Axway

Page 51



**Alex Pelletier**

Boston Children's Hospital

Page 37



**Michael Sadowski**

Nike

Page 25



**David Shaw**

Intel

Page 46



**John Sviokla**

PwC

Page 17



**leasha Taitano**

LPL Financial

Page 33



**Andrea Trasatti**

Samsung

Page 47



**Domenic Venturo**

US Bank

Page 34



**Mona Vernon**

Thomson Reuters

Page 45



**Michael Vrska**

Wilson Golf

Page 26



**Dan Weberg, PhD, RN**

Kaiser Permanente

Page 40



**Kristen J. Zavo**

Luxottica / EyeMed

Page 27

# Who & What Influences Innovation Leaders?

Hashtags	People	Media & Publications
1. #innovation	1. @richardbranson	1. YouTube
2. #CES2015	2. @pmarca	2. Forbes
3. #bigdata	3. @BenedictEvans	3. Harvard Business Review
4. #IoT	4. @GlenGilmore	4. TechCrunch
5. #technology	5. @ScottKirsner	5. The New York Times
6. #marketing	6. @hblodget	6. Instagram
7. #startups	7. @BillGates	7. LinkedIn
8. #leadership	8. @amcafee	8. The Wall Street Journal
9. #wearables	9. @sammaule	9. Fast Company
10. #tech	10. @dgbwibirch	10. Twitter
11. #google	11. @GuyKawasaki	11. Mashable
12. #startup	12. @ValaAfshar	12. Inc.
13. #healthcare	13. @levie	13. Business Insider
14. #ApplePay	14. @conradhackett	14. Medium
15. #design	15. @mims	15. WIRED

# Business & Services



# Sean Atkins

GM & Executive Vice President, Digital  
Discovery Communications

*@atkinssean*

*Lover of product innovation and media; driver of product and content strategies that create sustainable businesses and capture audience interest.*

## Top Hashtags

1. #Opinion
2. #HowToDad
3. #WSJDLive
4. #Vimeo
5. #TheSnapchatEffect

## Most Mentioned

1. @Variety
2. @WSJ
3. @TheWrap
4. @pkafka
5. @ATVIAssist

## Top Sources

1. recode.net
2. thevideoink.com
3. businessinsider.com
4. variety.com
5. thewrap.com



# Mitra Best

U.S. Innovation Leader

PwC

*@MitraInnovates*

*“Work is play with a purpose; stop when it’s no longer fun and rewarding.”*

## Top Hashtags

1. #innovation
2. #google
3. #InternetOfThings
4. #app
5. #Bitcoin

## Most Mentioned

1. @WIRED
2. @PwC\_LLP
3. @techreview
4. @Airbnb
5. @aksingh77

## Top Sources

1. technologyreview.com
2. wired.com
3. techcrunch.com
4. forbes.com
5. linkedin.com



# Dyan Finkhousen

Director, Open Innovation & Advanced Manufacturing  
GE

*@DyanFinkhousen*

*"I've had success with my innovation program because our teams have the passion to create a better future."*

## Top Hashtags

1. #GELookahead
2. #advmfg
3. #innovation
4. #avgeek
5. #CAD

## Most Mentioned

1. @juanjuemes
2. @GE\_Water
3. @GEAviation
4. @ParisDeletraz
5. @statoilasa

## Top Sources

1. ninesights.ninesigma.com
2. gelookahead.economist.com
3. 15inno.com
4. youtube.com
5. middleeast.geblogs.com



# Dave Jarrick

Digital Innovation and Enterprise Strategy  
Deloitte

*@DaveJarrick*

*Leader of Digital Innovation Lab focused squarely on development of digital infrastructure, marketplace capabilities, product incubation and the broadening of our emerging firm digital ecosystem.*

## Top Hashtags

1. #CES2015
2. #Bshagw
3. #digitalhollywood
4. #la
5. #Movember

## Most Mentioned

1. @BSHAGW
2. @DeloitteTMT
3. @darynakulya
4. @swedefinger
5. @DeloitteDIGI\_US

## Top Sources

1. businessinsider.com
2. instagram.com
3. cnn.com
4. techcrunch.com
5. theverge.com



# Curtis Kopf

Vice President, Customer Innovation  
Alaska Airlines

**@ckopf1**

*Leads 100+ person team charged with making Alaska the world's easiest airline to fly. Teams span ecommerce, digital marketing, distribution, airport experience, R&D, employee tools, customer insight and mobile.*

## Top Hashtags

1. #salesforce
2. #iFlyAlaska
3. #AlaskaAir
4. #alaskatravelhack
5. #customersincluded

## Most Mentioned

1. @AlaskaAir
2. @seaprepsports
3. @tom\_peters
4. @adrenalinelax
5. @Airbnb

## Top Sources

1. hbr.org
2. usatodayhss.com
3. alaskaair.com
4. bizjournals.com
5. geekwire.com



# Kasey Lobaugh

Principal - Chief Retail Innovation Officer  
Deloitte

**@KLobaugh**

*Over the last 18 years, Mr. Lobaugh has been involved in helping the world's largest retailers transform their strategy for the evolution to an Omni-Channel retail business model.*

## Top Hashtags

1. #retail
2. #innovation
3. #CXOConfidence
4. #Holiday2014
5. #mobilefirstlook

## Most Mentioned

1. @Deloitte
2. @DeloitteCB
3. @DeloitteUS
4. @Adobe
5. @alpaul17

## Top Sources

1. deloitte.com
2. deloitte.wsj.com
3. dupress.com
4. internetretailer.com
5. prnewswire.com



# John Sviokla

Principal & Business Leader: Strategy & Innovation  
PwC Advisory

**@JJSviokla**

*Dr. Sviokla directs PwC's Exchange -- a think tank and community dedicated to "seeing what's next" in business, and is co-author of "The Self-Made Billionaire Effect".*

## Top Hashtags

1. #BillionaireEffect
2. #innovation
3. #CES2015
4. #PwC
5. #billionaire

## Most Mentioned

1. @mitchdcohen
2. @stratandbiz
3. @PwC\_LLQ
4. @Inc
5. @mcuban

## Top Sources

1. paper.li
2. pwc.com
3. bloomberg.com
4. strategy-business.com
5. businessinsider.com

# Consumer Goods & Retail



# David R. Butler

VP, Innovation and Entrepreneurship  
The Coca-Cola Company

*@DavidRButler*

*Designer. Systems geek. Relentless learner. On a mission to make it easier for starters to be scalers and scalers to be starters.*

## Top Hashtags

1. #BestDesignFC
2. #Designtogrow
3. #WebSummit
4. #killingunicorns
5. #CokeInnovation

## Most Mentioned

1. @FastCompany
2. @TechCrunch
3. @VentureBeat
4. @CocaCola
5. @FortuneMagazine

## Top Sources

1. coca-colacompany.com
2. 40billion.com
3. amazon.com
4. fastcompany.com
5. techcrunch.com



# Scott Cuppari

Global Director, Marketing - Coca-Cola Freestyle  
The Coca-Cola Company

**@ScottCuppari**

*Digital disruptor at intersection of brand marketing, mobile/tech innovation, & connections planning. Bass player. @WVUIMC alum.*

## Top Hashtags

1. #WVU
2. #forevermountaineer
3. #Getup4Gameday
4. #HailWV
5. #AnarchyAfterword

## Most Mentioned

1. @engadget
2. @mashable
3. @USATODAY
4. @\_BottleRocket
5. @abbybalik

## Top Sources

1. engadget.com
2. mashable.com
3. usatoday.com
4. youtube.com
5. bloomberg.com



# Carie Davis

Global Director Innovation and Entrepreneurship  
The Coca-Cola Company

**@CarieDavis2**

*Ms. Davis' Entrepreneurial Innovation program helps participants focus on developing solutions to problems worth solving, using customer empathy, experimentation and calculated risk-taking.*

## Top Hashtags

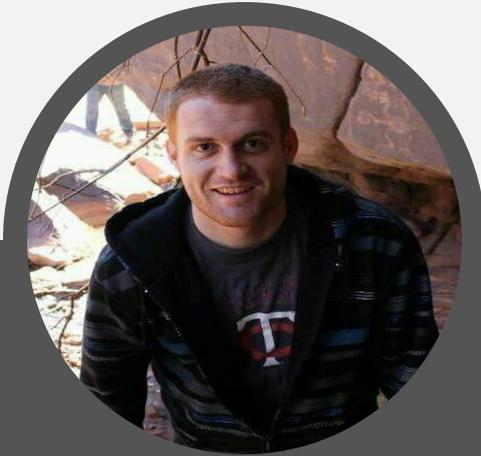
1. #gsb2014
2. #atlsw
3. #leanstartup
4. #tiex
5. #startupweekend

## Most Mentioned

1. @CocaColaCo
2. @brantcooper
3. @atlsw
4. @jen\_bonnett
5. @Kevn\_Burke

## Top Sources

1. eventbrite.com
2. eater.com
3. up.co
4. youtube.com
5. generalassemb.ly



# Garrett Jestice

Innovation Coach & Intrapreneur

Target

**@GJustice**

*Through his work with Target's volunteer internal LEAP! Innovation Network, Mr. Jestice helps Target business leaders and employees discover and develop new innovation skills.*

## Top Hashtags

1. #innovation
2. #Design
3. #anamasters
4. #architecture
5. #BigData

## Most Mentioned

1. @jeremyutley
2. @stanforddschool
3. @BYU
4. @forrester
5. @inc5000

## Top Sources

1. inc.com
2. fastcodesign.com
3. entrepreneur.com
4. fastcompany.com
5. techcrunch.com



# Pamela Jordan

Senior Manager, Innovation and Emerging Growth Group  
Nestlé Purina North America

*@DisruptivePJ*

*Ms. Jordan focuses on transforming innovative opportunities into realized lines of business through the incubation, validation, and business model refinement stages of product development.*

## Top Hashtags

1. #Df14
2. #weirdforce
3. #Facebook
4. #STL
5. #BetterWithPets

## Most Mentioned

1. @Cardinals
2. @Inc
3. @bobowens
4. @FastTash
5. @JPitlyk

## Top Sources

1. instagram.com
2. forbes.com
3. nytimes.com
4. businessinsider.com
5. huffingtonpost.com



# Jeff Mergy

Director - Global Innovation  
Columbia Sportswear

**@MERGS**

*Mr. Mergy's passion is using experience, education, instincts, and leadership skills to launch new products, solve challenging problems, and keep improving his team, the brand, and himself.*

## Top Hashtags

1. #running
2. #TryingStuff
3. #exploreoregon
4. #portlandnw
5. #20kmparis

## Most Mentioned

1. @Bierfabriek
2. @businessinsider
3. @Columbia1938
4. @Inc
5. @mashable

## Top Sources

1. instagram.com
2. inc.com
3. now.nfl.com
4. espn.go.com
5. gearjunkie.com



# Michael Sadowski

Strategy and Operations Director  
Nike

@sustainnyc

*Mr. Sadowski leads strategy for the Systems Innovation function within Nike's Sustainable Business & Innovation team.*

## Top Hashtags

1. #sustainability
2. #climatechange
3. #BSR14
4. #EricGarner
5. #solar

## Most Mentioned

1. @nytimes
2. @erbinstitute
3. @MarcGunther
4. @nprnews
5. @BarackObama

## Top Sources

1. nytimes.com
2. theguardian.com
3. npr.org
4. hbr.org
5. grist.org



# Michael Vrska

Global Director of Golf R&D  
Wilson Sporting Goods

*@vgolfman*

*Golfers are trending toward lightweight clubs, due in part to the heavy-hitting innovation and R&D led by Mr. Vrska at Wilson Sporting Goods.*

## Top Hashtags

1. #personalDistance
2. #DUONation
3. #FGTour100
4. #PGATOUR
5. #Golf

## Most Mentioned

1. @WilsonGolf
2. @Brendan\_Steele
3. @Streels54
4. @HackersParadise
5. @MyGolfSpy

## Top Sources

1. thehackersparadise.com
2. wilson.com
3. mygolfspy.com
4. bunkersparadise.com
5. facebook.com



# Kristen J. Zavo

Director of Product Development, Strategy and Innovation  
Luxottica / EyeMed

*@kristenzavo*

*Ms. Zavo helps drive all aspects of the innovation process, from identifying strategic opportunities, to managing the ideation process and pipeline, to supporting the growth of an innovation-focused culture.*

## Top Hashtags

1. #innovation
2. #OpenInnovation
3. #nrf15
4. #retail
5. #FF

## Most Mentioned

1. @NRFnews
2. @FireballDeena
3. @stephenshapiro
4. @Adweek
5. @IEGroup

## Top Sources

1. bloomberg.com
2. fastcompany.com
3. businessinsider.com
4. luxurydaily.com
5. entrepreneur.com

# Financial Services



# Susan Forbes

Chief Innovation Officer  
William Gallagher Associates

**@WGAInnovation**

*Committed to challenging the conventional in the search for innovative breakthrough ideas, Ms. Forbes drives process, product, and service innovation as Chief Innovation Officer at WGA.*

## Top Hashtags

1. #innovation
2. #ebola
3. #CyberTrends
4. #creativity
5. #TRIA

## Most Mentioned

1. @WGAins
2. @BusInsMagazine
3. @Advisen
4. @PhilEdmundson
5. @Deloitte

## Top Sources

1. wgains.com
2. brainzooming.com
3. businessinsurance.com
4. hbr.org
5. forbes.com



# Bradley Leimer

Head of Innovation  
Santander Bank, N.A.

**@Leimer**

*“Whether in the form of a lab, a sandbox, or an incubator, create spaces where innovation can thrive, where failure is analyzed, and iterative improvements can be achieved.”*

## Top Hashtags

1. #money2020
2. #fintech
3. #MCAwards14
4. #Bitcoin
5. #goodread

## Most Mentioned

1. @sammaule
2. @leimer
3. @bornonjuly4
4. @brettking
5. @rshevlin

## Top Sources

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



# Todd Moning

Senior Vice President, Payments Innovation Director  
U.S. Bank

**@TodderM**

*Business creative, designer, Fintech curator, dot connector, creative facilitator & R&D Innovation Director at U.S. Bank in Minneapolis.*

## Top Hashtags

1. #mobcon
2. #PayThink
3. #fail
4. #mobcon2014
5. #1Device

## Most Mentioned

1. @innov8tr
2. @BW
3. @jenniferzick
4. @awizemann
5. @brentherd

## Top Sources

1. pymnts.com
2. instagram.com
3. twitter.com
4. wsj.com
5. techcrunch.com



# Dawn Mortimer

Corporate Programs Director  
American Family Insurance\*

**@DawnMortimer**

*"If you're going to lead an innovation program, the most important thing to do is to have tenacity! It doesn't hurt to have a business sponsor for each of your experiments and projects either."*

## Top Hashtags

1. #OneAmFam
2. #30daysofthanks
3. #WTIMS
4. #DreamFearlessly
5. #dreambank

## Most Mentioned

1. @amfam
2. @AmFamJack
3. @AmFamSusan
4. @tinapauluskraus
5. @AmFamVentures

## Top Sources

1. youtube.com
2. fastcompany.com
3. inc.com
4. host.madison.com
5. instagram.com

\* Ms. Mortimer recently took a new position as Market Strategy Director at Guidewire. 32



# laesha Taitano

Vice President of Design Thinking  
LPL Financial

**@leashaTaitano**

*"The most important thing to know about leading innovation is that your job is to create and manage discomfort. The magic happens when you push folks right to the edge of their discomfort – but not far enough that they fall off the edge."*

## Top Hashtags

1. #innovation
2. #leadership
3. #creativity
4. #strategy
5. #startups

## Most Mentioned

1. @LinkedIn
2. @mitsmr
3. @Inc
4. @JoshuaKFletcher
5. @HarvardBiz

## Top Sources

1. linkedin.com
2. inc.com
3. hbr.org
4. fastcoexist.com
5. fastcompany.com



# Dominic Venturo

Executive Vice President, Chief Innovation Officer  
U.S. Bank

**@Innov8tr**

*“We develop new products, set the strategy for emerging innovations in payments and banking and create the environment within the bank through which these innovations are tested, adjusted and brought to market.”*

## Top Hashtags

1. #BAI2014
2. #PayThink
3. #retaildelivery
4. #ApplePay
5. #CGDigital

## Most Mentioned

1. @iankar\_
2. @Todderm
3. @BW
4. @seansposito
5. @TechCrunch

## Top Sources

1. techcrunch.com
2. nytimes.com
3. businessinsider.com
4. bloomberg.com
5. businessweek.com

# Healthcare



# Karina Jennings

Senior Director, Product and Digital Marketing  
Providence Health & Services

*@KarinaJennings*

*As head of product and digital marketing for Providence Health & Services, Ms. Jennings is passionate about strategy and innovation in executive and corporate communications.*

## Top Hashtags

1. #hcs14
2. #hcmktg
3. #ehealth
4. #Marketing
5. #hcsm

## Most Mentioned

1. @reginabenjamin
2. @IraByock
3. @melissatizon
4. @RodHochmanMD
5. @danamlewis

## Top Sources

1. netvibes.com
2. blogs.gartner.com
3. clickz.com
4. hbr.org
5. blog.hubspot.com



# Alex Pelletier

Manager, Innovation Acceleration Program  
Boston Children's Hospital

**@acpelletier**

*Ms. Pelletier focuses on developing strategic digital health innovation and manages the FastTrack Innovation in Technology product development team at Boston Children's Hospital.*

## Top Hashtags

1. #PedInno14
2. #dhis2014
3. #HackPeds
4. #innovation
5. #Chealth14

## Most Mentioned

1. @BostonChildrens
2. @HackPediatrics
3. @NaomiFried
4. @BCH\_Innovation
5. @mithackmed

## Top Sources

1. vectorblog.org
2. bostonglobe.com
3. mobihealthnews.com
4. medcitynews.com
5. techcrunch.com



# Bonnie Cassidy

Senior Director of HIM Innovation  
Nuance Communications

**@BonnieSCassidy**

*Dedicated to the advancement of the HIM Profession, Ms. Cassidy has written extensively about how healthcare organizations and professionals can prepare for the new ICD-10 code.*

## Top Hashtags

1. #AHIMACon14
2. #healthIT
3. #GAHIMSS
4. #BestinKLAS
5. #Healthcare

## Most Mentioned

1. @NuanceInc
2. @modrnhealthcr
3. @ICD10monitor
4. @NuanceHealth
5. @HITOutcomes

## Top Sources

1. annals.org
2. chimecentral.org
3. coalitionforicd10.org
4. consultqd.clevelandclinic.org
5. ehrintelligence.com



# Chris Finlay

Director of Experience Design and Innovation  
UnitedHealth Group

**@ChrisFinlay**

*“Recognizing what matters, and when, is a bit of social, emotional, and design alchemy. It is a form of magic that looks a bit more like procreation than engineering. That makes it precious, elusive, and critical.”*

## Top Hashtags

1. #ThankYou
2. #UX
3. #AnthropoceneEpoch
4. #Awesome
5. #overlap

## Most Mentioned

1. @davegray
2. @JasonGaikowski
3. @brendanlauer
4. @ellenLupton
5. @jasonbaer

## Top Sources

1. amazon.com
2. 50videos50weeks.com
3. hbr.org
4. marketwatch.com
5. medium.com



# Dan Weberg, PhD, RN

Director Nursing Innovation  
Kaiser Permanente

**@DrNurseDan**

*"I want to help take healthcare institutions from a hierarchy model to a fluid and innovative model through the use of transformational leadership principals and innovation tools."*

## Top Hashtags

1. #RunKeeper
2. #innovateNOVA
3. #transformkp
4. #DigitalHealth
5. #iln14

## Most Mentioned

1. @RunKeeper
2. @KPMidAtlantic
3. @kptotalhealth
4. @KPDigitalHealth
5. @McCarthyChris

## Top Sources

1. runkeeper.com
2. share.kaiserpermanente.org
3. modernhealthcare.com
4. phdcomics.com
5. abc7.com



# Chris McCarthy

Founding Director  
Innovation Learning Network

**@McCarthyChris**

*Innovation leader, convener and designer solving complex challenges, developing innovation infrastructure, and coordinating the connection between large systems.*

## Top Hashtags

1. #iln14
2. #innovation
3. #ANASTaffingConf
4. #KPLDI
5. #Design

## Most Mentioned

1. @healthcareILN
2. @Alex\_inPDX
3. @KPNorthwest
4. @kpinnovation
5. @LindaAiken\_Penn

## Top Sources

1. instagram.com
2. nytimes.com
3. mccarthychris.com
4. flickr.com
5. hbr.org



# Steve Davis

President & CEO  
PATH

**@SteveDavisPATH**

*"I'm interested in the intersection of where innovations — technology or business or operational innovation — can transform the way societies work."*

## Top Hashtags

1. #globalhealth
2. #vaccineswork
3. #IC2030
4. #ebola
5. #reacheverychild

## Most Mentioned

1. @PATHtweets
2. @SteveDavisPATH
3. @gavi
4. @gatesfoundation
5. @BillGates

## Top Sources

1. path.org
2. gatesnotes.com
3. vaccineswork.org
4. ic2030.org
5. cfr.org

# Software & Information Services



# Mark Fautleroy

Director, Product Strategy & Innovation  
Experian Marketing Services

**@MFautleroy**

*Innovator of consumer insights & market research: Speaker, technology adopter, soccer fanatic, frequent traveler, coffee drinker*

## Top Hashtags

1. #Marketing
2. #MRX
3. #innovation
4. #BlackFriday
5. #KohlsSweeps

## Most Mentioned

1. @Kohls
2. @AmericanAir
3. @BeyondVerbal
4. @btincq
5. @digitalarun

## Top Sources

1. experian.com
2. theverge.com
3. wired.com
4. businessinsider.com
5. thenextweb.com



# Mona Vernon

VP, Data Innovation Lab  
Thomson Reuters

*@MonaVernon*

*Ms. Vernon has a strong track record of partnership within her organization and with universities, startups, and VCs to drive innovation and accelerate new technology adoption.*

## Top Hashtags

1. #BigData
2. #50onFireBOS
3. #CharlieHebdo
4. #CIDR2015
5. #innovation

## Most Mentioned

1. @thomsonreuters
2. @bostondatafest
3. @pmarca
4. @jeffjarvis
5. @MIT

## Top Sources

1. nytimes.com
2. blog.thomsonreuters.com
3. bostinno.streetwise.co
4. swarmapp.com
5. newsoffice.mit.edu



# David Shaw

Innovation Lead & Creative Catalyst  
Intel Corporation

**@SpinJunkey**

*Interested in complex issues at the intersection of art, design, and technology. Champion user needs while being mindful of business and technical constraints. Strong belief in the power of play!*

## Top Hashtags

1. #creatingis
2. #Indeed
3. #Indigenous
4. #Millennials
5. #oilsands

## Most Mentioned

1. @AaronShawzzam
2. @third\_brain
3. @ayeletb
4. @jyuen
5. @chrisburkard

## Top Sources

1. elephantjournal.com
2. huffingtonpost.com
3. amazon.com
4. cavsbigplastic.com
5. fastcocreate.com



# Andrea Trasatti

Developer Relations  
Samsung Strategy & Innovation Center

*@andreatrasatti*

*“Modern innovators are today’s explorers: we set sail on unknown waters in order to discover and author the new.”*

## Top Hashtags

1. #DigitalHealth
2. #sdc2014
3. #Informedhealth2015
4. #wintertech
5. #jpm15

## Most Mentioned

1. @patrick\_h\_lauke
2. @samsung
3. @SamsungSAMIO
4. @SamsungDevUS
5. @UCSFCDHI

## Top Sources

1. voiceofthebody.io
2. samsungdevcon.com
3. youtube.com
4. developer.samsungsami.io
5. theguardian.com



# Brooks Grigson

Sr. Product Manager of Innovation, Propertyware  
Realpage

*@bgrigson*

*Favorite Innovation Quote:*

*"Keep moving no matter what." - Michael Griffith*

## Top Hashtags

1. #MobiChat
2. #MFFL
3. #12DaysofPandora
4. #SicKSU
5. #MNF

## Most Mentioned

1. @jbchaykowsky
2. @paulgoode
3. @chrismurman
4. @AmericanAir
5. @myouts

## Top Sources

1. docs.google.com
2. open.spotify.com
3. boingboing.net
4. qz.com
5. businessinsider.com



# Brian Garofola

Vice President, Research & Development  
CDK Global

*@BrianGarofola*

*"I'm passionate about building a culture of continuous delivery founded upon engineering excellence, automation, and empathy for all aspects of the product delivery pipeline."*

## Top Hashtags

1. #AngularJS
2. #ngHackNight
3. #devopsdays
4. #docker
5. #DOES14

## Most Mentioned

1. @CDKGlobal
2. @gsogol
3. @jeffxor
4. @1871Chicago
5. @fawad

## Top Sources

1. slideshare.net
2. youtube.com
3. appinventor.mit.edu
4. blog.appdynamics.com
5. blog.oshineye.com



# Randy Choco

Marketing Imagineer  
Microsoft

**@RandyChoco**

*“Digital marketer at Microsoft with a focus on innovation. Insatiably curious about technology. Working through my travel, film and photography addictions.”*

## Top Hashtags

1. #Microsoft
2. #drone
3. #FriFotos
4. #AdobeMAX
5. #Marketing

## Most Mentioned

1. @Gizmodo
2. @gradconn
3. @verge
4. @HebronCP
5. @marctramonte

## Top Sources

1. thinkagainblog.com
2. theverge.com
3. youtube.com
4. gizmodo.com
5. npr.org



# Mark O'Neill

VP Innovation - API and Identity  
Axway

*@TheMarkONeill*

*As VP Innovation at Axway, Mr. O'Neill is focused on how API security and Identity evolve as the Internet of Things becomes reality.*

## Top Hashtags

1. #GartnerAADI
2. #AxwayConnections
3. #API
4. #APIDays
5. #Axway

## Most Mentioned

1. @Axway
2. @kkohut
3. @Accenture
4. @universalhub
5. @monkchips

## Top Sources

1. soatothecloud.com
2. programmableweb.com
3. axway.com
4. bostonglobe.com
5. apidays.io



# Gary Hasty

Director Strategy & Innovation / Chief Architect  
AT&T

**@Gary\_Hasty**

*"I've had success with my innovation programs because I'm still a geek at heart that accidentally fell into management years ago. Respect the geeks and work with them to help translate their ideas into business-speak."*

## Top Hashtags

1. #feedly
2. #mzw2014
3. #attempoyee
4. #ciostuff
5. #ATTemp

## Most Mentioned

1. @untappd
2. @BHB\_brews
3. @ATT
4. @meuon
5. @ellahasty

## Top Sources

1. swarmapp.com
2. instagram.com
3. untappd.com
4. cioinsight.com
5. youtube.com



# Sireen Malik, PhD

VP & PSC, Head of ICT Solutions (CenturyLink Customer Unit)

Ericsson

**@SireenMalik**

*“Technology Leader, Cloud Runner, PaaS Man, Strategist, Scientist, Innovator, Husband, Dad, Grateful”*

## Top Hashtags

1. #IoT
2. #Ericsson
3. #Cloud
4. #CES2015
5. #BigData

## Most Mentioned

1. @Forbes
2. @ericsson
3. @gigaom
4. @YouTube
5. @Inc

## Top Sources

1. ericsson.com
2. forbes.com
3. youtube.com
4. hbr.org
5. gigaom.com



# Stephanie Boyle

Head of AT&T Foundry (Innovation Center) - Palo Alto  
Ericsson

**@SNBoyle**

*With a long track record of success in mobile, media, and UX, Ms. Boyle is currently focused on Connected Cars, Connected Cities and turning the world of things into platforms.*

## Top Hashtags

1. #ATTDevSummit
2. #currentstatus
3. #futurecast
4. #latergram
5. #selfie

## Most Mentioned

1. @mattmireles
2. @TheyCallMeLuca
3. @serial
4. @SistaniSays
5. @Alex\_Donn

## Top Sources

1. instagram.com
2. timehop.com
3. twitter.com
4. youtube.com
5. busycitizen.co

# Conclusion

Imagine if you could listen to the daily conversations of world-class innovation program leaders. How would you use that information to deepen your thinking about innovation and what it takes to really implement it, organization-wide?

For example, would it provide you insights into what innovation topics, articles, and publications to read and share, and whom you should consider following and engaging on social media? Sure it would.

We created this special report with Brightidea to provide you with social media insights about 40 top innovation program leaders to help you better understand, learn from, and engage those professionals responsible for driving innovation programs at the enterprise.

Connect with us on social media and share how you've put these insights into action!

## Innovation thrives when ideas are shared.

Brightidea, the leading software provider for corporate innovation programs, powers **Humana**, **Accenture**, **BT**, **Cisco**, **GE**, **IBM**, **MasterCard**, and **Roche's** world-class innovation programs. We offer innovation software designed for innovation program leaders to fully harness their people's creative capacity, as well as the innovation expertise to guide you. 95% of our Global 500 customers who TechValidate\* surveyed saw improvements in their innovation program.

Take the **Innovation Strength Assessment** to learn how your innovation program stacks up. Visit: <http://brightidea.com/innovation-strengths>

**Ready to put your innovation programs on the path to success?**

**Email us: [sales@brightidea.com](mailto:sales@brightidea.com)**



"For every \$1 invested by BT on our innovation program we have returned over \$75 to the business."



Steve Healey  
Head of BT New Ideas



@Leadtail



LinkedIn.com/company/Leadtail



Leadtail.com/blog

## Social Insights for Decision Makers

Leadtail came about from our desire to help B2B marketing leaders 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 create social media strategies and leverage social insights research. Our team has developed and implemented programs for leading business brands and venture backed startups including: WageWorks, Trend Micro, Adaptive Insights, Peoplefluent, DNN, and NetBase.

We also publish social insights reports about different decision maker groups such as digital marketers, HR executives, and CFOs. These must-read reports have been referenced in major publications including: The Wall St. Journal, Business Insider, Forbes, Huffington Post, Adweek, and MarketingProfs.

**Interested in collaborating on a future social insights report?**

**Email us: [hello@leadtail.com](mailto:hello@leadtail.com)**