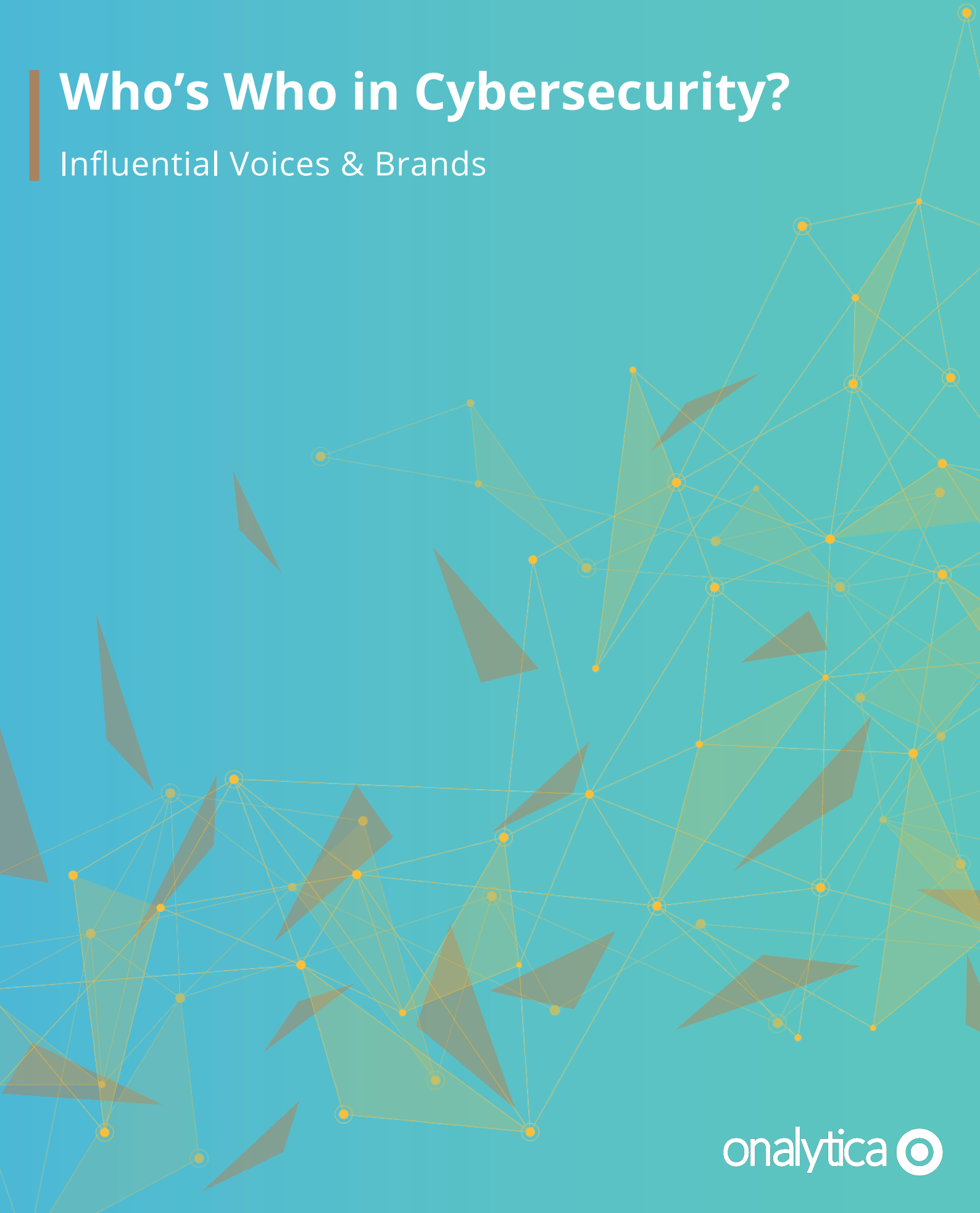
Who's Who in Cybersecurity?

Influential Voices & Brands



onalytica

Contents

"Who's Who" Methodology 1
Introduction to Cybersecurity 4
Brand Employees 5
Personas
MyOnalytica Experts 7
Social Amplifiers 9
Industry KOLs 11
Event Speakers 13
Content Creators 15
Roles
Journalists & Contributors 17
Analysts 19
Academics & Researchers 21
Sub-topics & Sectors
Cloud Security 23
Data Privacy & Protection 25
Threat Intelligence 26
Brands
Cybersecurity Brands 27
Publications & Resources 29
About Onalytica 30

onalytica

"Who's Who" Methodology

Onalytica have been creating influencer lists for the last 10+ years, curating an influencer database of 1M influencers across 500+ topical communities within industries such as tech, finance, healthcare, education and many more.

It is our mission to shine a light on the most influential voices that are creating quality content, and driving engagement and impact online across social as well as traditional media.

Onalytica uses a unique combination of our proprietary software, human qualitative analysis and secondary research to analyze online and offline influence, to create the best social influencer lists in the world. Our influence scores are driven by 38 algorithms and this methodology has been continually refined over the past 10 years to evolve with social media developments and how influence is best calculated.

We take into account social media influence across channels like LinkedIn & Twitter as well analyze offline influence through a proxy of online analysis looking at how much people are referenced within a topical context in blogs, media and video sites. We also look at how topically relevant an influencer's content is and whose content drives the most engagement online and among the wider influencer community.

Each influencer is categorized by a number of criteria such as by role, influencer persona, expertise, location, audience, channel referencing the role they play within the wider influencer community and the way in which they'd collaborate with brands.

The personas we have within our reports are:

Our **Brand Employees** category highlights influential Exec Leaders and Subject Matter Experts working for large Enterprise brands that are delivering solutions in the sector. To be included they have to be visibly driving external engagement on their social channels.

Our **MyOnalytica Experts** category highlights influencers that are part of Onalytica's marketplace, creating relevant content on social on the topic, driving the most engagement globally and keen to partner with brands. These influencers are often experts, social amplifiers, event speakers and independent analysts all in one.

Social Amplifiers are influencers who are driving the most engagement on Twitter posting regularly on the topic and sharing other people's content. The analyzed topic needs to be one of their most talked about thought leadership topics on their influencer profile within the Onalytica platform.

Industry KOLs category highlights experts who have high credibility & authority within the industry, the media, and the influencer community on social.

Event Speakers are topical experts that speak at or play a key role in a minimum of 3-4 industry events per year. These events can take the form of in-person events, virtual events and webinars.

Content Creators are the top Podcasters and YouTubers selected based on consistency of content creation, online activity and relevance.

Journalists & Contributors contribute to well-known global publications as well as independent journalists who are also driving the highest topical authority and engagement.

Analysts category highlights those who work for an Analyst house or state that they're an analyst on their LinkedIn experience and/or Twitter bio. They all have an online & social presence & create content as a way of amplifying the work they're doing.

Academics & Researchers category highlights individuals that have published research or are working in education and/or research on the analyzed topic. They must clearly state that they are an academic, professor or researcher in their LinkedIn experience and/or Twitter bio.

Our **Sub-Topics & Sectors** category showcases influencers that are posting & amplifying a lot of industry content, including third party content. The sub-topic/sector analyzed needs to be one of their main thought leadership topics, as per their Onalytica profile.

In some cases, influencers will have more than one persona, and in this instance, will clearly have a secondary persona tag. For example, an industry KOL may also speak at a lot of events and therefore have an event speakers tag.

Secondary tags:

Analysts

Event Speakers

Content Creators

Journalists & Contributors

Academics & Researchers

Brand Employees

Introduction to Cybersecurity

Cybersecurity applies technology, processes and controls to protect networks, devices and data from cyber attacks. It aims to reduce the risk of malware, ransomware, phishing and insider threats as well as to prevent the unwarranted exploitation of sensitive information.

According to the *Allianz Risk Barometer*, cyber perils are the biggest concern for companies globally in 2022. In addition, it was *reported* that there was a 50% increase in weekly attempts to attack corporate networks globally in 2021.

"Cybersecurity will see increased operational budgets because of more sophisticated threats and consequences of breaches (and especially ransomware) to the bottom line. Cybersecurity becomes more of a C-Suite issue with every passing year as breaches can be disruptive and devastating for business." *Chuck Brooks*, Adjunct Professor at Georgetown University.

The escalating importance of cybersecurity is evident, which is why this report focuses on the voices raising awareness and driving solutions within cybersecurity. We have broken the influential voices into personas from Industry KOLs, Event Speakers, Analysts to Content Creators and Social Amplifiers to provide the best sample list of experts creating inspiring industry content and driving engagement on cybersecurity.

Brand Employees

These are the influential Exec Leaders and Subject Matter Experts working for large Enterprise brands that are delivering solutions in the sector. They are visibly driving external engagement on their social channels around the topic of Cybersecurity.

Wendy Nather
Cisco
Head of Advisory CISOs

Mark Simos
Microsoft
Lead Cybersecurity Architect

Phil Venables
Google Cloud
VP, Google; Chief Information Security Officer, Google Cloud

Tom Garrison
Intel Corporation
VP & GM of Client Security Strategies & Initiatives

Natalia Oropeza
Siemens
Chief Cybersecurity Officer

Cristin Flynn Goodwin
Microsoft
GM & Associate General Counsel

Jake Moore
ESET
Global Cybersecurity Advisor

Zeina Zakhour
Atos
Global CTO, Big Data & Cybersecurity

Eugene Kaspersky
Kaspersky
CEO

Raj Samani
Trellix
Fellow, Chief Scientist

Brand Employees Ctd.

Rainier Varilla
IBM
Principal Cybersecurity Technical Leader

Anton Chuvakin
Google Cloud
Security Solution Strategy

Ann Johnson
Microsoft
CVP, Security, Compliance & Identity

Rohit Ghai
RSA Security
CEO

Andrew Rose
Proofpoint
Resident CISO

Brett Winterford
Okta, Inc
Senior Director, Cybersecurity Strategy

Rod Trent
Microsoft
Senior Cloud Security Advocate

Camille Stewart
Google
Global Head, Product Security Strategy

Becky Pinkard
Vodafone
Head of Global Cyber Defence

Neil Thacker
Netskope
CISO EMEA

Personas

MyOnalytica Experts

This category highlights influencers who are Cybersecurity experts, and are signed up to Onalytica's marketplace, MyOnalytica. We analyze their topical influence on Twitter, LinkedIn as well as how much they are referenced within blogs and online media.

Antonio Grasso
Digital Business Innovation Srl
Founder & CEO

Linda Grasso
DeltalogiX
CEO

Sally Eaves
Global Foundation for Cyber Studies & Research
Senior Policy Advisor

Conor Coughlan
Armis
General Manager, EMEA & Chief Advocacy Officer

Jo Peterson
Clarify360
VP Cloud & Security Services

Dr ir Johannes Drooghaag
Spearhead Management
CEO

Helen Yu
BriteCore
SVP of Services

Mark Lynd
NETSYNC
Head of Digital Business

Paula Piccard
Independent
Digital Influencer

Avrohom Gottheil
#AskTheCEO Media
Founder & CEO

MyOnalytica Experts Ctd.

Bill Mew
Elnion
EMEA Associate

Rob May
ramsac
Managing Director

Mirko Ross
asvin
CEO

Kevin L. Jackson
TNS
SVP Channel Sales

JC Gaillard
Corix Partners
Managing Director & Founder

Craig Mullins
Mullins Consulting, Inc
President & Principal Consultant

Bob Gourley
OODA LLC
CTO & Co-Founder

Sean Martin
imsmartin
President

Neira Jones
Independent
Advisor & International Speaker

Matthew Fisher
Carium
General Counsel

To be considered as a professional influencer for future Who's Who lists, sign up to MyOnalytica and complete your profile!

Sign Up Today

Social Amplifiers

This sample highlights influencers who are driving the most engagement on Twitter, posting regularly on the topic and sharing other people's content. Cybersecurity is one of their most talked about thought leadership topics on their influencer profile within the Onalytica platform.

Kevin Beaumont
Arcadia Group Ltd
Head of Security Operations Centre

Dmitri Alperovitch
Silverado Policy Accelerator
Executive Chairman

Bob Carver
Verizon
Principal Cyberecurity Threat Intelligence & Analytics

Christopher Castelli
Booz Allen Hamilton
Cybersecurity Editorial Lead, Writer & Content Strategist

David Clarke
Vciso Cyber Security GDPR Cybersecurity & Data Protection Consultant

Ratan Jyoti
Ujjivan Small Finance Bank Limited
Chief Information Security Officer

Stéphane Nappo
Groupe SEB
VP & Global CISO

Sanjay Katkar
Quick Heal Technologies
Co-Founder & CTO

Tamara McCleary
Thulium
CEO

Marc Wilczek
Link11
Chief Operating Officer

Social Amplifiers Ctd.

Louis Columbus
Dassault Systems
Principal

Kayne McGladrey
Ascent Solutions LLC
Security Architect, Strategy & GRC Practices

Michael Lemm
FreedomFire Communications
Owner

Rick Holland
Digital Shadows
CISO, VP Strategy

Eric Vanderburg
TCDI
VP, Cybersecurity

Christina Morillo
Trimarc Security, LLC
Microsoft Cloud Security Lead

Jackie Singh
S.T.O.P
Director, Technology & Operations

Aghiath Chibb
Telebionix
Co-Founder

Florian Hansemann
HanseSecure
Founder

Sean Harris
Cybersecurity Influencer

Industry KOLs

Industry Key Opinion Leaders category highlights experts who have high credibility & authority on Cybersecurity within the industry, the media, and the influencer community on social.

Chuck Brooks
Georgetown University
Adjunct Professor

Shira Rubinoff
Vaultree
Advisor

Tyler Cohen Wood
VoiceAmerica
Talk Show Host

Brian Honan
BH Consulting
Owner

Theresa Payton
Fortalice Solutions, LLC
President & CEO

Jessica Barker
Cygenta
Co-Founder & Co-CEO

Lisa Ventura
UK Cyber Security Council
Communications Manager

Jane Frankland
KnewStart
Owner & CEO

Mikko Hypponen
F-Secure Corporation
Chief Research Officer

Dr Magda Chelly
Responsible Cyber Pte. Ltd
Cybersecurity Author & Researcher

Industry KOLs Ctd.

Ryan Naraine
Security Conversations
Publisher

Joseph Steinberg
Joseph Steinberg, LLC
Advisor & Expert Witness -
CyberSecurity, Privacy & AI

Graham Cluley
Smashing Security Podcast
Host

Robert M. Lee
Dragos, Inc
CEO & Founder

Lisa Forte
Red Goat Cyber Security LLP
Partner

Tina Gravel
AppGate
SVP Global Channels & Alliances

John Hammond
Huntress
Senior Security Researcher

Scott Schober
Berkeley Varitronics Systems
CEO

Marco Ramilli
Yoroi
Founder & CEO

Daniel Miessler
Robinhood
Head of Vulnerability Management

Chloé Messdaghi
Impactive Consulting
Founder & Principal

Event Speakers

This sample list highlights topical experts that speak at or play a key role in Cybersecurity events regularly within a year. These events can take the form of in-person events, virtual events, webinars and LinkedIn Lives.

Eva Galperin
Electronic Frontier Foundation
Director of Cybersecurity

Jeremiah Grossman
Bit Discovery
CEO

Zoë Rose
Canon EMEA
Regional & Supplier Information Security Lead

Lesley Carhart
Dragos, Inc
Incident Response Practice Lead, North America

Bryan Seely
Spire Solutions
Strategic Advisor

Samara R. Williams
Cardinal Health
Manager, Threat Operations

Allan Friedman
Cybersecurity & Infrastructure Security Agency
Senior Advisor & Strategist

Pablo Breuer
Morgan Stanley
Executive Director, Enterprise Security Architect

Gina Yacone
Trace3
CISO (Advisory) for the Mountain States Region

Mark Sangster
eSentire
Principal Evangelist & VP Industry Security Strategies

Event Speakers Ctd.

Rafay Baloch
Cyber Citadel
Lead Security Researcher

Raffael Marty
ConnectWise
General Manager, Cybersecurity

Dr Tim Nedyalkov
Commonwealth Bank
Technology Information Security Officer

Chani Simms
Meta Defence Labs Ltd
Data Protection Consultant

Bryce Austin
TCE Strategy
Cybersecurity Consultant

Content Creators

This is a sample list of top Cybersecurity Podcasters and YouTubers selected based on consistency of content creation, online activity and relevance.

David Spark
CISO Series
Producer, Managing Editor & Co-Host

Marco Ciappelli
ITSPMagazine
Co-Founder & Creative Director

John Breth
J.B.C.
Founder & Managing Principal

Jack Rhysider
Darknet Diaries Podcast
Host

Christophe Foulon
Capital One
Sr Program Manager

Tom Eston
Bishop Fox
Associate VP of Consulting

Steve Gibson
Gibson Research Corporation
President & CEO

Rafal Los
Lightstream
VP, Chief Security Strategist

Dave Bittner
The CyberWire
Producer & Podcast Host

Patrick Gray
Risky.Biz
Producer & Presenter

Content Creators Ctd.

Gerald Auger
Simply Cyber
Chief Content Creator

Heath Adams
TCM Security
Founder

Roles

Journalists & Contributors

This category highlights a sample of journalists who work for, or contribute to well-known, global publications on the topic of Cybersecurity. These people drive high authority and engagement on their social channels.

Catalin Cimpanu
The Record by Recorded Future
Cybersecurity Reporter

Kim Zetter
Investigative Journalist & Book Author

Joseph Marks
The Washington Post
Staff Writer

Steve Morgan
Cybercrime Magazine
Founder & Editor-in-Chief

Danny Palmer
ZDNet
Senior Reporter

Tonya Riley
CyberScoop
Reporter

Eric Geller
POLITICO
Cybersecurity Reporter

Maggie Miller
POLITICO
Cybersecurity Reporter

Charbel Nemnom
itnetX
Senior Cloud Architect

Ludmila Morozova-Buss
Capitol Technology University
Doctoral Student

Journalists & Contributors Ctd.

Joe Tidy
BBC News
Cyber Reporter

Bree Fowler
CNET
Senior Cybersecurity Writer

Tim Starks
CyberScoop
Senior Editor

Joe Uchill
SC Media
Senior Reporter

Teri Radichel
2nd Sight Lab
CEO

Zach Whittaker
TechCrunch
Security Editor

Patrick Howell O'Neill
MIT Technology Review
Senior Editor, Cybersecurity

David Uberti
The Wall Street Journal
Cybersecurity Reporter

Christopher Bing
Reuters
Cybersecurity Reporter

Kelly Jackson Higgins
Dark Reading
Editor-in-Chief

Thomas Brewster
Forbes
Associate Editor

Michael Novinson
The Channel Company
Senior Editor, Security

Analysts

This category highlights analysts who work for an analyst house or state that they're an analyst online. They all have an online and social presence, and create content on Cybersecurity as a way of amplifying the work that they're doing.

Jeff Pollard
Forrester
VP & Principal Analyst

Shane Tews
Logan Circle Strategies
President

Richard Stiennon
IT-Harvest
Chief Research Analyst

Mohit Kumar
The Hacker News
Founder & Editor-in-Chief

Shelly DeMotte Kramer
Futurum Research + Analysis
Principal Analyst & Founding Partner

Dr Chase Cunninghan
Ericom Software
Chief Strategy Officer

Jon Oltsik
ESG
Senior Principal Analyst & Fellow

Selena Larson
Proofpoint
Senior Threat Intelligence Analyst

Katie Nickels
Red Canary
Director of Intelligence

Patrick Donegan
HardenStance Ltd
Founder & Principal Analyst

Analysts Ctd.

Richi Jennings
Richi Jennings Associates
Business Owner

Katell Thielemann
Gartner
VP, Analyst

Jinan Budge
Forrester
Principal Analyst

Keao Caindec
Farallon Technology Group
CEO & Principal Analyst

Mac Howell
Gartner
Director, Analyst

Academics & Researchers

This sample highlights individuals that are working in education and/or research the topic of Cybersecurity. These people publish research, and are active members within the online Cybersecurity conversation.

Ciaran Martin
Blavatnik School of Government
Professor of Practice

Dr Victoria Baines
Bournemouth University
Visiting Fellow

Dr Fauzia Idrees Abro
Coventry University
Visiting Researcher

Lukasz Olejnik
National Center for Research & Development
Steering Committee Member

Danny Dresner
University of Manchester
Professor of Cyber Security

Steven Murdoch
University College London
Professor of Security Engineering

Ray Watson
Masergy
Vice President of Innovation

Rebecca Herold
Privacy & Security Brainiacs
CEO & Co-Founder

Katie Paxton-Fear
The Manchester Metropolitan University
Lecturer in Cyber Security

Leonie Tanczer
University College London
Lecturer, International Security & Emerging Technologies

Academics & Researchers Ctd.

Daniel W. Seiler
National Cybersecurity Centre
IT Project Manager Cyber Security

Merritt Baer
AWS
Principal, AWS Office of the CISO

Carina Birada
Internet Governance Forum
UN IGF MAG Member

Joel Rasmus
Purdue University
Managing Director, CERIAS

Cleverence Kombe
Independent
Researcher

Amy Ertan
NATO CCDCOE
Cyber Security Researcher

Ed Moyle
Adaptive Biotechnologies Corp.
Software Security Principal

Kevin Curran
Ulster University
Professor of Cyber Security

Louise Marie Hurel
Igarapé Institute
Special Digital Security Advisor, Digital Security Programme

Chris Veltsos
Minnesota State University, Mankato
Tenured Faculty (Professor)

Sub-topics & Sectors

Cloud Security

The below sample of influencers post and amplify a lot of industry content, including third party content, on the topic of Cloud Security. The topic is also one their main thought leadership topics, as per their Onalytica profile.

Mark Nunnikhoven
Lacework
Distinguished Cloud Strategist

Paula Piccard
Independent
Digital Influencer

Sally Eaves
Global Foundation for Cyber Studies & Research
Senior Policy Advisor

Bob Carver
Verizon
Principal Cyberecurity Threat Intelligence & Analytics

David O'Brien
ARGOS Cloud Security
Founder

Teri Radichel
2nd Sight Lab
CEO

Jo Peterson
Clarify360
VP Cloud & Security Services

Avrohom Gottheil
#AskTheCEO Media
Founder & CEO

Evan Kirstel
eViRa Health
Chief Digital Evangelist & Co-Founder

Chuck Brooks
Georgetown University
Adjunct Professor

Cloud Security Ctd.

Shelly DeMotte Kramer
Futurum Research + Analysis
Principal Analyst & Founding Partner

Ronald van Loon
Intelligent World
Principal Analyst & CEO

Charbel Nemnom
itnetX
Senior Cloud Architect

Riyaz Walikar
Kloudle
Co-Founder & CTO

Ratan Jyoti
Ujjivan Small Finance Bank Limited
Chief Information Security Officer

Data Privacy & Protection

Data Privacy & Protection is a vast part of the overall Cybersecurity conversation, the below sample post and amplify a lot of industry content, including third party content, on the topic.

Johnny Ryan
Irish Council for Civil Liberties
Senior Fellow

Riana Pfefferkorn
Stanford University
Research Scholar, Stanford Internet Observatory

Max Schrems
noyb.eu
Chairperson

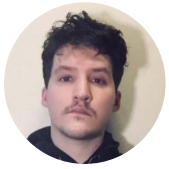
Tonya Riley
CyberScoop
Reporter

Wolfie Christl
Cracked Labs
Co-Founder

Lukasz Olejnik
National Center for Research & Development
Steering Committee Member

Eric Geller
POLITICO
Cybersecurity Reporter

Troy Hunt
Pluralsight
Information Security Author & Instructor



Mikael Thalen
The Daily Dot
Writer

Matt Burgess
WIRED
Senior Writer, Security

Joseph Lorenzo Hall
Internet Society
Distinguished Technologist

Threat Intelligence

Threat Intelligence is integral within the Cybersecurity conversation. The below sample post and amplify a lot of industry content, including third party content.

Katie Nickels
Red Canary
Director of Intelligence

Sergio Caltagirone
Threat Intelligence Academy
CEO

Rick Holland
Digital Shadows
CISO, VP Strategy

Patrick Donegan
HardenStance Ltd
Founder & Principal Analyst

Mary Mac
Independent
Content Strategist

Kevin Beaumont
Arcadia Group Ltd
Head of Security Operations Centre

Antonio Stano
VMEngine srl
CSO

Shah Sheikh
DTS Solution
Co-Founder

Grace Chi
Pulsedive Threat Intelligence
Co-Founder & COO

Bob Diachenko
SecurityDiscovery.com
Cyber Security Consultant

Chuck Brooks
Georgetown University
Adjunct Professor

Brands

Cybersecurity Brands

Below is a sample of brands who create and share Cybersecurity thought leadership content, and/or are prominent providers within the space. Their rankings are based on the relevancy of the content, the engagement it gets, as well as other metrics.

Okta
Ranking: 1

CrowdStrike
Ranking: 6

Auth0
Ranking: 2

Mimecast
Ranking: 7

Optiv
Ranking: 3

Splunk
Ranking: 8

Trellix
Ranking: 4

SentinelOne
Ranking: 9

Mandiant
Ranking: 5

Ping Identity
Ranking: 10

Cybersecurity Brands Ctd.

Netskope
Ranking: 11

CyberArk
Ranking: 16

SailPoint
Ranking: 12

Rapid7
Ranking: 17

BeyondTrust
Ranking: 13

Secureworks
Ranking: 18

Zscaler
Ranking: 14

Tenable
Ranking: 19

Check Point
Ranking: 15

OneTrust
Ranking: 20

Publications & Resources

Below are publications and resources discussing Cybersecurity. Their rankings are predominantly based on the relevancy of the content & the engagement it gets.

Infosecurity Magazine
Ranking: 1

Security Magazine
Ranking: 6

The Hacker News
Ranking: 2

Solutions Review
Ranking: 7

Threatpost
Ranking: 3

Forbes
Ranking: 8

SC Media
Ranking: 4

ZDNet
Ranking: 9

CSO Online
Ranking: 5

Dark Reading
Ranking: 10

About Onalytica

Onalytica Provides consultancy-led Influencer Marketing software for industry & B2B marketing and communications professionals looking to identify and engage with social media influencers.

Onalytica's software enables brands to implement and run structured Influencer Relationship Management programs with large Influencer Communities to improve brand awareness, perception and demand generation.

Founded in 2009, and backed by Bebo founders Michael and Paul Birch, Onalytica have created over 5,000 B2B and B2C Influencer programs for global clients which include Microsoft, Google, IBM, Coca-Cola, Amazon, Centrica and British Airways.

Onalytica are striving for this report to be a One-Stop Shop for the Movers & Shakers of the industry so any feedback to further improve the lists is always gratefully received.

The online Cybersecurity conversation is vast, so this is a sample list of influential personas driving the discussion. If you would like to be considered for future lists, please feel free to contact!

Get in Touch

onalytica