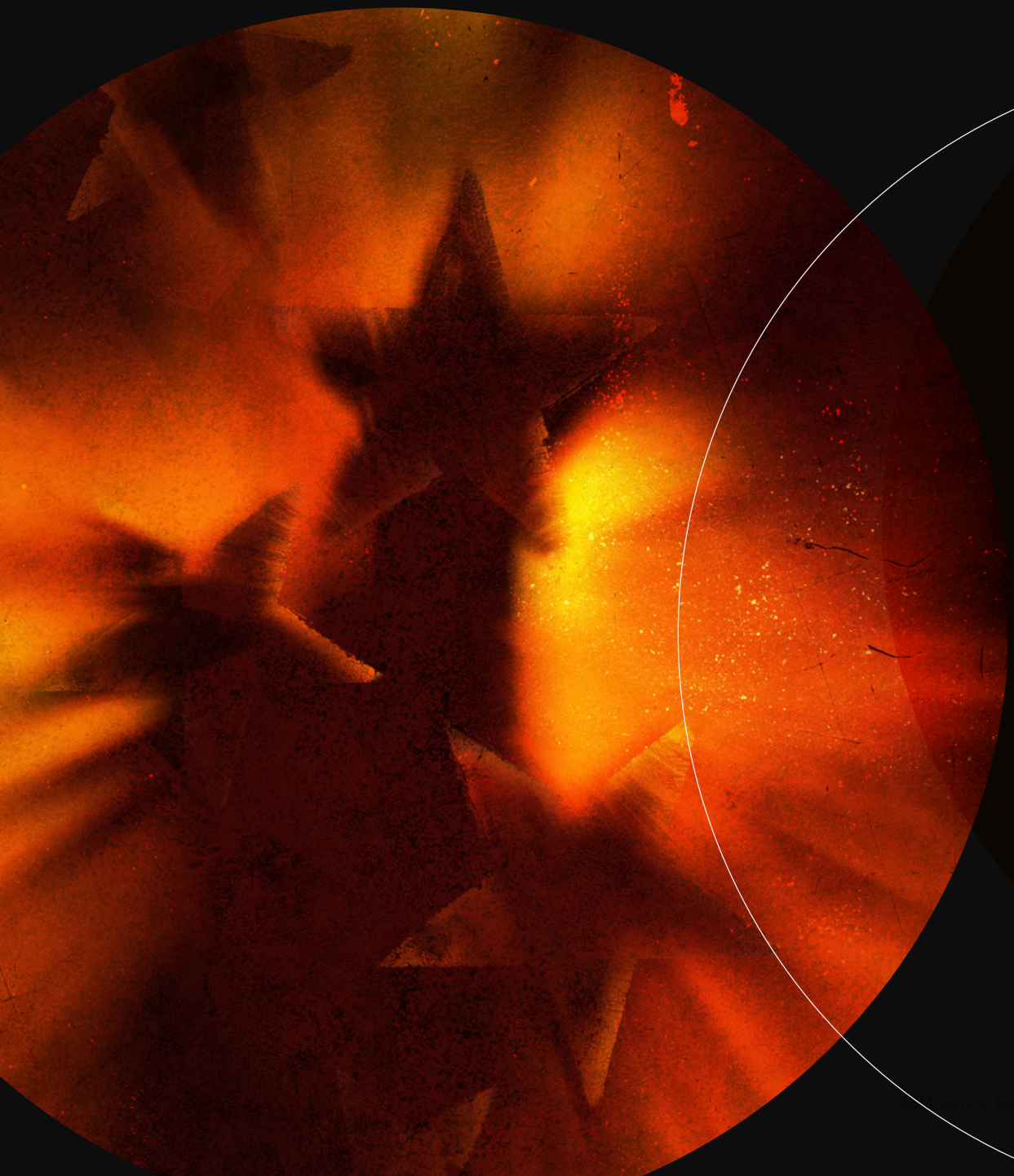
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ABM opinion leaders



ABM opinion leaders

Who are the opinion-makers and influencers changing the way we perceive and do ABM? This list presents the top 25 in the industry

How did we put this list together?

Pulling lists such as these together is never an exact science, and inevitably requires a subjective judgement, but those included largely fall into two groups:

- ABM authorities or influencers: these are people who have some kind of position of authority in ABM, such as having written a book, trained significant numbers of marketers on the discipline, or spoken repeatedly at ABM events. These individuals are typically supply-side (i.e. agencies or vendors), but not exclusively.

- ABM expert practitioners: these are individuals working in the field with a strong delivery track record, with a significant social following and a focus on ABM. Typically these are client-side or inhouse marketers, although there is an overlap between the two groups.

It's worth acknowledging that this is a UK-centric list – that's pragmatically because we are closest to the UK ABM community and better aware of the individuals who have most traction here. Despite this, there are some inclusions from outside the UK, and it's likely that we'll produce a US version in the near future. There are undoubtedly some people we've not included here that we could or should have done, and we'll certainly be interested in any retrospective nominations so that we can improve this list for next year.



Ricky Abbott, president, Transmission

Thought leader, speaker and ABM expert Ricky Abbott has consistently worked with campaigns of different sizes, aims and strategies. This means that his expertise can be applied across a broad spectrum of pain points. This also ensures all of Ricky's ABM knowledge is ahead of the curve and never out of date.



Clive Armitage, CEO, Agent3

Clive Armitage founded Agent3 in 2013 – a provider of creative, powerful ABM programmes with measurable impact, uniquely informed by insight and data and driven by audience-focused content. Prior to Agent3, Clive co-founded technology consultancy, Bite Communications. He also sits on the board of mobile application provider 3Radical, and is a trustee of the charity Lionsraw.



Michael Avis, senior director, EMEA marketing, Oracle Corporation

Together with Andrea Clatworthy of Fujitsu, Michael was one of the very first pioneers for ABM in Europe, establishing the discipline within Oracle, helping other business units to get started, and introducing a cohort of marketers to everything account-based. He remains a highly respected and influential commentator and speaker on this topic.



Andy Bacon, strategy director, B2B Marketing

Having founded and run specialist B2B marketing agency DDM for 25 years, Andy was one of the first leaders to spot the emerging trend of ABM and became B2B Marketing's resident expert on the discipline in 2017. As such, he's been instrumental in delivering successful ABM pilots for a string of top-tier B2B brands across IT/professional services and financial services.



Iulia Balan, MD, head of product and ABM, State Street

Iulia led the global adoption of ABM to drive client experience excellence in acquisition and retention at a global financial services organisation. After a successful pilot, ABM lite was used across top client relationships globally. Iulia also shares her experience during conferences and roundtable conversations, encouraging further adoption of ABM in financial services.



Rhiannon Blackwell, head of ABM, Accenture UK

Accenture has led the field in the professional services sector's adoption of ABM, establishing a significant commitment to the discipline. Current head of ABM Rhiannon Blackwell is a B2B marketer who has seized the opportunity that an emerging discipline like ABM presents – she literally lit up the B2B Marketing ABM Conference in 2018, inspiring those attending to be better marketers.



Mike Boogaard, SVP growth and ABM strategist, MOI Global

For the last seven years, Mike has been designing and supporting the adoption of ABM strategies for several clients. Four years ago, together with his business partner Julie Wisdom, Mike founded ABM agency ALIAS Partners, which was recently acquired by global B2B agency MOI, where Mike is now responsible for building the account-based sales and marketing centre of excellence.



Bev Burgess, ABM consultant, trainer and author

Bev is an industry expert in technology services marketing, and wrote the book on it. Today, she drives ABM and helps companies plan, pilot and scale successful programmes around the world.
In addition to her work, Bev runs her own consultancy, BurgessB2B Ltd, partnering with clients to help them adopt more client-centric marketing.



Andrea Clatworthy, senior director, global head of ABM, Fujitsu

Andrea first rolled out ABM in the UK business of Fujitsu in 2014, ambitiously training everyone with ITSMA. She also trained every marketer with an account on a one-to-one basis. She continues to evangelise and coach, has won a few awards over the years, shares her knowledge regularly at events, and is frequently featured in B2B related articles and interviews.



David Cotterill, marketing director, Europe, marketing and communications leader, Conduent

David currently serves as EMEA VP/ marketing director for Conduent. Having spent time in senior marketing positions at well-known B2B brands including Konica Minolta, Cognizant and Capita, David made the astute decision to join pioneering ABM agency Momentum ABM – spending a year on what was effectively a crash-course in ABM, knowledge which he's now deploying in his day job.



Gemma Davies, director global ABM strategy, ServiceNow

Throughout her career, Gemma has been recognised for building and scaling 'world-class' ABM teams and programmes, most recently at ServiceNow, where the award-winning programme is celebrated for helping sales close larger deals, faster. She was recognised by B2B Marketing as 'B2B Marketer of the Year' at the 2019 B2B Marketing Awards for her contributions to ABM specifically.



Yvonne Deegan, account director – integrated marketing, Velo

Yvonne's consultancy and advice has introduced ABM practices into the marketing activity of many clients. For others, she has taken their existing efforts to the next level, improving impact and bringing sales and marketing teams closer into alignment. Internally, her team enjoy challenging work, inspiring leadership and structured development plans so that they grow their ABM expertise.



Adrian Hardy, head of marketing strategy, BT

Adrian was asked to lead BT's Global ABM team, following his success in applying marketing to the identification and engagement of the most promising MNCs during his time with the Global Acquisition team. Over the next two years, he ensured a similar impact, and the ABM programme now accounts for well over 60% of marketing generated pipeline.



Riaz Kanani, founder and CEO, Radiate B2B

Riaz is founder and CEO of Radiate B2B – one of the primary building blocks for ABM strategies today.

Riaz has been an early adopter of scaled ABM, writing and speaking extensively on the topic and executing new approaches that have led to multiple award nominations for ABM technology and campaigns.



Mark Larwood, head of ABM and advocacy marketing, O2

Mark joined O2 Business in January 2019 to build on an already-successful programme. His team quickly re-focused its ABM 'lighthouse' programme around eight key growth accounts to drive and support pipeline generation of £75m in 12 months. 2020 has brought fresh challenges and has led him to a more 'virtual approach', yet also increased engagement with customers.



Alisha Lyndon, founder and CEO, MomentumABM

Founder of the world's first ABM agency, Alisha has a decade of experience in helping high-profile clients in technology, such as Microsoft, Adobe and Amazon, and financial services, such as HSBC, Investec and State Street.

Alisha also hosts the *Account Based Marketing* podcast and is a member of the Forbes.com agency council contributing on the topic.



Jon Miller, chief product officer, Demandbase

In his current role, Jon Miller is responsible for delivering Demandbase's ABM platform. He is also the author of multiple marketing books, including Engagio's *Clear and Complete Guide to Account Based Marketing* and Marketo's *Definitive Guide to Marketing Automation*. In 2016, B2B Marketing named him one of the top 10 most influential technology marketers.



Danny Nail, senior director, ABM, SAP

SAP has been at the vanguard of ABM adoption around the world, which is not surprising given its corporate scale, and the highly 'considered purchase' nature of its solutions. Senior director of ABM Danny Nail has emerged as SAP's leading proponent of ABM, and a public evangelist for the discipline, speaking at a number of events in the past 12 months.



Robert Norum, managing consultant, Opportunitas

Recently, Robert's primary focus has been working directly for client organisations to develop their ABM strategy and to implement end-to-end ABM programmes. He has run B2B Marketing's ABM Essentials training course since 2017, and is a regular contributor, speaker and presenter at B2B Marketing and ABM conferences. He is recognised as a highly experienced ABM expert and practitioner.



Tom O'Regan, CEO, Madison Logic

For over five years, Tom has led the company's evolution and growth to become the only global B2B account-based platform. Tom anticipated companies' and agencies' need to extend ABM in multiple vertical and geographic markets using a digital-first strategy based on buyer intent and other data signals.



Kate Owen, director of GTM, industry and ABM, Capita Plc

Since joining Capita, Kate has developed a new organisational structure with supporting processes, established a new ABM practice, and created a new GTM campaign execution framework. The ABM team are already demonstrating success with a number of projects, such as the 'Classroom of the future' initiative in the running for multiple awards.



Rossa Shanks, CMO, Dow Jones

The CMO of Dow Jones has taken an unusual path to ABM, with a career history in B2C and tech startups. But he's entered the field with unusual energy, intelligence, style and quiet determination, which came across brilliantly in his keynote session at B2B Marketing Ignite USA 2020 – we're hoping for more of the same in his keynote at our annual ABM Conference in November 2020. He's aiming to complete his book on ABM early next year.



Amie Stankiste, senior director – global marketing, S&P Global Market Intelligence

From a standing start in 2019, Amie successfully rebranded ABM to account-based engagement (ABE), and drove awareness and implementation of ABE across a complex global $2bn company, including the president and c-suite. Her team formed a tight partnership with commercial to create 50+ strategic account plans with clear objectives, each worth between $1m and 20m annual revenue.



Sangram Vajre, co-founder, Terminus

Sangram is a martech veteran (in experience, not age!) whose career embodies the shift from demand generation to ABM that's taken place over the last decade. He was head of marketing at Pardot, now part of Salesforce, and went on to found pioneering ABM solution Terminus in 2016. Along the way, he's done much to promote the emerging discipline, founding the Flip my Funnel event and content series, and authoring two books on ABM.



Andre Yee, CEO, Triblio

Andre Yee is the founder and CEO of Triblio, an industry-leading ABM platform, and has spent over a decade in the martech industry, building his reputation as a leader in ABM and B2B marketing. He has spoken at numerous events, and is a member of the Forbes Tech Council, where he regularly covers ABM and B2B martech trends in the industry.



This list was first featured in the Summer 2020 issue of *B2B Marketing*. To download the full magazine, click here

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