

Who's Who in 5G?

Influential Voices & Brands

Contents

<i>"Who's Who" Methodology</i>	1
<i>Introduction to 5G</i>	4
Brand Employees	5
<i>Personas</i>	
MyAnalytica Experts	7
Social Amplifiers	9
Industry KOLs	10
Event Speakers	11
Content Creators	12
<i>Roles</i>	
Journalists & Contributors	13
Analysts	14
Academics & Researchers	16
<i>Sub-topics & Sectors</i>	
Smart Cities	17
AR & VR	18
<i>Brands</i>	
5G Brands	20
Publications & Resources	22
<i>About Analytica</i>	23

"Who's Who" Methodology

Analytica 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.

Analytica 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 **MyAnalytica 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 Analytica 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 5G

5G is the fifth generation of cellular networks which is up to 100 times faster than 4G.

5G enables a new kind of network that connects virtually everyone and everything together including devices, objects, and machines. Its wireless technology is designed to deliver higher data speeds, better reliability, extensive network capacity, ultra low latency, and a more uniform user experience. Higher performance and improved efficiency connects new industries and creates new user experiences.

“5G is a revolution for the telco sector: softwarized networks allow for greater flexibility, improved supply chains and quicker innovation cycles. 5G is also a revolution for all end-users: consumers can enjoy fully immersive experiences and industry can power its critical infrastructure.” *Mischa Dohler*, Chief Architect at Ericsson.

This report aims to highlight a sample of influential experts that are moving the industry forward on the topic of 5G. From MyAnalytica Experts and Analysts to Industry KOLs and Content Creators, this report breaks down the community to give you the best overview of Who's Who in 5G.

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 5G.



Neville Ray
T-Mobile
President of Technology



George Tsirtsis
Qualcomm Europe
Sr Director of Technology



Jane Rygaard Pedersen
Nokia
Head of Dedicated Wireless Networks
& Edge Clouds



Greta Knappenberger
Verizon
Product Marketing Manager, 5G &
IoT Solutions



Peter Linder
Ericsson
Head of 5G Marketing, North America



Callie Field
T-Mobile
President of T-Mobile Business Group



Nadine Manjaro
Teradata
Director, Principal Telecom Industry
Consultant



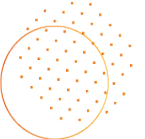
Edwige A. Robinson
T-Mobile
SVP, Network Engineering, Operations
& Transformation



Jyoti Sharma
Verizon
Senior Manager, Network Planning



Aayush Bhatnagar
Jio
Senior Vice President



Brand Employees Ctd.



Jan Karlsson
Ericsson
Head of Global Network Platform



Juho Sarvikas
Qualcomm
VP & President, North America



Ricardo Anaya
Qualcomm
Product Manager, Staff



Nauman Shafi
AT&T
Principal Architect, 5G CoE



Päivi Kalske
Nokia
Head of Corporate Social Media



Andrew Morawski
Oracle
SVP & GM, Oracle Communications



Fotis Karonis
Capgemini
EVP, 5G & Edge



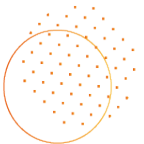
Michael J. Zeto III
Boingo Wireless
Chief Commercial Officer



Cecilia Atterwall
Ericsson
VP & Head of Marketing & Comms for Networks



Jason Inskeep
AT&T
AVP, 5G COE (Private Cellular, MEC, Edge)



Personas

MyAnalytica Experts

This category highlights influencers who are 5G experts, and are signed up to Onalytica's marketplace, MyAnalytica. 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



Helen Yu
BriteCore
SVP of Services



Dean Anthony Gratton
Technology Influencer, Analyst &
Futurist



Dr Sarah-Jayne Gratton
Technology Influencer, Analyst &
Futurist



Ronald van Loon
Intelligent World
Principal Analyst & CEO



Marcell Vollmer
Prospitalia Group
CEO



Anshel Sag
Moor Insights & Strategy
Principal Analyst



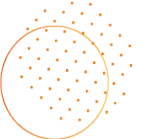
Leonard Lee
neXt Curve
Managing Director & Founder



Sally Eaves
CNAS
Digital Decentralization, Democracy &
Security Advisor



Patrick Moorhead
Moor Insights & Strategy
Founder, Chief Executive Officer &
Chief Analyst



MyAnalytica Experts Ctd.



Harold Sinnott
Independent
Tech Influencer & Digital Consultant



Jack Gold
J. Gold Associates, LLC
Founder & Principal Analyst



Evan Kirstel
eViRa Health
Chief Digital Evangelist & Co-Founder



Jeff Kagan
Industry Analyst, Columnist &
Influencer



Will Townsend
Moor Insights & Strategy
VP & Principal Analyst



Neil Shah
Counterpoint Research
VP Research



To be considered as a professional influencer for future Who's Who lists, sign up to MyAnalytica 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. 5G is one of their most talked about thought leadership topics on their influencer profile within the Onalytica platform.



Glen Gilmore
Gilmore Business Network
Founder



Chelsea Larson-Andrews
TechMode.io
Co-Founder



Beverley Eve
TechMode.io
Co-Founder



Marin Ivezic
PwC
Partner, Cybersecurity



Mila Fiordalisi
Digital360
Director



Paula Piccard
Consultant
Digital Influencer



Diana Adams
Adams Consulting Group
Owner



Fabrizio Bustamante
Independent
Entrepreneur



Imtiaz Adam
Deep Learn Strategies Limited
Founder, Director Strategy & Data
Science



Lisa Hockaday Jackson
GC GlobalNet
Director of Brand Marketing & Digital
Communications



Industry KOLs

Industry Key Opinion Leaders category highlights experts who have high credibility & authority on 5G within the industry, the media, and the influencer community on social.



Ibrahim Sayed
umlaut company
Senior 5G RAN Expert



Hema Kadia
TeckNexus
Founder & CEO



Mohamed Abdel Monem
Mavenir
Solutions Architect



Muriel Medad
MIT
Professor



Ravi Sinha
O-RAN ALLIANCE e.V.
Chairman nGRG



Karin Loidl
Fraunhofer IIS
Technology Advisor



Mischa Dohler
Ericsson
Chief Architect



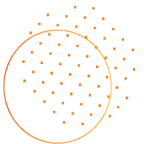
Sanjay Kumar
Learnizo Global LLP
Founder



Zahid Ghadialy
3G4G
Principal Analyst, Founder & Consultant



Terence Wong
GSMA
Head of APAC 5G Industry & IoT Community



Event Speakers

This sample list highlights topical experts that speak at or play a key role in 5G events regularly within a year. These events can take the form of in-person or virtual events, webinars and LinkedIn Lives.



Mei Lee Quah
Frost & Sullivan
Director, Telecoms Strategy



Patrick Schwerdtfeger
Trend Mastery, Inc.
Keynote Speaker



Andreas Mueller
Bosch
Chief Expert Communication
Technologies for the IoT



Caroline Chan
Intel Corporation
GM, 5G Infrastructure Division,
Network Platform Group



Xavier Nuñez
BCP Council
Smart Place Digital Innovation Lead



Sylvia Lu
5G-ACIA
Board Member & Chair of WG4



Paul Challoner
Ericsson
VP Network Product Solutions



Andy Sutton
BT
Principal Network Architect



Mallik Tatipamula
Ericsson
CTO, Technologies & Architectures



Anita Döhler
NGMN Alliance
CEO



Jesus Alonso-Zarate
i2CAT Foundation
Director, European Commission
Research & Innovation, Policy & Strategy



Samer Geissah
TELUS
Director, Technology, Strategy &
Architecture



Content Creators

This is a sample list of top 5G Podcasters and YouTubers selected based on consistency of content creation, online activity and relevance.



Kelsey Kusterer Ziser

Light Reading
Senior Editor



Kaneshwaran Govindasamy

Global 5G Evolution
Founder



Carrie Charles

BROADSTAFF
CEO



Dan McVaugh

Denton Ann Corp
Independent Consultant



Wayne R. Smith

Vertex Innovations, Inc
Founder & President



Jessy Cavazos

Keysight Technologies
5G Industry Solution Marketing



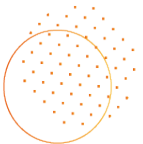
Dylan McGrath

Keysight Technologies
Industry Solutions Marketer, 5G



Karim Rabie

Red Hat
Senior Architect, Telco



Emil Björnson

KTH Royal Institute of Technology
Professor



Paul Cowling

Ericsson
Director, Industry Analyst Relations



Sneed Mobile Tech

Independent
YouTube & Podcast Creator



Peter Clarke

NIMDTA
Doctor (FY2)



Roles

Journalists & Contributors

This category highlights a sample of journalists who work for, or contribute to well-known, global publications on the topic of 5G. These people drive high authority and engagement on their social channels.



Sascha Segan
PCMag.com
Mobile Coverage



Elena Neira
MITRE
Head of 5G Standards



Sue Marek
Freelance
Writer & Editor



Dan Jones
Freelance
Writer



Tara Neal Ramaprabha
The Fast Mode
Executive Editor & Telecom Strategist



Danish Khan
The Economic Times
Lead, ETTelecom +



Peter Cohen
Arden Media
Technology Editor



Monica Allevan
FierceMarkets
Editor, FierceWirelessTech



Mike Dano
Light Reading
Editorial Director, 5G & Mobile
Strategies



Supantha Mukherjee
Reuters News Agency
European Technology & Telecoms
Correspondent



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 5G as a way of amplifying the work that they're doing.



Ian Fogg
Opensignal
VP Analysis



Bob O'Donnell
TECHanalysis Research
Founder & Chief Analyst



Ron Westfall
Futurum Research + Analysis
Senior Analyst & Research Director



Shelly Kramer
Futurum Research + Analysis
Principal Analyst & Founding Partner



Ken Rehbehn
Critical Communications Insights LLC
Principal Analyst



Camille Mendler
Omdia
Chief Analyst, Enterprise Services



Kester Mann
CCS Insight
Director, Consumer & Connectivity



Ben Wood
CCS Insight
Chief Analyst & CMO



Sravan Kundojjala
Strategy Analytics
Director



Christina Patsioura
GSMA
Lead Analyst, IoT & Enterprise



Analysts Ctd.



Daniel Newman
Futurum Research + Analysis
Principal Analyst & Founding Partner



Paolo Pescatore
Founder & TMT Analyst
PP Foresight



Peter Jarich
GSMA
Head of GSMA Intelligence



Sylvain Fabre
Gartner
Senior Director, Analyst



William Ho
556 Ventures
Principal



Ed Gubbins
GlobalData
Principal Analyst



Avi Greengart
Techsponential
President & Lead Analyst



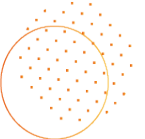
Renato Pasquini
Frost & Sullivan
Research VP & Global Program Leader



Jason Leigh
IDC
Research Manager, Mobility



Prakash Sangam
Tantra Analyst
Founder & Principal



Academics & Researchers

This sample highlights individuals that are working in education and/or research the topic of 5G. These people publish research, and are active members within the online 5G conversation.



Mohamed Idrissi
5GWorldPro.com
Deputy Technical Director



Maziar Nekovee
University of Sussex
Dean of AI Institute



Romeo Giuliano
University of Guglielmo Marconi
Associate Professor



Muhammad Ali Babar Abbasi
Queen's University Belfast
Lecturer, Assistant Professor



Merlin Chlosta
CISPA
Doctoral Researcher



Brahim El Boudani
London South Bank University
Research & Development Engineer



Marcin Dryjanski
Rimedo Labs
Principal Consultant & CEO



Daisy Curtis
University of Exeter
Postgraduate Teaching Assistant



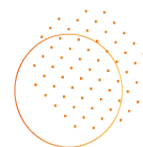
Spyridon Louvros
MCNS
5G System Architect, 6G Researcher



Quammer H. Abbasi
University of Glasgow
Reader



Dimitra Simeonidou
University of Bristol
Co-Director, Institute of Digital Futures



Sub-topics & Sectors

Smart Cities

The below sample of influencers amplify a lot of industry content, including third party content, on Smart Cities. The topic is also one their main thought leadership topics, as per their Analytica profile.



Lucía Bellocchio
Trend Smart Cities
Founder & Executive Director



Mark Stanley
Thingtitude
Director



Adel Bolbol Fernández
Esri
Public Sector & Smart Cities Lead



Jim Frazer
ARC Advisory Group
VP Corporate Strategy



Dennis M. O'Leary
DarkPulse Inc
Chairman - Founder, CEO & CFO



Aleksandar Mastilovic
IEEE
EEE Conferences Committee, Member



Nezdad Piric
EUTECH
Digital Transformation & Smart Cities
Director



Rosa Paradell
i2CAT Foundation
Innovation Business Development
Director



Ruthbea Yesner
IDC
VP, Government, Education, Smart
Cities & Communities



Andrea Sorri
Axis Communications
BD Director, Segment Development
Manager Smart Cities EMEA



AR & VR

5G enables AR & VR experiences, and is part of the overall 5G conversation. The below sample post and amplify a lot of industry content, including third party content, on AR & VR.



Charlie Fink
Forbes
Contributor & Columnist



Ori Inbar
Super Ventures
Founder & Managing Partner



Cathy Hackl
Journey
Chief Metaverse Officer & Co-Founder



Jeremy Dalton
PwC
Head of Metaverse Technologies



Antony Vitillo
New Technology Walkers
Multimedia Developer & PR



Rob Crasco
CyberAdept
Owner



Joanna Popper
HP
Global Head of Virtual Reality



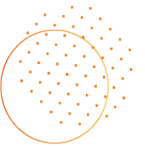
Tom Emrich
Niantic, Inc
Director of Product Management



Hanadi El Sayyed
gigthree
Co-Founder & COO



Fabian Schmidt
SICK
Head of Digital Manufacturing Team



AR & VR Ctd.



Dilmer Valecillos
LearnXR
Founder



Samantha G. Wolfe
PitchFWD
Founder



Dr Helen Papagiannis
World Economic Forum
Global Future Council on VR & AR



Tiptat Chennavasin
The Venture Reality Fund
Co-Founder & General Partner



Kent Bye
Voices of VR Podcast
Producer



Robert Scoble
Scobleizer Inc
Founder



Jaime Donally
Independent
Author, Speaker & EdTeh Consultant



Anshel Sag
Moor Insights & Strategy
Principal Analyst



Fred Steube
Valpak
Business Strategy Consultant



Ben Lang
Road to VR
Co-Founder & Executive Editor



Brands

5G Brands

Below is a sample of brands who create and share 5G 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.

	ZTE Corporation Ranking: 1  		Nokia Ranking: 6  
	Apple Ranking: 2  		Ericsson Ranking: 7  
	Verizon Ranking: 3  		AT&T Ranking: 8  
	Huawei Ranking: 4  		Orange Ranking: 9  
	Qualcomm Ranking: 5  		Samsung Ranking: 10  

5G Ctd.

teradata.

Teradata
Ranking: 11
 



Mavenir
Ranking: 16
 



Spirent
Ranking: 12
 



Wind River
Ranking: 17
 



Cradlepoint
Ranking: 13
 



Ciena
Ranking: 18
 



Cisco
Ranking: 14
 



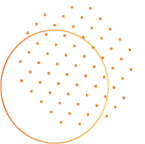
Subex
Ranking: 19
 



Sierra Wireless
Ranking: 15
 



Anritsu
Ranking: 20
 



Publications & Resources

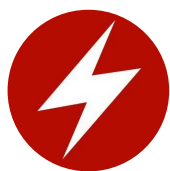
Below are publications and resources discussing 5G. Their rankings are predominantly based on the relevancy of the content & the engagement it gets.



Telecoms.com
Ranking: 1



ZDNet
Ranking: 6



Light Reading
Ranking: 2



TechNative
Ranking: 7



CNET
Ranking: 3



ETTelecom
Ranking: 8



MIT Technology Review
Ranking: 4



SDxCentral
Ranking: 9



PCMag
Ranking: 5



IoT Now
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 5G 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

