

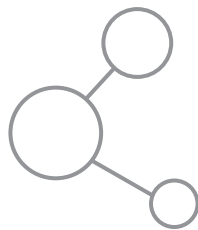
**TOP 100  
CYBERSECURITY  
INFLUENCERS  
AT RSA  
CONFERENCE  
2019**



# inside



## Methodology



## Network Map

## Top 100 List



# methodology

Onalytica's PageRank based methodology is used to extract influencers on a particular topic and takes into account the number and quality of contextual references that a user receives – this allows us to identify Topical Authority (reference) – our priority influence metric.

We analyzed topical authority via their social engagement on Twitter and how much influencers were referenced in association with Cybersecurity and the RSA conference on Instagram, Facebook, YouTube, Forums, Blogs, News and Tumblr content. These calculations also take into account a user's resonance (topical engagement) relevance (number of posts on topic, and % relevance - the proportion of their social content on the topic) and reach (number of followers).

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the  
data



5

5

days



128,992

posts

## **The Ever-Growing Global Importance of Cybersecurity**

Cybersecurity risks are growing in frequency and scale. At \$600 billion, the global cost of cybercrime has reached 0.8% of the world's GDP, according to a 2018 McAfee report. Attacks against businesses have nearly doubled in the last 5 years, according to WEF. UK Government's latest Cyber Governance Health Check report shows that only 16% of FTSE 350 businesses have a "comprehensive understanding" of the potential disruption and monetary impact a cybersecurity attack may have. According to a recent report by Avast, 55% of all programs installed worldwide are out of date. Many outdated applications contain vulnerabilities, and should be updated immediately for security reasons. In the words of Ginni Rommety, the CEO of IBM, "Cyber Crime Is The Greatest Threat To Every Company In The World".

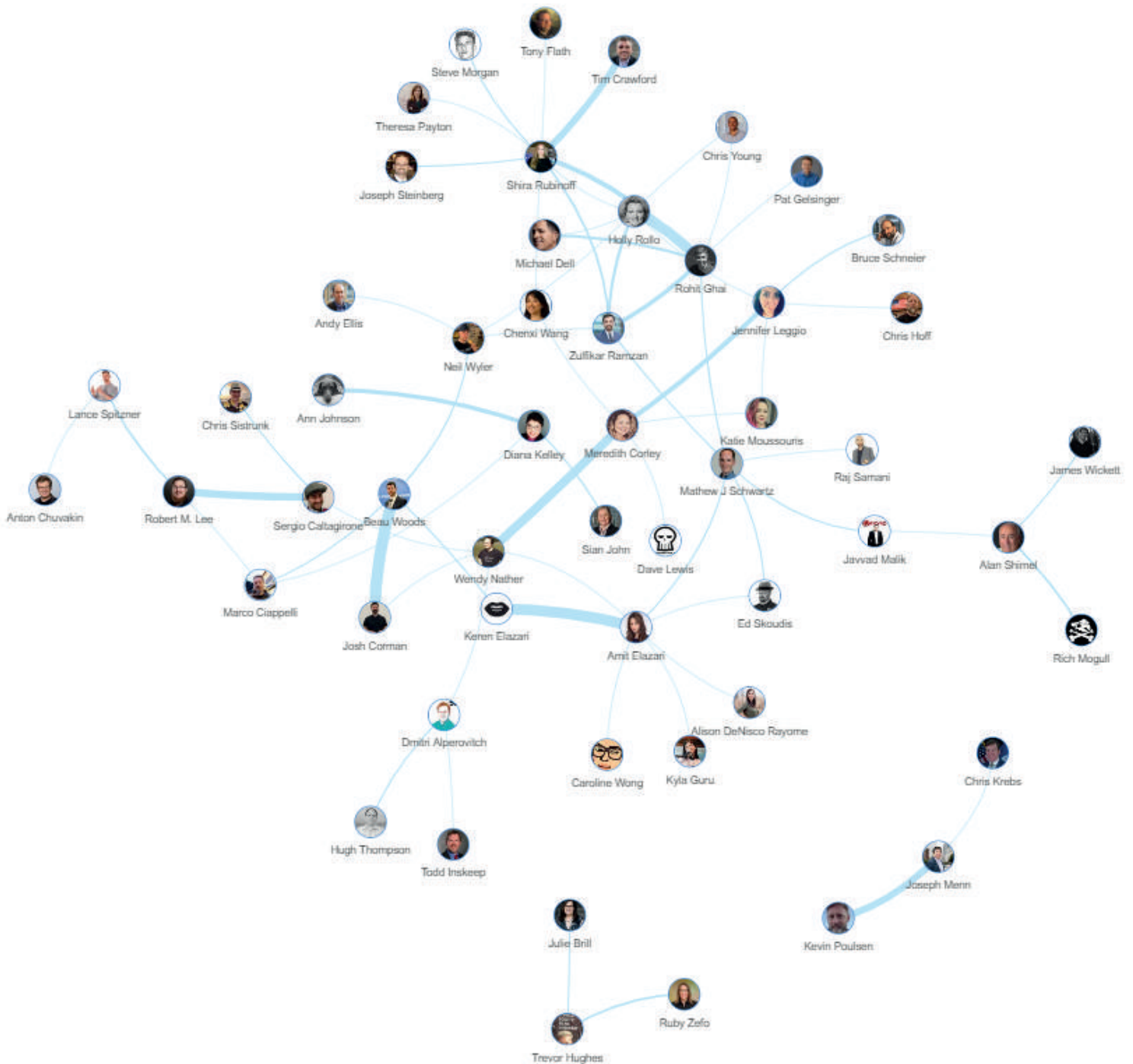
## **Cybersecurity Landscape & RSA Conference 2019**

Cybersecurity as a topic is thriving, and so is the RSA Conference, the world's biggest cybersecurity conference held in San Francisco from the 4th to the 8th of March. RSA 2019 gathers the brightest cybersecurity minds and experts for a week full of compelling keynotes and sessions. Hundreds of brands showcase their latest achievements within the highly competitive market of cybersecurity innovation. State-of-the-art security tools, the smartest privacy protection algorithms, and the best ways to outwit cybercriminals are front of mind for any cybersecurity conference, and RSA 2019 is no exception. Aside from the latest and greatest in the world of cybersecurity, RSA 2019 focused on diversity and inclusion, with a variety of keynotes and initiatives, including the She Speaks Security forum.

## **Mapping the Community**

In order to understand the influencer network of the Twitter conversation powered by 42,000 attendees, 700 speakers, 650 exhibitions, 17 keynotes, and 550 sessions, we analysed over 128.9K posts from 4th to 8th of March on the RSA conference, and identified top 100 most influential cybersecurity professionals. What we found is a diverse, actively engaged influencer community, with the top influencer, Microsoft Cybersecurity CTO Diana Kelley at its core.

# Interactions between influencers, discussing Cybersecurity, RSA Conference 2019



This map was created using our Influencer Relationship Management software.

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# Top 100 Influencers

# INFLUENCERS 1 - 50

Rank	Name	Twitter Handle	Role	Influencer Score
1	Diana Kelley	dianakelley14	C-Suite	100.00
2	Marco Ciappelli	MarcoCiappelli	Entrepreneur	88.44
3	Rohit Ghai	rohit_ghai	C-Suite	84.56
4	Wendy Nather	wendynather	C-Suite	83.13
5	Shira Rubinoff	Shirastweet	Entrepreneur	79.87
6	Ann Johnson	ajohnsocyber	Tech Professional	76.61
7	Trevor Hughes	jtrevorhughes	C-Suite	70.83
8	Zulfikar Ramzan	Zulfikar_Ramzan	Tech Professional	69.96
9	Josh Corman	joshcorman	Tech Professional	59.92
10	Neil Wyler	Gritter801	Tech Professional	55.62
11	Hugh Thompson	DrHughThompson	Tech Professional	55.50
12	Raj Samani	Raj_Samani	Tech Professional	49.87
13	Mathew J Schwartz	euroinfosec	Blogger	49.33
14	Todd Inskip	Todd_Inskip	Management Consultant	48.61
15	Michael Dell	MichaelDell	C-Suite	46.10
16	Katie Moussouris	k8em0	Entrepreneur	46.07
17	Robert M. Lee	RobertMLee	Entrepreneur	44.67
18	Lance Spitzner	lspitzner	Entrepreneur	42.03
19	Bruce Schneier	schneierblog	Blogger	41.20
20	Jennifer Leggio	mediaphyter	Management Consultant	41.16
21	Kevin Poulsen	kpoulsen	Journalist	41.16
22	Sian John	sbj24	Tech Professional	41.06
23	Beau Woods	beauwoods	Entrepreneur	39.33
24	Holly Rollo	HollyRollo	C-Suite	37.82
25	Ruby Zefo	RubyZefo	Tech Professional	37.51
26	Sergio Caltagirone	cnoanalysis	Tech Professional	37.25
27	Meredith Corley	MeredithCorley	C-Suite	37.07
28	Dmitri Alperovitch	DAIperovitch	Tech Professional	36.92
29	Javvad Malik	J4vv4D	Blogger	36.51
30	Alan Shimel	ashimmy	Entrepreneur	35.49
31	Chris Hoff	Beaker	Tech Professional	35.08
32	Amit Elazari	AmitElazari	Tech Professional	34.93
33	Julie Brill	JulieSBrill	Tech Professional	34.56
34	Joseph Menn	josephmenn	Author	34.49
35	Chenxi Wang	chenxiwang	Entrepreneur	33.80
36	Dave Lewis	gattaca	C-Suite	33.09
37	James Wickett	wickett	Tech Professional	32.98
38	Sara Peters	sarapeters	Journalist	31.56
39	Ed Skoudis	edskoudis	Tech Professional	30.53
40	Keren Elazari	k3r3n3	Analyst	29.94
41	Ben Rothke	benrothke	Tech Professional	28.67
42	Curtis Franklin	kg4gwa	Journalist	28.48
43	Kelly Sheridan	kellymsheridan	Journalist	28.18
44	Rich Mogull	rmogull	Entrepreneur	28.00
45	Amie Stepanovich	astepanovich	Legal Professional	27.86
46	Patrick Coomans	patrickcoomans	Entrepreneur	27.64
47	Theresa Payton	TrackerPayton	Entrepreneur	27.46
48	Jennifer Minella	jjx	Tech Professional	27.27
49	Chris Krebs	CISAKrebs	Political/Government Official	27.21
50	Pat Gelsinger	PGelsinger	C-Suite	27.19



# INFLUENCERS 51 - 100

Rank	Name	Twitter Handle	Role	Influencer Score
51	Kim Zetter	KimZetter	Journalist	26.36
52	Magda Chelly	m49D4ch3lly	Entrepreneur	26.32
53	Tim Crawford	tcrawford	Tech Professional	25.93
54	Joseph Steinberg	JosephSteinberg	Tech Professional	25.70
55	Andy Ellis	csoandy	C-Suite	25.45
56	Kyla Guru	GuruDetective	Entrepreneur	25.00
57	Sarbjeeet Johal	sarbjeeetjohal	Tech Professional	24.59
58	Michael Hill	MichaelInfosec	Journalist	24.07
59	Thomas VanNorman	Tom_VanNorman	Tech Professional	23.88
60	Yonatham Klijnsma	ydklijnsma	Tech Professional	23.88
61	Sandra Toms	sandra001	C-Suite	23.55
62	Tanya Janca	shehackspurple	Tech Professional	23.51
63	Paul Asadoorian	securityweekly	Entrepreneur	23.43
64	Tom Corn	therealtomcorn	Tech Professional	23.35
65	Niloofer Razi Howe	NilooferHowe	C-Suite	23.35
66	Winn Schwartau	winnschwartau	Entrepreneur	21.94
67	Lenny Zeltser	lennyzeltser	Tech Professional	21.79
68	Barbara Lazarus	INIDena	Academic/Educator	21.62
69	Steve Morgan	CybersecuritySF	Entrepreneur	21.51
70	Martin McKeay	mckeay	Blogger	21.43
71	Anton Chuvakin	anton_chuvakin	Analyst	21.43
72	Nikesh Arora	nikesharora	C-Suite	21.31
73	Chris Young	youngdchris	C-Suite	21.09
74	Jack Daniel	jack_daniel	Tech Professional	20.61
75	Bob Gourley	bobgourley	Tech Professional	19.66
76	Caroline Wong	CarolineWMWong	C-Suite	19.49
77	Mark Russinovich	markrussinovich	Tech Professional	19.08
78	Matt Mitchell	gemiimatt	Tech Professional	18.68
79	Ira Winkler	irawinkler	Entrepreneur	18.50
80	Chris Sistrunk	chrissistrunk	Tech Professional	18.42
81	Heather Mahalik	HeatherMahalik	Tech Professional	17.96
82	Johnny Xmas	J0hnnYXm4s	Tech Professional	17.94
83	Jessy Irwin	jessysaurusrex	Tech Professional	17.27
84	Joe Slowik	jfslowik	Tech Professional	17.26
85	Matt Suiche	msuiche	Entrepreneur	17.21
86	Dustin Volz	dvolz	Journalist	17.21
87	Chris Wysopal	WeldPond	Tech Professional	17.11
88	Jeremiah Grossman	jeremiahg	Entrepreneur	17.07
89	Eoin Keary	EoinKeary	Entrepreneur	16.63
90	Paula Januszkiewicz	PaulaCqure	Entrepreneur	16.35
91	Paul Roberts	paulfroberts	Journalist	16.33
92	Tom Field	SecurityEditor	Blogger	16.19
93	Ryan Naraine	ryanaraine	Tech Professional	16.15
94	Jon Oberheide	jonoberheide	C-Suite	16.07
95	Tony Flath	TmanSpeaks	Management Consultant	15.88
96	Dr. Johannes Ullrich	johullrich	Tech Professional	15.17
97	Michael Kaiser	CyberNews4you	Tech Professional	15.10
98	Alison DeNisco Rayome	AlisonDeNisco	Journalist	14.67
99	Dan Raywood	DanRaywood	Journalist	13.50
100	Gadi Evron	gadievron	Entrepreneur	12.73

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