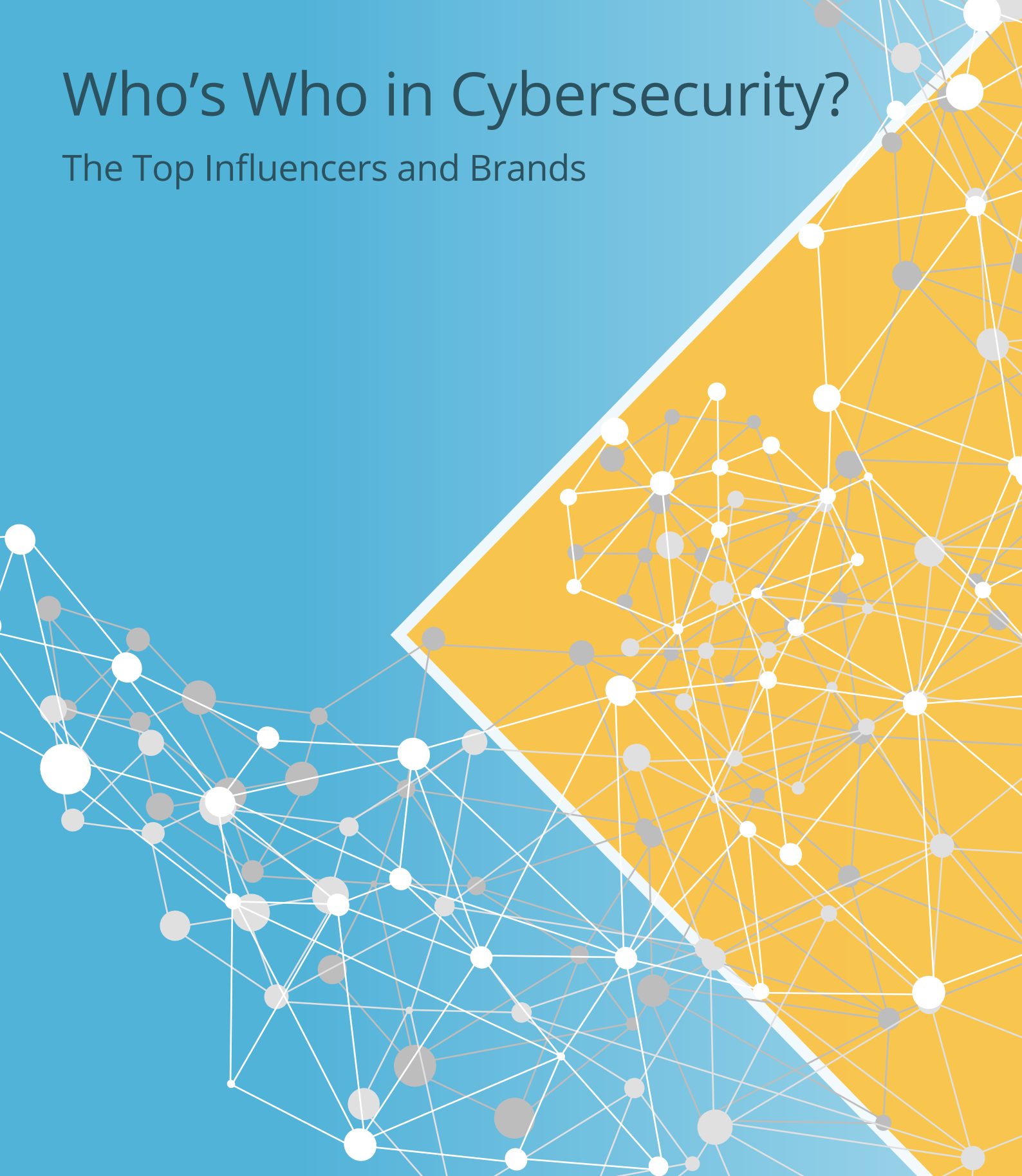


Who's Who in Cybersecurity?

The Top Influencers and Brands



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“Who’s Who” Introduction

Analytica has been creating Top 100 Influencer lists for the past 10 years, connecting brands with influencer communities. The marketplace is now looking to understand who is influential beyond Twitter social amplifiers. Over recent years there have been more and more companies producing lists based on Twitter followers. We want to break away from that.

Each Who’s Who report will provide you with the top Social Influencers, Content Creators, Event Speakers, Industry Analysts, Brand Employees, Brands and Publications across individual topics such as AI, Climate Change, The Future of Work, FinTech, Energy Policy, Obesity, etc.

The influential experts are selected using Analytica’s 4 Rs methodology (Reach, Resonance, Relevance and Reference). Quantitative data is pulled through LinkedIn, Twitter, Personal Blogs, YouTube, Podcast, and Forbes channels, and our qualitative data is pulled by our insights and analytics team, capturing offline influence.

All the influential experts featured are categorised by influencer persona, the sector they work in, their role within that sector, and more from our curated database of 1m+ influencers.

We 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.

Cybersecurity Introduction

Cybersecurity is a necessity in day-to-day life, a study by the Ponemon Institute and Keeper Security has shown that cybersecurity risks are increasing due to prolonged remote working. The report found 60% of those surveyed said their organisation had been hit by a cyber attack. The issues that Zoom faced throughout April and May 2020 highlight how easy it is to become a victim of cybercrime.

The importance of cybersecurity is clear, which is why this 'Who's Who' report focuses on the voices raising awareness and driving solutions within cybersecurity. We have broken the industry down and looked at those working, speaking and writing within the space.

"In cybersecurity, we're not just looking to partner with influencers who have the biggest following or the loudest voice. It's more important to focus on the ones having the right conversations in the right communities."

- Philip Peters, Global Social Media & Content Lead, Palo Alto Networks

Brand Employees & Industry Practitioners

Listed below are the most prominent & influential Subject Matter Expert voices from Enterprise brands. These people are working within the industry and also act as spokespeople to drive awareness & engagement for their employers.



Ann Johnson
Microsoft
Corporate Vice President
Twitter: [@ajohnsocyber](#)
LinkedIn: [Click Here](#)



Wendy Nather
Cisco
Head of Advisory CISOs
Twitter: [@wendynather](#)
LinkedIn: [Click Here](#)



Rohit Ghai
RSA Security
CEO
Twitter: [@rohit_ghai](#)
LinkedIn: [Click Here](#)



Kevin Beaumont
Microsoft
Senior Threat Intelligence Analyst
Twitter: [@GossiTheDog](#)
LinkedIn: [Click Here](#)



Philip Quade
Fortinet
CISO
Twitter: [@pquade_ciso](#)
LinkedIn: [Click Here](#)



Raj Samani
McAfee
McAfee Fellow, Chief Scientist
Twitter: [@Raj_Samani](#)
LinkedIn: [Click Here](#)



Rex Johnson
Computer Aid, Inc
Director of Cybersecurity
Twitter: [@RexSecurity](#)
LinkedIn: [Click Here](#)



Wendi Whitmore
IBM
Vice President, IBM X-Force
Twitter: [@wend Whitmore](#)
LinkedIn: [Click Here](#)



Neil R. Wyler
RSA Security
Threat Hunting & Incident Response Specialist
Twitter: [@Grifter801](#)
LinkedIn: [Click Here](#)



Siân John
Microsoft
EMEA Director, Cybersecurity Strategy
Twitter: [@sbj24](#)
LinkedIn: [Click Here](#)



Katie Moussouris
Luta Security
Founder & CEO
Twitter: [@k8em0](#)
LinkedIn: [Click Here](#)

Brand Employees & Industry Practitioners ctd.



Eugene Kaspersky
Kaspersky
CEO
Twitter: [@e_kaspersky](#)
LinkedIn: [Click Here](#)



J Wolfgang Goerlich
Cisco
Advisory CISO, Duo Security
Twitter: [@jwgoerlich](#)
LinkedIn: [Click Here](#)



Becky Pinkard
Aldermore Bank PLC
CISO
Twitter: [@BeckyPinkard](#)
LinkedIn: [Click Here](#)



John Lambert
Microsoft
Distinguished Engineer
Twitter: [@JohnLaTwC](#)
LinkedIn: [Click Here](#)



Cristin Goodwin
Microsoft
Assistant General Counsel
Twitter: [@CristinGoodwin](#)
LinkedIn: [Click Here](#)



Zulfikar Ramzan
RSA Security
Chief Digital Officer
Twitter: [@Zulfikar_Ramzan](#)
LinkedIn: [Click Here](#)



Camille Stewart
Google
Security & Privacy Policy
Twitter: [@CamilleEsq](#)
LinkedIn: [Click Here](#)



Ryan Naraine
Intel Corporation
Director, Security Strategy
Twitter: [@ryanaraine](#)
LinkedIn: [Click Here](#)



Bob Carver
Verizon
Principal Cybersecurity Threat
Intelligence and Analytics
Twitter: [@cybersecboardrm](#)
LinkedIn: [Click Here](#)



Omar Santos
Cisco
Principal Engineer - PSIRT - Security
Research and Operations
Twitter: [@santosomar](#)
LinkedIn: [Click Here](#)



Dr. ir Johannes Drooghaag
Johannes Drooghaag
Consultant
Twitter: [@DrJDrooghaag](#)
LinkedIn: [Click Here](#)



Robert M. Lee
Dragos
Founder & CEO
Twitter: [@RobertMLee](#)
LinkedIn: [Click Here](#)

Personas

Professional Influencers & Social Amplifiers

Here are the people who are creating and sharing content on cybersecurity on LinkedIn & Twitter that generate high social engagement.

These people are considered influencers. They are also commissioned by many brands to amplify relevant content to their audiences.



Michael Fisher
Whitcraft Group
Senior Systems Analyst
Twitter: [@Fisher85M](#)
LinkedIn: [Click Here](#)



Chuck Brooks
Brooks Consulting International
President
Twitter: [@ChuckDBrooks](#)
LinkedIn: [Click Here](#)



Bruce Schneier
Inrupt, Inc.
Chief of Security Architecture
Twitter: [@schneierblog](#)
LinkedIn: N/A



Kevin L. Jackson
GC GlobalNet
CEO
Twitter: [@Kevin_Jackson](#)
LinkedIn: [Click Here](#)



Brian Krebs
Independent
Reporter/Publisher, Cybersecurity
Twitter: [@briankrebs](#)
LinkedIn: [Click Here](#)



Dan Lohrmann
Security Mentor, Inc
Chief Strategist & CSO
Twitter: [@govcso](#)
LinkedIn: [Click Here](#)



Diana Kelly
SecurityCurve
CTO & Founding Partner
Twitter: [@dianakelley14](#)
LinkedIn: [Click Here](#)



Jo Peterson
Clarify360
VP - Cloud + Security Services
Twitter: [@digitalcloudgal](#)
LinkedIn: [Click Here](#)



Bob Carver
Verizon
Principal Cybersecurity Threat
Intelligence and Analytics
Twitter: [@cybersecboardrm](#)
LinkedIn: [Click Here](#)



Javvad Malik
KnowBe4
Security Awareness Advocate
Twitter: [@J4vv4D](#)
LinkedIn: [Click Here](#)

Professional Influencers & Social Amplifiers ctd.



Paula Piccard

Owner
Social Media Consultant
Twitter: [@Paula_Piccard](#)
LinkedIn: [Click Here](#)



Ludmila Morozova-Buss

Capitol Technology University
Ph.D Student/Researcher
Twitter: [@TopCyberNews](#)
LinkedIn: [Click Here](#)



Marco Ciappelli

ITSP Magazine
Co-Founder
Twitter: [@MarcoCiappelli](#)
LinkedIn: [Click Here](#)



Rich Tehrani

TMC
CEO
Twitter: [@rtehrani](#)
LinkedIn: [Click Here](#)



Joseph Steinberg

Independent
Advisor
Twitter: [@JosephSteinberg](#)
LinkedIn: [Click Here](#)



Shira Rubinoff

Prime Tech Partners
President & Co-Founder
Twitter: [@Shirastweet](#)
LinkedIn: [Click Here](#)



Lance Spitzner

SANS Institute
Director, SANS Security Awareness
Twitter: [@lspitzner](#)
LinkedIn: [Click Here](#)



Joseph Menn

Independent
Author
Twitter: [@josephmenn](#)
LinkedIn: [Click Here](#)



Avrohom Gottheil

#AskTheCEO Media
CEO
Twitter: [@avrohomg](#)
LinkedIn: [Click Here](#)

Event Speakers

Below is a sample of people who are keynote speakers in cybersecurity or have spoken at cybersecurity events over the past few years.



Jessica Barker
Cygenta
Co-Founder & Socio-Technical Lead
Twitter: [@drjessicabarker](#)
LinkedIn: [Click Here](#)



Mark Lynd
Netsync
Head of Digital Business
Twitter: [@mclynd](#)
LinkedIn: [Click Here](#)



Shira Rubinoff
Prime Tech Partners
President & Co-Founder
Twitter: [@Shirastweet](#)
LinkedIn: [Click Here](#)



Mirko Ross
Asvin
CEO
Twitter: [@mirko_ross](#)
LinkedIn: [Click Here](#)



Jane Frankland
Cybersecurity Capital Ltd
Owner & CEO
Twitter: [@JaneFrankland](#)
LinkedIn: [Click Here](#)



Rich Tehrani
TMC
CEO
Twitter: [@rtehrani](#)
LinkedIn: [Click Here](#)



Rob May
Ramsac
Managing Director
Twitter: [@robmay70](#)
LinkedIn: [Click Here](#)



Tyler Cohen Wood
Private Consultancy
Speaker, Pvt Consultant, Author
Twitter: [@TylerCohenWood](#)
LinkedIn: [Click Here](#)



Bob Carver
Verizon
Principal Cybersecurity Threat
Intelligence and Analytics
Twitter: [@cybersecboardrm](#)
LinkedIn: [Click Here](#)



Graham Cluley
Independent
Cybercrime researcher, blogger,
podcaster, public speaker
Twitter: [@gcluley](#)
LinkedIn: [Click Here](#)

Roles

Analysts

Here is a sample of the prominent analysts who are visible on LinkedIn & Twitter. These experts are sharing and discussing topics relevant to cybersecurity.



Jeff Pollard
Forrester
VP & Principal Analyst
Twitter: [@jeff_pollard2](#)
LinkedIn: [Click Here](#)



Rebecca Lucas
RAND Europe
Analyst
Twitter: N/A
LinkedIn: [Click Here](#)



Michael Fisher
Whitcraft Group
Senior Systems Analyst
Twitter: [@Fisher85M](#)
LinkedIn: [Click Here](#)



Joseph Krull
Aite Group
Senior Analyst
Twitter: [@joe_krull](#)
LinkedIn: [Click Here](#)



Caitlin Gruenberg
CyberGRX
Manager, Assessment Operations
Twitter: [@CaitGru32](#)
LinkedIn: [Click Here](#)



Bash Osman
TechGeek365
Founder
Twitter: [@BashKOsman](#)
LinkedIn: N/A



Cory Wolff
Layer 8 Security
Cybersecurity Analyst
Twitter: [@cwoff411](#)
LinkedIn: [Click Here](#)



Paul McKay
Forrester
Senior Analyst
Twitter: [@PMcKayAnalyst](#)
LinkedIn: [Click Here](#)



Heather Marie Vitale
Peraton
Senior Cybersecurity Analyst
Twitter: [@prettyhowtwn](#)
LinkedIn: [Click Here](#)



Scott Crawford
S&P Global Market Intelligence
Information Security Research Head
Twitter: [@s_crawford](#)
LinkedIn: [Click Here](#)

Journalists

The people listed below are a sample of editors, reporters & journalists who are prominent online personally and who represent media publications or work freelance. They also publish lots of relevant content on cybersecurity.



Steve Morgan

Cybercrime Magazine
Founder & Editor-in-Chief
Twitter: [@CybersecuritySF](#)
LinkedIn: [Click Here](#)



Chris Bing

Reuters
Cybersecurity Reporter
Twitter: [@Bing_Chris](#)
LinkedIn: [Click Here](#)



Nicole Perloth

The New York Times
Cybersecurity Reporter
Twitter: [@nicoleperloth](#)
LinkedIn: [Click Here](#)



Joe Uchill

SC Magazine
Senior Reporter
Twitter: [@JoeUchill](#)
LinkedIn: [Click Here](#)



Brian Krebs

Independent
Reporter/Publisher, Cybersecurity
Twitter: [@briankrebs](#)
LinkedIn: [Click Here](#)



Kelly Jackson Higgins

Dark Reading
Executive Director
Twitter: [@kjhiggins](#)
LinkedIn: [Click Here](#)



Kim Zetter

Independent
Investigative Journalist & Author
Twitter: [@KimZetter](#)
LinkedIn: [Click Here](#)



Mohit Kumar

The Hacker News
Founder & Editor-in-Chief
Twitter: [@unix_root](#)
LinkedIn: [Click Here](#)



Kim Nash

The Wall Street Journal
Deputy Editor
Twitter: [@knash99](#)
LinkedIn: [Click Here](#)



Jeff Elder

Business Insider
Cybersecurity Reporter
Twitter: [@JeffElder](#)
LinkedIn: [Click Here](#)

Sectors

Threat Protection

Below are people who have spoken online about threat protection in the context of cybersecurity, or people who work within the threat protection and cybersecurity sector.



Linda Bell

IBM
Cyber Resiliency Advisor
Twitter: [@LindaCissp](#)
LinkedIn: [Click Here](#)



Cheryl Biswas

TD
Cyber Security Specialist
Twitter: [@3ncr1pt3d](#)
LinkedIn: [Click Here](#)



Kevin Beaumont

Microsoft
Senior Threat Intelligence Analyst
Twitter: [@GossiTheDog](#)
LinkedIn: [Click Here](#)



Adam Shostack

The Black Hat Briefings
Review Board Member
Twitter: [@adamshostack](#)
LinkedIn: [Click Here](#)



Sergio Caltagirone

Threat Intelligence Academy
CEO
Twitter: [@cnoanalysis](#)
LinkedIn: [Click Here](#)



Joan Ross

InsightCyber
Chief Intelligence Officer
Twitter: [@Joanross_biz](#)
LinkedIn: [Click Here](#)



Selena Larson

Dragos
Cyber Threat Analyst
Twitter: [@selenalarson](#)
LinkedIn: [Click Here](#)



Vitali Kremez

VK Intel LLC
Founder & CEO
Twitter: [@VK_Intel](#)
LinkedIn: [Click Here](#)



Omar Santos

Cisco
Principal Engineer - PSIRT - Security
Research and Operations
Twitter: [@santosomar](#)
LinkedIn: [Click Here](#)



Mick Baccio

Splunk
Security Advisor
Twitter: [@nohackme](#)
LinkedIn: [Click Here](#)

Information & Compliance

Information & compliance plays a big role in Cybersecurity, below is a small sample of influencers who discuss or work within compliance and cybersecurity.



David Clarke
Data Breach Training
Data breach Trainer & Consultant
Twitter: [@1DavidClarke](#)
LinkedIn: [Click Here](#)



Wayne Anderson
Microsoft
Sr. Security & Compliance Architect
Twitter: [@DigitalSecArch](#)
LinkedIn: [Click Here](#)



Dr. Teju Oyewole
Indigo
IT Security | Compliance Manager
Twitter: N/A
LinkedIn: [Click Here](#)



Jonathan Armstrong
Cordery
Partner
Twitter: [@armstrongjp](#)
LinkedIn: [Click Here](#)



Otavio Freire
SafeGuard Cyber
President, CTO & Co-Founder
Twitter: [@OtavioFreire](#)
LinkedIn: [Click Here](#)



Rox Kulliye
SecureDAM
Chief Technologist CSF
Twitter: [@2rkiva](#)
LinkedIn: [Click Here](#)



Richard Bell
Micro Focus
Head of Global Cybersecurity & IT
Compliance
Twitter: [@securityspeak](#)
LinkedIn: [Click Here](#)



Edna Conway
Microsoft
VP, Global Security, Risk & Compliance (Azure)
Twitter: [@Edna_Conway](#)
LinkedIn: [Click Here](#)



Mariano M. del Río
SecureTech
Cybersecurity & Compliance
Consultant
Twitter: [@mmdelrio](#)
LinkedIn: [Click Here](#)



Daniel P. Wallace
Grow Forward LLC
Principal Information Security
Consultant & Project Manager
Twitter: [@dpwallace](#)
LinkedIn: [Click Here](#)

Cloud Security

Cloud security is a major concern for cybersecurity and needs to be part of the conversation. Below is a sample of influential experts who discuss Cloud security online, have discussed Cloud security in the context of cybersecurity, or work within the sector.

**Ratan Jyoti**

Ujjivan Small Financial Bank Limited
Chief Information Security Officer
Twitter: [@reach2ratan](#)
LinkedIn: [Click Here](#)

**Charbel Nemnom**

itnetX
Cloud Architect
Twitter: [@CHARBELNEMNOM](#)
LinkedIn: [Click Here](#)

**Kayode Olafunmiloye**

AMD
Senior Manager - Cloud Security
Strategy + Architecture
Twitter: N/A
LinkedIn: [Click Here](#)

**Doug Cahill**

Enterprise Strategy
Vice President and Group Director,
Cybersecurity
Twitter: [@DougCahill](#)
LinkedIn: [Click Here](#)

**Nikhil Agarwal**

Deloitte
Cyber Risk Advisory/Cloud Security
Twitter: [@reachtonikhil](#)
LinkedIn: [Click Here](#)

**Jo Peterson**

Clarify360
VP - Cloud + Security Services
Twitter: [@digitalcloudgal](#)
LinkedIn: [Click Here](#)

**Teri Radichel**

2nd Sight Lab
CEO
Twitter: [@TeriRadichel](#)
LinkedIn: [Click Here](#)

**Riyaz Walikar**

Appsecco
Head of Security Research and
Testing
Twitter: [@riyazwalikar](#)
LinkedIn: [Click Here](#)

**Todd D. Lyle**

Grounding the Cloud Leadership
Series
Author/Researcher
Twitter: [@todddlyle](#)
LinkedIn: [Click Here](#)

**Roger Gspan**

Axians ICT Austria GmbH
Head of Consultant Network &
Cybersecurity
Twitter: [@RogerGspan](#)
LinkedIn: [Click Here](#)

**Dr. ir Johannes Drooghaag**

Johannes Drooghaag
Consultant
Twitter: [@DrJDrooghaag](#)
LinkedIn: [Click Here](#)

Brands

Cybersecurity Brands

Below is a sample of brands who provide cybersecurity solutions and are producing relevant thought leadership content.



Check Point Software
Ranking: 100
Twitter: [@CheckPointSW](#)
LinkedIn: [Click Here](#)



Trend Micro
Ranking: 50
Twitter: [@TrendMicro](#)
LinkedIn: [Click Here](#)



RSA Security
Ranking: 50
Twitter: [@RSAsecurity](#)
LinkedIn: [Click Here](#)



FireEye, Inc
Ranking: 50
Twitter: [@FireEye](#)
LinkedIn: [Click Here](#)



Proofpoint
Ranking: 50
Twitter: [@proofpoint](#)
LinkedIn: [Click Here](#)



Palo Alto Networks
Ranking: 50
Twitter: [@PaloAltoNtwks](#)
LinkedIn: [Click Here](#)



Fortinet
Ranking: 50
Twitter: [@Fortinet](#)
LinkedIn: [Click Here](#)



McAfee
Ranking: 50
Twitter: [@McAfee](#)
LinkedIn: [Click Here](#)



Darktrace
Ranking: 50
Twitter: [@Darktrace](#)
LinkedIn: [Click Here](#)



Imperva
Ranking: 50
Twitter: [@Imperva](#)
LinkedIn: [Click Here](#)

Methodology

Our Who's Who lists are created using the Onalytica platform which has a curated database of over 1 million influencers. Our platform allows you to discover, validate and categorise influencers quickly and easily via keyword searches. Our lists are made using carefully created Boolean queries which then rank influencers by resonance, relevance, reach and reference, meaning influencers are not only ranked by themselves, but also by how much other influencers are referring to them. The lists are then validated, and filters are used to split the influencers up into the categories that are seen in the list.

This Who's Who list should give you an insight into the Cybersecurity industry and help break it down. We always want to make sure you are getting the most valuable information available from our lists, so feedback is always welcome!

If you want to learn more about Onalytica, or if you'd like to see our platform in action, feel free to get in touch!

[Get in Touch](#)

