

TOP 65

Women Business Influencers

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01

WHY

The idea behind the creation of this list was simple; we wanted one unified document that ranked influencers based on the same scale.

Currently, if someone was interested in answering the question of, “who are the top women business influencers today?” they’d have an extraordinarily difficult time coming up with an accurate picture of the field. Googling this question brings up a number of results. Some from Hubspot, Salesforce, Forbes, and other respectable outlets; however each of them suffers from a singular issue. None are organized in any discernible way. They simply tell readers that their list is the most comprehensive group of influencers assembled, and

that their rankings are the ultimate rundown of who to follow. However, in today’s hyper-data driven world, that’s no longer acceptable. Consumers have grown hungrier for proof, as they’re no longer willing to accept a list from a reputable source with no rhyme or reason to how it was compiled; and as consumers ourselves, we were struck with the same problems. These issues ultimately lead us to create our own Top 65 Women Business Influencers list, which is ranked carefully by the same set of metrics across the board.

During the creation of this list, the singular most important question we had to answer was, what’s the best indicator of an influencer? Unfortunately there’s no easy answer; arguments can be made for a wide variety of metrics.

Total followers, number of interactions, total reach, engagement activity, and a host of other data points could be used. What we ultimately chose was a unique measuring tool called “True Reach” which was devised by Klear. While users of social media will often point to their follower count as an indicator of how influential they are, it’s easy to debunk that as a valuable metric.

As is often the case, people use social media as a way to validate their ego and vanity, but True Reach cuts through that. Rather than simply counting how many people are actively following an account, True Reach measures how many people have seen a status update or post across multiple social media accounts; which provides a much more accurate picture of what someone’s influence looks like.

02

CONCEPT

03

A BRIEF DISCLAIMER

Before diving into the influencers, there's something important to note about this group that hasn't been an issue in other influencer lists. There were a number of women who we had marked for this list that unfortunately did not have social media profiles. To make our list, influencers must have at least a Twitter account, Facebook page, or some sort of public blog (that isn't on LinkedIn) with subscribers. Because of this criteria, we were

forced to omit some great leaders that we wanted to include. Marilyn Hewson, Virginia Rometty, Phebe Novakovic, Irene Rosenfeld, and Safra Catz, just to name a few. But because this is a data driven list, predicated on having social influence, we simply couldn't include those already mentioned, and a number of other influencers who we admire. So, with that being said, let's take a look at the Top 65 Women Business Influencers.

451,630
TRUE REACH

99/100
INFLUENCE

3,640,233
AUDIENCE

01

MARTHA DEBAYLE



Martha DeBayle is the founder and president of the Media Marketing Knowledge (MMK) Group, a multimedia company that generates content for women and young parents as well as strategic media campaigns for our clients. Entrepreneur. Radio and TV host. She is also the founder of bbmundo. The MMK Group currently holds bbmundo.com, bbmundo “the magazine”, thebeautyeffect.com, best beauty blog of 2012, and marthadebayle.com.

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338,188
TRUE REACH

97/100
INFLUENCE

2,971,431
AUDIENCE

02

ARIANNA HUFFINTON



Arianna Huffington is the founder and CEO of Thrive Global. She is also the founder of The Huffington Post, and for almost 11 years she is the president and editor of The Huffington Post Media Group. Arianna is a mother, sister, a flat-shoe advocate and a sleep evangelist. Author of 15 books, including international bestsellers Thrive and The Sleep Revolution. Serves on numerous boards, including Uber and The Center for Public Integrity.

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TOP 65 WOMEN BUSINESS INFLUENCERS

210,033

TRUE REACH

98/100

INFLUENCE

4,333,189

AUDIENCE

03

LORI GREINER



Lori Greiner is an inventor, entrepreneur, best-selling Author & a Shark on ABC's SharkTank show. She holds 120 U.S. and international patents. She has more than 500 products, which are featured in her Clever and Unique Creations Show on @QVC and in top magazines such as The Oprah Magazine and InStyle. Her first book, "Invent It, Sell It, Bank It", is a national best seller, one of top 10 Amazon's business books in 2014. She is a sought after inspiring speaker.

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172,883

TRUE REACH

98/100

INFLUENCE

2,561,300

AUDIENCE

04

MELINDA GATES



Melinda Gates is the co-chair of the Bill & Melinda Gates Foundation. Prior to her marriage with Bill Gates, she works at Microsoft Corp. in the area of developing multimedia products. After demonstrating her leadership, she was appointed General Manager of Information Products. Melinda grew up in Dallas, Texas. She obtained a bachelor's degree in computer science and economics from Duke University in 1986. She finished her master's in business administration from the Fuqua School of Business in 1987. In 1996, she left Microsoft to prioritize her family and philanthropic activities.

@melindagates

m-gat.es/2kYCuWL

TOP 65 WOMEN BUSINESS INFLUENCERS

156,109

TRUE REACH

97/100

INFLUENCE

1,725,332

AUDIENCE

05

MARISSA MAYER



Marissa Mayer served as president & CEO of Yahoo! for five years. She announced her resignation last June 2017. Prior to Yahoo!, she started work at Google as software engineer and rose to be its VP for Local, Maps and Location services in 2010 for almost 2 years. She obtained her BS in Symbolic Systems and MS in Computer Science from Stanford University.



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102,116

TRUE REACH

98/100

INFLUENCE

1,187,003

AUDIENCE

06

AMY JO MARTIN



Amy Jo Martin is a New York Times bestselling author, Founder/CEO, keynote speaker, Angel investor and innovation advocate. She lives on a boat. She is the author of New York Times best-seller *Renegades Write the Rules*, founded Digital Royalty in 2009 to help corporations, celebrities and sports entities humanize their brands online through social communication channels. Amy Jo worked closely with world-renowned brands such as Hilton Worldwide, Dwayne “The Rock” Johnson and Shaquille O’Neal to successfully humanize their presence. Her motto: humans connect with humans, not logos.



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93,319
TRUE REACH

96/100
INFLUENCE

1,474,713
AUDIENCE

07

CYNTHIA JOHNSON



Cynthia Johnson is an entrepreneur, marketing professional, author and keynote speaker. She was Managing Partner & Director of Marketing for RankLab, a digital marketing agency listed in Inc. Magazine's Fastest Growing Private Companies in 2015. In July of 2015 RankLab was acquired by American Addiction Centers and Cynthia is now their Director of Brand Development. She is a member of YEC (Young Entrepreneurs Council), Cynthia is an author and a contributing columnist for Entrepreneur, Search Engine Journal, Startup Grind, Business2Community, Social Media Examiner, SheKnows and others.

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82,264
TRUE REACH

95/100
INFLUENCE

1,193,811
AUDIENCE

08

KIM GARST



Kim Garst has owned an online business for over 20 years, and built her reputation as a leading authority on digital marketing, as well as social selling over the past ve years. She focuses on speaking and training business owners worldwide on social selling strategies. In January of 2015, Kim released her latest book, "Will the Real You Please Stand Up: Show Up, Be Authentic, and Prosper in Social Media", which immediately became an international best seller in multiple categories.

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69,746
TRUE REACH

88/100
INFLUENCE

540,139
AUDIENCE

09

SHERYL SANDBERG



Sheryl Sandberg is the Chairman of the Board of The Sheryl Sandberg & Dave Goldberg Family Foundation (LeanIn.Org + OptionB.Org). The foundation ‘works to build a more equal and resilient world’. Since 2008, Sandberg is Facebook’s COO. Prior to this, she was the VP for Global Online Sales & Operations of Google more than 6 years. She started her career at the Treasury Department as Chief of Staff. Sandberg has BA in Economics from Harvard University.



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36,726
TRUE REACH

92/100
INFLUENCE

812,639
AUDIENCE

10

MARI SMITH



Mari Smith is the premier Facebook marketing expert and social media thought leader. Often referred to as “the Queen of Facebook” Mari Smith is one of the world’s foremost experts on Facebook marketing. She is a Forbes’ perennial Top Social Media Power Influencer, author of The New Relationship Marketing and co-author of Facebook Marketing: An Hour A Day. In 2015, Facebook headhunted Mari to partner with as the company’s leading Small Business and Facebook Marketing expert, where she facilitated and taught at the Boost Your Business series of live training events across the United States. IBM recently named Mari as one of 7 women who are shaping digital marketing.



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TOP 65 WOMEN BUSINESS INFLUENCERS

28,611
TRUE REACH

87/100
INFLUENCE

536,582
AUDIENCE

11

JACQUELINE NOVOGRATZ



Under Jacqueline's leadership, Acumen has approved investments of more than \$106 million in 103 companies in Africa, Latin America, South Asia and America, all focused on delivering affordable healthcare, water, housing and energy to the poor. These companies have impacted more than 189 million lives and leveraged an additional \$500 million in follow-on capital. Prior to Acumen, Jacqueline founded and directed The Philanthropy Workshop and The Next Generation Leadership programs at the Rockefeller Foundation. She also co-founded Duterimbere, a micro-finance institution in Rwanda. She began her career in international banking with Chase Manhattan Bank.

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25,659
TRUE REACH

92/100
INFLUENCE

1,284,984
AUDIENCE

12

ANN HANDLEY



As the world's first Chief Content Officer, Ann Handley speaks and writes about how you can rethink the way your business markets. Cited in Forbes as the most influential woman in Social Media and recognized by ForbesWoman as one of the top 20 women bloggers, Ann Handley is the Chief Content Officer of MarketingProfs, a training company that empowers marketers internationally with the skills they need to drive success at their companies.

Ann is a speaker, author, and member of the LinkedIn Influencer program. She is the author of the Wall Street Journal best-seller on business writing, "Everybody Writes," and the co-author of the best-selling book on content marketing, "Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business." A pioneer in digital marketing, Ann is the co-founder of ClickZ.com, which was one of the first sources of digital marketing news and commentary.

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TOP 65 WOMEN BUSINESS INFLUENCERS

24,358
TRUE REACH

89/100
INFLUENCE

460,838
AUDIENCE

13

MEG WHITMAN



Meg Whitman is the CEO at Hewlett Packard Enterprise. Prior to her present position, she was the CEO of HP for more than four years, and president/CEO at eBay for a decade. She ran for Governor of California in 2009. Whitman obtained her A.B. Economics at Princeton University, and her MBA from Harvard Business School.

 @MegWhitman

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22,143
TRUE REACH

89/100
INFLUENCE

311,971
AUDIENCE

14

PAM MOORE



CEO and Founder, Marketing Nutz, a training and consulting agency specializing in social media, branding, and digital marketing. Pam helps entrepreneurs to Fortune 50 brands develop and implement integrated digital marketing, social media, in uencer and content marketing programs that deliver measurable results.

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TOP 65 WOMEN BUSINESS INFLUENCERS

14,830
TRUE REACH

89/100
INFLUENCE

218,061
AUDIENCE

15

TAMARA MCCLEARY



International branding expert, technology futurist and Thulium CEO Tamara McCleary is ranked by Klear in the Top 1% of global Social Media Influencers and listed as one of the Top 50 Social Influencers of 2015 and 2016 by Analytica. She also ranks Top 10 in AI & IoT, Top 50 Big Data, as well as, Top 15 Machine to Machine (M2M), Top 50 Blockchain & Top 50 Digital Transformation influencer in 2016. Tamara was named #1 Most Influential Woman in MarTech by B2B Marketing and ranked by LeadTail as the third most mentioned person on Twitter by Chief Marketing Officers. Tamara is an IBM Futurist & creator of the trademarked Relation-Shift® method.

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13,724
TRUE REACH

88/100
INFLUENCE

194,230
AUDIENCE

16

MARSHA COLLIER



Marsha Collier is the author of the Ultimate Online Customer Service Guide, and over 40 books in the “for Dummies” series on best practices for eBay, Twitter, Facebook, and Social Media. Her 1,000,000th book was sold in 2007, and remain top sellers. Books for every level of expertise are published worldwide in Spanish, French, Italian, Chinese, German, with special editions in the UK, Canada, and Australia. As a communicator and writer, she works with brands such as Ogilvy, Huawei, IBM, NASA, Pitney Bowes, American Express, FedEx, Linksys, Belkin, WEMO, Lenovo, Dish Network, Endicia, Gogo, and many more.

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12,794

TRUE REACH

86/100

INFLUENCE

598,721

AUDIENCE

17

AMY PORTERFIELD



Amy Porterfield is an online marketing expert and trainer. She teaches business owners, educators, and entrepreneurs the pro table action steps for building a highly engaged email list, creating online training courses, and using online marketing strategies to sell with ease.



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12,588

TRUE REACH

86/100

INFLUENCE

182,753

AUDIENCE

18

MARJI J. SHERMAN



Marji J. Sherman is an experienced social media strategist that has been featured in Inc. Magazine, Jay Baer's SocialPros podcast, The Growth Factor and numerous other podcasts and publications. She writes a successful blog (www.MarjiJSherman.com) where she relates real-life experiences to the ever-changing landscape of social media, and has over 180K followers on Twitter (@MarjiJSherman) where she focuses on positive living and leveraging social media while still remaining authentic.



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TOP 65 WOMEN BUSINESS INFLUENCERS

11,916

TRUE REACH

86/100

INFLUENCE

118,733

AUDIENCE

19

SARAH LACY



Sarah Lacy is the founder, editor-in-chief and CEO at PandoMedia. She is an award-winning reporter who has spent a decade in Silicon Valley, obsessing about all things startup from the wonky economics of a venture deal to the cultural tensions surrounding an early stage rocket-ship company.

A former staff reporter at BusinessWeek, she left in 2006 to write the critically-acclaimed "Once You're Lucky, Twice You're Good: The Rebirth of Silicon Valley and the Rise of Web 2.0."

(Gotham Books: 2008). Her second book, "Brilliant, Crazy, Cocky: How the Top 1% of Entrepreneurs Profit from Global Chaos" (John Wiley & Sons: 2011), chronicles a 40-week journey around the emerging world to find the most amazing entrepreneurs the West had never heard of.

Lacy lives in San Francisco where she is the senior editor for TechCrunch and blogs about her travels at SarahLacy.com. She also appears regularly on NBC's Press:Here. She's a frequent speaker at tech and business conferences around the world.



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SarahLacy.com

9,297

TRUE REACH

83/100

INFLUENCE

135,048

AUDIENCE

20

ANGELA AHRENDTS



After spending over 30 years in the fashion industry, Angela Ahrendts joined Apple as Senior Vice President, Apple Retail in May 2014.

Before joining Apple, Angela served as Burberry's CEO and led the company through a period of outstanding global growth. Prior to Burberry, she was the executive vice president at Liz Claiborne Inc., and president of Donna Karan International.



@AngelaAhrendts



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9,248
TRUE REACH

85/100
INFLUENCE

75,000
AUDIENCE

21

TIFFANI BOVA



In March of 2016, Tiffani Bova joined Salesforce as the Global Customer Growth and Innovation Evangelist. She was previously with Gartner as a VP, Distinguished Analyst and Research Fellow covering Sales Strategies and Channel Innovation. She was fortunate for the past decade to have worked with hundreds of technology companies on helping define their growth strategies and go to market models. Tiffani continues to believe that the best place to learn the realities of what is happening in the market, is to get in the field and see it through the eyes of your customers and your sellers.

@Tiffani_Bova

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8,626
TRUE REACH

84/100
INFLUENCE

169,921
AUDIENCE

22

REBEKAH RADICE



She is the founder of Rebekah Radice Media and RadiantLA, a premier training and development companies and the Chief Marketing Officer of Post Planner. She has trained thousands of growth driven leaders on how to build a purpose-driven marketing system. She is also the author of "Social Media Mastery: A Comprehensive Guide to Strategic Growth," and an award winning blogger, recognized two years in a row for my contributions to the social media industry. Rebekah is an international keynote speaker, featured at over 200 events, including the NATO International Summit, Inbound, and Social Media Marketing World. She is listed as one in the Top Ten Social Media and Content Marketer by Analytica, and most recently, a Top Marketer of 2017 by Brand24.

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TOP 65 WOMEN BUSINESS INFLUENCERS

8,366
TRUE REACH

83/100
INFLUENCE

110,070
AUDIENCE

23

SUSAN WOJCICKI



Susan Wojcicki is the CEO of YouTube since 2014. Before joining YouTube, she is the SVP of Adwords & Adsense for almost 15 years. As SVP, she is responsible for designing and building Google's advertising and analytic products. She took her AB degree in history/literature from the Harvard University. She obtained her Master of Science degree in Economics from the University of California, Sta Cruz, and her MBA from same university but Los Angeles campus.



@SusanWojcicki



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8,251
TRUE REACH

84/100
INFLUENCE

67,209
AUDIENCE

24

DANIELLE MORRILL



Danielle Morrill is the Co-founder and CEO of Referly, a Y Combinator graduate, as well as the first employee at Twilio, the cloud communications company. She's currently the co-founder and CEO of Mattermark, and is an avid blogger and lover of spreadsheets.



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TOP 65 WOMEN BUSINESS INFLUENCERS

7,861
TRUE REACH

84/100
INFLUENCE

146,093
AUDIENCE

25

LAURA FITTON



Once upon a time dubbed a “Queen” of Twitter, Laura “@Pistachio” Fitton co-authored Twitter for Dummies and founded oneforty.com (acquired by HubSpot) in 2009 when she recognized that software built on Twitter’s API was going to change the world. As an Inbound Marketing Evangelist, she’s excited about showing companies how to grow by helping people buy instead of cramming marketing messages down their throats. Laura is credited with convincing Guy Kawasaki and thousands of tech execs that Twitter would have real business value. She founded the first Twitter for Business consultancy, Pistachio Consulting, in 2008 and has been speaking professionally about the business use of Twitter since 2007. She is a warm and engaging keynoter, has lectured at HBS and MIT-Sloan, and has been quoted in dozens of national publications including BusinessWeek, Forbes, Fortune, Newsweek and the Wall Street Journal. She also raised \$25,000 for Charity: Water in December 2008 in the first ever “donate by tweeting” charity campaign, @Wellwishes. Laura lives in the Boston area with her two daughters and two dogs.

@Pistachio

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inbound.com

7,406
TRUE REACH

83/100
INFLUENCE

135,531
AUDIENCE

26

PEG FITZPATRICK



Peg Fitzpatrick is the director of social media strategy at Kreussler Inc. She is the co-author of The Art of Social Media: Power Tips for Power Users, with Guy Kawasaki. Social media is her passion as well as her job. Peg shares her professional experience working day to day in the trenches of social media, marketing, and blogging. She works with global brands and leaders in the social media sphere, as Peg has spearheaded successful social media campaigns working with Motorola, Audi, Google, Kimpton Hotels, McDonald’s, Poo~Pourri, and Virgin. She was also chosen by Pinterest to be one of their top 15 Pinterest experts.

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TOP 65 WOMEN BUSINESS INFLUENCERS

6,668
TRUE REACH

82/100
INFLUENCE

54,703
AUDIENCE

27

ELINOR STUTZ



Elinor Stutz broke through barriers long before doing so was popular. Defying odds, and the theme, “Women can’t sell” Stutz became the top producer at every company employed while ignoring attempts to get her to quit. Elinor’s motto, “Believe, Become, Empower” motivated Smooth Sale created to mentor and motivate audiences. Her first book, Nice Girls DO Get the Sale: Relationship Building that Gets Results was featured in TIME Magazine and is an International Best-Seller. Stutz is A Top 1% Influencer, a Top Sales Blogger, a Founding Member Sales Enablement Society and acts as a Chief Officer Business Development, PWIConnections.

 @SmootheSale

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 smoothsale.net/blog/

6,653
TRUE REACH

84/100
INFLUENCE

119,817
AUDIENCE

28

CATERINA FAKE



Caterina is the founder and CEO of Findery. She co-founded Flickr (www.flickr.com), almost certainly the best photo sharing and management application in the world, and Hunch, which built the taste graph for the internet. She served as Chairman of Etsy, and serves on the board of The Sundance Institute. She is an active angel investor, board member and advisor.

 @Caterina

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6,648
TRUE REACH

84/100
INFLUENCE

147,245
AUDIENCE

29

MELONIE DODARO



Recognized by the media as Canada's #1 LinkedIn expert and social media strategist, Melonie Dodaro founded Top Dog Social Media as a social media agency that helps brands, businesses, professionals, and sales teams use social media marketing and social selling to boost their visibility, attract new customers, and increase their revenue. She trains corporate sales teams on how to effectively use LinkedIn for lead generation and also creates online programs to teach professionals, entrepreneurs, and small business owners how to leverage LinkedIn and social media to generate more leads, prospects, and clients.

@MelonieDodaro

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5,792
TRUE REACH

84/100
INFLUENCE

111,500
AUDIENCE

30

SHELLY KRAMER



Shelly Kramer is the CEO and Founder of V3 Broadsuite (V3B), and the President of Broadsuite Media Group. She's also the founder and Principal Analyst at Futurum, a research and analysis company. Shelley is a serial entrepreneur with a technology centric focus, and has worked with some of the world's largest brands to lead them into the digital space, embrace disruption, and the reality of the connected customer, and help navigate the process of Digital Transformation.

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TOP 65 WOMEN BUSINESS INFLUENCERS

5,078
TRUE REACH

84/100
INFLUENCE

73,380
AUDIENCE

31

JESSICA LESSIN



Jessica Lessin is an award-winning journalist, launching a new technology news publication. She spent the past eight years as a reporter and editor for the Wall Street Journal. Since joining the Wall Street Journal in 2005, Jessica has broken a string of major tech and media stories as The Journal's beat reporter for Apple, Google and other leading companies. She has written nearly 1,000 articles for the paper, including a technology column called "The Valley." Recently, she has broken stories on Apple's development of a smaller iPad, the company's television strategy and other Silicon Valley deals. She has appeared on CNBC, NPR, CNN and programs including PBS's "The Charlie Rose Show."

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4,468
TRUE REACH

81/100
INFLUENCE

106,908
AUDIENCE

32

LILACH BULLOCK



Lilach Bullock is a digital marketing consultant and trainer, social media expert, and professional speaker. Unofficially, she's a one-woman hurricane, blitzing her way across the globe on a mission to save the world from drab landing pages and sales funnels that don't convert. She's serious about sales but doesn't take herself too seriously. Lilach is enthusiastic about social media, and is also a professional speaker. Forbes listed her as one of the Top 20 Women Social Media Influencers, Career Experts named her the number 1 digital marketing influencer, and she won the title of Social Influencer of Europe by Oracle.

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4,387
TRUE REACH

80/100
INFLUENCE

64,407
AUDIENCE

33

MADALYN SKLAR



Madalyn Sklar is very passionate about one thing: helping her clients generate a massive buzz on social media. She achieves this by developing strategies that work. In 1996, Madalyn founded GoGirlsMusic, which grew into the oldest & largest online community of female musicians. She essentially created a social network before they existed on a world wide scale that we know them to be now. Her eagerness to share years of accumulated knowledge makes her one of the most in demand speakers at conferences, social media discussion panels, podcasts, webinars, and college courses. She has been a guest speaker at SXSW, Social Media Marketing World, Social Media Success Summit, Houston Social Media Day, Houston Community College, and Al Jazeera TV, just to name a few.

@MadalynSklar

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4,091
TRUE REACH

79/100
INFLUENCE

102,545
AUDIENCE

34

AMY SCHMITTAUER



Amy Schmittauer is the Boss at Vlog Boss Studios. As a new media triple threat —YouTuber (<http://youtube.com/savvysexysocial>), keynote speaker (<http://savvysexysocial.com/speaking>) and best selling author (<http://vloglikeaboss.com>)— she coaches people to go after what they want in life and leverage online video to make it happen. Creator of the popular YouTube series Savvy Sexy Social, her channel boasts a global community and millions of views. In her first best selling book Vlog Like a Boss, she shares her collection of strategies to help you create video that gets the attention you deserve.

@Schmittastic

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TOP 65 WOMEN BUSINESS INFLUENCERS

4,083
TRUE REACH

81/100
INFLUENCE

93,188
AUDIENCE

35

BETH COMSTOCK



Leads GE's efforts to accelerate new growth. Operates GE Business Innovations, which develops new businesses, markets and service models; drives brand value and partners to enhance GE's inventive culture. This unit includes GE Lighting, GE Ventures & Licensing and GE sales, marketing and communications.

Since 2008, served as GE's chief marketing and commercial officer. From 2006, was President of Integrated Media at NBC Universal overseeing ad sales, marketing and research, and led the company's digital efforts, including early development of hulu.com, Peacock Equity, and acquiring ivillage.com. In 2003 named the company's first chief marketing officer in more than 20 years. Previously, held a succession of roles at GE, NBC, CBS and Turner Broadcasting.

Member Nike's Board of Directors and Trustee president of the Cooper-Hewitt Smithsonian Design Museum. Graduated from the College of William and Mary with a degree in biology.

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 [ge.com](https://www.ge.com)

4,061
TRUE REACH

81/100
INFLUENCE

109,925
AUDIENCE

36

ANN SMARTY



Ann Smarty is the brand NINJA at Internet Marketing Ninjas as well as the founder of numerous startups including MyBlogGuest, MyBlogU, ViralContentBee, TwChat and many more. Ann has been an online marketing consultant for 10 years providing high-quality digital marketing consulting through her services and courses (both free and paid). Her content marketing ideas has been featured in NYtimes, Mashable, Entrepreneur, Search Engine Land and many more. She is known for her indepth tool reviews, innovative content marketing advice and actionable digital marketing ideas.

 @seosmarty

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4,037
TRUE REACH

80/100
INFLUENCE

62,109
AUDIENCE

37

HEATHER R. MORGAN



Also known as “the economist who bitches about cold emails,” Heather is the CEO and founder of SalesFolk, a consultancy that helps B2B organizations create highly scalable email campaigns that still sound like one-on-one conversations. In the last 3 years, Salesfolk has helped 490+ companies optimize their response rates, adding millions of dollars to their sales revenue.

@HeatherReyhan

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salesfolk.com

3,827
TRUE REACH

79/100
INFLUENCE

22,754
AUDIENCE

38

ANDREA WALTZ



Andrea Waltz is one of the leaders of Go For No, a site that teaches salespeople how to overcome failure, rejection, and any obstacles that could hinder their process. Andrea received a Bachelor of Science Degree in criminal justice from Long Beach State, and launched her own training company at the age of 24. She has been a featured speaker at the Direct Selling Women’s Alliance, and was featured on “Idol Chat”, a TV Guide Channel show where Andrea spoke about how even idol rejects can be successful failures. Along with her Go For No partner, Richard Fenton, Andrea has co-authored ve books, produced a 98-minute documentary, and frequently spoken in front of audiences ranging from 500-10,000 people.

@GoforNo

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goforno.com/Notivation



3,785
TRUE REACH

74/100
INFLUENCE

36,754
AUDIENCE

39

JILL ROWLEY



After six years in management consulting, and 52 quarters in software sales, Jill Rowley has transitioned to social selling, digital sales transformation, and sales enablement evangelism, education, and enablement. Jill is passionate about culture, customers, content, connections, and community. In 2013, she was interviewed by Business Insider in an article titled: “Meet the Woman Charged With Transforming Oracle’s Sales Force”, and In 2014, Jill spoke as a social selling expert at the GE Capital Middle Market Summit, and delivered her presentation to over 1,000 C-level executives.

@jill_rowley

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3,296
TRUE REACH

78/100
INFLUENCE

39,439
AUDIENCE

40

JILL KONRATH



Jill is the author of four bestselling, award-winning books. Her newest, “More Sales, Less Time,” focuses on simple strategies sellers can use to free up 1-2 hours per day—and bring in more business. Jill is also a frequent speaker at sales conferences and kick-off meetings where she shares fresh sales strategies to help salespeople speed up sales and win bigger contracts. Her clients include IBM, GE, Microsoft, Wells Fargo, Staples and numerous mid-market rms.

@jillkonrath

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TOP 65 WOMEN BUSINESS INFLUENCERS

3,227
TRUE REACH

81/100
INFLUENCE

146,203
AUDIENCE

41

DONNA MORITZ



Donna Moritz is a digital content strategist with a passion for visual storytelling and founder of the award-winning blog, Socially Sorted. She helps businesses leverage the power of visual storytelling and content strategy. Donna is also a regular speaker and trainer in the marketing and tourism industries internationally.

 @SociallySorted

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 sociallysorted.com.au/blog

2,834
TRUE REACH

77/100
INFLUENCE

66,118
AUDIENCE

42

SANDY CARTER



Sandy Carter is the Vice President of Amazon Web Services, where she helps companies leverage their Microsoft assets. She's loved every role that she's played, including general management, sales, marketing, strategy, and ecosystem development. She's a high-performing executive, and is multi-lingual.

 @sandy_carter

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TOP 65 WOMEN BUSINESS INFLUENCERS

2,750
TRUE REACH

77/100
INFLUENCE

59,266
AUDIENCE

43

NATALIE PETOUHOFF



Named Top 20 Most Powerful Analysts, ROI of Digital and Social Communications and Media, Top 250 Most Influential Women & Top 50 Social Media, CRM, Customer Service, Marketing, IoT and Data Analytics and Customer Experience Professionals. Experience: Chief Digital & Social Officer, Weber Shandwick, Forrester Analyst, Systems Integrator PWC, Start-up Advisor & University Lecturer.

 @drnatalie

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2,749
TRUE REACH

76/100
INFLUENCE

40,945
AUDIENCE

44

STACEY HANKE



Stacey Hanke is the founder and CEO of her own company, Stacey Hanke, Inc. She is also a professional keynote speaker, and author of the book "Yes You Can!" This year, she became a C-Suite Network member, and an official member of the Forbes Coaches Council. She started her career as assistant training manager at the Wisconsin Credit Union League. Then, she is a trainer for 3 years in Decker Communications, and a training designer for one year at Robert Bosch Tool Corporation. She obtained her BS in Communication and Public Relations from the University of Wisconsin-Eau Claire.

 @StaceyHankInc

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 staceyankeinc.com

TOP 65 WOMEN BUSINESS INFLUENCERS

2,720
TRUE REACH

77/100
INFLUENCE

48,533
AUDIENCE

45

NANCY DUARTE



Nancy Duarte is a communication expert who has been featured in Fortune, Forbes, Fast Company, Wired, Wall Street Journal, New York Times, LA Times and on CNN. Her firm, Duarte, Inc., is the global leader behind some of the most influential visual messages in business and culture. As a persuasion specialist, she cracked the code for effectively incorporating story patterns into business communications. Resonate, her latest book, spent nearly a year on Amazon's top 100 business book bestsellers list.

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 duarte.com

2,451
TRUE REACH

76/100
INFLUENCE

44,094
AUDIENCE

46

GINI DIETRICH



Gini Dietrich is the founder and CEO of Arment Dietrich, a Chicago-based integrated marketing communications firm.

She is the lead blogger at the PR and marketing blog, Spin Sucks, is co-author of Marketing In the Round, and is co-host of Inside PR, a weekly podcast about communications and social media. Her second book, Spin Sucks, is now available! (Que). She obtained her Bachelor of Arts degree in English from the Creighton University.

 @ginidietrich

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TOP 65 WOMEN BUSINESS INFLUENCERS

2,223
TRUE REACH

78/100
INFLUENCE

49,733
AUDIENCE

47

SUSAN GILBERT



Susan Gilbert works with authors and small businesses to build their online platforms to engage with their fans, build their community, and sell more books, products, or services. She has a professional background in marketing for small businesses, authors, experts, speakers, coaches, and entrepreneurs for more than 25 years, and especially through social media and online marketing for eight years.

 @SusanGilbert

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2,026
TRUE REACH

70/100
INFLUENCE

43,932
AUDIENCE

48

ANGELA BENTON



Angela Benton is the Founder & CEO of NewME Accelerator. Launched in 2011, NewME's mission is to accelerate underrepresented entrepreneurs around the world. NewME has received critical acclaim from The Wall Street Journal, The Washington Post, and Inc. Magazine, among others for the work they are doing to ensure the technology entrepreneurship is accessible to women and minorities. Additionally, Angela and the inaugural class of NewME Accelerator were featured in CNN's award winning documentary series Black in America: The New Promised Land: Silicon Valley in 2011. Since their launch NewME has accelerated over 200 startups through their 12 week program in San Francisco and their national 3 day program in cities around the country.

 @ABenton

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 amzn.to/2nOwqPB

TOP 65 WOMEN BUSINESS INFLUENCERS

1,991

TRUE REACH

76/100

INFLUENCE

31,299

AUDIENCE

49

AMY VERNON



Amy Vernon spent nearly 20 years as a professional daily newspaper journalist before the Great Newspaper Culling of 2008. Overnight, she made the transformation from old media to new. She's been featured in articles on The New York Times, Forbes, and PRNewswire. Amy has been published on The Next Web, VentureBeat, Slashdot's Business Intelligence and Spin Sucks.

 @AmyVernon

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1,973

TRUE REACH

77/100

INFLUENCE

35,080

AUDIENCE

50

DORIE CLARK



Dorie Clark is a strategy consultant and professional speaker who has worked with clients including Google, Microsoft, Morgan Stanley, Fidelity, Yale University, the International Monetary Fund, and the World Bank. She's a regular contributor to the Harvard Business Review, and author of *Reinventing You*, and *Stand Out*, which was named the #1 Leadership Book of 2015 by Inc. Magazine and one of the Top 10 Business Books of the Year by Forbes.

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1,892

TRUE REACH

75/100

INFLUENCE

25,827

AUDIENCE

51

TIFFANY PETERSON



Tiffany Peterson has an impressive and detailed repertoire of experience in the personal and professional development industry. Tiffany is a seasoned success trainer, speaker, coach, and facilitator helping individuals and organizations alike in creating stellar results and lasting change in their professional, nancial, and personal lives.



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1,864

TRUE REACH

75/100

INFLUENCE

49,776

AUDIENCE

52

CHRISTINE PERKETT



Christine Perkett is an award-winning senior marketer, PR Pro, CEO and business leader. She grew her first company to a multimillion dollar agency with worldwide footprint. She is the founder, chairman and chief product officer of SeeDepth, Inc., a PR analytics platform automating meaningful measurement for both corporate and agency communications teams that want to track the ROI of PR investments. She is also the founder and CEO of PerkettPR, Inc., an integrated digital marketing and PR firm.

She takes brands to market, build credibility and awareness, and use engaging marketing, branding & promotion to build better companies. She is also a professor, freelance writer, editor & digital content developer. She has been featured in WSJ, Associated Press, Businessweek, Dun & Bradstreet, ABC, etc. Shis in the Top 250 Most Influential Women Leaders in 2016 and 2017 in Richtopia. She has a bachelor's degree in Public Relations and Marketing from Ferris State University.



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1,641

TRUE REACH

75/100

INFLUENCE

46,220

AUDIENCE

53

KIMBERLY BRYANT



Kimberly Bryant is the Founder and Executive Director of Black Girls CODE, a non-profit organization dedicated to “changing the face of technology” by introducing girls of color (ages 7-17) to the field of technology and computer science with a concentration on entrepreneurial concepts. Kimberly has enjoyed a successful 25+ year professional career in the pharmaceutical and biotech industries as an Engineering Manager in a series of technical leadership roles for various Fortune 100 companies such as Genentech, Merck, and Pfizer. Since 2011 Kimberly has helped Black Girls CODE grow from a local organization serving only the Bay Area, to an international organization with seven chapters across the U.S. and in Johannesburg, South Africa. Black Girls CODE has currently reached over 3000 students and continues to grow and thrive.

@6Gems

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1,589

TRUE REACH

73/100

INFLUENCE

24,087

AUDIENCE

54

NANCY NARDIN



Nancy Nardin founded Smart Selling Tools in 2009 which offers free resources to sales leaders to make sense of the complicated SalesTech space. She began her 25 year sales career in Silicon Valley in the early 1980’s selling the world’s first laptop computer to large old sales organizations and has quite a few stories to tell on the evolution of sales software. If you want to use technology to optimize revenue and sales productivity, not just as a basic CRM and reporting tool, join Nancy’s community over at Smart Selling Tools. Nancy readily shares her Hierarchy or Revenue and Sales Stack Maturity Model along with the Smart Selling Tools 2017 SalesTech Landscape.

@SellingTools

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TOP 65 WOMEN BUSINESS INFLUENCERS

1,511

TRUE REACH

73/100

INFLUENCE

31,141

AUDIENCE

55

MARY BARRA



Mary Barra is the chairman and CEO at General Motors. She brings to the job her almost 17 years experience with the company - from general director, plant manager, executive director, VP of global human resources, to Executive VP of global product development. Mary took her BS Electrical Engineering degree from Kettering University, and MBA from Stanford University Graduate School of Business.



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1,476

TRUE REACH

73/100

INFLUENCE

26,748

AUDIENCE

56

JENNIFER PAHLKA



Jennifer Pahlka is the founder and executive director of Code for America. She recently served as the U.S. Deputy Chief Technology Officer in the White House Office of Science and Technology Policy, where she architected and helped found the United States Digital Service. She is known for her TED talk, Coding a Better Government, and is the recipient of several awards, including MIT's Kevin Lynch Award, the Oxford Internet Institute's Internet and Society Award, and the National Democratic Institute's Democracy Award. She spent eight years at CMP Media, where she ran the Game Developers Conference, Game Developer magazine, Gamasutra.com, and the Independent Games Festival. Previously, she ran the Web 2.0 and Gov 2.0 events for TechWeb, in conjunction with O'Reilly Media.



@pahlkadot



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1,420 | **75/100** | **26,503**
 TRUE REACH | INFLUENCE | AUDIENCE

57

NISHA CHITTAL



Nisha Chittal is a journalist and digital + content strategist with nearly a decade of experience building and managing audience growth strategies for publishers, media companies, and brands. She currently is the Director of Audience Development at Tasting Table, where she oversees all aspects of audience growth including social media, partnerships, SEO, and paid marketing. She has a deep understanding of what makes good content that people want to read, watch, and share with their friends. In January 2016, she was named to Forbes Magazine’s “30 Under 30” in Media.

@NishaChittal

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1,280 | **73/100** | **33,362**
 TRUE REACH | INFLUENCE | AUDIENCE

58

INDRA NOOYI



Indra Nooyi is the chairman and CEO of PepsiCo, a global food and beverage company that makes thousands of enjoyable products for consumers around the world. With net revenues of more than \$63 billion, PepsiCo’s product portfolio includes 22 brands that generate more than \$1 billion each in annual retail sales. Brands include Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi-Cola. Nooyi has a Bachelor of Science degree from Madras Christian College. She obtained her MBA from Calcutta’s Indian Institute of Management. She also finished Master in Public and Private Management from Yale University - Yale School of Management.

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1,277
TRUE REACH

74/100
INFLUENCE

33,906
AUDIENCE

59

MARGARET MOLLOY



Margaret Molloy is the global chief marketing officer at Siegel+Gale, a renowned strategic branding and design firm, where she is a member of the executive leadership. She oversees new business/sales and marketing. Prior to this, She was SVP Marketing at professional network Gerson Lehrman Group and has led teams at Siebel Systems (Oracle) where she was a member of the CEO's Circle.

Margaret drives breakthrough marketing that grows company profile, profit, and team pride. A strategic marketer with a tech DNA, she has a 20-year track record as a business-to-business (B2B) growth instigator, achieved by uniting brand building with demand generation. Her career spans enterprise tech, professional and financial services, and agencies, and is unified by a focus on sales and marketing alignment. A builder of high-performance teams, she believes the CMO must set a clear vision for business performance and that execution is the ultimate differentiator.

@MargaretMolloy

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1,263
TRUE REACH

73/100
INFLUENCE

20,699
AUDIENCE

60

LORI RICHARDSON



Lori Richardson is the CEO & Founder of Score More Sales. She created the company in 2002 to help businesses grow revenues through strategic sales efforts, using lessons learned from 20 years in B2B sales and leadership roles. In the first 15 years of her business career as a quota-carrying salesperson and sales leader, Lori closed \$100 million worth of deals, which gave her many experiences to pull from. As a lifelong learner, she loves to share the latest in what works now, and is always ready to talk about sales.

@ScoreMoreSales

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1,217
TRUE REACH

72/100
INFLUENCE

20,315
AUDIENCE

61

TRISH BERTUZZI



Trish Bertuzzi founded The Bridge Group to help B2B technology companies build world-class Inside Sales teams. Since 1998, they've helped more than 320 companies build, expand, and optimize Inside Sales - building pipeline, generating revenue, and redefining the image of the profession. In 2016, they expanded their service offerings to include Account Based Revenue services. Among her duties as founder of The Bridge Group, Trish is on the advisory board of Sococo, Yesware, Women Sales Pros, Sales Bootcamp, and Chorus. ai. She's also the current, and four-time winner of the Consulting Provider of the Year from the Association of Inside Sales Professional, and her company has won the AAISP award for the last five years in a row.

 @bridgegroupinc

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1,212
TRUE REACH

72/100
INFLUENCE

12,684
AUDIENCE

62

BARBARA GIAMANCO



Barbara Giamanco is a sales, social selling, and customer experience expert. She works with businesses and helps drive demand and lead generation through creating and hosting corporate webcasts, hosting corporate podcasts, keynote speaking, guest blogging, and sponsorships on her own podcast. Barbara is also a best selling author, as she co-wrote "The New Handshake: Sales Meets Social Media", the first book written about social selling.

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1,068 | 71/100 | 13,570
 TRUE REACH | INFLUENCE | AUDIENCE

63

KENDRA LEE



In spite of starting her sales career in accounting, failing IBM’s entry level sales exam, being given a territory that had never bought anything, and being told she couldn’t sell without an engineering background, Kendra Lee entered the sales profession and proved those nay-sayers wrong. She turned her knowledge of numbers into her own approach to lead generation taking her to the top 1% of sales professionals in each IT company she sold for. She founded KLA Group, a sales and marketing agency, to consult, train and “Do it For You” so others could beat the odds in sales and marketing to get more customers. She is the author of the books The Sales Magnet and Selling Against the Goal

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1,007 | 71/100 | 22,984
 TRUE REACH | INFLUENCE | AUDIENCE

64

INGRID VANDERVELDT



Self-made businesswoman (tech entrepreneur), investor and media personality, Ingrid Vanderveldt (iV) is the Founder, Chairman & CEO of Vanderveldt Global Investments, EBW2020 LLC (Empowering a Billion Women by 2020) & Ingrid Vanderveldt LLC. She is an Advisor, change agent and business innovation strategist to startup CEO’s and C-level executives at top global corporations. She is a sought after global speaker & media host on entrepreneurship, women’s leadership & innovation.

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TOP 65 WOMEN BUSINESS INFLUENCERS

1,002
TRUE REACH

71/100
INFLUENCE

23,314
AUDIENCE

65

DEB CALVERT



Deb Calvert is President of People First Productivity Solutions and teaches the sales development principles course at UC Berkeley. Deb is a keynote speaker and the author of DISCOVER Questions® Get You Connect- ed and leads the Stop Selling & Start Leading® movement. Her specialties include coaching for executives, managers and sales teams, leadership development program design, training for managers and sales profes- sionals, and consulting on team effectiveness .

 @PeoplefirstPS

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