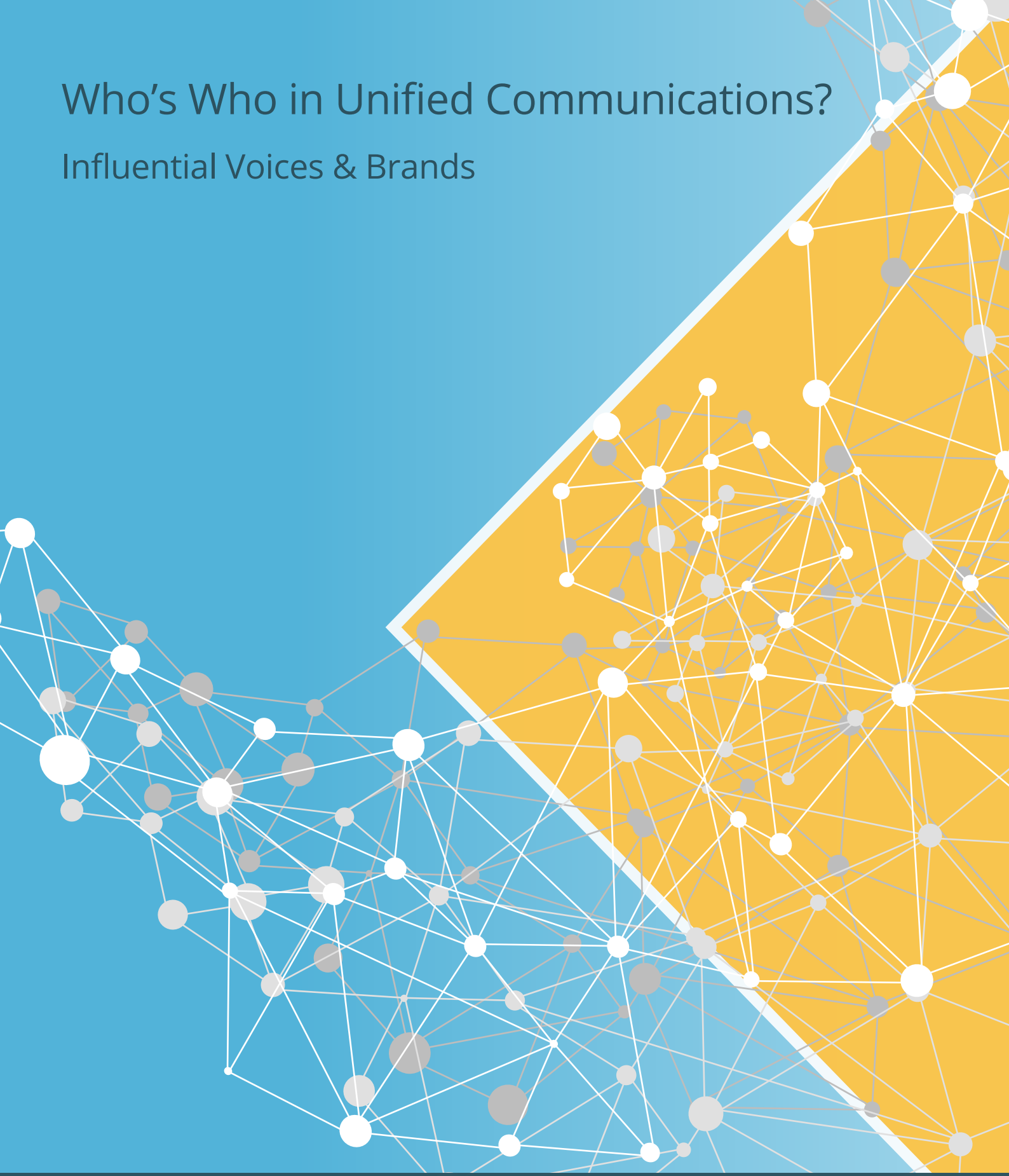
Who's Who in Unified Communications?

Influential Voices & Brands



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“Who’s Who” Introduction

Onalytica 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 Onalytica’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.

Introduction to Unified Communications

The term unified communications (UC) describes the integration of various communication tools to facilitate quick and hassle-free communication. UC incorporates real-time, enterprise, communication services like instant messaging, audio, video & web conferencing, screen sharing, data sharing and call controls amongst others.

With the help of unified communications solutions, businesses are able to streamline their communication which, in effect, boosts employee efficiency and productivity, improves collaboration between different departments and regions as well as enables remote and mobile work conditions.

Since the global Covid-19 pandemic accelerated growth in many tech sectors, unified collaborations solutions are being relied upon more than ever. The aim of this report is to provide you with the industry experts, analysts, journalists as well as experts in unified communications & collaboration (UC&C), contact centre as a service (CcaaS) and voice over internet protocol (VoIP) for a thorough overview of the online conversation surrounding unified communications.

Brand Employees & Industry Practitioners

Listed below is a sample of influential voices from Enterprise brands. These people are prominent voices within the industry, and drive awareness & engagement for their employers around Unified Communications.

Jay Wyatt
AudioCodes
UC Solution Consultant & Alliances Manager

Jonathan McKinney
Time2Market
Senior Unified Communications Architect

Tom Arbuthnot
Modality Systems
Principal Solutions Architect

Pat Jensen
Zoom
Distinguished Architect

Chris Ovett
Fuze
Senior Product Manager

Eric Marsi
T2M
Unified Communications Engineer

Daniel Oates
8x8
Manager, Strategic Partnerships

Craig Walker
Dialpad
Founder & CEO

Andrew Wood
Vodafone Business
Snr Strategy Lead - Cloud Unified Communications & Contact Centre

David Danto
Poly
Director of UC Strategy & Research

Brand Employees & Industry Practitioners Ctd.

Liz Pedro
RingCentral
Head of Customer Advocacy

Sahil Rekhi
RingCentral
VP, Global Strategic Partnerships

Sameer Raje
Zoom
General Manager & Head of India

Personas

Social Amplifiers

This sample of people create and share content on Unified Communications on LinkedIn & Twitter and they generate high social engagement.

Evan Kirstel
eViRa Health
Chief Digital Evangelist/Co-Founder

Sandra Gustavsen
G Business Systems, LLC
Industry Analyst, Technology Writer

Mark Roberts
TPx Communications
CMO

Mark Dixon
Applicable
Director, Solution Assurance

Alaa Saayed
Frost & Sullivan
ICT Industry Director

Rich Tehrani
TMC
CEO

Jennifer Caukin
RingCentral
VP, Corporate Communications & Analyst Relations

Andrew Wood
Vodafone Business
Snr Strategy Lead - Cloud Unified Communications & Contact Centre

Roopam Jain
Frost & Sullivan
Senior Industry Director - Connected Work

Todd Carothers
Alianza, Inc
Executive VP, Strategy

Social Amplifiers Ctd.

David Danto
Poly
Director of UC Strategy & Research

Sebastian Menutti
Frost & Sullivan
Industry Principal

Rebecca Carr
Masergy
CMO

Michael Lemm
FreedomFire Communications
Owner

Randy Chapman
Symity
Modern Workplace Architect

Zeus Kerravala
ZK Research
Founder & Principal Analyst

Event Speakers

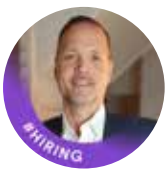
Below is a list of people who are keynote speakers on Unified Communications or have spoken on this topics over the past few years.

David Danto
Poly
Director of UC Strategy & Research

Irwin Lazar
Metrigy
President & Principal Analyst

Blair Pleasant
COMMfusion
President & Principal Analyst

Jay Wyatt
AudioCodes
UC Solution Consultant & Alliances Manager



James Brennan
IR
Head of Product

Robin Gareiss
Metrigy
CEO & Principal Analyst

Laura Marx Klopfer
Poly
VP Global Product & Alliance Marketing

Rob Scott
UC Today
Publisher - Unified Communications & Collaborations News

Greg Zweig
Ribbon Communications
Director of Solutions Marketing

Zeus Kerravala
ZK Research
Founder & Principal Analyst

Industry KOLs/Analysts/Researchers

Below are 15 Key Opinion Leaders, Analysts & Researchers discussing Unified Communications online. These Industry KOLs have a high degree of topical authority and relevant audiences online.

Blair Pleasant
COMMfusion
President & Principal Analyst

Irwin Lazar
Metrigy
President & Principal Analyst

Dave Michels
TalkingPointz.com
Lead Analyst

Jon Arnold
J Arnold & Associates
Principal

Ira Weinstein
Recon Research, Inc.
Founder & Managing Partner

Michael Bradenburg
Frost & Sullivan
Senior Industry Analyst

Stephanie Watson
MZA Ltd
General Manager

Ronald Schlager
Schlager Communications Services
CEO

Rob Scott
UC Today
Publisher - Unified Communications & Collaborations News

Kevin Kieller
enableUC
Co-Founder & Lead UC&C Strategist

Industry KOLs/Analysts/Researchers Ctd.

Tim Banting
Omdia
Practice Leader - Enterprise Communications

Oru Mohiuddin
IDC
Research Manager, Enterprise UC&C

Thomas Brannen
OnConvergence, LLC
Indusrty Analyst - Collaboration Technologies

Denise Lund
IDC
Research Director, Telecom & Unified Communications

Sandra Gustavsen
G Business Systems, LLC
Industry Analyst, Technology Writer

Roles

Journalists & Contributors

The people listed below are a sample of editors, journalists & contributors who contribute to publications, work freelance or write about Unified Communications.

Matthew Finnegan
Computerworld
Senior Reporter

Dave Michels
TalkingPointz.com
Lead Analyst

Dana Casielles
No Jitter
Associate Editor

Moshe Beauford
Freelance
Reporter

David Dungay
UC Today
Editor in Chief

Marian Mchugh
UC Today
Tech Reporter

Blair Pleasant
COMMfusion
President & Principal Analyst

Ryan Daily
No Jitter
Associate Editor

Rob Scott
UC Today
Publisher - Unified Communications & Collaborations News

Unified Comms & Collaboration (UC&C)

UC&C is a large part of Unified Communications. Below we've listed a sample of people driving the UC&C conversation across social channels, or working within the sector.

Rob Scott
UC Today
Publisher - Unified Communications & Collaborations News

Elka Popova
Frost & Sullivan
VP & Senior Fellow, Digital Transformation

Tim Banting
Omdia
Practice Leader - Enterprise Communications

Wayne Kurtzman
IDC
Research Direcor, Social & Collaboration Solutions

Jim Lundy
Aragon Research
Founder, CEO & Lead Analyst

Phil Simon
philsimon.com
Owner & Founder

Patrick Watson
Cavell Group
Senior Analyst

Oru Mohiuddin
IDC
Research Manager, Enterprise UC&C

Dave Michels
TalkingPointz.com
Lead Analyst

Elena Carstoiu
Huggets Inc
COO & Co-Founder

Jon Arnold
J Arnold & Associates
Principal

Contact Centre as a Service (CcaaS) & Voice over Internet Protocol (VoIP)

For this sub-topic we looked at 2 areas of discussion within Unified Communications, these are Contact Centre as a Service (CcaaS) and Voice over Internet Protocol (VoIP), below is a sample of influences who are part of one or more of these branches of discussion.

Susan Hash
Freelance
B2B Writer & Editor

Laura Bassett
NICE inContact
Senior Director Product Marketing

Evan Kirstel
eViRa Health
Chief Digital Evangelist & Co-Founder

Katie Lane
UJET
Enterprise Sales Development

Mike Aoki
Reflective Keynotes Inc
President

Zeus Kerravala
ZK Research
Founder & Principal Analyst

Sheila McGee-Smith
Mgee-Smith Analytics, LLC
President & Principal Analyst

Stephanie Watson
MZA Ltd
General Manager

Dave Michels
TalkingPointz.com
Lead Analyst

Ira Weinstein
Recon Research, Inc.
Founder & Managing Partner

Contact Centre as a Service (CCaaS) & Voice over Internet Protocol (VoIP) Ctd.

Kevin Mitchell
Alianza, Inc
VP, Alliances & Partners

Tom Keating
TMC
CTO & VP

Ronald Schlager
Schlager Communications Services
CEO

Jeff Pulver
pulveREDU
Chairman & CEO

Daniel-Constantin Mierla
ASIPTO
SIP & VoIP Consultancy

Brands

Unified Communications Solutions

Below is a sample of Unified Communications solution providers who create and share thought leadership content/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.

Avaya
Ranking: 1

Fuze
Ranking: 6

RingCentral
Ranking: 2

Masergy
Ranking: 7

Five9
Ranking: 3

AudioCodes
Ranking: 8

Windstream
Ranking: 4

Slack
Ranking: 9

Vonage
Ranking: 5

Google
Ranking: 10

Platforms Ctd.

Mitel
Ranking: 11

Microsoft
Ranking: 16

8x8
Ranking: 12

Zoom
Ranking: 17

Star2Star
Ranking: 13

LogMeIn
Ranking: 18

Cisco
Ranking: 14

Bicom
Ranking: 19

Alcatel-Lucent Enterprise
Ranking: 15

Dialpad
Ranking: 20

Publications & Resources

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

UC Today
Ranking: 1

TMC
Ranking: 4

No Jitter
Ranking: 2

CIO Online
Ranking: 5

AiThority
Ranking: 3

Comms Business
Ranking: 6

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 Unified Communications 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

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