

client**success**



**Success**COACHING


SUCCESS  
IN BLACK



Customer  
Success  
Excellence



**GAIN  
GROW  
RETAIN**

POWERED BY  higher logic

# 2022

**CUSTOMER SUCCESS  
THOUGHT LEADERSHIP AWARDS**

# METHODOLOGY

The Top 100 Customer Success Strategists list is built by the Customer Success community. Thought leaders in the Customer Success industry who have provided the most insights, support, and knowledge were nominated by the community.

## **Nominees**

Customer Success professionals were encouraged to show appreciation for influential thought leaders by nominating them for the 2022 Customer Success Thought Leadership Awards.

Nominees for the Top 100 and Top 25 Lists were determined by a 5-day nomination period. All nominations are tabulated, and the top 200 semi-finalists, based on nomination count, are selected for inclusion in the voting list. In cases of a tie, all qualifying nominees are included in the semi-finalist list resulting in a 200+ nominee count.

## **Top 25 Judging**

Winners for the Top 25 Influencers list were determined by our panel of expert judges. All nominees for the Top 100 Strategists list were considered and reviewed by the judges with winners being selected based on the impact that their thought leadership, mentorship, and contributions have made on the Customer Success community.

## **Top 100 Voting**

Winners for the Top 100 Strategists list were determined by the Customer Success community.

The Top 100 Strategists were named based on their total vote count and influence score as determined by the voters who participated in the voting process for the 2022 Customer Success Thought Leadership Awards.

## **Regional Top 10 to Watch**

The Regional Top 10 Customer Success Professionals to Watch lists honor the contributions of the thought leaders in each geographic region who are making an impact but did not garner enough votes or nominations to be included in the global Strategist or Influencer lists.

# INTRODUCTION

Customer Success is a critical part of any business. Customer Success professionals are uniquely positioned to help customers achieve their desired outcomes, and their companies hit their revenue goals. To do so, they need to be supported by a strong network of colleagues.

The 2022 Customer Success Thought Leadership awards recognize the Customer Success professionals who are furthering the industry and community through thought leadership, mentorship, and innovation. These professionals are making a difference in the field and we can all learn from their experiences.

By creating these lists and connecting the rapidly-growing community to the top Customer Success influencers and thought leaders, we aim to create a robust network that can exchange ideas and drive further innovation in the field. Ultimately, we know this interconnectedness will help every Customer Success professional to provide the highest level of service to their customers and to thrive in their careers.



# MEET THE JUDGES



We received thousands of nominations from the Customer Success community, and reduced that down to a list of 200+ nominees based on nomination counts.

Then six judges, all recognized for their industry insights, selected the Top 25 Customer Success Influencers of 2022 from the distilled list of nominees.



**Alex Farmer**  
Vice President of Customer Success  
Cognite



**Diana De Jesus**  
Customer Marketing Manager  
Catalyst Software



**Ejieme Eromosele**  
Founder  
Success in Black



**Erika Villarreal**  
Principal Customer Success Manager  
Condeco



**Irit Eizips**  
Chief Customer Officer & CEO  
CSM Practice



**Luciana Teles**  
Head of Customer Success & Customer Care  
Axur. Digital Risk Protection







# TOP 25 INFLUENCERS



**Anika Zubair**  
Vice President of Customer Success  
Karbon



**Ben Winn**  
Head of Brand & Community  
Catalyst Software



**Bob London**  
CEO, Founder & Chief Listener  
Chief Listening Officers



**Gemma Cipriani-Espineira**  
Chief Customer Officer  
Chili Piper



**Jan Young**  
Principal Consultant  
The Success League



**Jay Nathan**  
EVP, Corporate Market & Chief  
Customer Officer  
Higher Logic



**Carly Agar**  
Founder, Customer Success  
Career Coach  
Carly Agar Training



**Chris Hicken**  
Co-Founder & CEO  
'nuffsaid



**Daphne Costa Lopes**  
Senior Manager, Success  
Hubspot



**Jeremy Donaldson**  
Customer Success Team Lead  
Totango



**Kristen Hayer**  
Founder & CEO  
The Success League



**Kristi Faltorusso**  
Chief Customer Officer  
ClientSuccess



**Donna Weber**  
The Customer Onboarding Expert  
Spring Board Solutions



**Ed Powers**  
Principal Consultant  
Service Excellence Partners



**Elisabeth Courland**  
Customer Success Ops  
Agorapulse



**Leah Chaney**  
Chief Experience Officer, Founder  
BetterGrowth



**Maranda Dziekonski**  
Chief Customer Officer  
Swiftly



**Markus Rentsch**  
CEO  
Remark-able



# TOP 25 INFLUENCERS



**Nick Mehta**  
CEO  
Gainsight



**Rav Dhaliwal**  
Investor, Venture &  
Limited Partner  
Crane Venture Partners



**Remco de Vries**  
VP of Marketing  
Gainsight



**Rick Adams**  
Author, Trainer Consultant &  
Business Owner  
Practical CSM



**Shari Srebnick**  
Principal Analyst  
Forrester



**Wayne McCulloch**  
Chief Customer Officer  
WalkMe



**Ziv Peled**  
Chief Customer Officer  
AppsFlyer







**TOP 100  
STRATEGIST**  
CUSTOMER SUCCESS

**2022**





The trait that sets this list apart from others is that it is generated by the community itself. The Top 100 Customer Success Strategists List is the people's choice awards of Customer Success with nominations and winners being selected by you, the Customer Success community.



**Aditya Maheshwari**  
Director of Customer Success,  
INSEA/ANZ  
AppsFlyer



**Ana Paula Hardok**  
Customer Success Pleno  
CustomerX



**Anit Nayak**  
Customer Success Manager  
Netcore Cloud



**Chetan Pant**  
Customer Success Manager  
Haptik



**Chilik Hochberg**  
VP Customers  
Rookout



**Chris Contreras**  
SVP, Customer Success &  
Revenue Operations  
MNTN



**Anita Toth**  
Chief Churn Crusher  
Anita Toth



**Ankit Aggarwal**  
Lead Customer Success Enablement  
MoEngage



**Ashna Patel**  
Manager, Customer Success  
and Customer Support  
Ascent Cloud



**Christian Jakenfelds**  
Field Researcher in Customer Success  
Planhat



**Dan Ennis**  
Scale Team Manager US,  
Customer Success  
monday.com



**Deepali Jagota**  
Sr Associate CSS  
Cornerstone OnDemand



**Bárbara Vieira**  
Senior Customer Success  
Manager  
Loja Integrada



**Bhavika Kochhar**  
Customer Success Manager,  
Americas - Enterprise  
Algonomy



**Brandon Cestrone**  
Founder  
CS Insider



**Deivison Vieira**  
Founder  
Customer Led Growth



**Diana Rubine**  
Director of Customer Engagement  
Spike



**Diego Azevedo**  
Founder & CEO  
CS Academy



**Bruno Dias**  
Squad Leader  
SenseData



**Caroline Andreola**  
Head of Customer Success - SMB  
Buonny



**Cássia Carvalho**  
Gerente de Projetos, Customer Success  
Amcham-Brasil



# TOP 100 STRATEGISTS

## TOP 100 STRATEGIST CUSTOMER SUCCESS

# 2022



**Diego Malta**  
Sócio executivo  
Sales Hackers



**Douglas Moretto**  
Senior Customer  
Success Manager  
TOTVS



**Guy Rahamim**  
Customer Success Manager  
LinearB



**Hakan Ozturk**  
Author  
The CS Cafe Newsletter



**Harsh Shah**  
Customer Success Manager  
Woliba



**Edward Chiu**  
Co-Founder & CEO  
Catalyst Software



**Effie Mansdorf**  
Sr. Director of Customer Success  
Adaptive Shield



**Emily Garza**  
Customer Success Coach  
Catalyst Software



**Hiram Damin**  
Head of Customer Success  
APIPASS



**Hitesh Chadha**  
Customer Success Executive  
Red Hat



**Ifeanyi Nwoke**  
Customer Success Leader  
Clickafix



**Erimar Fernandes**  
Customer Success  
SenseData



**Estevão Stumpf**  
Diretor de Sucesso do Cliente  
Orgânica Digital



**Fernando Hansen**  
Chief Customer Officer  
Metadados



**Jiten Ramrakhiani**  
Customer Success Lead  
Haptik



**João Silva**  
Associate Founder &  
Customer Success Specialist  
Nova Gestão



**John Brunkard**  
Sr. Director/Head of Customer  
Success, APAC & Japan  
Sitecore



**Gagan Vashistha**  
Senior Consultant (Enterprise and  
Strategic Customer Success)  
OneTrust



**Guilherme Pellegrino**  
Co-Founder & Chief Customer Officer  
SenseData



**Gustavo Molina**  
Agile Learner @  
Customer Tribe Leader  
FRST Falconi



**Jordon Martinez Lacken**  
Senior Post Sales Manager  
MarketStar



**Kate Peter**  
Senior Director, Digital Center  
of Excellence (Head of CS)  
Harvard Business Publishing



**Kellie Capote**  
Chief Customer Officer  
Gainsight



# TOP 100 STRATEGISTS

## TOP 100 STRATEGIST CUSTOMER SUCCESS

# 2022



**Keshav Chandra**  
Customer Success Manager  
Outplay



**Kevin Chiu**  
Co-Founder &  
Chief Operating Officer  
Catalyst Software



**Maor Ben Ishay**  
VP Customer Success and Services  
Duve



**Marco Carrubba**  
Director of Customer Success  
Microsoft



**Mariana Assis**  
Sr. Manager of Customer Success, Latin  
America in Reality Labs from Meta  
Meta



**Kevin Leonor**  
Customer Success Manager  
involve.ai



**Krishna Kant**  
Manager, Onboarding and TAS  
- Customer Success  
Apptio



**Krista Roberts**  
Senior Customer Success Manager  
ClientSuccess



**Marija Skobe-Pilley**  
Customer Success Leader EMEA  
ClickUp



**Marina Cançado Guimarães**  
Diretora de Customer Success  
Sólides Tecnologia



**Marley Wagner**  
Vice President of Marketing &  
Digital Customer Success  
ESG



**Kristen Gray Psychas**  
Sr. Customer Success Manager  
ClientSuccess



**Larissa Oliveira**  
Coordenadora de Sucesso do Cliente,  
Contas Estratégicas (High Touch)  
RD Station



**Lilian Almeida Oliveira**  
Gerente de Customer Success  
Imagem



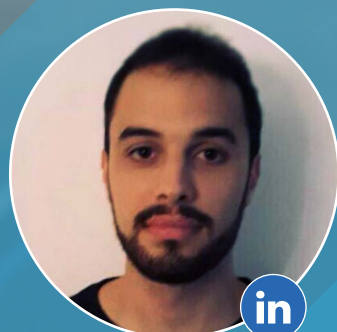
**Meenal Shukla**  
Director, Enterprise  
Customer Success  
Gainsight



**Melissa Araujo**  
Customer Success Manager | Sênior  
Axur



**Michael Maday**  
Senior Director, Customer Success  
Gainsight



**Luiz Fernando Lima**  
Chapter Leader |  
Customer Success  
SenseData



**Luv Jain**  
Customer Success Manager  
Outplay



**Manisha Marberry**  
Director, Customer Success  
Sprinklr



**Mike Lee**  
Director of Customer Success  
PublicInput



**Mucio Gongora**  
Account Manager Pleno  
Pulse Solution



**Nabeeda Bakali**  
Customer Success Manager  
LinkedIn





# TOP 100 STRATEGISTS



**Nicolás Mendy**  
International Senior Customer  
Success Manager  
RD Station



**Nils Vinje**  
Leadership Coach  
Glide Consulting



**Roberta Silva**  
Fundadora  
Consultoria de Sucesso



**Rochelle Shearlds**  
Senior Director, Global  
Customer Success  
Medrio



**Rod Cherkas**  
CEO & Founder  
HelloCCO



**Oliver Plane**  
Enterprise Customer  
Success Executive  
Confluent



**Or Guz**  
VP of Customer Success  
Velocity



**Ornella Jacobs**  
Senior Customer Success  
Manager  
MINDBODY



**Rodrigo Teixeira**  
Gerente de Sucesso do Cliente -  
Gerente de Expansão  
Yooga



**Rohit Sardeshpande**  
Manager, Customer Success |  
Advisory & Growth Strategy  
Haptik



**Ronni Gaun**  
Team Lead - Customer Success  
(Enterprise Financial Services)  
Zoom



**Peter Armaly**  
Vice President of Customer  
Success  
ESG



**Prithwi Dasgupta**  
Chief Executive Officer  
SmartKarrot



**Rachel Provan**  
VP of Customer Success  
Provan Success



**Sabina Pons**  
Operating Partner  
Growth Molecules



**Seth Wylie**  
Director of CS Ops & Admin Community  
Gainsight



**Shai Ritblatt**  
Vice President of Customer  
Success  
Cymbio



**Rafael Dantas**  
Superintendente  
Amcham-Brasil



**Rahmad Hawkins**  
Customer Success Specialist  
DataSeers



**Raman Bindra**  
Head of Customer  
Success  
Haptik



**Sharon Amitai Eli**  
Manager, Customer Success  
Group  
PayEm



**Sheik Ayube**  
Vice President of Business  
Development  
ESG



**Siddaarth Turaga**  
Customer Success  
Manager  
Freshworks



# TOP 100 STRATEGISTS

## TOP 100 STRATEGIST CUSTOMER SUCCESS 2022



**Subha Shrinivasan**  
Vice President of Customer Success,  
Unified Cloud BU  
Rakuten Symphony



**Sumi Jaiswal**  
VP - Global Customer Success  
Shipsy



**Vishal Arya**  
Customer Success Manager  
Docsumo



**Suchitra Banerjee**  
Customer Success Manager 2  
Haptik



**Tim Van Lew**  
Director of Customer Success Strategy  
Gainsight



**Yael Haloutz**  
Vice President of Customer Success  
PayEm



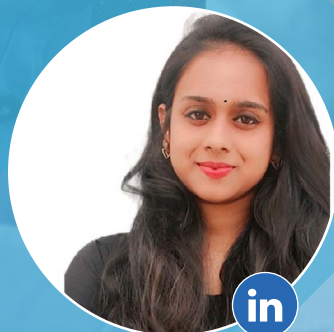
**Srishti Jain**  
Customer Success Manager  
Haptik



**Sue Nabeth Moore**  
Co-Founder  
Success Chain



**Vinicius Bento**  
Head of Customer Success  
GrupoRV



**Yamika CHL**  
Sr. Manager, Customer  
Success & Customer Support  
SafetyConnect





# REGIONAL WATCHLISTS

These regional watchlists honor the contributions of the thought leaders in each geographic region who are making an impact but did not garner enough votes or nominations to be included in the global Strategist or Influencer list.



NORTH AMERICA

THOUGHT LEADER  
**WATCHLIST**  
CUSTOMER SUCCESS  
2022



**Annie Stefano**  
Customer Success Consultant and Educator  
Growth Molecules



**Nadav Shem-Tov**  
Strategic Customer Success  
Consulting  
NST Success Consulting



**Gaines Murfee**  
Senior Manager of Customer Onboarding  
Chili Piper



**Oliver Fiaty-Amenouvor**  
Senior Customer Success  
Manager, North America  
Camunda



**Josh Rosenthal**  
Strategic Advisor  
Elastio Software



**Russell Bourne**  
Principal  
The Success League



**Leslie Sutton**  
Senior Customer Success Manager  
ClientSuccess



**Sydney Strader**  
VP of Customer Success  
Catalyst Software



**Michelle Novak**  
Manager, Enterprise Customer  
Success  
Iterable



**Ty Raia**  
Leader of Customer Success  
for the Americas  
Haptik





**Bruna Bertoli**  
Head of Customer Success  
Sensedia



**João Luz**  
Head Of Implementation Success  
CustomerX



**Fabio FOL**  
Coordenador de Operações TI  
Sênior at Algar  
Grupo Algar



**José Silva**  
Customer Experience  
TIO



**Felipe Guerra**  
Sr. Customer Success Manager  
BossaBox



**Mariana Magre**  
Head of Customer Success  
Poli



**Giordana Maluzz**  
Customer Success Specialist  
Sales Hackers



**Monique Maytê**  
Gerente de Customer Success  
TOTVS



**Isabela Salim**  
Customer Success Consultant  
Nova Gestão



**Raquel Ramos**  
Head of Customer Success &  
Experience  
Porter Group





**Conor Holmes**  
Customer Success Manager  
Confluent



**Marie Lunney**  
Director of Digital Customer  
Success  
Chili Piper



**Funmilayo Ojeleye**  
Customer Success Manager  
VerifyMe Nigeria



**Michalen Padayachee**  
Client Success , Customer  
Experience Specialist  
Caseware Africa



**Ildefonso Moyano**  
Vice President of Customer Excellence  
Mews



**Michelle Garnham**  
Founder  
Ellacott Consulting



**Irina Vatafu**  
Head of Customer Success  
Custify



**Philipp Wolf**  
Founder  
Custify



**Kellie Lucas**  
Co-Founder  
Success Chain



**Robert Edmaier**  
Enterprise Customer Success  
Manager  
Confluent



APAC

THOUGHT LEADER  
**WATCHLIST**  
CUSTOMER SUCCESS  
**2022**



**Ahaan Pandit**  
Head of Customer Success  
Outplay



**Madan Joseph**  
Customer Success Manager,  
Mid-Market & Enterprise  
Freshworks



**Bilal Ayub**  
Senior Manager-Strategy & Innovation  
Cure MD



**Mohammad Tamiz Uddin**  
Customer Success  
Outplay



**Jyo Shukla**  
Director Customer Experience  
JS Consulting Group



**Shubham Singh**  
Associate Director - Customer  
Success  
Leena AI



**Lokenath Saha**  
India Manager - Cloud  
Services Customer Success  
Red Hat



**Syed Mohammad Haider**  
Customer Success Manager  
Outplay



**Love Mittal**  
Lead - Customer Success  
Freshworks



**Tejasvi Singh Kushwah**  
Sr. Vice President - Customer  
Success  
HealthPlix





**Success**COACHING