

POWER 100 MARKET AMPLIFIERS



The Market Amplifier list showcases analysts who create significant public content and drive industry conversations through their thought leadership, social presence, and content creation.

WHY THIS LIST MATTERS

Market Amplifiers are the analysts you need to engage when your goals include:

- Increasing your brand's visibility and reach in the market
- Amplifying your thought leadership and messaging
- Shaping industry conversations around emerging trends
- Building awareness with audiences beyond your direct customer base

HOW AR PROFESSIONALS SHOULD USE THIS LIST

- **Thought Leadership Amplification:** Marketing teams leverage these analysts to extend the reach of key messages, partnering with them on content, events, and other initiatives that benefit from their broad platforms and credibility.
- **Trend Positioning:** When establishing leadership around emerging trends or technologies, AR teams prioritize relationships with these analysts who can help contextualize and amplify innovative approaches to market challenges.
- **Public Validation:** These analysts help validate market positions through their public commentary, providing independent perspectives that reinforce messaging in ways that resonate with broader audiences.

Explore the top 100 analysts from our Market Amplifier list below to discover which analysts are driving the most impactful industry conversations in your market. The public rankings are just the starting point – inquire about ARchitect to unlock our [full Influencer database](#) with filtering by geography, coverage areas and more.

1	Holger Mueller	Constellation Research, Inc.
2	Patrick Moorhead	Moor Insights & Strategy
3	Daniel Newman	The Futurum Group
4	R "Ray" Wang	Constellation Research, Inc.
5	Mickey North Rizza	IDC
6	Zachary Chertok	IDC
7	Robert Kramer	Moor Insights & Strategy
8	Eric Hanselman	451 Research
9	Anshel Sag	Moor Insights & Strategy
10	Steve McDowell	NAND Research
11	Will Townsend	Moor Insights & Strategy
12	Steven Dickens	HyperFRAME Research
13	Carolina Milanesi	Creative Strategies, Inc.
14	Paul Nashawaty	SiliconANGLE
15	Dave McCarthy	IDC
16	Frank Dickson	IDC
17	Ron Westfall	The Futurum Group
18	Ben Bajarin	Creative Strategies, Inc.
19	Craig Robinson	IDC
20	Melody Brue	Moor Insights & Strategy
21	Ashish Nadkarni	IDC
22	Arun Chandrasekaran	Gartner Inc.
23	Maribel Lopez	Lopez Research
24	Andras Cser	Forrester Research, Inc.
25	Courtney Munroe	IDC
26	Bob O'Donnell	TECHanalysis Research, LLC

27	Jason Leigh	IDC
28	Matt Kimball	Moor Insights & Strategy
29	Andrew Buss	IDC
30	Frederic Giron	Forrester Research, Inc.
31	Chirag Dekate	Gartner Inc.
32	Ritu Jyoti	IDC
33	Chirag Mehta	Constellation Research, Inc.
34	Krista Case	The Futurum Group
35	Ed Anderson	Gartner Inc.
36	Roy Illsley	Omdia
37	Zeus Kerravala	ZK Research
38	Olivier Blanchard	The Futurum Group
39	Matthew Leger	IDC
40	William Fellows	451 Research
41	Eric Goodness	Gartner Inc.
42	Rowan Curran	Forrester Research, Inc.
43	Fernando Montenegro	The Futurum Group
44	Denise Lund	IDC
45	Ghassan Abdo	IDC
46	Liz Miller	Constellation Research, Inc.
47	Ronak Doshi	Everest Group
48	Gaspar Valdivia	Gartner Inc.
49	Andrew Lerner	Gartner Inc.
50	Cathy Huang	IDC
51	Nick Patience	The Futurum Group
52	Susan Welsh de Grimaldo	Gartner Inc.

53	Aly Pinder	IDC
54	Akshara Naik Lopez	Forrester Research, Inc.
55	Kevin Permenter	IDC
56	Chris Pang	Gartner Inc.
57	Mutaz Shegewi	IDC
58	Ted Schadler	Forrester Research, Inc.
59	Sylvain Fabre	Gartner Inc.
60	Pablo Tomasi	Omdia
61	Ajit Patankar	Gartner Inc.
62	Keith Kirkpatrick	The Futurum Group
63	Paul McKay	Forrester Research, Inc.
64	Simon Ellis	IDC
65	Bjoern Stengel	IDC
66	Shari Lava	IDC
67	Michele Goetz	Forrester Research, Inc.
68	Bob Laliberte	SiliconANGLE
69	Matthew Eastwood	IDC
70	Pablo Arriandiaga	Gartner Inc.
71	Brent Ellis	Forrester Research, Inc.
72	Jason Bremner	IDC
73	Paul Miller	Forrester Research, Inc.
74	Andre Kindness	Forrester Research, Inc.
75	Christopher Kissel	IDC
76	Stephen Elliot	IDC
77	Katie Evans	IDC
78	Julia Palmer	Gartner Inc.

79	Michelle Abraham	IDC
80	Archana Venkatraman	IDC
81	Jim Frey	Enterprise Strategy Group (ESG)
82	Nick Mayes	PAC
83	Jon Dressel	Gartner Inc.
84	Michele Pelino	Forrester Research, Inc.
85	Rich Karpinski	451 Research
86	Naveen Chhabra	Forrester Research, Inc.
87	Octavio Garcia Granados	Forrester Research, Inc.
88	Jim Mercer	IDC
89	David Tapper	IDC
90	Martha Bennett	Forrester Research, Inc.
91	Jonathan Davenport	Gartner Inc.
92	Shelly Kramer	Kramer&Co.
93	David Vellante	SiliconANGLE
94	Pascal Matzke	Forrester Research, Inc.
95	Gard Little	IDC
96	Katie Norton	IDC
97	Rick Villars	IDC
98	Nitish Mittal	Everest Group
99	Mike Gualtieri	Forrester Research, Inc.
100	Dario Maisto	Forrester Research, Inc.

LOOKING FOR MORE?

Curious about the impact of data-driven analyst prioritization? [Schedule a quick call](#) to learn how our customers are using ARchitect to cut research time, avoid coverage blindspots, and align analyst engagement with their specific business goals.