

# INFLUENCER



# INFLUENCER

## Slipstream

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slipstream

**PROS**

# Our Clients

## ACROSS EUROPE, AMERICA AND ASIAPAC

Since we opened our first office in the UK in 2004, and our San Francisco office in 2006, we are now proud to count the following industry-leading companies as clients.

In 2009 we opened our first office in Sydney, Australia, to better serve the AsiaPac region.



# Our Research

Research conducted Jan–Mar '10.

Three research teams used online, desk archive and proprietary sources. Ranking criteria based on:

- Market Reach
- Frequency of Impact
- Independence
- Expertise
- Persuasiveness of Impact
- Thoroughness of Roles

# Influence Dynamics

- Typical ecosystem of players
  - Just under 500 players
  - In over 20 categories
- Many categories drop out as we score influence
- Bloggers, systems integrators and journalists all dropped out

# Influence Dynamics

- There are three main clusters of influence in US
  - The Professional Pricing Society (many have an official role at the PPS)
  - Consultants: Mainly management consultants and small firms
  - Analysts: Particularly in the manufacturing space
- Consultants are again dominant in number and influence

# Influence Dynamics

- Deloitte, Accenture and McKinsey dominate the larger firms.
- It was the smaller firms that surprised us (e.g. Manchon & Co.), many staffed by former 'large firm' executives.

# Influence Dynamics

- Plenty of influencers have high market reach. So this doesn't differentiate amongst influencers.
- Similarly, many influencers have a high degree of expertise. So again this doesn't help to separate.
- The key differentiating attributes are therefore
- persuasiveness and thoroughness.

# Methodology

Influencer Slipstream rates each Player according to six scoring categories.

## MARKET REACH

How well known, and well listened to, is the Player? Are they ubiquitous in the industry? What are the chances that a given potential customer would have heard that Player's message?

## FREQUENCY OF IMPACT

If we considered that the Player had just a low number of opportunities to influence then they scored in the 30s to 50s. If they were likely to have several opportunities to influence over one year then they scored higher. In this way, a daily paper would score higher than a Speaker Event.

## INDEPENDENCE OF IMPACT

Once the Player's message has been heard, how impactful is it? Vendors could not score too highly here, because their message would always be considered biased, whereas independent Players automatically scored better.

## EXPERTISE

This criteria is self-explanatory, based on the Player's number of years with relevant experience, and the seniority with which they have taken that experience.

## PERSUASIVENESS

When some people provide recommendation advice to another, their advice can be either taken or ignored without penalty. Casual acquaintances often provide advice but without persuasion. The advice of regulators however usually needs to be taken extremely seriously, such that they exhibit high levels of 'persuasiveness'.

## THOROUGHNESS OF ROLE

Some Players influence a decision throughout the decision-making lifecycle, from initial problem evaluation through to check-signing. Other are called in at one single micro-decision stage.

## HOW RELEVANT ARE THE ACTUAL POSITIONS?

We don't think they should be. There is a clear difference between the ability to influence of No.1 and No.40, but there's little to differentiate No.22 from No.27 for example.

We intend our Top40 to be a top-tier listing of who should be on your company's 'A-List', those invited to meet your senior executives and LOB leaders, invited to dinners with your strategy leaders and visited by those most relevant in your management team. Whether they are No.5 or No.20 they deserve top-tier treatment.

We believe all 40 stand head and shoulders above your broader marketing targets database because of the power they wield in decisions. Their exact ranking in our Top40 should be a side issue.



# Top1-20

**1 MICHAEL V. MARN**  
McKinsey & Company

**2 MIKE SIMONETTO**  
Deloitte Consulting

**3 NOHA TOHAMY**  
AMR Research

**4 MICHAEL DUNNE**  
Gartner

**5 REED K. HOLDEN**  
WHU Otto Beisheim School  
of Management

**6 WALTER BAKER**  
McKinsey & Company

**7 TOM JACOBSON**  
Accenture

**8 MATT JOHNSON** Simon-  
Kucher & Partner

**9 BOB PARKER**  
IDC Manufacturing Insights

**10 PAUL HUNT**  
Pricing Solutions

**11 ANDREW CONRAD**  
Simon-Kucher & Partner

**12 MARK R. BURTON**  
Holden Advisors

**13 FRANK LUBY** Simon-  
Kucher & Partner

**14 THOMAS NAGLE**  
Strategic Pricing Group/  
Monitor

**15 TERRY KUESTER**  
Deloitte Consulting

**16 KEVIN MITCHELL**  
Professional Pricing  
Society

**17 CRAIG GIFFI**  
Deloitte Consulting

**18 JOHN G. HANSON**  
Accenture

**19 AUGUSTIN MANCHON**  
Manchon & Company

**20 JEROLD M. BERNSTEIN**  
The Price Improvement  
Team



# The Top40

1

MICHAEL V. MARN  
Partner, Pricing  
McKinsey & Company

Criteria Overall

Market Reach 85%  
Frequency of Impact 55%  
Independence of Impact 75%  
Expertise 88%  
Persuasiveness 88%  
Thoroughness of Role 88%

80%

[michael\\_marn@mckinsey.com](mailto:michael_marn@mckinsey.com)  
(216) 274-4000  
BP Tower, 200 Public Square  
Suite 3900  
Cleveland, OH44114

- Pricing guru for 15 years, leads pricing at McKinsey
- Wrote 'The Price Advantage' widely-read in industry
- Developed widely used analytic approaches for identifying and capturing opportunities in pricing

2

MIKE SIMONETTO  
Principal  
Deloitte Consulting

Criteria Overall

Market Reach 79%  
Frequency of Impact 79%  
Independence of Impact 72%  
Expertise 81%  
Persuasiveness 79%  
Thoroughness of Role 86%

79%

[msimonetto@deloitte.com](mailto:msimonetto@deloitte.com)  
(404) 220-1500  
191 Peachtree St.  
Suite 1500  
Atlanta, GA 30303

- Leads Deloitte's Pricing and Profitability Management practice
- Expert in pricing strategy development, pricing execution, pricing software selection and implementation
- Ex-Manugistics COO and pricing lead

3

NOHA TOHAMY  
VP, Supply Chain Research  
AMR Research

Criteria Overall

Market Reach 87%  
Frequency of Impact 88%  
Independence of Impact 75%  
Expertise 62%  
Persuasiveness 81%  
Thoroughness of Role 82%

79%

[ntohamy@amrresearch.com](mailto:ntohamy@amrresearch.com)  
(617) 542-6600  
125 Summer St.  
4th Floor  
Boston, MA 02110

- Runs Supply Chain Research at AMR Research
- Previously senior executive at various SCM software vendors
- Ex-Forrester Research, currently lectures at Emmanuel College, MIT Sloan and Georgia Technology

# The Top40

## 4

MICHAEL DUNNE  
Research VP  
Gartner

### Criteria Overall

Market Reach 88%  
Frequency of Impact 85%  
Independence of Impact 79%  
Expertise 69%  
Persuasiveness 85%  
Thoroughness of Role 67%

79%

[michael.dunne@gartner.com](mailto:michael.dunne@gartner.com)  
(203) 964-0096  
56 Top Gallant Road  
Stamford, CT 06904

- Only Gartner analyst covering pricing
- Covers broad CRM area, focusing on sales optimization and incentives
- An expert in generic software assessment and selection

## 5

REED K. HOLDEN  
Founder & CEO  
Holden Advisors

### Criteria Overall

Market Reach 69%  
Frequency of Impact 69%  
Independence of Impact 75%  
Expertise 86%  
Persuasiveness 86%  
Thoroughness of Role 88%

79%

[rholden@holdenadvisors.com](mailto:rholden@holdenadvisors.com)  
(978) 405-0020  
35 Forest Ridge  
Suite 160  
Concord, MA 01742

- Renowned pricing expert and co-founder of Holden Advisors
- Authored 'Pricing with Confidence' and 'The Strategy and Tactics of Pricing'
- Former President & CEO, Strategic Pricing Group (now Monitor)

## 6

WALTER BAKER  
Principal  
McKinsey & Company

### Criteria Overall

Market Reach 80%  
Frequency of Impact 73%  
Independence of Impact 75%  
Expertise 79%  
Persuasiveness 82%  
Thoroughness of Role 80%

78%

[walter\\_baker@mckinsey.com](mailto:walter_baker@mckinsey.com)  
(404) 335-3000  
Georgia-Pacific Center, Suite 4600  
133 Peachtree Street, N.E.  
Atlanta, GA30303

- Leads North America Pricing Practice at McKinsey
- Co-author of 'The Price Advantage' and widely published in management press
- Specializes in technology and industrial markets

# The Top40

## 7

**TOM JACOBSON**  
MD, Strategy  
Accenture

Criteria Overall  
Market Reach 86%  
Frequency of Impact 52%  
Independence of Impact 72%  
Expertise 85%  
Persuasiveness 86%  
Thoroughness of Role 86%

**78%**

[thomas.g.jacobson@accenture.com](mailto:thomas.g.jacobson@accenture.com)  
(617) 488-4000  
Prudential Tower -Suite 2300  
800 Boylston Street  
Boston MA 02199

- Global leader in Accenture's Pricing & Profit Optimization practice
- Specializes in discrete manufacturing processes
- Former EVP at Talus

## 8

**MATT JOHNSON**  
Managing Partner  
Simon-Kucher & Partner

Criteria Overall  
Market Reach 80%  
Frequency of Impact 77%  
Independence of Impact 75%  
Expertise 76%  
Persuasiveness 74%  
Thoroughness of Role 84%

**78%**

[Matt.Johnson@simon-kucher.com](mailto:Matt.Johnson@simon-kucher.com) (650) 641-4300  
100 View Street  
Suite 100  
Mountain View, CA 94041

- Top SKP consultant in the US
- Expert in pricing software assessment and selection
- Formerly founder and President of PriceWorks, and ex-PROS

## 9

**BOB PARKER**  
VP Research  
IDC Manufacturing Insights

Criteria Overall  
Market Reach 84%  
Frequency of Impact 73%  
Independence of Impact 82%  
Expertise 67%  
Persuasiveness 80%  
Thoroughness of Role 79%

**78%**

(508) 988-7900 5  
Speen Street  
Framingham, MA 01701

- Runs Manufacturing Insights, IDC's end-user research arm
- Ex-AMR VP of industrial technology
- Typical AMR background in manufacturing operations

## 10

**PAUL HUNT**  
President  
Pricing Solutions

Criteria Overall  
Market Reach 67%  
Frequency of Impact 79%  
Independence of Impact 62%  
Expertise 82%  
Persuasiveness 88%  
Thoroughness of Role 85%

**77%**

[phunt@pricingsolutions.com](mailto:phunt@pricingsolutions.com)  
(416) 943-0505  
38 Wellington Street East  
Suite 200  
Toronto, ON M5E 1C7  
Canada

- Founder of Pricing Solutions
- Active trainer/coach in pricing theory and practice
- Client list include Diageo, Gillette and J&J

# The Top40

## 11

**ANDREW CONRAD**  
Partner  
Simon Kucher &  
Partners

Criteria Overall

Market Reach 80%  
Frequency of Impact 54%

**77%**

Independence of Impact 75%  
Expertise 82%  
Persuasiveness 87%  
Thoroughness of Role 84%

[Andrew.Conrad@simon-kucher.com](mailto:Andrew.Conrad@simon-kucher.com) (650) 641-4300  
100 View Street  
Suite 100  
Mountain View, CA 94041

- Specializes in pricing and marketing strategy, CRM and KAM practice
- Clients include Intel, National Semiconductor, and Avery Dennison
- Manufacturing background (paper & packaging)

## 12

**MARK R. BURTON**  
Co-Founder and VP  
Holden Advisors

Criteria Overall

Market Reach 69%  
Frequency of Impact 75%

**77%**

Independence of Impact 75%  
Expertise 79%  
Persuasiveness 82%  
Thoroughness of Role 82%

[mburton@holdenadvisors.com](mailto:mburton@holdenadvisors.com) (978) 405-0020  
35 Forest Ridge  
Suite 160  
Concord, MA 01742

- Runs consulting operation at Holden Advisors
- Co-author of 'Pricing With Confidence' and prolific writer and blogger
- Former director at Strategic Pricing Group (now Monitor)

## 13

**FRANK LUBY**  
Partner Simon-  
Kucher &  
Partner

Criteria Overall

Market Reach 79%  
Frequency of Impact 69%

**77%**

Independence of Impact 75%  
Expertise 80%  
Persuasiveness 79%  
Thoroughness of Role 77%

[Frank.Luby@simon-kucher.com](mailto:Frank.Luby@simon-kucher.com) (617) 231-4500  
One Canal Park  
Cambridge, MA 02141

- Well-known adviser and commentator on pricing in press and TV
- Co-wrote 'Manage for Profit, Not for Market Share' with Hermann Simon
- Well-connected in the hierarchy at SKP, very influential internally

## 14

**THOMAS NAGLE**  
CEO  
Strategic Pricing  
Group/Monitor

Criteria Overall

Market Reach 67%  
Frequency of Impact 53%

**76%**

Independence of Impact 75%  
Expertise 87%  
Persuasiveness 88%  
Thoroughness of Role 88%

[tom.nagle@monitor.com](mailto:tom.nagle@monitor.com) (617) 252-2000  
Two Canal Park  
Cambridge, MA 02141

- Well-known pricing guru worldwide
- Author of 'The Strategy and Tactics of Pricing' now in 5th edition
- Founded The Strategic Pricing Group, acquired by Monitor Group in 2004

# The Top40

**15** TERRY KUESTER  
Principal  
Deloitte Consulting

Criteria Overall

Market Reach 77%  
Frequency of Impact 66%

**75%**

Independence of Impact 72%  
Expertise 78%  
Persuasiveness 79%  
Thoroughness of Role 80%

[tkuester@deloitte.com](mailto:tkuester@deloitte.com)  
(212) 436-2000  
2 World Financial Center  
New York, NY 10281

- Co-leads Pricing & Profitability Management practice with Mike Simonetto
- Focus is on financial services, but with generic pricing strategy responsibility
- Ex-executive at eFunds payment solutions

**16** KEVIN MITCHELL  
President Professional  
Pricing Society

Criteria Overall

Market Reach 88%  
Frequency of Impact 81%

**75%**

Independence of Impact 75%  
Expertise 58%  
Persuasiveness 68%  
Thoroughness of Role 79%

(770) 509-9933  
3535 Roswell Road  
Suite 59  
Marietta, GA 30062

- Assumed running of PPS from his father Eric in 2009
- Background in manufacturing with Colgate and GE
- PPS is the primary end-user forum for pricing decision makers

**17** CRAIG GIFFI  
Vice Chairman  
Deloitte Consulting

Criteria Overall

Market Reach 80%  
Frequency of Impact 68%

**75%**

Independence of Impact 72%  
Expertise 75%  
Persuasiveness 73%  
Thoroughness of Role 79%

[cgiffi@deloitte.com](mailto:cgiffi@deloitte.com)  
(216) 589-1300  
127 Public Square  
Cleveland, OH 44114

- Top Consumer & Industrial Products Industry consultant in the US
- Also chairs Deloitte's Global Manufacturing Industry practice
- Co-author of 'Competing in World Class Manufacturing', frequently quoted in business press, well-connected in mfg.

**18** JOHN G. HANSON  
Partner, Pricing & Profit  
Optimization Practice  
Accenture

Criteria Overall

Market Reach 79%  
Frequency of Impact 77%

**74%**

Independence of Impact 72%  
Expertise 73%  
Persuasiveness 67%  
Thoroughness of Role 78%

[john.g.hanson@accenture.com](mailto:john.g.hanson@accenture.com)  
(617) 488-4000  
Prudential Tower -Suite 2300  
800 Boylston Street  
Boston MA 02199

- 20 year veteran in software industry
- Ex-Mercer, where he ran the Boston office and specialized in comms and IT
- Ex-Vendavo consulting lead

# The Top40

**19** **AUGUSTIN MANCHON**  
President  
Manchon & Company

Criteria Overall

Market Reach 68%  
Frequency of Impact 55%

**74%**

Independence of Impact 75%  
Expertise 80%  
Persuasiveness 82%  
Thoroughness of Role 82%

[augustin@manchon.com](mailto:augustin@manchon.com)  
(416) 315-7421  
85 Yonge Boulevard  
Toronto, ON M5M 3G8  
Canada

- Well-known expert in pricing strategy
- Ex-Accenture ad was the founder and global leader of the Pricing and Profitability Practice
- Also ex-Deloitte and SKP

**20** **JEROLD M. BERNSTEIN**  
President  
The Price Improvement Team

Criteria Overall

Market Reach 82%  
Frequency of Impact 54%

**73%**

Independence of Impact 75%  
Expertise 77%  
Persuasiveness 73%  
Thoroughness of Role 74%

(636) 386-8064  
St. Louis, MO

- aka Value Pricing Group
- Expert in pricing for manufacturing companies with an emphasis on engineered and technology-based products
- Long time Board Advisors for the Professional Pricing Society

**21** **JAMES G. BOGUES**  
Practice Leader - NA & Resources Industries  
Accenture

Criteria Overall

Market Reach 77%  
Frequency of Impact 55%

**72%**

Independence of Impact 72%  
Expertise 74%  
Persuasiveness 73%  
Thoroughness of Role 80%

[james.g.bogues@accenture.com](mailto:james.g.bogues@accenture.com) (713) 483-9090  
1301 Fannin Street  
Suite 1900  
Houston, TX 77002

- Energy and natural resources lead at Accenture
- Also leads Pricing Practice in the US
- Accountancy background, ex-PWC

**22** **LAURA PRESLAN**  
Chief of Staff  
Microsoft

Criteria Overall

Market Reach 83%  
Frequency of Impact 55%

**72%**

Independence of Impact 75%  
Expertise 74%  
Persuasiveness 78%  
Thoroughness of Role 66%

[laura.preslan@microsoft.com](mailto:laura.preslan@microsoft.com) (425) 882-8080  
One Microsoft Way  
Redmond, WA98052

- Runs Microsoft's CRM vision and outreach program
- Pricing background, ex-Deloitte and AMR pricing specialist
- Still active in pricing industry, board member of PPS

# The Top40

**23** JIM SAUNDERS  
Leader, Pricing  
Management Practice  
Pricing Solutions

Criteria Overall

Market Reach 67%  
Frequency of Impact 72% **72%**

Independence of Impact 62%  
Expertise 75%  
Persuasiveness 75%  
Thoroughness of Role 79%

[jasaunders@pricingsolutions.com](mailto:jasaunders@pricingsolutions.com)  
(416) 943-0505  
38 Wellington Street East  
Suite 200  
Toronto, ON M5E 1C7  
Canada

- Developed Six Sigma pricing approach to price management
- Strong manufacturing client base including CPG and pharmaceuticals
- Manufacturing pricing background with Nestlé and Bombardier Aerospace

**24** DIETER KIEWELL  
Principal  
McKinsey & Company

Criteria Overall

Market Reach 79%  
Frequency of Impact 54% **72%**

Independence of Impact 75%  
Expertise 84%  
Persuasiveness 72%  
Thoroughness of Role 66%

[dieter\\_kiewell@mckinsey.com](mailto:dieter_kiewell@mckinsey.com)  
44 (20) 7839 8040  
No. 1 Jermyn Street  
London SW1Y 4UH  
UK

- Co-leader of McKinsey's Global Pricing Practice
- Harvard MBA with extensive B2B pricing experience
- Regular contributor to McKinsey Quarterly on pricing strategy

**25** PAUL HOY  
Global Manufacturing  
Industry Director  
IBM

Criteria Overall

Market Reach 67%  
Frequency of Impact 66% **72%**

Independence of Impact 82%  
Expertise 52%  
Persuasiveness 82%  
Thoroughness of Role 80%

[phoy@us.ibm.com](mailto:phoy@us.ibm.com)  
(781) 313-2394  
1 New Orchard Road  
Armonk, NY 10504

- Head of the Manufacturing Industry at IBM Cognos
- Owns Cognos's BI-based pricing decision capability
- Manufacturing industry expert with deep expertise in CRM, SCM and ERP

**26** RAFE VAN DENBERG  
VP of Strategic Marketing  
Zilliant

Criteria Overall

Market Reach 79%  
Frequency of Impact 83% **72%**

Independence of Impact 35%  
Expertise 83%  
Persuasiveness 75%  
Thoroughness of Role 74%

(512) 531-8500  
3815 South. Capital of Texas Hwy  
Suite 300  
Austin, TX 78704

- Key driver of Zilliant's thought leadership program
- Marketing background in manufacturing and distribution
- Former sales and marketing consultant and founder of Business Development Xcellerator



# The Top40

## 27

**GREG CUDAHY**  
Global Practice  
Leader  
Accenture

Criteria Overall

Market Reach 77%  
Frequency of Impact 75%

71%

Independence of Impact 72%  
Expertise 73%  
Persuasiveness 65%  
Thoroughness of Role 66%

[greg.cudahy@accenture.com](mailto:greg.cudahy@accenture.com)  
(678) 657-8000  
75 Fifth Street NW  
Suite 1100  
Atlanta, GA 30308

- Runs Accenture's Pricing Strategy & Profit Optimization practice and its Supply Chain Strategy business
- Recognized industry-wide as a supply chain expert
- Ex-Manugistics, where he was Executive Vice President, Pricing and Revenue Optimization

## 28

**LARRY LAPIDE**  
Research Affiliate  
MIT

Criteria Overall

Market Reach 64%  
Frequency of Impact 84%

71%

Independence of Impact 88%  
Expertise 59%  
Persuasiveness 66%  
Thoroughness of Role 65%

[llapide@mit.edu](mailto:llapide@mit.edu)  
(617) 244-1642  
81 Puritan Road  
Waban MA 02468

- Demand management and supply chain expert
- Ex-AMR analyst and VP of supply chain research
- Well-connected in supply chain industry, especially INFORMS

## 29

**RAY WANG**  
Partner, Enterprise  
Strategy  
Altimeter Group

Criteria Overall

Market Reach 84%  
Frequency of Impact 67%

71%

Independence of Impact 79%  
Expertise 61%  
Persuasiveness 74%  
Thoroughness of Role 61%

[r@altimetergroup.com](mailto:r@altimetergroup.com)  
(650) 918-6619 mobile  
1875 South Grant Street  
Suite 680  
San Mateo, CA 94402

- Ex-Forrester and top-rated analyst industry-wide
- ERP and CRM expert, and very close to SAP
- Super-connector, popular blogger and media star

## 30

**MICHAEL HURWICH**  
VP  
Strategic Pricing  
Management Group

Criteria Overall

Market Reach 64%  
Frequency of Impact 52%

71%

Independence of Impact 75%  
Expertise 84%  
Persuasiveness 74%  
Thoroughness of Role 75%

[mhurwich@youneedpricing.com](mailto:mhurwich@youneedpricing.com)  
(647) 267-5948  
98 Harbord St.  
Suite 301  
Toronto, ON M5S 1G6  
Canada

- Founder of SPMG in 2001
- Ex-Deloitte consultant specializing in pricing, incentives and performance improvement
- Active trainer of pricing specialists around the world

# The Top40

## 31

**SIMON JACOBSON**  
Research Director  
Gartner

Criteria		Overall
Market Reach	65%	<b>71%</b>
Frequency of Impact	74%	
Independence of Impact	82%	
Expertise	52%	
Persuasiveness	68%	
Thoroughness of Role	82%	

[simon.jacobson@gartner.com](mailto:simon.jacobson@gartner.com)  
(203) 964-0096  
56 Top Gallant Road  
Stamford, CT 06904

- Part of AMR's Engineering and Manufacturing Operations team
- Specializes in manufacturers' use of IT for operational efficiency
- Defines manufacturing architectures, measurement strategies, and technology best practices across mfg.

## 32

**TIM SMITH**  
Managing Principal  
Wiglaf Pricing

Criteria		Overall
Market Reach	68%	<b>70%</b>
Frequency of Impact	54%	
Independence of Impact	75%	
Expertise	80%	
Persuasiveness	75%	
Thoroughness of Role	68%	

[TSmith@WiglafPricing.com](mailto:TSmith@WiglafPricing.com)  
(773) 395-2983  
1 E. Jackson Blvd.  
DePaul Center 7500  
Chicago, IL 60604

- Writes and publishes Wiglaf Journal, close associate of PPS
- Author of 'Pricing Strategy' published in 2010
- Adjunct Professor of Marketing at DePaul University

## 33

**GREG THOMAS**  
Leader, Pricing  
Research Practice  
Pricing Solutions

Criteria	Overall
Market Reach 65%	<b>70%</b>
Frequency of Impact 53%	
Independence of Impact 62%	
Expertise 79%	
Persuasiveness 79%	
Thoroughness of Role 80%	

[gthomas@pricingsolutions.com](mailto:gthomas@pricingsolutions.com)(416) 943-0505  
38 Wellington Street East, Suite 200  
Toronto, ON M5E 1C7  
Canada

- Expert in pricing research methods, including at forecasting the impact of different pricing strategies
- Clients include Lilly, Levi's and Smith & Nephew
- Runs course in pricing research for PPS

## 34

**MIKE CALOGRIDIS**  
Principal  
The Pricing Practice

Criteria		Overall
Market Reach	69%	<b>69%</b>
Frequency of Impact	60%	
Independence of Impact	75%	
Expertise	77%	
Persuasiveness	66%	
Thoroughness of Role	69%	

1650 Market Street .  
One Liberty Place Suite 3600  
Philadelphia, Pennsylvania 19103

- Independent consultant since 2007
- Author of 'Practical Pricing' Ex-
- Philips Medical pricing manager

# The Top 40

## 35

**JULIE FRASER**  
Principal Industry Analyst  
& President  
Cambashi

### Criteria Overall

Market Reach 72%  
Frequency of Impact 67%  
Independence of Impact 75%  
Expertise 60%  
Persuasiveness 74%  
Thoroughness of Role 68%

**69%**

[julie.fraser@cambashi.com](mailto:julie.fraser@cambashi.com)  
(508) 362-3480  
PO Box 463  
Cummaquid, MA 02637

- Renowned ERP expert and analyst
- Founder of Industry Directions, merged with Cambashi in 2008
- Ex-VP Marketing for Baan Supply Chain Solutions and also ex-AMR

## 36

**VINAY KANETKAR**  
Professional Associate  
Strategic Pricing  
Management Group

### Criteria Overall

Market Reach 59%  
Frequency of Impact 53%  
Independence of Impact 75%  
Expertise 81%  
Persuasiveness 74%  
Thoroughness of Role 73%

**69%**

[vkantkar@youneedpricing.com](mailto:vkantkar@youneedpricing.com)  
(647) 267-5948  
98 Harbord St., Suite 301  
Toronto, ON M5S 1G6  
Canada

- Associate at Pricing Solutions and also Strategic Pricing Management Group
- Also Associate Professor in the Department of Consumer Studies at the University of Guelph
- Specialist in managing and measuring performance of pricing decisions.

## 37

**MARK FERGUSON**  
Associate Professor  
Georgia Institute of  
Technology

### Criteria Overall

Market Reach 68%  
Frequency of Impact 59%  
Independence of Impact 88%  
Expertise 68%  
Persuasiveness 67%  
Thoroughness of Role 65%

**69%**

[mark.ferguson@mgt.gatech.edu](mailto:mark.ferguson@mgt.gatech.edu) (  
(404) 894-4330  
800 West Peachtree Street NW  
Atlanta, GA 30308

- Operations Management expert, ex-IBM manufacturing engineer
- Chairs annual Revenue Management and Price Optimization Conference
- Management, teaches courses, and conducts consulting assignments



# The Top 40

## 38

**JOSEPH ZALE**  
Partner  
Strategic Pricing  
Group/Monitor

### Criteria Overall

Market Reach 55%

Frequency of Impact 54%

Independence of Impact 75%

Expertise 75%

Persuasiveness 73%

Thoroughness of Role 82%

**69%**

[joseph.zale@monitor.com](mailto:joseph.zale@monitor.com)

(617) 252-2000

Two Canal Park

Cambridge, MA02141

- Works across manufacturing sector including medical products, basic materials, publishing and printing and semiconductors.
- Vice President and Managing Director at The Strategic Pricing Group, acquired by Monitor Group in 2004

## 39

**ROBERT PHILLIPS**  
Professor  
Columbia University

### Criteria Overall

Market Reach 67%

Frequency of Impact 72%

Independence of Impact 58%

Expertise 75%

Persuasiveness 72%

Thoroughness of Role 67%

**69%**

[rp2051@columbia.edu](mailto:rp2051@columbia.edu)

(212) 854-5553

Columbia University

3022 Broadway

New York, NY 10027

- Founded Nomis in 2002 as pricing specialist in financial services
- Ex-CTO at Manugistics and led Pricing and Revenue Optimization and Enterprise Profit Optimization solutions
- Founder and CEO of Talus Solutions

## 40

**KENT MONROE**  
Professor  
University of Illinois

### Criteria Overall

Market Reach 60%

Frequency of Impact 53%

Independence of Impact 88%

Expertise 78%

Persuasiveness 73%

Thoroughness of Role 58%

**68%**

[kmonroe@richmond.edu](mailto:kmonroe@richmond.edu)

(804) 289-8550

601 East John Street

Champaign, IL 61820

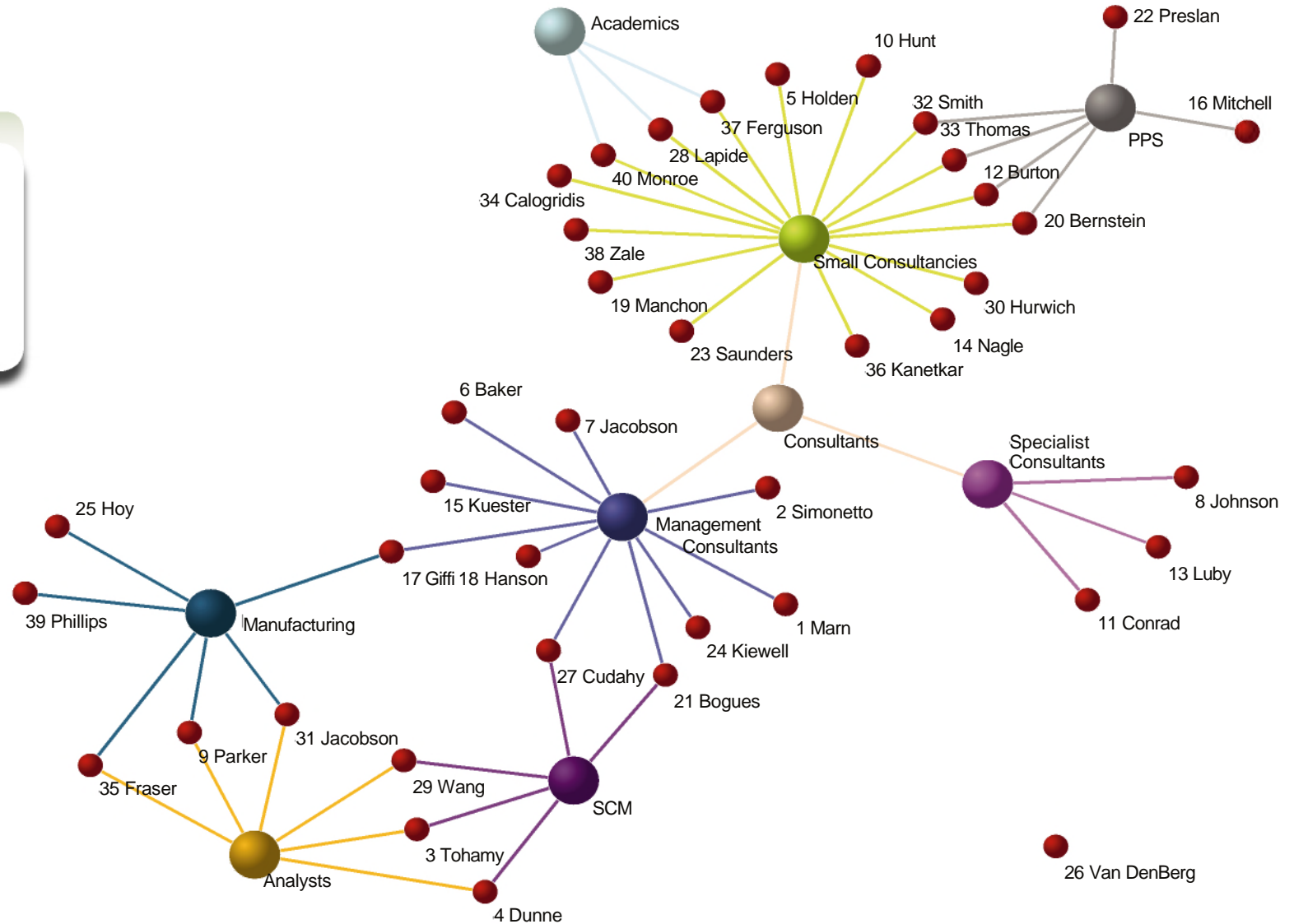
- Longtime pricing and marketing expert
- Recognized worldwide expert in pricing, and remains an active consultant
- Also Visiting Distinguished Scholar at University of Richmond



# Network Cluster

## NETWORK CLUSTER DIAGRAM

Cluster diagrams show the relationships between the identified individuals, groups and topic areas. In this case, the diagram illustrates the interdependence of the main types of influencer with key forums and communities.



# Top1-20

**1 MICHAEL V. MARN**  
McKinsey & Company

**2 MIKE SIMONETTO**  
Deloitte Consulting

**3 NOHA TOHAMY**  
AMR Research

**4 MICHAEL DUNNE**  
Gartner

**5 REED K. HOLDEN**  
WHU Otto Beisheim School  
of Management

**6 WALTER BAKER**  
McKinsey & Company

**7 TOM JACOBSON**  
Accenture

**8 MATT JOHNSON** Simon-  
Kucher & Partner

**9 BOB PARKER**  
IDC Manufacturing Insights

**10 PAUL HUNT**  
Pricing Solutions

**11 ANDREW CONRAD**  
Simon-Kucher & Partner

**12 MARK R. BURTON**  
Holden Advisors

**13 FRANK LUBY** Simon-  
Kucher & Partner

**14 THOMAS NAGLE**  
Strategic Pricing Group/  
Monitor

**15 TERRY KUESTER**  
Deloitte Consulting

**16 KEVIN MITCHELL**  
Professional Pricing  
Society

**17 CRAIG GIFFI**  
Deloitte Consulting

**18 JOHN G. HANSON**  
Accenture

**19 AUGUSTIN MANCHON**  
Manchon & Company

**20 JEROLD M. BERNSTEIN**  
The Price Improvement  
Team

