

Updated January 1 - 2018

From Jack Dorsey - "When a leader, CEO or someone in a leadership position takes to the platform they have the opportunity to humanize their organization, make it feel smaller and relatable to people." CEO's are measured by many factors with social media presence rising to the top of the list.



Top Twitter CEO is Elon Musk with 17.4 million followers as well as the CEO with the highest gainer with 4.2 million new followers over the past three months and certainly the most engaged CEO with 3-Star rating.

The second fastest growing CEO on Twitter is Tim Cook with 9.3 million follows up 3.9 million followers.

In today's **business-political-social** world, you are measured by many factors including the number of Twitter followers you have. In fact, many surveys have found that websites in general are perceived as passive customer communication tools with Twitter being a far more proactive customer-engaging tool. These surveys have also found an increasing number of customers go to your Twitter account **before** they go to your website doing "due diligence" on you looking for call-to-actions, thought leadership and content useful in their purchasing as well as customer complaints regarding your solution. Your client may not have a Twitter business account but they may have a personal account and their advisors may as well. You can also see how in some small way John Legere's Twitter efforts have also impacted the price of the stock.

As noted Twitter expert **Evan Kirstel** just named Top B2B-Business-to-Business Influencer with 162K followers stated, "**Twitter is *not just way to meet new prospects and partners, it IS the way you run your company. If you aren't engaged, your competition likely is!***" That is, CEO's are beginning to see the real value of Twitter not just for their company but for their role as CEO in the company they run.

The New Social Media Engaged CEO as "The ultimate value of any CEO is the price of the stock and social media can impact that."

If you are a CEO or C-Level we can help you and your company use Twitter to gain-retain followers and customers

email cross@gocross.com and we can provide proven cost-effective results and references.

Here's a new article on Social Media and the CEO.

The purpose of this CEO Scoreboard is to not just talk about HOW CEOs Twitter but which CEO has the highest number of Followers not the only measure of the CEO's social presence but certainly a viable one.

*****Twitter Star Ratings**

*****Three Stars – Posting Weekly Engaging with Followers & "Thought Leadership" – Global Values & Vision**

****Two Stars – Posting Weekly and Thought Leadership**

* One Star – Posting Weekly & Corporate Sales Pitch

How do you score against your competitors?

[Click here to get listed, corrections, additions, and Twitter help.](#) We apologize for omissions or errors.

CEO's: Gains+ and Losses – October-December 2017 (reflecting changes from October-December 2017)

| Company | Twitter Name | Followers | +/- since Oct 1 2017 | Star Rating | Notes |
|-------------------------------|----------------------------------|------------|----------------------|-------------|--------------------------------------|
| Elan Musk Telsa/SpaceX | @elonmusk | 17,400,000 | +4,200,000 | ** | Space pics |
| Richard Branson | @richardbranson | 12,000,000 | +500,000 | *** | Global, company, customer engagement |
| Tim Cook Apple | @tim_cook | 9,300,000 | +3,900,000 | ** | Apple promotion |
| Mark Cuban | @mcuban | 7,660,000 | +150,000 | * | Personal topics |
| Lord Sugar Amshold | @Lord_Sugar | 5,450,000 | +70,000 | ** | Global |
| John Legere | @JohnLegere | 5,200,000 | +700,000 | *** | TMobile and event promotion |
| Jack Dorsey | @jack | 4,140,000 | +40,000 | ** | Social issues |
| Aaron Levie Box | @levie | 2,350,000 | +270,000 | ** | Political topics |
| Marissa Mayer Yahoo | @marissamayer | 1,710,000 | 0 | * | Business topics |
| Satya Nadella MSFT | @satyanadella | 1,560,000 | +130,000 | *** | MSFT promotion & global tops |
| Tony Fernades AirAsia | @tonyfernandes | 1,530,000 | +40,000 | *** | Airline and global topics |
| Sundar Pichai Google | @sundarpichai | 1,530,000 | 360,000 | | |
| Warren Buffett Berkshire | @WarrenBuffett | 1,340,000 | +30,000 | | Only 1 posts in 2016 |
| Michael Dell | @MichaelDell | 1,240,000 | -10,000 | * | Dell promotion |
| Marc Benioff Salesforce | @Benioff | 967,000 | +24,000 | *** | Social issues |
| Larry Kim Wordstream | @larrykim | 726,000 | -23,000 | | |
| Jeff Weiner LinkedIn | @jeffweiner | 595,000 | +25,000 | ** | Global business |
| Jeffrey Bezos Amazon | @JeffBezos | 403,000 | +61,000 | * | Space issues |
| Dave Asprey BPNutrition | @bulletproofexec | 347,000 | -1,000 | ** | Food topics |
| Drew Houston Dropbox | @drewhouston | 271,000 | +5,000 | * | Business |
| Tamara McCleary Thulium | @TamaraMcCleary | 256,000 | +23,000 | | |
| Meg Whitman | @MegWhitman | 238,000 | 0 | | Nothing since 2011 |
| Olga Kay MooshWalks | @OlgaKay | 217,000 | -2,000 | ** | |
| Bryan Kramer PureMatter | @bryankramer | 215,000 | +3,000 | ** | |
| Thubten WePostMedia | @thubten | 212,000 | -2,000 | *** | |
| Ashley Alexiss | @AshAlexiss | 212,000 | +7,000 | ** | |
| Marcelo Claire Sprint | @marceloclaire | 208,000 | +12,000 | *** | Company, family and charity topics |
| Mark Zuckerberg | @MarkZuckerbergF | 197,000 | +9,000 | | Nothing since 2010 |
| David Gold West Ham United FC | @davidgold | 191,000 | +4,000 | ** | Sports and charities |
| John Hall Influence Co | @johnhall | 183,000 | +27,000 | ** | |
| Debra Ruh RuhGlobal | @debraruh | 172,000 | +7,000 | *** | Health, caring and charity topics |
| Evan Kirstel | @evankirstel | 162,000 | +14,000 | | |
| Flint Bedrock YSBG | @flintbedrock | 159,000 | New | | |
| John Lincoln Ignitev | @johnnelincoln | 147,000 | +15,000 | | |
| Gurbaksh Chahal | @gchahal | 131,000 | -1,000 | ** | Hidden tweets |

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|------------------------------------|----------------------------------|---------|---------|-----|------------------------|
| Rui Delgado Berrymetrics | @rui | 122,000 | -4,000 | ** | Global |
| Joseph Steinberg SecureMySocial | @JosephSteinberg | 114,000 | +26,400 | ** | |
| Mike Kawula SocialQuant | @MikeKawula | 112,000 | +3,000 | * | Company topics |
| Shelly Kramer V3Broadsuite | @ShellyKramer | 106,000 | 0 | ** | |
| Michael Saylor | @michael_saylor | 106,000 | 34,000 | ** | Self-promotion |
| Larry Ellison Oracle | @larryellison | 97,500 | +800 | | Nothing since 2012 |
| Ian Matthews WMGCinsights | @iancsmatthews | 95,300 | -1,800 | * | |
| Michael Brenner MKTGnsiders | @BrennerMichael | 95,100 | +3,200 | ** | Marketing SEO topics |
| Holly Ransom Emergent | @HollyRansom | 94,100 | -500 | *** | Global topics |
| Nika Stewart | @NikaStewart | 84,500 | +4,900 | | |
| Rod Berger MindRocketMedia | @drrodberger | 77,800 | 28,300 | ** | Education |
| Spencer Rascoff Zillow | @spencerrascoff | 76,200 | -200 | *** | Company topics |
| Aseem Badshad Socedo | @aseemb | 75,300 | +1,500 | * | Company topics |
| Danny Gibson Inkster | @DannyG_inkster | 71,400 | +3,500 | * | Culture |
| Danielle Morrill Mattermark | @DanielleMorrill | 67,500 | +1,900 | ** | Company and global |
| Mark Hurd Oracle | @MarkVHurd | 67,400 | +1,000 | ** | Company, tech |
| JM Alvarez-Pallete Telefonica | @jmalvpal | 63,300 | +2,200 | * | Global |
| Jacqueline Gold – Ann Summers | @Jacqueline_Gold | 59,000 | +400 | * | Fashion, family topics |
| Caen Contee Connect | @caencontee | 58,600 | -100 | * | Company |
| Josef Holm Krowdster | @josefholm | 53,900 | +2,400 | * | Crowdfunding |
| Keith Krach Docusign | @KeithJKrach | 53,200 | +13,000 | ** | Company, tech |
| Jennifer Hyman Renttherunway | @Jenn_RTR | 52,700 | +32,700 | ** | Fashion, politics |
| Lee Ann Allman Sandton | @leeannallman | 49,800 | 600 | ** | Global |
| Peter Bordes OneCube | @PeterBordes | 49,500 | 0 | ** | Social media |
| Rob Peters | @StandardofTrust | 46,300 | 0 | ** | |
| Shashwat Pradhan Emberify | @shashwatpradhan | 45,500 | +11,100 | | |
| Brit Morin Brit | @brit | 45,200 | +200 | ** | Family and company |
| Paolo Privitera Pick1 | @pppaolo | 39,900 | -100 | ** | |
| Christo Fouch BusinessDirect | @christofouche | 39,800 | -500 | * | Company sales |
| Brian Lischer IgynteBrands | @BrianLischer | 38,400 | +1,300 | | |
| Kevin Crenshaw | @kcren | 38,100 | +700 | *** | |
| Sebastian James Dixons | @DCSebJ | 34,700 | +100 | * | Company |
| GP Pulipaka | @gp_pulipaka | 34,300 | +3,400 | | |
| David Prasser Startuscc | @DavidRPrasser | 34,200 | +2,100 | ** | Company, tech |
| Jack Parsons YourfeedUK | @JackParsons_CEO | 34,100 | +300 | *** | Tech, brand |
| Jason Will Zipkick | @jasonbwill | 33,700 | -300 | * | Food |
| MariAnne Vanella | @VanellaGroup | 33,600 | -1,000 | ** | Business topics |

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|---------------------------------|----------------------------------|--------|---------|-----|------------------------|
| David Jones One Young World | @davidjonesOYW | 33,400 | +400 | ** | Global |
| Reed Hastings | @reedhastings | 32,900 | +2,600 | | Political - social |
| Ronan Dunne Verizon | @RonanDunneVZW | 32,700 | 0 | *** | Global |
| Chuck Robbins Cisco | @ChuckRobbins | 32,200 | +1,600 | ** | Company, tech |
| Juliet Funt Whitespace | @whitespaceatwrk | 31,800 | +1,300 | | |
| Steve Zeitch FocalPoint | @SteveZeitch | 31,000 | -300 | ** | |
| Tikhon Bernstam Parse | @tikhon | 31,000 | New | | |
| Cheryl Burgess BlueFocus | @ckburgess | 31,000 | +200 | * | Company |
| Sherry Chris | @sherrychris | 30,100 | +100 | ** | Fashion, family, other |
| Tim Jackson CADA | @TimWJackson | 30,100 | +600 | ** | Business topics |
| Jim McCarthy Goldstar | @goldstarjim | 29,400 | +2,800 | | |
| Mauro Biasolo LLCbox | @MauroBiasolo | 28,900 | +2,700 | *** | Business topics |
| David Meltzer Sports1Mkt | @davidmeltzer | 28,000 | -14,000 | * | Sports |
| Jon Ferrar Nimble | @Jon Ferrara | 27,500 | +100 | ** | Company |
| Yaqui Nunez Quierolabya | @yaqui | 26,400 | 0 | ** | Global |
| Sarah Kunst Prodayco | @sarahkunst | 26,000 | +800 | | |
| Gil Eyal Hyprbrands | @gileyal | 25,600 | -200 | ** | Random |
| Tom Riley Muvpak | @imtomriley | 25,300 | +3,200 | * | Politics |
| Ginny Rometty IBM | @GinniRometty | 24,600 | +800 | | No posts |
| Suzi Day Suzi B | @suziday123 | 24,000 | +4,600 | ** | Marketing |
| Stephen Kelly SageGroupPLC | @SKellyCEO | 23,500 | +800 | ** | Global, tech |
| Cindy Whitehead ThePinkCeiling | @cindypinkceo | 22,900 | +600 | *** | Women in business |
| George Schildge Matrix Group | @gschildge | 22,400 | +100 | ** | Marketing strategy |
| Jeremy Bloom Integrate | @JeremyBloom11 | 22,000 | -800 | ** | Company, self-promo |
| Javier beBee beBee | @JavierBeBee | 21,300 | +500 | ** | Company promotion |
| Ayah Bdeir Littlebits | @ayahbdeir | 20,100 | +300 | ** | Company promotion |
| Helena Morrissey Newtonim | @MorrisseyHelena | 20,100 | +600 | ** | Humanitarian |
| Brian Krzanich Intel | @bkrunner | 19,200 | +1,800 | ** | Company promotion |
| Bernard Tyson Kaiser | @BernardJTyson | 19,000 | +900 | | |
| Joachim DeVos TomorrowLab | @JoachimDeVos | 18,900 | -300 | | |
| David Thodey x-Telstra | @davidthodey | 18,500 | +100 | | Global |
| Tom Cross TECHtionary | @techtionary | 18,500 | +1,800 | *** | Thought Leadership |
| Blake Irving Godaddy | @Blakei | 18,100 | +100 | ** | Global tech topics |
| Nicelle McCall BoldGuidance | @Nichelle McCall | 17,600 | 0 | * | Startup |
| Mike Wilson Comnexia | @VolPBoss | 17,200 | -200 | * | Business |
| Burton Goldfield Trinet | @BurtonGoldfield | 17,100 | +1,700 | | |
| Megann Rundell Tulip Strategies | @megannrundell | 16,900 | -200 | ** | Random |
| Robert Moore Footprint_Nyc | @MediaLabRat | 16,900 | 0 | ** | Content marketing |
| Mark Bertolini Aetna | @mtbert | 16,600 | +400 | ** | Global topics |
| Ouriel Ohayon Appsfire | @OurielOhayon | 16,500 | +400 | ** | Apps |
| Mattan Griffel Onemonthedu | @mattangriffel | 16,400 | -200 | ** | Tech, startup |

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|--------------------------------------|----------------------------------|--------|--------|-----|-------------------------------|
| Dheeraj Pandey Nutanix | @dheeraj | 16,400 | +100 | ** | Company |
| Geeman Yip BitTitan | @GeemanYip | 15,900 | +800 | ** | Company, startups |
| Theo Priestly Cronycle | @tprstly | 15,800 | +100 | ** | Innovation |
| Tom Gillis BRKT | @ TomGillis | 15,400 | +400 | ** | Business security |
| Matthew Lamons Skejul | @mlamons1 | 15,400 | +3,800 | ** | Tech |
| Ophir Gottlieb CMLviz | @OphirGottlieb | 14,900 | +1,000 | ** | Fintech |
| Jonathan LaCoste Jebbit | @lacostejonathan | 14,800 | -100 | ** | Tech, SMM |
| John Donahoe Paypal | @Donahoe_John | 14,700 | +100 | | No posts since 2015 |
| Ulf Olderborg | @ulfoldenborg | 14,700 | +3,300 | ** | Self-promotion |
| Jeremy Burton EMC | @jburton | 14,500 | +600 | ** | Company promotion |
| Jan Owen Young Australians | @JanOwenAM | 14,500 | +500 | ** | Global, startups |
| Mylead Charvat Savonix | @MyleaCharvat | 14,400 | +1,200 | ** | Tech |
| Marcus Strohmeier Siemens in Onan | @M E Strohmeier | 14,300 | +3,500 | ** | Global Tech |
| Pat Gelginger Vmware | @PGelsinger | 13,900 | +800 | ** | Company |
| Tom Mendoz Netapp | @TomMendozaTalks | 13,800 | +100 | ** | Company, sports, tech |
| Paul F. Calero Havas | @Paul Framp | 13,800 | +400 | ** | Global |
| Eric Yuan Zoom | @ericsyuan | 13,700 | +1,700 | ** | Random |
| Kathryn Parsons Decoded | @KathrynParsons | 13,400 | +200 | * | Global, startups |
| Derek Flanzraich Greatist | @derekflanz | 13,200 | 0 | * | Wellness |
| Dan Mirkin Tradeldeas | @Tradeldeas1 | 13,100 | New | ** | Tech |
| Dr. Susan Amat VentureHive | @SusanAmat | 12,200 | +100 | *** | Startups |
| Jon Medved OurCrowd | @jonmedved | 11,400 | -3,000 | * | Startups |
| Karim Abouelnaga PMPUSA | @KarimAbouelnaga | 11,300 | +600 | ** | Team building |
| Brandon Foo Polymail | @foolywk | 10,900 | -100 | * | Company |
| Ludovic Huraux Shapr | @LudovicHuraux | 10,800 | -100 | ** | Company promotion |
| Scott Brown Bounce.io | @sbrown | 10,800 | 0 | ** | Company promotion & lifestyle |
| Bradford Glaser HRDQ | @HRDQBrad | 10,700 | -100 | ** | Management, tech |
| Martin Gilbert - Aberdeen | @MartinGilbert83 | 10,600 | +400 | ** | Industry |
| Briand Bosche GoSlope | @BrianPBosche | 9,978 | -122 | ** | Company, tech |
| Francois Goube Cogniteev | @francoisgoube | 9,932 | +45 | ** | Business Startup topics |
| Evan Hackel Ingage | @ehackel | 9,926 | +2,227 | ** | Company |
| Jack Salzwedel | @amfamjack | 9,902 | +226 | *** | Company topics |
| Sara Bird Moz | @SarahBird | 9,626 | +129 | *** | Company, tech |
| Brad Smith Intuit | @IntuitBrad | 9,615 | +477 | ** | Company-personal promotion |
| Domini Pouzin BitTitan | @dominicpouzin | 9,613 | +869 | ** | Tech news |
| Craig Faulker FMGSuite | @CraigFaulkner | 9,555 | -48 | * | Marketing |
| Marcela Shine Scientific_Ly | @MarcelaShine | 9,334 | +728 | * | Politics |
| Jerry Colonna RebootHQ | @jerrycolonna | 9,207 | +209 | ** | Global |
| Ola Rollén | @OlaRollen | 9,041 | +197 | * | Personal interests |

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|------------------------------------|----------------------------------|-------|--------|----|---------------------------|
| Hexagon | | | | | |
| Wes Hayden Virtual Hold | @weshayden | 9,035 | -82 | ** | Tech topics |
| Kelly Abbott ParcelPals | @KellyAbbott111 | 8,299 | +1,302 | * | Leadership |
| Arlo Gilbert Televero | @arlogilbert | 8,221 | -45 | ** | Global topics |
| Will Richman Bitmaker | @will_richman | 8,120 | +988 | ** | Startup |
| Justin Holland Healthjoy | @JH_HealthJoy | 8,036 | -238 | ** | Medical, startup |
| Richard Liposky Dental Specialists | @DrLiposky | 7,832 | +922 | ** | Motivational |
| Adam Broadway NearMeco | @abroadway | 7,746 | -38 | ** | Marketing |
| Cathy Engelbert Deloitte | @CathyEngelbert | 7,707 | +901 | ** | Company, Business |
| Dave Kellogg | @Kellblog | 7,700 | +101 | ** | News |
| Jeff Haynie Appcelator | @jhaynie | 7,238 | +13 | ** | Global topics |
| Gregarious Narain Chute | @gregarious | 6,641 | +21 | ** | Personal |
| James Park Fitbit | @parkjames | 6,555 | +419 | ** | Company |
| Chris Kalaboukis HelloFuture | @thinkfuture | 6,470 | -19 | ** | Innovation tech |
| Bart Lorang FullContact | @bartlorang | 6,434 | +17 | ** | Company, tech |
| Earl Rusnak VoipInt | @Eruss2 | 6,023 | -36 | ** | Tech topics |
| Heather Margolis ChannelMavens | @HeatherMargolis | 5,600 | +13 | ** | Channel sales |
| Howard Brown RingDNA | @howardbrown | 5,489 | -419 | ** | Sales |
| Chris Cabrera Xactly | @cabrera | 5,485 | +14 | * | Company |
| Leon Thomas Jelecos | @LTOmaha | 5,293 | +1,841 | ** | Cloud |
| Alex Raymond Kapta | @afraymond | 5,255 | -16 | ** | Sales and Customer topics |
| Helmuth Fuchs Moneycab | @buddli | 5,202 | -34 | ** | Global, startups |

Note: CEO with less than 5,000 followers are not included. We are glad to correct any errors or omissions.

Please suggest any missing names. **Please email cross@gocross.com for help in gaining-retaining Twitter followers and other forms of marketing. Please follow us [@techtionary](#)**

Note: Twitter accounts are based on Twitter, Google and other searches and may not be the only Twitter account used not by the companies nor individuals of the companies they run nor reflect any changes at the companies mentioned. We searched the Fortune Magazine Fortune 1000 for name



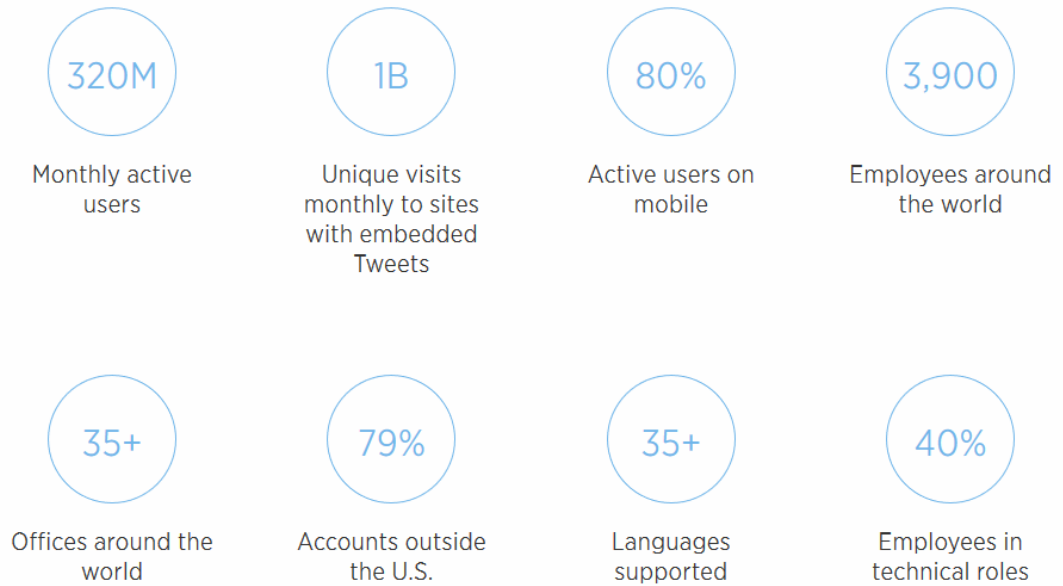
If you want to improve your Twitter score click on image below.

Produced by

The CEO Twitter Tech Scoreboard is designed to give you a benchmark of your Twitter performance as you can't force people to Follow you and according to an increasing number of sources – customers visit your Twitter before they go to your website. **Gaining "meaningful followers" is a voluntary one, it is a good measure of "good will" you have in the marketplace you serve.**

With ~135,00+ new users a day signing up for Twitter and 300 million monthly active *users with* 500+ million Tweets ([click here for stats](#)) are sent per day and 78% of *Twitter active users* are on mobile, Twitter is "the" means for nearly all aspects of your business including human resources.

TWITTER USAGE / COMPANY FACTS



All numbers approximate as of December 31, 2015.

If you are still not convinced of the importance of Twitter for your business, [click here](#) for article on Top-10 reasons for using Twitter for your business.

Bottom-line – Twitter is a must-have for customer service and the fastest, best way to post promotions, press, products, specials, buzz, events, reports, support issues and more.



Please send corrections or if your company is missing and/or needs assistance in gaining-retaining Twitter followers, please visit <http://techtionary.com/social-media-marketing-services/>

We can provide assistance and here are some other resources (if you have problems with links, please email cross@gocross.com)



- [Top 10 Tips: Twitter is now “the” dominant source for sales lead generation](#)
- Top-10 Reasons to ["Tooting Your Own Twitter Horn"](#)
- Top-10 Tips to [#Hashtags](#)
- Twitter Twits - [Top-10 Twerps 10 Twitter Pet Peeves](#) – The Good, The Bad & Often Ugly

- Twitter for Sales & Marketing - [Marketing Pitch Presentation](#)
- [“Thought Leadership” – 10 Ideas on Being a Thought Leader](#)



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