

Tamara McCleary

Executive Profile

As an internationally recognized expert on technology, branding, and social influence, Tamara McCleary is ranked by Klear in the Top 1% of global Social Media Influencers and is listed as one of the Top 50 Social Influencers of 2015 by Onalytica. Onalytica has also ranked Tamara a Top 25 AI/ Machine Language, Top 50 Big Data, Top 50 Blockchain, Top 50 Digital Transformation and Top 100 IoT Influencer in 2015 & 2016. Tamara is an IBM Futurist and is ranked by LeadTail as the third most mentioned person on Twitter by Chief Marketing Officers in 2015 (ranking higher than well known executive leaders such as Elon Musk, Marc Benioff and Mark Cuban). In addition, in 2016 Tamara was named the #1 Most Influential Woman in Martech (Marketing Technology) by B2B Marketing.

As a social influencer, technology and brand amplification expert, Tamara is in constant demand speaking and amplifying at conferences around the world. Tamara presents keynotes, panels and workshops on the topics of Branding, Brand Amplification, Social Influence, Big Data, Mobile, Cognitive Computing and Artificial Intelligence, The Internet of Things, Utilities Branding, Cloud and SDN, Healthcare, Women's Empowerment, Marketing to Millennials and Women, Women's Leadership, Diversity, and Social Economics in a Sharing Economy. Tamara is the creator of the trademarked RelationShift® method.

She counts as current and former clients amazing brands such as: Verizon Enterprise, IBM, Kawasaki Motors USA, SYNEX, Huawei, Appboy, Dynamic Signal, The CMO Club, IoT Institute, VentureBeat, KPMG, US Department of Defense, California Medical Association and the National Association of Certified Legal Nurse Consultants. She has keynoted within the past year at international events such as IBM Amplify, Hubspot Inbound, Silicon Republic Inspirefest (Dublin, Ireland), Silicon Valley Retail Summit, Appboy LTR, The CMO Club Summit, Emerge IoT and Charge (Reykjavik, Iceland).

Tamara was the #1 social influencer (documented by third party analytics) at all of the conferences she has attended in 2016 including: IBM Amplify, DistribuTECH, Enterprise Connect, Gartner Security - Washington DC, Channel Partners - Las Vegas, RSA, NAB (National Association of Broadcasters) Show, National Retail Federation Big Show, Subscribed and IBM Interconnect.

As an in-demand thought leader, she has spoken on numerous panels and been invited to participate in events such as the United Nations co-sponsored Ultra-Broadband Summit in Frankfurt, Germany and the Wired Magazine / IBM IoT Smart Building Summit in London, United Kingdom.

Her in-person workshops and online educational courses provide inspiration and critical knowledge to large organizations, small groups, and individuals on how to create successful relationships of powerful influence from the boardroom to the bedroom. Tamara's mission is to improve lives and transform businesses by helping others shift their relationships from suffering to sensational.

