



SHRM
BETTER WORKPLACES
BETTER WORLD™

**HR INFLUENCER
REPORT**

2019



HR Influencer Report

2019

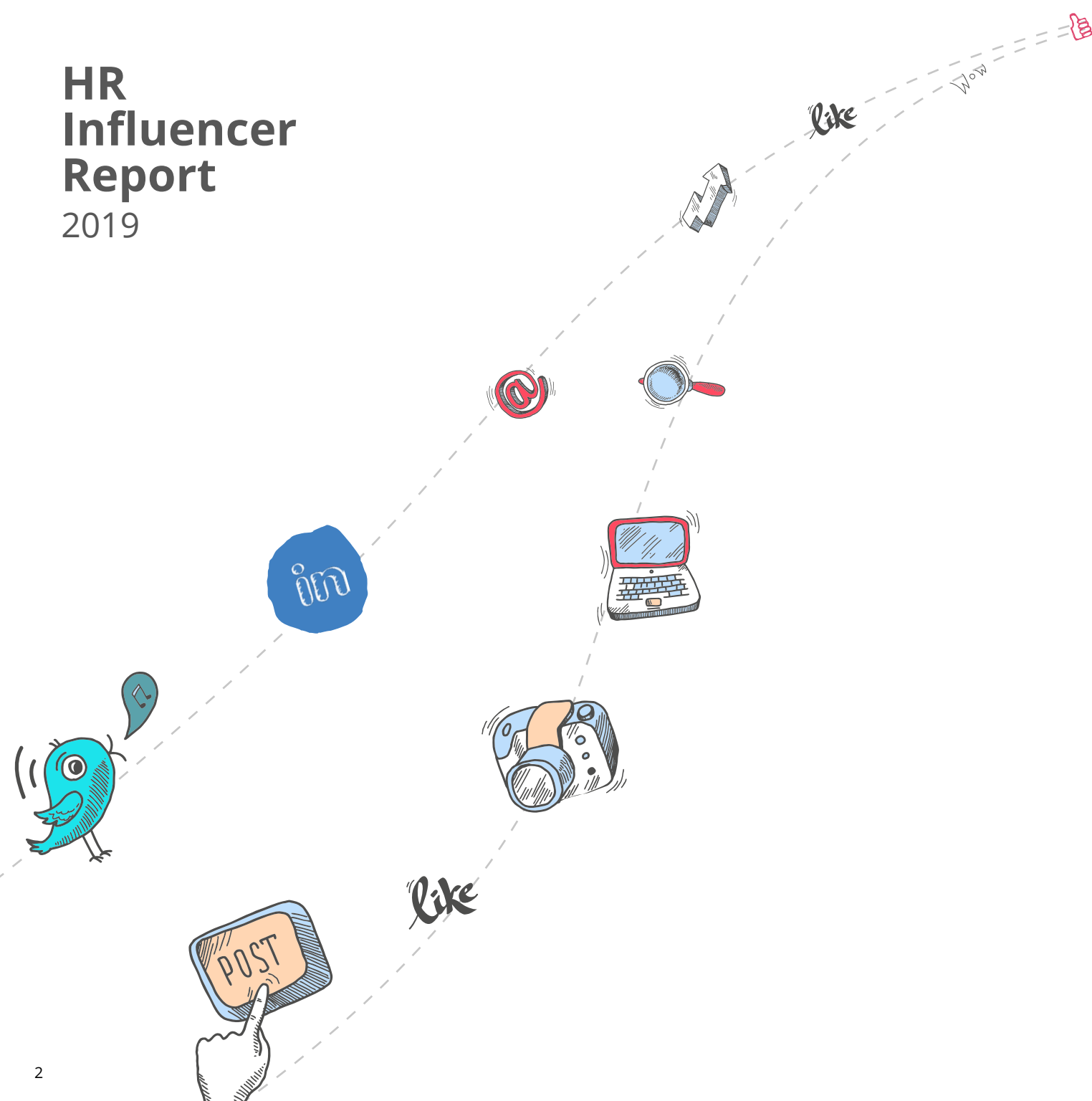


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Introduction

Influence has been a key aspect of Communication in 2018. And yet what it means for marketers, opinion leaders, relationships and sales varies with context. Today, individuals straddle roles of information transmitter, sharer, and receiver.

There is knowledge to be shared, announcements to be made, conversations to be started, promotions to be amplified - all while we consume communications. These aspects have given new dimensions to how we approach social media, both as individuals and as organizations. More critically, Measurement is now associated with every word we speak online; our visibility, persuasiveness, relevance, and credibility are collated as Metrics.

We believe Influence needs a more granular articulation. It is not a linear metric, and so a two-dimensional approach has been crafted for this year's SHRM Top HR influencer report.

This accounts for the softer, quantified aspects we have considered, in order to recognize Influencers in cohorts that reflect their audience. This year's HR Influencer Report takes its perspective from The PRactice who, as a Public Relations agency, adopts more nuanced considerations for reach and influence when managing stakeholder relations.

As influencer engagement finds its way in our daily vocabulary, this report will throw light on the top 50 HR influencers of 2018 in a more targeted manner. This report serves not only as recognition of influencer popularity, but also as a semantic map to decide the 'Who' and 'How' of your brand engagement strategy.

So, in the world of digital, where every individual is their own brand; happy branding!

Roadmap detailing Methodology

1 Identification of Influencers

1. Keyword based Listening on Talkwalker
2. Secondary Research of HR panels and publications

2 Quantifying their digital performance

Basis their performance on

1. Twitter
2. LinkedIn
3. Kred &
4. Phlanx

3 Normalizing metrics for standardization

Normalizing all metrics on a 5 point scale for comparison

4 Determining Power & Interest weightage

Weightage of Power basis

1. Reach of Twitter followers
2. Reach of LinkedIn followers
3. Self published blog

Weightage of Interest basis

1. Kred Score: Community visibility & Mentions
2. Appreciation on Tweets (Phlanx)
3. Activity on Twitter & LinkedIn posts

5 Plotting on the power interest grid

Plotting each influencer on the power interest grid

6 Cohort identification on power interest grid

Listing according to cohorts identified

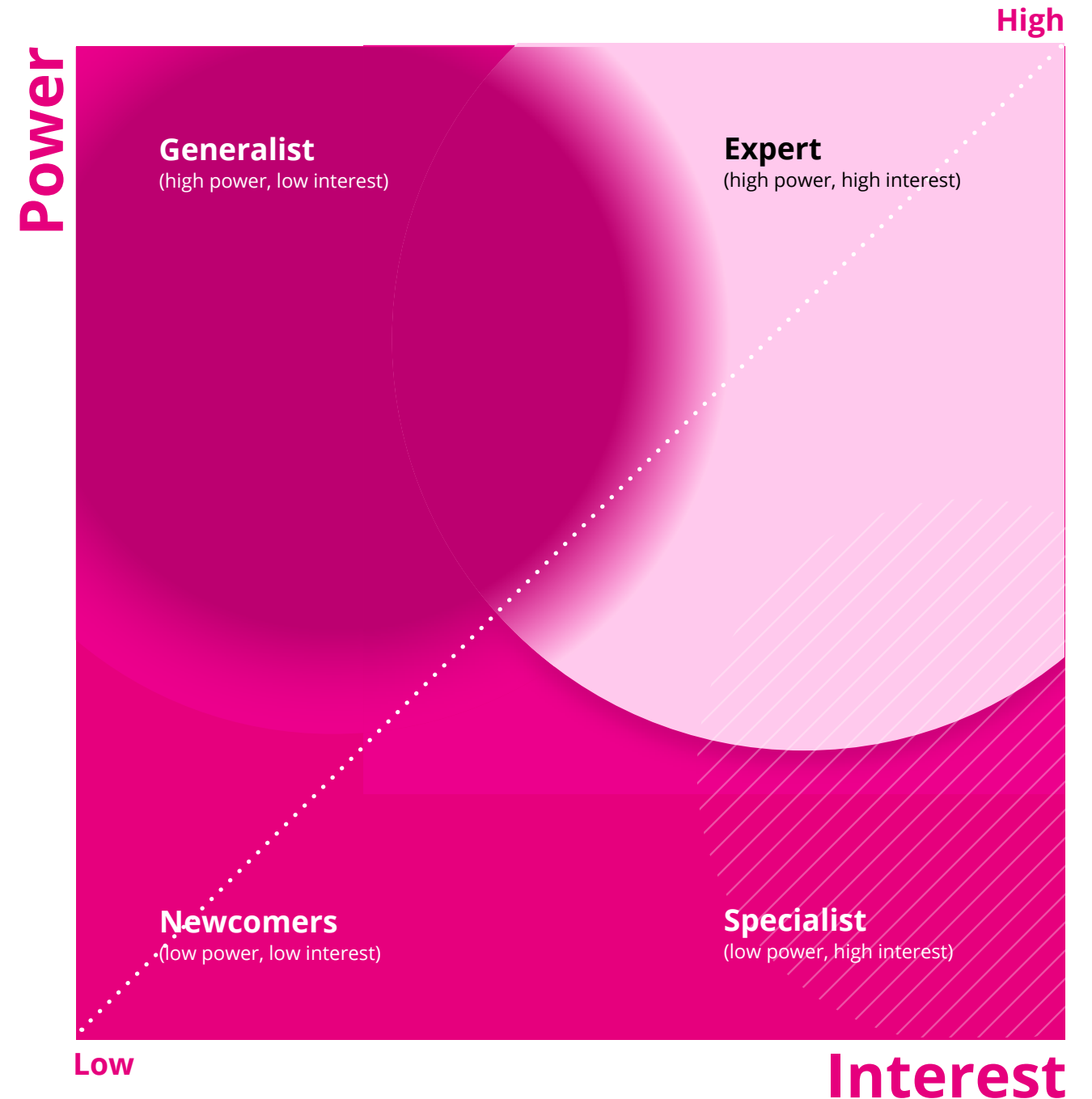
1. Experts
2. Generalists
3. Specialists
4. Newcomers

Methodology for Identifying and Prioritizing Influencers

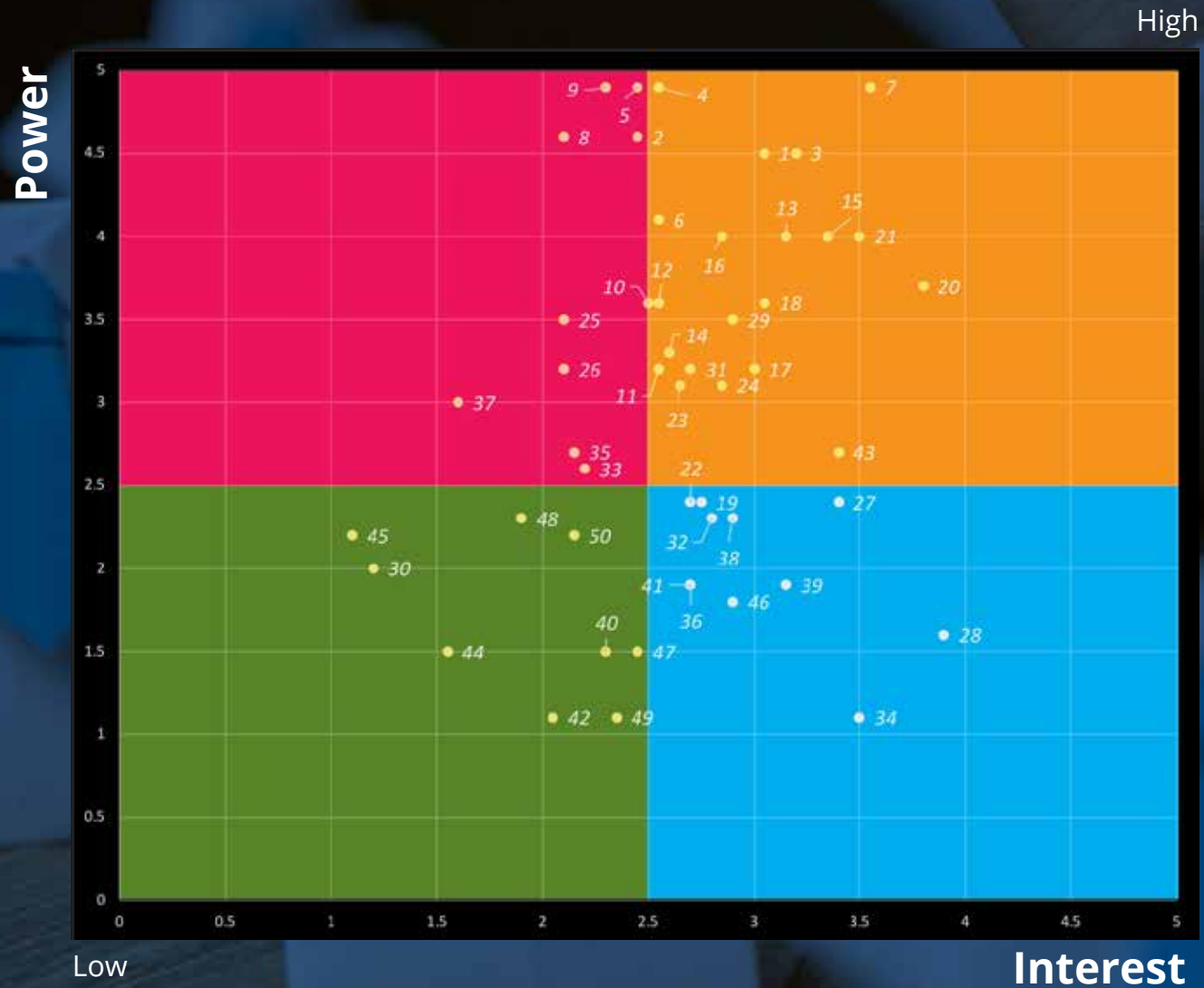
Influence is a function of an individual's power to affect opinions and the interest shown by the community in them.

Influencers are plotted on our power-interest quadrant to arrive at relevant cohorts

	Metric	Weightage	Notes
Power (Quantum of your reach in the community)	Reach Twitter Followers LinkedIn Followers	50% 40%	Total following of the influencer
	Initiative Self Published Blog	10%	An independant blog and active writing in 2018
Interest (How engaged your community is with you)	Activity Twitter posts LinkedIn posts	10% 15%	Number of posts in 2018
	Appreciation Probability of receiving an Engagement on your tweet	25%	If an influencer with 1000 followers, gets an average of 20 likes/retweets/ comments on each post, then their engagement rate is 2% <i>(Source: Phlanx)</i>
	Community visibility Mentions and affiliations	50%	Kred score is an estimation of community engagement based on the mentions given and received. <i>(Source: Kred Score)</i>



Power & Interest Map



- | | | |
|------------------------|-----------------------------|-------------------------|
| 1. Aadil Bandukwala | 18. Vipul Agarwal | 35. Jashan Joshi |
| 2. Sharad Verma | 19. Ester Martinez | 36. Runa Maitra |
| 3. Harlina Sodhi | 20. Gurprriet Siingh | 37. Sunder Ramachandran |
| 4. Vineet Nayar | 21. Kunjal Kamdar | 38. Rajlakshmi Saikia |
| 5. Anand Pillai | 22. Yashwant Mahadik | 39. Ankita Poddar |
| 6. Ruchi Bhatia | 23. Sarang Brahme | 40. Anil Dagia |
| 7. Gautam Ghosh | 24. Vivek Paranjpe | 41. Vijay Bankar |
| 8. Dr. NS Rajan | 25. Sahana Chattopadhyay | 42. Saikat Saha |
| 9. Kavi Arasu | 26. Muralidharan Dhanapalan | 43. Jonas Prasanna |
| 10. Abhijit Bhaduri | 27. Yu Yu Din | 44. Yugesh Goutam |
| 11. Dr. Tanvi Gautam | 28. Rajesh Kamath | 45. Joseph George A |
| 12. Paromita Deb Areng | 29. Himanshu Kapadia | 46. Nidhi Sand |
| 13. Prabir Jha | 30. The Sathish | 47. Ashish Gakrey |
| 14. Nabomita Mazumdar | 31. S V Raghunandan | 48. Shruti Bopaiah |
| 15. Achyut Menon | 32. Zenobia Madon | 49. Amit Sharma |
| 16. Tanmay Vora | 33. Anish Aravind | 50. Sumit Neogi |
| 17. Shweta Pathak | 34. Keerthi Kariappa | |

EXPERTS

2019



Aadil Bandukwala

Chief Evangelist & Head of PR, Belong.co
 Bengaluru

@aadil

#OutboundHiring Evangelist & Head of PR @BelongCo., @LinkedIn & @DellAlum. #PodcastHost @AcceleratePcast. #Raconteur #SerialHolidayer#-FrequentFlyer #Foodie

	Engagement rate 0.43%	Twitter tweets 17,968	Followers 30,310	Kred Score 860
	Followers 13,948	Posts # (2018) 6		

Tanmay Vora

NA
 Chandigarh & Ahmedabad

@tnvora

Creator. Learner. Coach. Author. Consultant • Senior Leader (Steward) @Basware • Polymath and Autodidact •s #Sketchnotes • On Learning, Leadership and Change!

	Engagement rate 0.49%	Twitter tweets 27,362	Followers 15,111	Kred Score 871
	Followers 5,722	Posts # (2018) 0		

Gautam Ghosh

Consultant - Digital and Social HR
 Lucknow

@GautamGhosh

Consultant - Digital and Social Talent. Interested in #employerbranding#socialmedia #HR #HRTech@XLRJJamshedpur alumnus. Blogger since 2002

	Engagement rate 0.10%	Twitter tweets 1,53,709	Followers 23,414	Kred Score 968
	Followers 28,455	Posts # (2018) 0		

Ester Martinez

CEO & Editor-in-Chief at People Matters
 NA

@Ester_Matters

Founder & Editor of People Matters @peplematters2

	Engagement rate 0.11%	Twitter tweets 15,227	Followers 13,459	Kred Score 854
	Followers 4,64,050	Posts # (2018) 13		

Abhijit Bhaduri

Founder, Abhijit Bhaduri & Associates
 Bengaluru

@AbhijitBhaduri

Digital Transformation coach, keynote speaker & author of The #DigitalTsunami. Wrote: Don't Hire The Best & the M-B-A series. Email: AbhijitBhaduri@Live.Com

	Engagement rate 0.11%	Twitter tweets 15,990	Followers 20,744	Kred Score 873
	Followers 8,28,886	Posts # (2018) 0		

Dr. Tanvi Gautam

Founder, Leadership Inc
 NA

@tanvi_gautam

Game changer awardee, Top 10 Social media HR influencer, TEDx speaker, Host @ihr_chat Asia's 1st HR tweetchat. Biz school faculty. #storytelling coach #mom

	Engagement rate 0.17%	Twitter tweets 31,740	Followers 11,221	Kred Score 899
	Followers 3,987	Posts # (2018) 1		

Nabomita Mazumdar

Ambassador to Ministry of Women and Child Development at Ministry of Women & Child Development

Mumbai

@ nabomita_smiles

#100Women Achiever by @ministryWCD, Founder <http://nabomita.com> @TEDx Speaker @Forbes US @xlrijamshedpur #influencer, Top 10 #ThoughtLeader to #FutureOfWork

	Engagement rate	Twitter tweets	Followers	.Kred Score 878
	0.40%	63,271	10,526	
	Followers	Posts # (2018)		
	7,053	1		

Shweta Pathak

Assistant Vice President - Change & Engagement, EdCast
Mumbai

@ shweta_hr

Millennial. #WebWonderWomen HR40Under40. Interested in #Employer-Branding #TalentAttraction #Learning #HR #coffee holic. Tweets/RT personal views

	Engagement rate	Twitter tweets	Followers	.Kred Score 785
	0.31%	20,000	10,500	
	Followers	Posts # (2018)		
	18,029	3		

Harlina Sodhi

Co Founder, Believeinyourself
New Delhi

@ HarlinaSodhi

#Entrepreneur #CoFounder #Board#Advisor & #Culture Architect #LearningStrategist #Diversity Evangelist #TEDxSpeaker #ICF #Coach - GE/Xerox/RLIDFC #BIY2019

	Engagement rate	Twitter tweets	Followers	.Kred Score 792
	0.29%	9,816	9,731	
	Followers	Posts # (2018)		
	12,921	8		

Ruchi Bhatia

Recruitment Branding Lead, WNS Global Services
New Delhi

@ rucsb

Top 10 SHRM #HR. 40 under 40 HR Leader, Mentor, Feminist, Speaker, Traveller, LGBTQ, KarmYogi, IIM-C, IBM, GSK. #FutureOfWork #Digital . Founder @empbrandindia

	Engagement rate	Twitter tweets	Followers	.Kred Score 861
	1.29%	72,265	9,466	
	Followers	Posts # (2018)		
	4,209	10		

Gurpriet Siingh

Senior Client Partner - Leadership and Talent Practice at Korn Ferry Hay Group

Mumbai

@ JoyAndLife

I'm starting with the man in the mirror. CxO Coach. Leadership consultant. Beer/SciFi/SingleMalt/Books/TaiChi. MistakeMaker.Soulmate.RiskTaker. WIP-Till I Die

	Engagement rate	Twitter tweets	Followers	.Kred Score 962
	0.28%	85,665	10,273	
	Followers	Posts # (2018)		
	4			

Sarang Brahme

Senior Manager - Global Social Recruiting & Talent Branding, Capgemini

Pune

@ Sarangbrahme

#SocialRecruiting. Loves everything about #recruiting, #talentbranding and #SocialMedia. Food lover. Singing and travelling. Personal views! #HR#Recruitment

	Engagement rate	Twitter tweets	Followers	.Kred Score 796
	0.41%	25,495	9,944	
	Followers	Posts # (2018)		
	21,087	3		

Paromita Deb Areng

Senior Human Resources Manager, Roche

Mumbai

@ suddentwilight

{Photographer } {HR} {Blogger} { Fashion } { Yoga } { Travel } { Handmade } Above all I am awesome! views are my own

	Engagement rate	Twitter tweets	Followers	.Kred Score 897
	1.19%	68,979	8,113	
	Followers	Posts # (2018)		
	-	-		

Achyut Menon

Managing Director, Options Executive Search Pvt Ltd

Hyderabad

@ achyutmenon

#Career Architect. #Hiring returning Indians for #CXO roles. <https://in.linkedin.com/in/achyutmenon> Talent Advisor. Insights <http://blog.optionsindia.com/>

	Engagement rate	Twitter tweets	Followers	.Kred Score 762
	1.59%	16,501	8,018	
	Followers	Posts # (2018)		
	21,766	6		

Dr. NS Rajan

CEO - IDFC Foundation

Mumbai

@RajanNS

Alchemist of Happiness. CEO - IDFC Foundation. Earlier with Tata Sons & EY. Author, Speaker, Poet and Photographer Instagram: @nsrajan

	Engagement rate	Twitter tweets	Followers	.Kred Score
	0.13%	21,285	11,694	
	Followers	Posts # (2018)		867
	9,881	0		

Kunjal Kamdar

Senior HR Specialist - Global Employer Branding Lead, Tieto

Pune

@kunjal23

I love | #Blogging | Conducting #SocialMedia Workshops | #Sourcing | #EmployerBranding | PGCHRM #XLRI | #MUFC | Pune | My Family | Married to @urvi85

	Engagement rate	Twitter tweets	Followers	.Kred Score
	0.22%	63,219	7,078	
	Followers	Posts # (2018)		899
	14,127	7		

Jonas Prasanna

International HR Business Partner, Boeing

Bengaluru

@jonas1hr

Passionate about #people #socialmedia#employerbrand | @Boeing_In ex @ Philips @CapgeminiIndia@hotstartweets | #digitalmarketing | Football | IIM K Alum

	Engagement rate	Twitter tweets	Followers	.Kred Score
	2.49%	25,134	4,147	
	Followers	Posts # (2018)		770
	14,844	1		

With great power (and interest shown by readers), comes great responsibility (to lead the Industry) for these individuals. They comprise well-concerted and topical voices in the HR domain.

Vivek Paranjape

NA

Mumbai

@vivekparanjpe

#Strategic #HR #Consultant, #Independent #director on #Boards, Speaker, & #Executive #coach.

	Engagement rate	Twitter tweets	Followers	.Kred Score
	0.13%	16,700	6,922	
	Followers	Posts # (2018)		796
	3,685	0		

Sunder Ramachandran

Program Manager, Selling Excellence - Emerging Markets, GSK

Mumbai

@sundertrg

Here to learn & share. Tweets are personal views.

	Engagement rate	Twitter tweets	Followers	.Kred Score
	3.85%	19,493	4,621	
	Followers	Posts # (2018)		790
	10,780	7		

Anish Aravind

Co-Founder & Principal at SS Consulting Kochi

Kochi

@anisharavind

In #HCM by choice, Co-founder @SS_Consult. #Nature, #Connections, #CitizenScience & #Culture Lover, #SHRMBlogger, Explorer #SocialMedia - #HRTech #Collaboration

	Engagement rate	Twitter tweets	Followers	.Kred Score
	5.72%	18,688	2,226	
	Followers	Posts # (2018)		759
	4,382	3		

Anand Pillai

Managing Director Leadership Matters

New Delhi

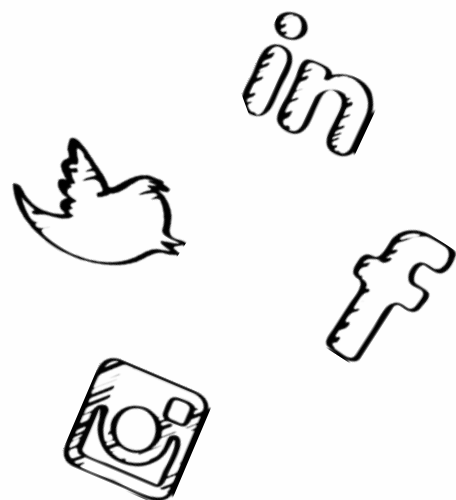
@anand_pillai

#DesignThinking #Leadership #KeyNote #ExecutiveCoach #Transformation #TEDx Speaker #PersonalBranding #HR #Strategy #Sales #StoryTelling #Bible #Intrapreneurship

	Engagement rate	Twitter tweets	Followers	.Kred Score
	1.95%	35,000	12,000	
	Followers	Posts # (2018)		797
	15,368	0		

GENERALISTS

2019



Prabir Jha

Founder & CEO at PRABIR JHA PEOPLE ADVISORY
 Mumbai

@PrabirJha

Chief People Officer-Cipla.Ex-CHRO at Reliance,Tata Motors,Dr Reddy's
 #StraightFromTheHeart #Transformation#LinkedInPowerProfile #TEDx
 speaker #Columnist

	Engagement rate	Twitter tweets	Followers	.Kred
	0.39%	6,766	16,050	
	Followers	Posts # (2018)	Score	
	5,46,707	1	834	

Rajesh Kamath

Founder - Chanakya Consulting Insights;
 Co-Founder at MTHR Global
 Pune

@rajeshmthrg

Learning, Leadership, #HR, Music, people matter the most! #Leadership
 Consultant & Cofounder @mthrglobal

	Engagement rate	Twitter tweets	Followers	.Kred
	0.14%	28,141	5,111	
	Followers	Posts # (2018)	Score	
			788	

Sharad Verma

VP & CHRO, Iris Software
 New Delhi

@iSharad

Blogger at <http://iSharad.com> , CHRO, Iris Software Top 20 social HR in-
 fluencer by @SHRMIndia #Talent #Innovation#Analytics #Digital #XLRI

	Engagement rate	Twitter tweets	Followers	.Kred
	0.84%	13,747	13,158	
	Followers	Posts # (2018)	Score	
	30,624	0	758	

Vineet Nayar

Founder Chairman and CEO Sampark Foundation
 New Delhi

@vineetnayar

Founder Chairman and CEO Sampark Foundation, Author of Employees First,
 Customers Second, Ex VC & CEO HCL Technologies

	Engagement rate	Twitter tweets	Followers	.Kred
	0.12%	7,128	27,857	
	Followers	Posts # (2018)	Score	
	31,925	0	834	

Yashwant Mahadik

Global President - Global Human Resources & Co-Lead Business
 Transformation Office, Lupin Global
 Mumbai

@IndianYash

HR Professional & Wildlife Photographer. Busy Transforming, Building and
 Living. | My Family/Work/Photography/Golf/Tech. Views are Personal.

	Engagement rate	Twitter tweets	Followers	.Kred
	0.21%	12,893	13,200	
	Followers	Posts # (2018)	Score	

Sahana Chattopadhyay

Alchemist & Consultant, Future of Work Collective
 Mumbai

@sahana2802

Speaker | Catalyst | Writer | Facilitator | Traveller | Trying to live Life with
 greater Awareness... Exploring Ways of Being...

	Engagement rate	Twitter tweets	Followers	.Kred
	0.10%	39,300	6,015	
	Followers	Posts # (2018)	Score	
	3,064	0	803	

Zenobia Madon

Director HR - Philips India

New Delhi

@zenobiamadon

HR Head - Personal Health & Enabling Functions, Philips India | Facilitator | Adventure Sports | Dramatics | Travelling | Baking | views my own

	Engagement rate 2.52%	Twitter tweets 1,590	Followers 3,290	.Kred Score 747
in	Followers 1,337	Posts # (2018) 0		

Muralidharan Dhanapalan

PR Specialist

Chennai

@_muraliwrites

Public Relations & Communications practitioner, Executive Search pro, Cyclist

	Engagement rate 1.57%	Twitter tweets 64,778	Followers 3,337	.Kred Score
in	Followers -	Posts # (2018) 0		

Rajlakshmi Saikia

Assistant Vice President, Talent Development, GENPACT

New Delhi

@rajlakshmi_s

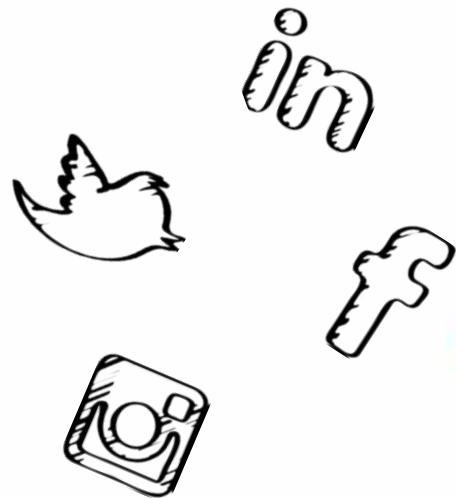
Curious about #tech, #digital & what it means for #people & new #skills. advocate of #diversity & a #scubadiver. currently with @genpact. Opinions are mine

	Engagement rate 1.85%	Twitter tweets 11,514	Followers 3,097	.Kred Score
in	Followers 7,373	Posts # (2018) 1		

Individuals who have as much power as Experts, but the interest shown by their audience in their content is lower. They presumably speak on more varied topics than their expert counterparts.



SPECIALISTS 2019



Kavi Arasu

Principal, Flyntrok Consulting
Mumbai

@_Kavi

Organisational Learning | Social Business | Enterprise Collaboration | Leadership | Talent | Connecting | All of this in perpetual Beta! @flyntrok

	Engagement rate	Twitter tweets	Followers	.Kred Score 863
	0.69%	40,196	8,121	
	Followers	Posts # (2018)		
	5,909	1		

Keerthi Kariappa

Head - Customer Success, India, LinkedIn
Bengaluru

@keerthi_ak

Eternal learner | Passionate about enabling Customer Happiness and Employee Engagement | Career advisor | Practicing Coach |

	Engagement rate	Twitter tweets	Followers	.Kred Score 778
	3.04%	15,758	4,793	
	Followers	Posts # (2018)		
	3,488			

Jashan Joshi

Lead - Talent Sourcing & Talent Intelligence - India, APAC, North America & Europe, ZS
New Delhi

@jashanjoshi

#Sourcing #Recruitment Specialist @ZSAssociates | HR | #TalentAcquisition | #SocialMedia | #DataScience | Religion - Football | Arsenal | Tweets are personal

	Engagement rate	Twitter tweets	Followers	.Kred Score 743
	3.16%	12,700	3,169	
	Followers	Posts # (2018)		
	29,706	2		

Vipul Agarwal

Director / Partner, Zend Consulting Services
Mumbai

@vipul_zend

HR Consulting & Search. Recruiter, Coach, Teacher & Learner. Music.Reading. Tea. Founder: Zend Consulting; Co-founder: 'More Than HR Global' & 'MTHRG CxO Forum'

	Engagement rate	Twitter tweets	Followers	.Kred Score 770
	2.30%	13,000	7,295	
	Followers	Posts # (2018)		
	31,602	1		

S V Raghunandan

Chief Enabling Officer, Ess Vee Associates
Bengaluru

@svraghunandan

#PeopleManager | Top 30 #SHRM S M Influencer | M&A #Strategist | #ServantLeader | #ChangeManager | Learner | Enabler | #Coach | #Mentor | #NHRDian

	Engagement rate	Twitter tweets	Followers	.Kred Score 799
	3.56%	47,126	4,919	
	Followers	Posts # (2018)		
	10,561	0		

Nidhi Sand

HR Business Partner - OYO WorkSpaces
New Delhi

@nidhisand

On a Mission @Oyorooms | Curious Worker | Millennial HR | #LSR #XLR | DayDreamer

	Engagement rate	Twitter tweets	Followers	.Kred Score 778
	6.01%	5,864	3,492	
	Followers	Posts # (2018)		
	3,224	0		

Himanshu Kapadia

HR Business Partner, Media Networks
at The Walt Disney Company
📍 Mumbai

@himanshukapadia

Top 30 Indian #HR Influencers! (SHRM) - Passionate about People, Perspectives & Possibilities! Views expressed are my own!

	Engagement rate 1.17%	Twitter tweets 20,242	Followers 3,332	.Kred Score 780
	Followers 14,047	Posts # (2018) 0		

Saikat Saha

Manager- Global Leadership Development at Cognizant
Technology Solutions
📍 Kolkata

@saikatsaha

Shirdi Sai Baba believer, Leadership Development @Cognizant , Coaching, Design Thinking, Cricket...

	Engagement rate 2.62%	Twitter tweets 5,572	Followers 1,502	.Kred Score 690
	Followers 6,827	Posts # (2018) 0		

Vijay Bankar

📍 Mumbai

@VijayBankar

SHRM - Top 30 Indian HR Influencer | HR Professional-(Generalist) from JBIMS | Tweet-RT does not mean Endorsement | Blog : <http://vijaybankar.blogspot.com>

	Engagement rate 4.13%	Twitter tweets 41,665	Followers 2,982	.Kred Score 762
	Followers 5,629	Posts # (2018) 6		

Yugesh Goutam

President- Global Human Resources, Lupin Limited
📍 Mumbai

@yugeshgoutam

President- Global Human Resources @LupinLimited , follower of #HR#Wellness #technology Tweets are personal and RT does not mean endorsement.

	Engagement rate 2.10%	Twitter tweets 7,451	Followers 2,960	.Kred Score 746
	Followers 0	Posts # (2018) 0		

Yu Yu Din

Strategic Partner Manager, News Partnerships at Facebook
📍 Singapore

@yuyudin

Wordsmith. Marketing nerd. Super connector. TCK, expat turned re-pat. Burmese, New Yorker. Yangon thu.

	Engagement rate 2.68%	Twitter tweets 19,980	Followers 2,870	.Kred Score 771
	Followers 2,687	Posts # (2018) 0		

Individuals with low power but relatively high interest expressed for their content by audiences. Their content is very domain focused but addresses a smaller community than Experts



NEWCOMERS 2019

Ashish Gakrey
Senior Manager - HR, Capgemini Technology Services Ltd
📍 Mumbai

@ashishgakrey

#HR @ Capgemini India, Founder @hr_shapers #HRShapers Founder @mthr_global @mthrchrocxo EC @nhrdmumbai PP @hriamumbai Not an alumni of XLRI TISS. TW = Own Views

	Engagement rate	Twitter tweets	Followers	.Kred
	0.97%	20,248	2,932	
	Followers	Posts # (2018)	Score	
	-	-	754	

Joseph George A
Designated Partner, Coach and OD consultant
📍 Bengaluru

@Jgblr

Leadership and Organisation Development Consultant, Coach and Assessor

	Engagement rate	Twitter tweets	Followers	.Kred
	7.21%	16,570	1,320	
	Followers	Posts # (2018)	Score	
	2,556	9	736	

Sumit Neogi
Organization Development Lead at Cipla
📍 Mumbai

@hrguyamit

Organization Development Lead at Cipla, #TISS Alum, Marathon enthusiast, Blogger, Cricket Maniac & an ardent follower of Politics.

	Engagement rate	Twitter tweets	Followers	.Kred
	12.69%	2,211	743	
	Followers	Posts # (2018)	Score	
	569	0	673	

The Sathish
Strategic Leadership Hiring - India at Virtusa
📍 Chennai

@sathish_ganesh

Talent #Sourcing - @VirtusaCorp | Ex @TCS | 's #socialrecruiting | 's #Blogger | Learning #Sketchnotes | #SHRM Top 30 India #HR Influencers on #SocialMedia

	Engagement rate	Twitter tweets	Followers	.Kred
	1.13%	19105	2,667	
	Followers	Posts # (2018)	Score	
	15,454	0	745	

Runa Maitra
Founder and Director, People Talent International
📍 New Delhi

@runamaitra

As #HRnOD professional enjoy #startup#womenofsubstance#corporateeducation#Businessconsortium #Directorleague#HRTech #GembaKaizen #Socialselling#POSH #OD

	Engagement rate	Twitter tweets	Followers	.Kred
	0.41%	4321	2,079	
	Followers	Posts # (2018)	Score	
	28,569	0	702	

Ankita Poddar
HR Business Partner at Amazon
📍 Chennai

@ankitapoddar

Traveller. HR Pro. Blogger. Behavioural Economics Enthusiast. Dog Lover. Experimenter. Free Spirit. <https://about.me/ankitapoddar>

	Engagement rate	Twitter tweets	Followers	.Kred
	0.22%	3,141	2,068	
	Followers	Posts # (2018)	Score	
	6,538	7		



Shruti Bopaiah

Associate Vice President & Head - Internal Communications & HR Consulting, Infosys

Bengaluru

@shruthibopaiah

Gamechanger awardee #extrovert, #traveller #socialmedia fan, doglover #Infosys, #Music junkie, wannabe #tennispro, amazed with #Ai for #HR #comms #viewsaremyown

 Engagement rate	Twitter tweets	Followers	.Kred Score
4.86%	2,097	1,263	
 Followers	Posts # (2018)		
1,984	0		



Amit Sharma

Organization Development Lead at Cipla

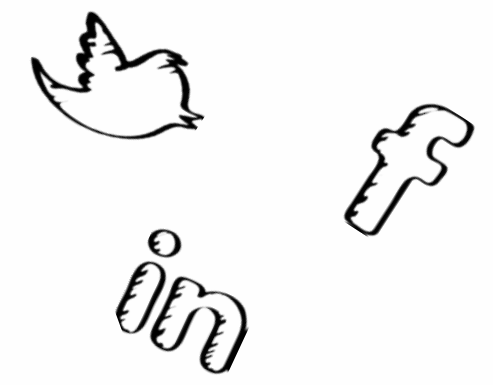
Mumbai

@hrguyamit

Organization Development Lead at Cipla, #TISS Alum, Marathon enthusiast, Blogger, Cricket Maniac & an ardent follower of Politics.

 Engagement rate	Twitter tweets	Followers	.Kred Score
12.69%	2,211	743	
 Followers	Posts # (2018)		
569	0		673

Voices in the space who are still making their presence felt online. Their low power and low interest reflects that they are new entrants in online conversations or address a small group with varied content.





About SHRM India

SHRM India provides a platform for thought leadership, sharing of best practices and professional networking within the Indian and global HR communities in order to take the profession higher through continuous and collaborative learning. It is a one-stop shop and the go-to resource for solutions and services to handle all people-management challenges.

With more than 302,000 members globally, membership is truly a unique offering that provides rich content through comprehensive online resources on both www.shrm.org/india and www.shrm.org. This huge repository of articles, research papers, case studies and related material on every aspect of HR within the Indian and global contexts constitutes the most current and comprehensive

body of knowledge in HR. Supported by a bank of over 50 subject matter experts and internal expertise, the SHRM India Knowledge Center offers cutting-edge resources across all the key and emerging HR disciplines. These include thought leadership, advisory panels, tools and templates, virtual events, forum and research.

As the leading advocate for HR professionals' worldwide and providing HR research and education, SHRM launched an unparalleled study to define not only the knowledge, but also the competencies required of today's HR leaders. The result of this rigorous research was the SHRM HR Competency Model which forms an important foundation for the new SHRM Certifications - SHRM-CP and SHRM-SCP.

About The PRactice

The PRactice is a full service Public Relations firm with offices in Delhi, Bengaluru and Mumbai, that designs unique solutions to meet the challenging market realities of the 21st Century.

We help clients seize unforeseen opportunities and mitigate unexpected challenges by speaking with total authenticity and clarity, and engaging the most critical stakeholders, wherever they are. Drawing on nearly 20 years of experience, our understanding of stakeholders, their influence, their specific subject interest, and their power to bring in change in public opinion, allows us to

extend the Public Relations gamut well beyond Media Engagement.

At The PRactice, our approach leads us to view the entire stakeholder ecosystem in a way that creates messaging with coherence and relevance. In this way, we sustain relationships of deeper significance that inspire personal and collective action of stakeholders. In a hyper-connected, hyper-competitive global marketplace with more diverse audiences than at any other time in history, success often rests in the power of true collaborative communication, which we enable for clients .

Our current portfolio of clients:



www.the-practice.net



Disclaimer

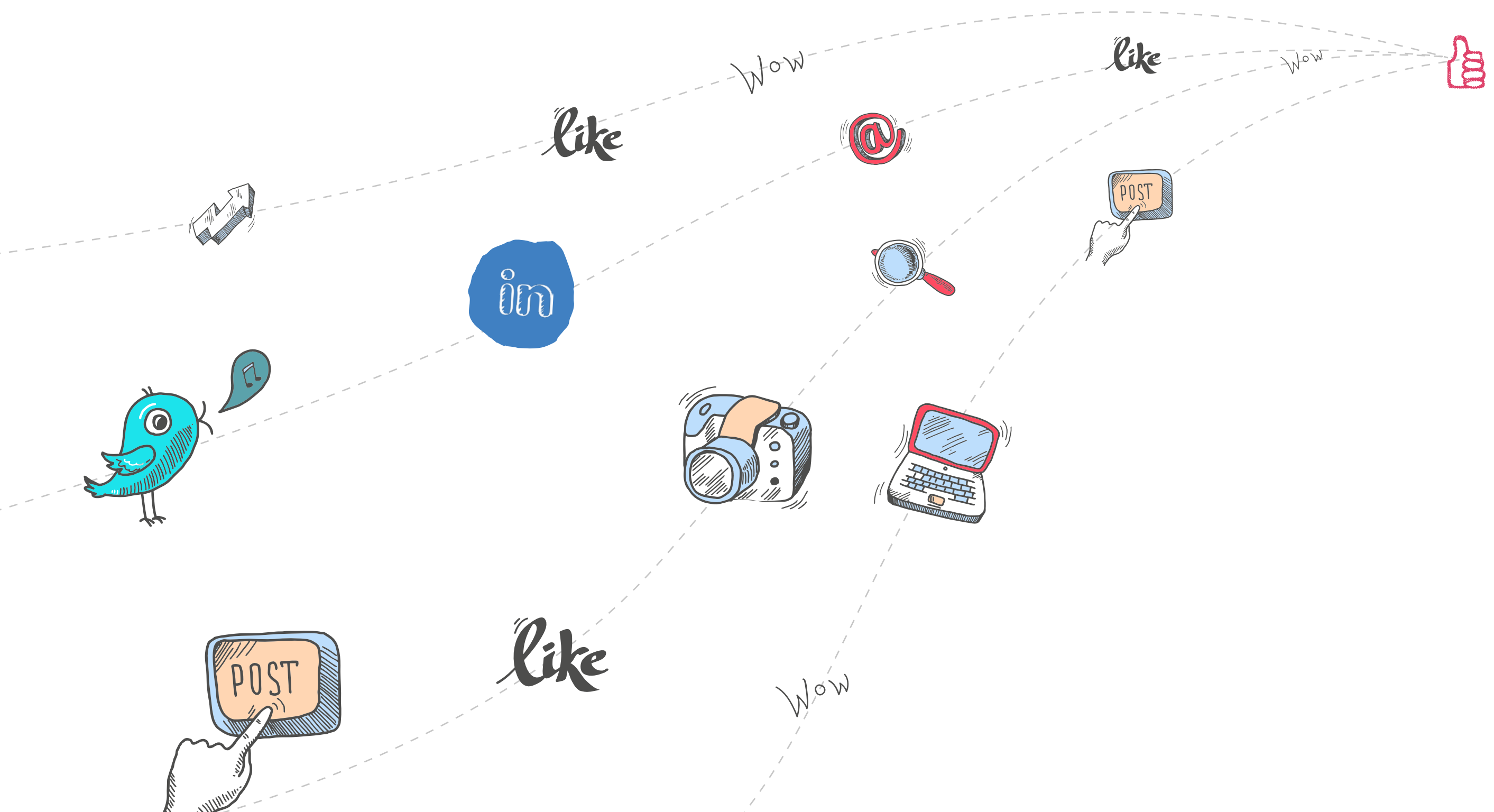
This report is by no means exhaustive, nor is the only way in which HR influencers can be measured on social media. In fact this year's approach is a starting point to enhance the utility of such a list.

We arrived at the results based on a strict methodology and analysis. They do not represent any bias towards any individual, or the personal views of SHRM India, or The PRactice.

The names of cohorts are a representation of the nature of an influencer's power and reach, and are not to be mistaken as an identifier for the individual. These

cohorts are to be used to understand which influencer you would like to engage with, based on your brand's needs.

Social media metrics have been frozen as on April 15th, 2019. The weightages given to various parameters are according to our best judgement. There would be other opinions about the same and we would be happy to address them. You may write to shruti.sud@shrm.org or ankur@the-practice.net or DM us @SHRMIndia or @TPRIndia to get in touch.





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