Introducing the first-ever

Top 100 Digital Adoption (DAP) Professionals list

#DAPP100



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The Rise of the DAP Professional: A Legion of Forward-Thinkers

Digital Adoption (DAP) Professionals enable the uptake of new technologies to drive their organization's overall digital transformation strategy, maximizing return on technology investments and elevating digital experiences for end-users.

DAP Professionals, along with the right digital adoption platforms (DAPs), maximize the value of these tremendous digital transformation investments.

Digital transformation is a matter of survival for most organizations today, and they are actually investing more in digital than physical resources. According to IDC Research, global spending on the digital transformation of business practices, products, and organizations is expected to grow to $2.8 trillion by 2025.

These individuals have a direct impact on the success of both these critical digital projects and their company's bottom line.

If people don't use technologies to their fullest capabilities, these expensive investments result in a disappointing ROI that will have trickle down effects across the organization – and employees and customers will fail to benefit from them. DAP Professionals set digital adoption goals, create plans to achieve them, and stay on the pulse of aggregate application usage data across their organizations' complex tech stack to continuously improve the user experience and digital adoption.

Using a digital adoption platform (DAP), DAP Professionals provide end users with customized walk throughs across various applications, transforming their digital experience. For employee-facing applications, this empowers end users to do their best work by fully harnessing all of the digital technologies at their fingertips while fostering productivity and retention. For customer-facing applications, this means a smoother customer experience with overall greater satisfaction and loyalty. DAP Professionals use the digital canvas to create delightful experiences that benefit end users while providing tremendous value to their organizations.

As of Q1 2022, Gartner, Forrester and IDC all officially cover the DAP category and we expect to see evaluative reports as part of the growing momentum for the market category in 2022-2023. The uptick in analyst coverage and growing budgets for digital adoption go hand in hand with the growing role of DAP Professionals in organizations across industries. There is increasing recognition that technology adoption is the missing link between the investment in technology and the value being realized. The demand for digital adoption talent is skyrocketing, positioning this relatively new role as a wise long-term career path.

The DAP Professional community is thriving, and demand for digital adoption certifications are growing every year. With more than 13,000 people on LinkedIn who include “digital adoption” on their profile, the rise of the DAP Professional is nothing short of a movement.

How was the Top 100 DAP Professionals list of 2022 decided?



Open nominations

Any DAP Professional could be nominated by colleagues, peers, friends, or even themselves (DAP vendors were excluded).



Nearly 18,000 votes were cast

Crowdsourced voting took place over a two week period. Voters could cast their votes for more than one nominee.



Global Reach

With winners from countries such as Jamaica, Finland, Mexico, Belgium, the Philippines, India, Australia, United States and Japan, DAP Professionals from all over the world participated in this cross-industry roundup.

Meet the Top 100 DAP Professionals of 2022 #DAPP100

Congratulations to all of this year's winners! You are the future of exceptional user experiences and digital transformation success.



Acacia Matheson
Digital Adoption Lead
MITRE

Adam Michalik
Digital Adoption Specialist
Nestlé



Aimee Pasia
Senior Associate | User Experience (DAP)
KPMG

Akshay Potan
WalkMe Developer
Johnson Controls



Alexa Cordell
Digital Learning Manager
EDF Renewables



Amanda Albers
Digital Learning Analyst
Blattner Company



Andrae Satchell
New Tech & Digital Specialist
Nestlé

Areen Jay Servania
Digital Adoption Platform Content Creator
Arcadis Gen



Austin Healy-Gardner
Transformation Lead
BT



Ayushi Saxena
WalkMe Specialist
Ahold Delhaize USA



Ben Cork
SVP, Technology and Product Strategy
Old Republic Title Tech Companies, Inc

Benita Bailey
WalkMe Solution Engineer
The Big Middle



Brad Patterson
Consulting Program Manager
SolutionsATI Consulting



Bradley Harmon
Customer Experience | Digital Learning Solutions
LeaseAccelerator



Bradley Cook
Customer Experience | Digital Learning Solutions
LeaseAccelerator



Carla Gonzalez
AVP Digital Transformation
AT&T



Christi Lopez
WalkMe Administrator
W.L. Gore & Associates

Candacy White
Senior Business Liaison
CVS Health



Christopher McManus
WalkMe Consultant
Enterprise Explanation Services

Cuinn Mulinaro
Management Consultant - WalkMe Lead
Accenture



Christian Young
Instructional Designer Et&D
AAA Southern California



Daniel Santos
Digital Adoption Consultant
DGTL Ventures



Darryl Crumblin
Sales Enablement Manager
Blackwoods



Daniel Paiva
Digital Adoption Consultant
DGTL Ventures



Deborah Mayard Benavides
WalkMe Lead Product Manager
Wells Fargo



Deep Patel
User Adoption Lead
Syngenta



Darsana Thazhath
Independent Digital Adoption Consultant
Darsanat.com



Diptonil Majumdar
Digital Adoption Consultant
Deloitte



Emily Morrison
Director, Client Services
Intelliagent



Dianne Gailey
Builder/Sr. Software Engineer
Wells Fargo



Fatima Nausherwan
Developer Digital Adoption IT
Metcash



Gaurav Sisodia
Project Manager
Cisco



Eric Poole
Digital Adoption Program Manager
Mindbody



George Tingo
Co-Founder & Partner
book&brayer



Gilles Fransen
Founder DGTL Ventures
DGTL Ventures



Genevi Shella Dalioan
DAP Product Owner
Arcadis Gen



Giulia Lopriore
Digital Adoption Consultant
DGTL Ventures



Greisy Flores
Senior Product Manager
Nestlé



Gino Moermans
Knowledge and Learning Analyst
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Heather Wurtz
Sr. Director of Customer Experience
LeaseAccelerator, Inc.



Jacqueline Solomon
Systems Analyst
Omat



Harini T
Fullstack Developer
Infineon



Jeff Mayhugh
Founder of JMayhugh Consulting
JMayhugh Consulting



Jen Carter
Director of Client Success
reSolved



Jamy Krulikowski
Senior WalkMe Admin & Developer
Red Hat



Joe Balaam
Support Analyst
BT



Jen Eisen
Support Analyst
Unilever



John Mayne
Learning Solutions Engineer
JobAdder



Jonathan Wykes
Training & Communications Manager
AMP



Josh Novelle
Sr Director, People Experience and Insight
Warner Music Group



Kelli Boyd
Senior Digital Adoption Consultant
GuideMe Solutions



Kelly Gross
Instructional Designer Global Commercial Excellence
Abbott



Ken Collier
Learning Experience Analyst
ExtraSpace



Krishna Khanna
Global Learning Experience Design Manager
Boston Consulting Group



Kristopher Robuck
Consultant
HKA



Krupa Shah
Management Consultant
Accenture



Ksenia Closson
Lead Consultant
Principal



Kurt Gilis
Knowledge and Learning Analyst
DGTL Ventures



Laura Dean
HRIT Digital Adoption & Training Manager
TUI



Laura Lagus
Bussiness Analyst
Visma Solutions Oy

Layla Tran
DevOps Analyst
Macquarie Group Limited



Lily Dobbs
Transformation Specialist
BT



Liviy Ambrose
Technology & Communications Program Manager
Toast



Luuk Kuiper
Digital Adoption Consultant
DGTL Ventures



Lydia Treadwell
Training and Development Manager
Nexus

Marc Angelo Manalang
Digital Adoption Platform Content Creator
Arcadis Gen



Marta Ventosa
DAP Project Manager
DGTL Ventures



Mary Towle-Hilt
Support Content Program Manager
Dreambox Learning

Masaki Anazawa
Manager
Aflac Life Insurance Japan Ltd.



Matt Block
Manager Project Development
Aetna | CVS Health Company



Matthew O'Malley
Associate Director | Digital Adoption Platforms
KPMG



Michael Clamp
Digital Learning Coordinator
EMCO Corporation



Michael Desorcie
Digital Solutions Manager
Datto



Michael Wagner
Global Application Product Owner
Worley



Miguel Ángel Rapado Tamarit
Adoption Consultant
DGTL Ventures



Miranda Tushaus
Manager of Digital Adoption
Rockwell Automation



Natalie Dessources
Claims Trainer
Kemper



Neerja Katwala
Digital Adoption Experience Manager
ServiceNow



Nicole August
Digital Adoption Specialist
MITRE



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Group Leader of Human Resource Office
Takenaka Corporation



Patrick Crosby
Learning Designer
Bunnings



Patrick Mason
Senior Consultant
HKA



Pranav Munjwadkar
WalkMe Developer
Johnson Controls



Rebecca Lane
Senior Solution Architect
Aprimo



Richa Tyagi
MC Delivery Manager
Accenture



Robert Holland
Digital Adoption Manager
CrossCountry Mortgage, LLC.



Ryan Little
Principal Business Analyst
Red Hat



Ryan Shiba
Head of Learning
JobAdder



Sandra Van Houtven
Assoc. Dir. Learning & Development
Syneos Health



Sara O'Steen
Business Operations Analyst
Ingram Content Group



Sarah Schleusner
Training Coordinator
Rosnet



Shannon Griffith
Sr. Director, Revenue Intelligence
Inmar Intelligence



Shaun Kenny
Operational Excellence Lead
Origin Energy



Shiv Dutt
Vice President, Customer Experience & Innovation
Pampered Chef



Steffaney Zohrabyan
Sales Enablement Innovation & Insights Leader
Cisco



Sumit Bhardwaj
Senior Technical Architect
Eli Lilly and Company



Susie Benes
Consultant Director
GuideMe Solutions



Syojirou Shiratori
Head of Cloud Services Division
Fujitsu Limited



Vanessa Hepp
Retail Solutions Adoption Specialist
Federated Co-operatives Limited



Venkata Siva Naidu
Technical Writer
Innovaccer

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