

Introducing the first-ever

# Top 100 Digital Adoption (DAP) Professionals list

## #DAPP100



# 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  
Retail Business Services  
A Company of 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**

Digital Project Delivery Director  
Jacobs



**Carla Gonzalez**

AVP Digital Transformation  
AT&T



**Christi Lopez**

WalkMe Administrator  
W.L. Gore & Associates



**Candacy White**

Senior Business Liaison  
CVS Health



**Christopher McManus**

Owner | Lead Consultant  
Walk Runners



**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  
Intelligent



**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  
DGTL Ventures



**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**

Business 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



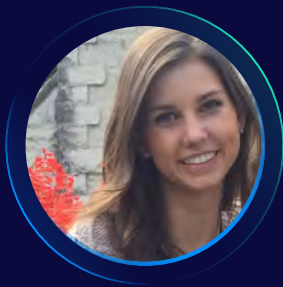
**Michael Wagner**

Global Application Product Owner  
Worley



**Miguel Ángel Rapado  
Tamarit**

Adoption Consultant  
DCTL 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



**Osamu Kushizaki**

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**

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**Venkata Siva Naidu**

Technical Writer  
Innovaccer

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