



# Partner Program

***October Cohort***



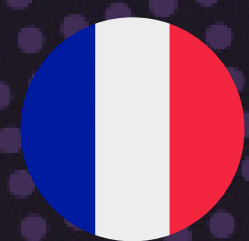
Launched earlier this year, the Favikon Partner Program set out to become **the first top-tier global creator program**, bringing together both B2B and B2C thought leaders.



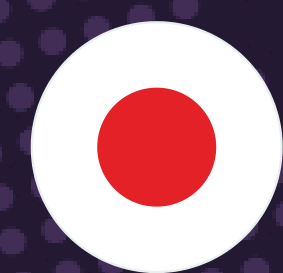


We successfully launched the program and quickly onboarded 50+ partners

Partners from all over the world even met up in **IRL**!



Charlène Hemery



Richard Mort

But we started to face some challenges →



- ✗ **WhatsApp wasn't scalable:** chaotic threads, hard to track conversations, and poor visibility.
- ✗ **No real incentives :** members lacked clear reasons to stay active or contribute.
- ✗ **Unclear rules & structure :** expectations weren't set, leading to uneven participation.
- ✗ **Low engagement quality :** conversations often died out quickly without follow-ups.
- ✗ **Limited value creation:** partners didn't feel they were gaining enough visibility or benefits.
- ✗ **Hard to showcase contributions :** no system to highlight or reward the most active members.



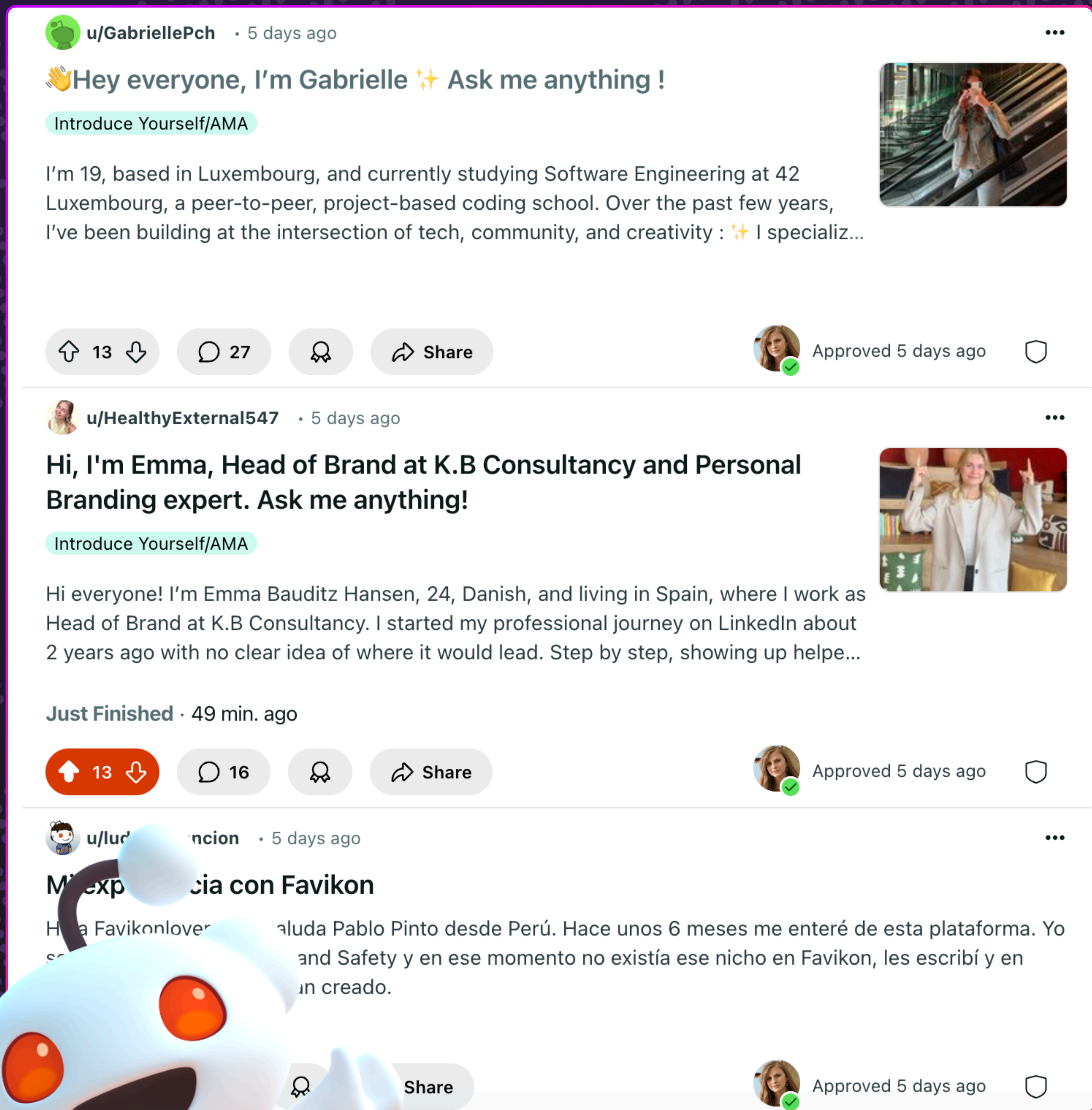


So with the help of the amazing Elena Freeman, our new head of Partnerships, we completely redid the program:





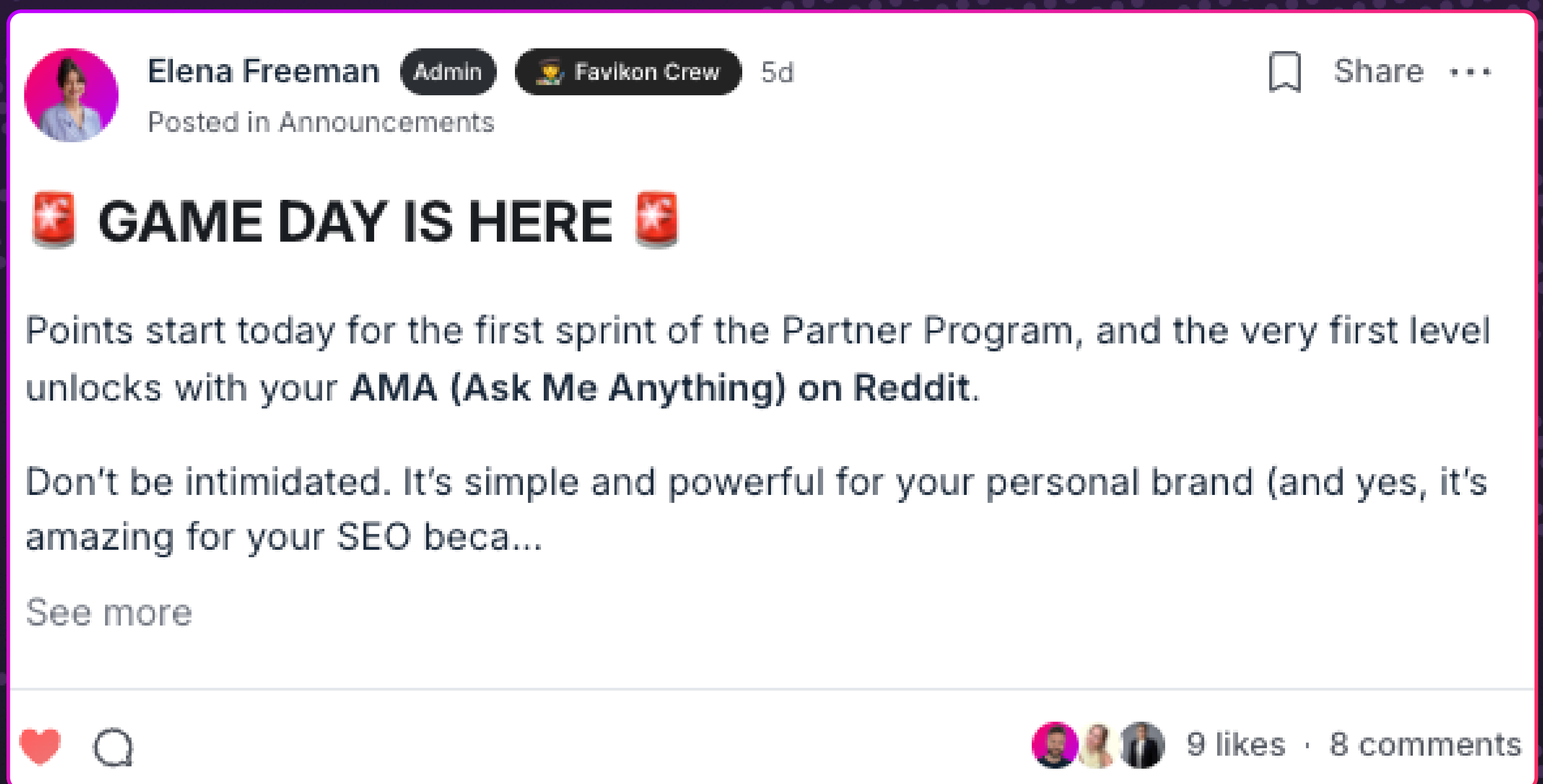
# Step 1: We created a Reddit community to create a truly public community



With Reddit, every action boosts  
our partner's brand, authority,  
and visibility.



## Step 2: We launched a Circle channel to better manage our internal discussions



Circle is FAR more effective than WhatsApp for organizing and growing our community.





## Step 3: We've built a gamified point system to better reward active partners

Action	Details	Points
Brand Referral (paid)	New brand subscribes via your link	40 pts
Creator Referral (sign-up)	New creator subscribes via your link	25 pts
Reddit post	Sharing insights, news, or useful resources	15 pts
Social media mention	Direct post on LinkedIn/X/IG referencing Favikon (tag @Favikon)	10 pts
Social media indirect mention	Indirect post about rankings, authenticity, or creator economy where Favikon is referenced	5 pts
Reddit comment	Thoughtful reply on Favikon Reddit	2 pts
Social media comment	Valuable comment on a Favikon post	2 pts

Each tier comes with clear guidelines



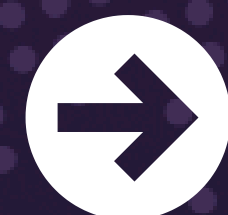


## Step 4: We've introduced tons of perks to better incentivize our partners



Creator

Perks include:



Full access to premium software and tools



Leader



Favikon goodies



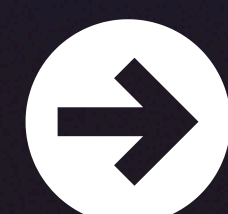
Advocate



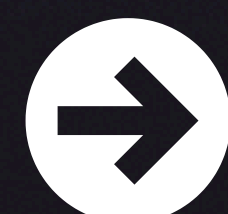
Invitations to exclusive events with creators and industry leaders



Icon



Visibility on our social media



A spotlight feature in our global newsletter...





Each month, creators **earn points** based on their activity, climbing up or down the tier ladder, while a new cohort of fresh creators joins the program.

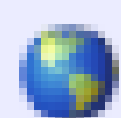
You can already apply to be part of the next cohort!

### Favikon Partner Program

Featured

173d ago

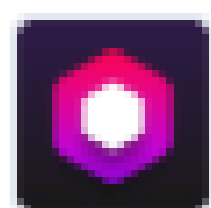
Become a Favikon Partner, and grow together more revenue and visibility! The Favikon Partner Program is an exclusive initiative designed for leading thought leaders and influencers.



All countries

27 industries

All creators



Favikon

Managed by an agency

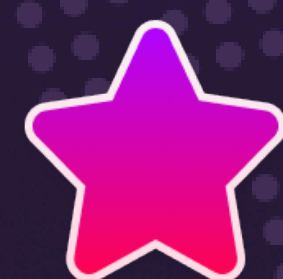


View details

Apply







The new rules aren't for everyone.

We only kept the **20% of historic partners** committed to being active on Reddit.

But now the program feels far more focused, dynamic, and valuable.







**These 103 partners meet the basic requirement for the program:**

- ✓ Strong influence
- ✓ High-quality content
- ✓ Top Authenticity Score
- ✓ Commitment to stay active on Reddit

**Meet our first partner cohort for this month**







**Khaled ElAhmad**

LINKEDIN STRATEGY CONSULTANT & SPEAKER

#1

PERSONAL BRANDING & AUDIENCE  
BUILDING JORDAN

#1

LINKEDIN JORDAN





## Balkissa Ahmadou

LINKEDIN COACH | CONSULTANT IN DIGITAL MARKETING S...

#1

DIGITAL MARKETING SENEGAL

#9

LINKEDIN SENEGAL





**Victor Wendt**

YOUR PERSONAL BRAND AS AN AUTHORITY MECHANISM.

#4

PERSONAL BRANDING & AUDIENCE  
BUILDING BRAZIL

#12

LINKEDIN BRAZIL





#4

Jorge Hoth

AI-DRIVEN MARKETING CONSULTANT AND LINKEDIN TOP ...

#2

DIGITAL MARKETING MEXICO

#36

LINKEDIN MEXICO





**Richard Heiras**

LEADERSHIP AND HR SPECIALIST TRANSFORMING WORKP...

#7

HR INDUSTRY BRAZIL

#717

LINKEDIN BRAZIL





**Antonio Vizcaya Abdo**  
SUSTAINABILITY ADVOCATE AND SOLUTIONIST

#1

ESG & GREEN TECH MEXICO

#3

LINKEDIN MEXICO





**Ismael Briasco**

PERSONAL BRANDING & DIGITAL LEADERSHIP MENTOR | +...

**#3**

PERSONAL BRANDING & AUDIENCE  
BUILDING SPAIN

**#231**

LINKEDIN SPAIN





**Chris Colombo**

ENTERTAINMENT AND INSIGHTS ADVOCATE WITH MARKE...

#49

HOLLYWOOD UNITED STATES

#327

LINKEDIN UNITED STATES





**Abdelrahman Sleem**  
GROWTH MARKETING EXPERT & AI SOLUTIONS ARCHITECT

**#3** DIGITAL MARKETING EGYPT

**#63** LINKEDIN EGYPT





**Daniel Ordaz C**

CEO, AI IN HR, AND FORMER RACE CAR DRIVER

#4

AI EDUCATION & PRODUCTIVITY MEXICO

#17

LINKEDIN MEXICO





## Christophe Patte

CEO MYRHLINE.COM, LE MÉDIA DES RH

#10

HR INDUSTRY FRANCE

#677

LINKEDIN FRANCE



**Shalini Goyal**

EMPOWERING WOMEN IN TECH THROUGH ENGINEERING L...

**#10**

CLOUD COMPUTING & DATA CENTERS  
INDIA

**#404**

LINKEDIN INDIA





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CMO | TECH COMMUNICATIONS STRATEGIST | TOP LINKE...

**#10** BRANDING & POSITIONING UNITED STATES

**#225** LINKEDIN UNITED STATES



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FOUNDER & CEO <THE BRANDING AGENCY IN LINKEDIN> &...

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CONTENT MARKETING & COPYWRITING  
PERU

#202

LINKEDIN PERU





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BRAND DESIGNER & CONTENT CREATOR

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BRAND, WEB & GRAPHIC DESIGN FRANCE

#170

LINKEDIN FRANCE



**Ariel Benedetti**

C-LEVEL ADVISOR IN SOCIAL SELLING AND PERSONAL BR...

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DIGITAL MARKETING ARGENTINA

#791

LINKEDIN ARGENTINA





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MARKETER AND ADVOCATE FOR MENTAL HEALTH AWARE...

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DIGITAL MARKETING INDIA

#77

LINKEDIN INDIA



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CRYPTO & WEB3 EXECUTIVE | FOUNDER OF SWISSASSET...

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FINTECH & CRYPTO SWITZERLAND

#61

LINKEDIN SWITZERLAND





**Raphael Cunha**

TOP BRAZILIAN EXPERT IN PERSONAL BRANDING AND SO...

#25

PERSONAL BRANDING & AUDIENCE  
BUILDING BRAZIL

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LINKEDIN BRAZIL



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BUSINESS ANALYST & JOB SEARCH MENTOR FOR INTERN...

**#27**

DATA SCIENCE INDIA

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LINKEDIN INDIA





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LEADERSHIP ADVOCATE AND AUTHOR ON INCLUSIVE CUL...

#9

DIVERSITY & INCLUSION AT WORK UNITED KINGDOM

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LINKEDIN UNITED KINGDOM



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SOFTWARE ENGINEER AND TECH EDUCATOR SPECIALIZIN...

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COMPUTER ENGINEERING EGYPT

**#406**

TWITTER EGYPT





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HR INDUSTRY CANADA

#107

LINKEDIN CANADA



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EXECUTIVE COACH & FOUNDER OF 40+ LEAGUE

#4

MANAGEMENT & LEADERSHIP SPAIN

#559

LINKEDIN SPAIN





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HR DIRECTOR AND TOP VOICE ADVOCATE FOR REMOTE W...

#1

HR INDUSTRY COSTA RICA

#3

LINKEDIN COSTA RICA



**Emilio Hurtado Ruiz**

ESPORTS BUSINESS DEVELOPMENT DIRECTOR AND LEGA...

#8

ESPORTS SPAIN

#96

LINKEDIN SPAIN





**Adele Doan**

COMMUNITY BUILDER & LINKEDIN EXPERT IN VIETNAM

**#1**

LINKEDIN GROWTH VIETNAM

**#37**

LINKEDIN VIETNAM



**Ryan Lemand, PhD**

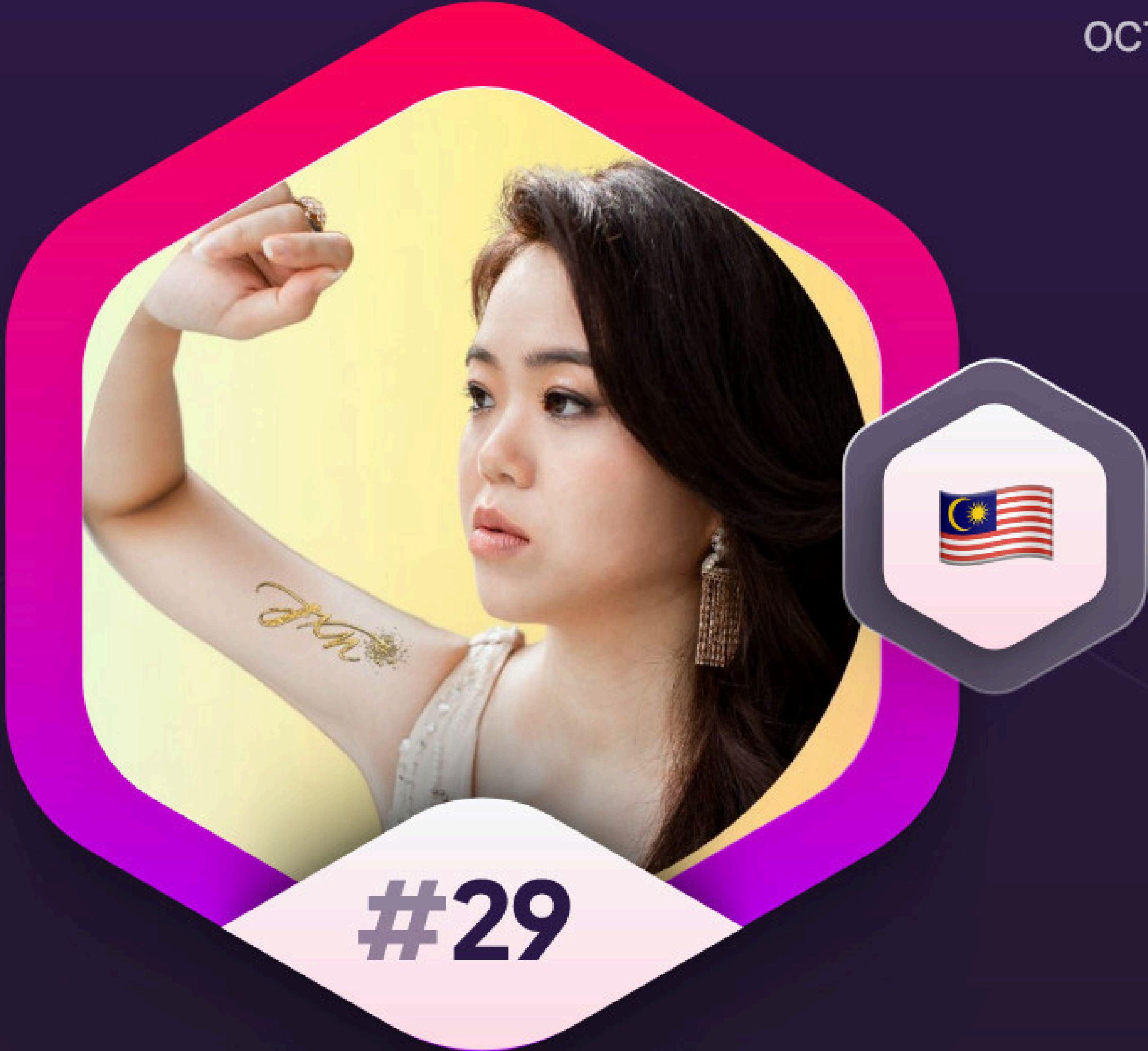
FINANCIAL INNOVATOR AND MARKET ANALYST IN THE GCC

**#5**

FINANCIAL MARKETS UNITED ARAB  
EMIRATES

**#20**

LINKEDIN UNITED ARAB EMIRATES



Jean Ng

AI ADVOCATE & CREATIVE CONTENT WRITER

#1

AI SAFETY & TECH ETHICS MALAYSIA

#25

LINKEDIN MALAYSIA





**Ricardo Caraline Fingolo**  
BUSINESS&PEOPLE | HEAD, ADVISOR & MENTOR

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MANAGEMENT & LEADERSHIP BRAZIL

#493

LINKEDIN BRAZIL



**Gislaine Righi**

PSYCHOLOGIST AND CAREER MENTOR CONNECTING GEN...

**#233**

MENTAL HEALTH BRAZIL

**#878**

LINKEDIN BRAZIL



## Sophia Spadão

PERSONAL BRANDING STRATEGIST & LINKEDIN GROWTH E...

#36

PERSONAL BRANDING & AUDIENCE  
BUILDING BRAZIL

#37

LINKEDIN BRAZIL





Ismail Orhan

HEAD OF CYBER SECURITY @ PAYTEN | QUANTUM SECURI...

#3

CYBERSECURITY TURKEY

#53

LINKEDIN TURKEY



**Neivia Justa**

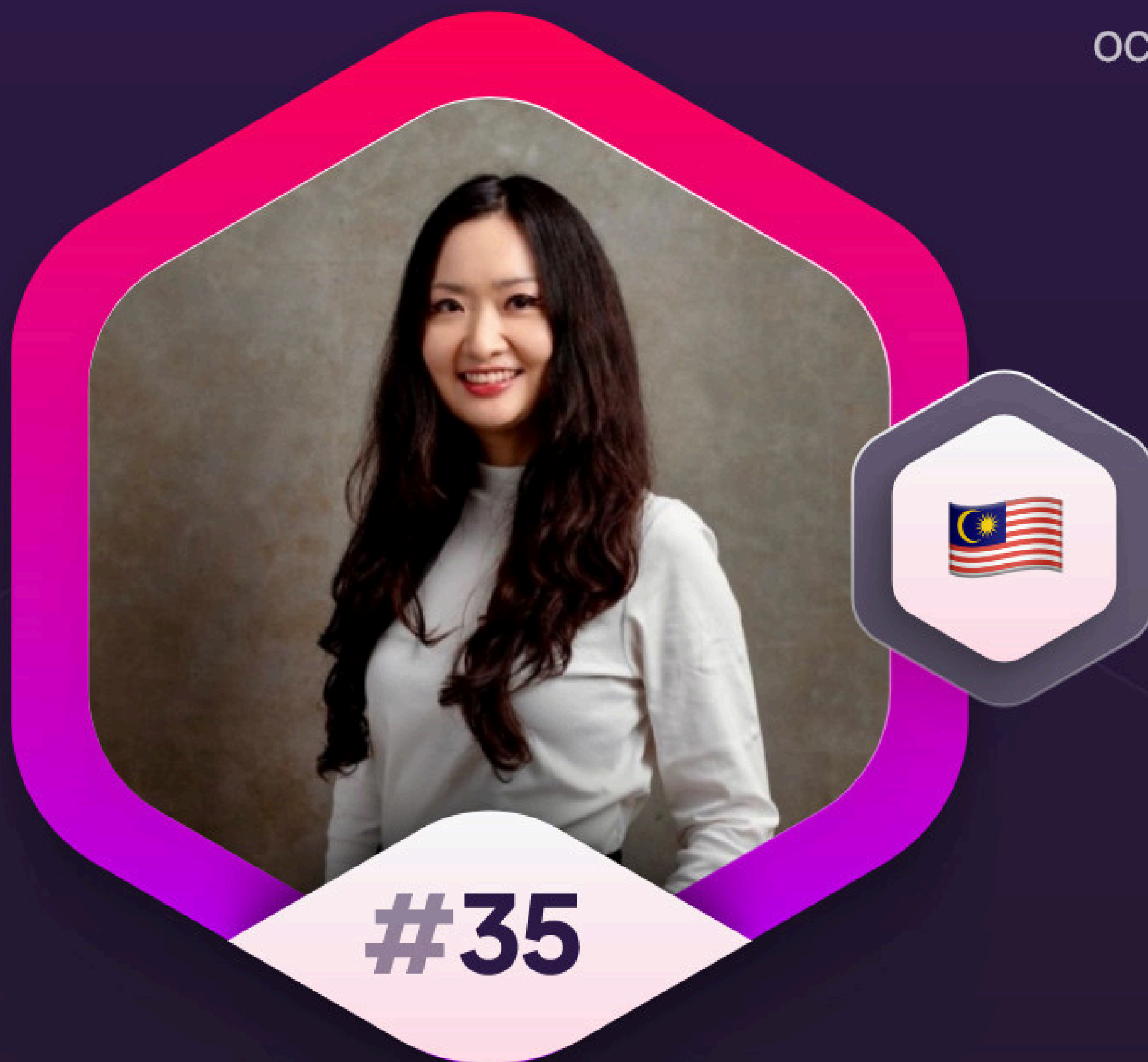
COMMUNICATIONS DIRECTOR AND WOMEN'S EMPOWER...

#73

DIGITAL MARKETING BRAZIL

#921

LINKEDIN BRAZIL



**Crystal Lim**

B2B INFLUENCER & CORPORATE STORYTELLER

**#1**

WRITING & STORYTELLING MALAYSIA

**#14**

LINKEDIN MALAYSIA





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ART DIRECTOR SPECIALIZING IN VISUAL IDENTITY AND DE...

#97

BRAND, WEB & GRAPHIC DESIGN UNITED STATES

#301

LINKEDIN UNITED STATES



**Paulo Brenha**

RETAIL SPECIALIST & COMMERCIAL HEAD

**#2**

CUSTOMER EXPERIENCE BRAZIL

**#896**

LINKEDIN BRAZIL



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CORPORATE STRATEGIST AND AI WORKFLOW EXPERT

**#116**

BUSINESS STRATEGY & MOTIVATION  
UNITED STATES

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LINKEDIN UNITED STATES





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HOLISTIC & FUNCTIONAL MEDICINE KENYA

#3

LINKEDIN KENYA



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CREATIVE DIRECTOR AND INTERNATIONAL SPEAKER ON I...

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STARTUPS & ENTREPRENEURSHIP SPAIN

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LINKEDIN SPAIN



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FINLAND'S LEADING INTERIM COACH | BRANDING & DIGITA...

**#1**

**BUSINESS STRATEGY & MOTIVATION  
FINLAND**

**#87**

**LINKEDIN FINLAND**





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LEADERSHIP MENTOR AND EXECUTIVE COACH SPECIALIZI...

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MANAGEMENT & LEADERSHIP BRAZIL

**#568**

LINKEDIN BRAZIL



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AI AND NLP SPECIALIST | SIEMENS PRINCIPAL KEY EXPERT

**#25**

AI EDUCATION & PRODUCTIVITY GERMANY

**#46**

LINKEDIN GERMANY



**Andy Wang**

FINANCIAL ADVISOR AND HOST OF INSPIRED MONEY POD...

**#324**

PERSONAL FINANCE & INVESTING UNITED STATES

**#1689**

LINKEDIN UNITED STATES





**Peter Kappes**

ROBOTICS MARKETING STRATEGIST AND AUTOMATION A...

**#67**

ROBOTICS & DEEPTech UNITED STATES

**#1668**

LINKEDIN UNITED STATES



## Dra. Tássia Galvão

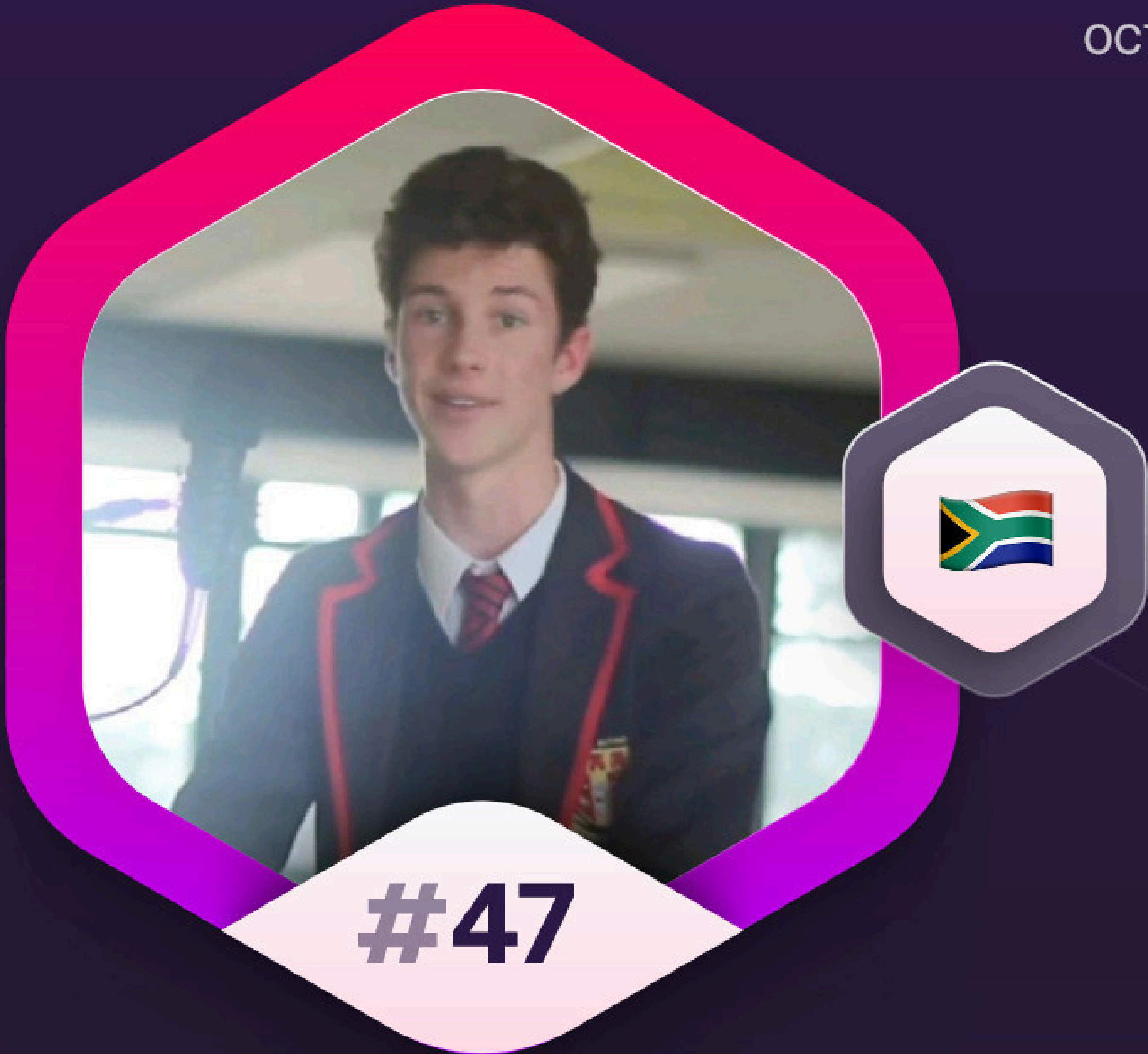
KONNE.APP FOUNDER | DOCTOR IN BUSINESS ADMINISTR...

#95

CAREER COACHING BRAZIL

#581

LINKEDIN BRAZIL



**Johannes Meyer**

FOUNDER OF YOUNG & CALCULATED | ASPIRING QUANTIT...

**#5**

TEACHING & EDUCATION SOUTH AFRICA

**#26**

LINKEDIN SOUTH AFRICA





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CEO TRANSFORMING STARTUP INVESTMENTS IN ITALY

**#1**

VENTURE CAPITAL ITALY

**#108**

LINKEDIN ITALY



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LEGAL STRATEGIST AND ADVOCATE FOR WORKPLACE DIG...

#40

LAW & JUSTICE MEXICO

#16

LINKEDIN MEXICO



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BUILDING BRIDGES ACROSS TECH, INNOVATION & CYBERS...

#7

TECHNOLOGY & INNOVATION ALGERIA

#25

LINKEDIN ALGERIA





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DIGITAL MARKETING EXPERT AND ADVOCATE FOR TUNISI...

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DIGITAL MARKETING TUNISIA

#237

LINKEDIN TUNISIA



**Ariel Acosta**

MARKETING EXECUTIVE AND CONTENT CREATOR

**#38**

BRANDING & POSITIONING BRAZIL

**#752**

LINKEDIN BRAZIL



## Kevin Scheuing

FOUNDER OF REPUTABLE PEOPLE & CORPORATE INFLUEN...

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PERSONAL BRANDING & AUDIENCE  
BUILDING GERMANY

#192

LINKEDIN GERMANY





**Alina Grigoleit**

LINKEDIN PERSONAL BRANDING AND SOCIAL SELLING EX...

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PERSONAL BRANDING & AUDIENCE  
BUILDING GERMANY

#331

LINKEDIN GERMANY



**Javier Romero Achón**

BILINGUAL SPORTS & COMMUNICATIONS SPECIALIST

#9

SPORT - BUSINESS, POLITICS & LAW SPAIN

#325

LINKEDIN SPAIN



#56

**Birkan Atlamaz, MSc, PhD(c)**

CHIEF E/E OFFICER & AUTOMOTIVE ELECTRONICS EXPERT

#1

CAR INDUSTRY TURKEY

#19

LINKEDIN TURKEY





**José Felipe Ruppenthal**

TELECOMMUNICATIONS EXPERT AND DIGITAL TRANSFOR...

#53

MOBILE & TELECOMMUNICATIONS BRAZIL

#235

LINKEDIN BRAZIL



**Danielle Silva**

CONSULTANT AND MENTOR FOR WOMEN LEADERS

#68

MANAGEMENT & LEADERSHIP BRAZIL

#874

LINKEDIN BRAZIL



**Gabrielle Pochon**

COMMUNITY & CONTENT STRATEGIST AT 42 LUXEMBOURG

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TECHNOLOGY & INNOVATION  
LUXEMBOURG

**#10**

TIKTOK LUXEMBOURG





Pablo Conte

ASSISTANT PROFESSOR IN MACHINE LEARNING AND QUA...

#7

AI EDUCATION & PRODUCTIVITY  
ARGENTINA

#32

LINKEDIN ARGENTINA



**Phil Hobden**

COMMERCIAL LEAD AT SILVERFIN AND PODCAST HOST

#33

SALES UNITED KINGDOM

#711

LINKEDIN UNITED KINGDOM



**Jaeil (Brasley) Byun**

SALES AND MARKETING ASSOCIATE @ ZEISS VISION KOREA

**#1**

PROJECT MANAGEMENT SOUTH KOREA

**#36**

LINKEDIN SOUTH KOREA





## Olalekan Ajayi

EXPERT GHOSTWRITER & CONTENT MARKETER FOR C-SUI...

#13

CONTENT MARKETING & COPYWRITING  
NIGERIA

#155

LINKEDIN NIGERIA



**Marcel Melzig**

FASHION, LUXURY & SPORTSWEAR ANALYST

**#29**

FASHION INDUSTRY GERMANY

**#168**

LINKEDIN GERMANY



**Shashwath Shenoy**

DATA ENGINEERING LEADER & MENTOR COMMITTED TO C...

#82

DATA SCIENCE INDIA

#4204

LINKEDIN INDIA





**Ron Ng**

WEB3 STRATEGIST AND COMMUNITY BUILDER AT BLOCKPR

**#20**

FINTECH & CRYPTO VIETNAM

**#203**

LINKEDIN VIETNAM



**Brian Evergreen**

AI STRATEGY EXPERT AND AUTHOR OF 'AUTONOMOUS TR...

#313

TECHNOLOGY & INNOVATION UNITED STATES

#1768

LINKEDIN UNITED STATES



**David Kaselow**

IT CONSULTANT AND ADVOCATE FOR IT AND TECH EDUCA...

**#1**

PROJECT MANAGEMENT GERMANY

**#684**

LINKEDIN GERMANY



**Evandro Cravo Da Costa**

TRANSFORMATIONAL LEADER IN HOSPITALITY AND TALE...

**#214**

TRAVEL INDUSTRY & TOURISM BRAZIL

**#612**

LINKEDIN BRAZIL





**Iván Blanco**

INFLUENCER MARKETING STRATEGIST AND PODCAST HOST

#9

SOCIAL MEDIA SPAIN

#486

LINKEDIN SPAIN



**Jean-Christophe Pélerin**

RECRUITING EVANGELIST & EMPLOYER BRAND CONSULTA...

**#17**

GROWTH & LEAD GEN FRANCE

**#7744**

LINKEDIN FRANCE



**Grzegorz Filipowski**  
STRATEGIC PROCUREMENT EXPERT

**#7**

MANAGEMENT & LEADERSHIP POLAND

**#202**

LINKEDIN POLAND



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B2B SAAS MARKETING STRATEGIST AND AI ADVOCATE

**#13**

DIGITAL MARKETING POLAND

**#136**

LINKEDIN POLAND





**Meri Wiik**

BRANDING, POSITIONING & LINKEDIN EXPERT | ADVOCATE ...

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BRANDING & POSITIONING NORWAY

**#22**

LINKEDIN NORWAY



**Patricia Borges**

CEO AND STORYTELLING ADVOCATE IN CORPORATE EDUC...

#46

EDTECH BRAZIL

#1087

LINKEDIN BRAZIL



**Bernardo Peral**

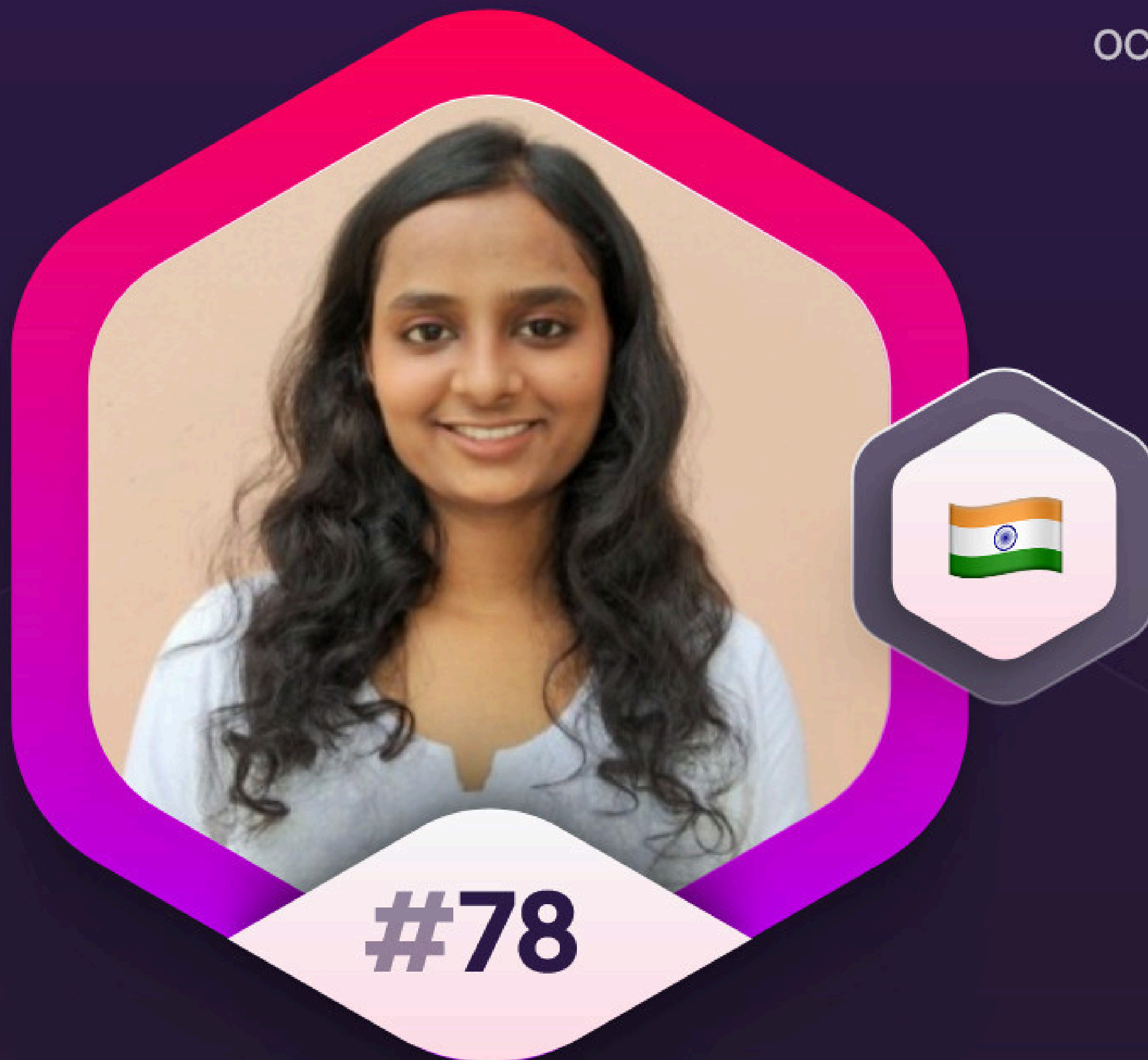
LINKEDIN EXPERT & PERSONAL BRANDING STRATEGIST

#6

CONTENT MARKETING & COPYWRITING  
MEXICO

#618

LINKEDIN MEXICO



**Anenya Sinha**

STORYTELLER AND PERSONAL BRANDING STRATEGIST

**#113**

PERSONAL BRANDING & AUDIENCE  
BUILDING INDIA

**#2646**

LINKEDIN INDIA





**Valerie Junk**

MICROSOFT MVP & SPECIALIZED IN DATA VISUALIZATION ...

#6

DATA SCIENCE NETHERLANDS

#93

LINKEDIN NETHERLANDS



**Dr. Vicki L. Otaruyina**

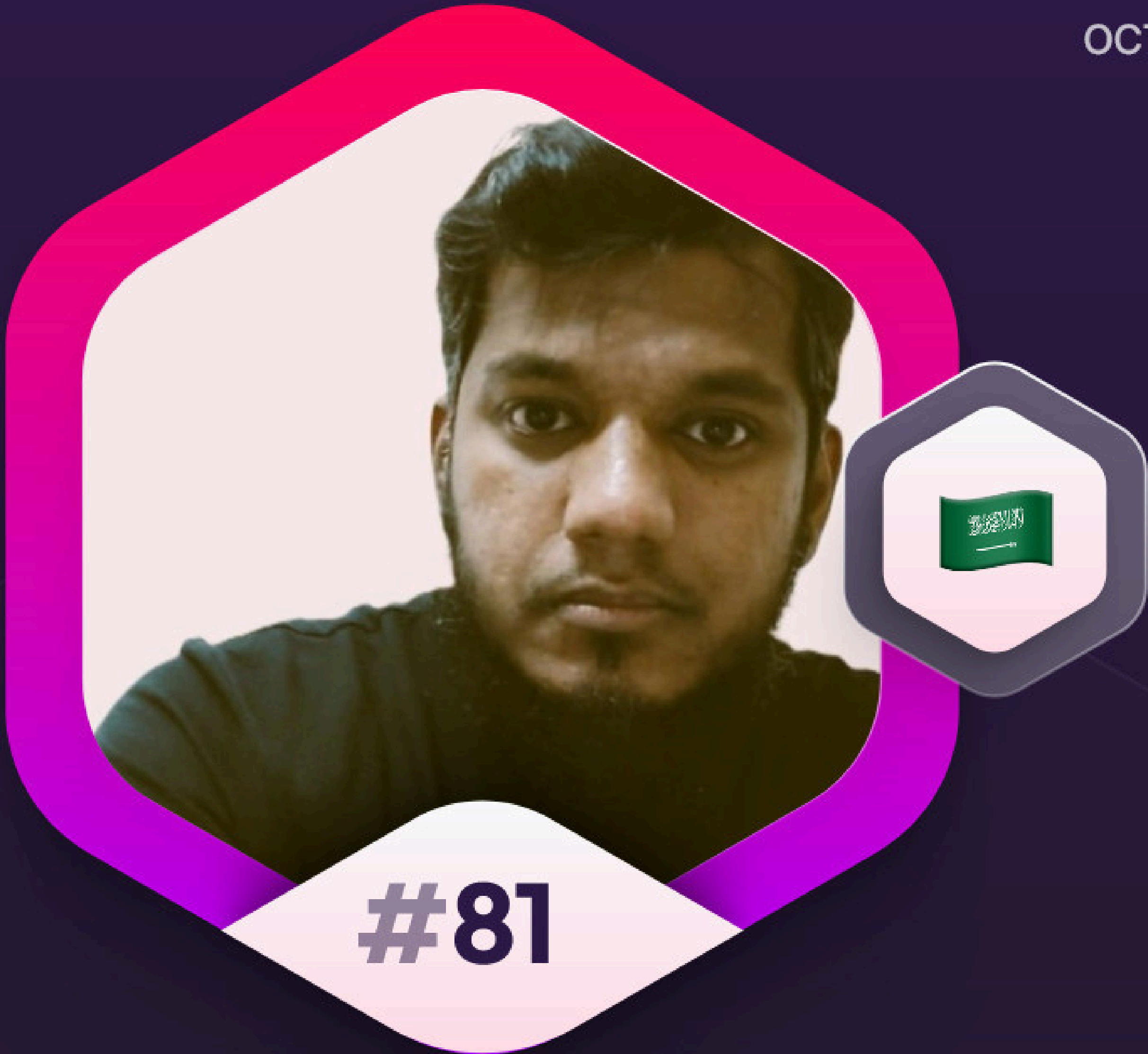
EMPOWERING FAITH-DRIVEN FEMALE LEADERS FOR GLOB...

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FEMALE EMPOWERMENT BARBADOS

**#2**

LINKEDIN BARBADOS



Mohammed Mohsin

MENTOR | CYBERSECURITY EXPERT | NETWORK ARCHITE...

#19

CYBERSECURITY SAUDI ARABIA

#75

LINKEDIN SAUDI ARABIA



**Ahmed Ramadan Atwan**

RPA AND AI AUTOMATION EXPERT IN SAUDI ARABIA

#14

AI EDUCATION & PRODUCTIVITY SAUDI ARABIA

#186

LINKEDIN SAUDI ARABIA





**Mansi Mittal**

PRODUCT MANAGER AT MICROSOFT | ADVOCATE FOR US...

#24

PRODUCT MANAGEMENT INDIA

#1694

LINKEDIN INDIA



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HEAD OF BRAND AT K.B & HIREBETTER.IO + LINKEDIN CREA...

#4

BRANDING & POSITIONING DENMARK

#91

LINKEDIN DENMARK



**Mona M Amid**

BEHAVIOUR ANALYST AND EMOTIONAL INTELLIGENCE AD...

**#5**

WORKPLACE WELL-BEING SINGAPORE

**#103**

LINKEDIN SINGAPORE



**Emilie DESNUS**

CONTENT CREATOR & MARKETING EXPERT

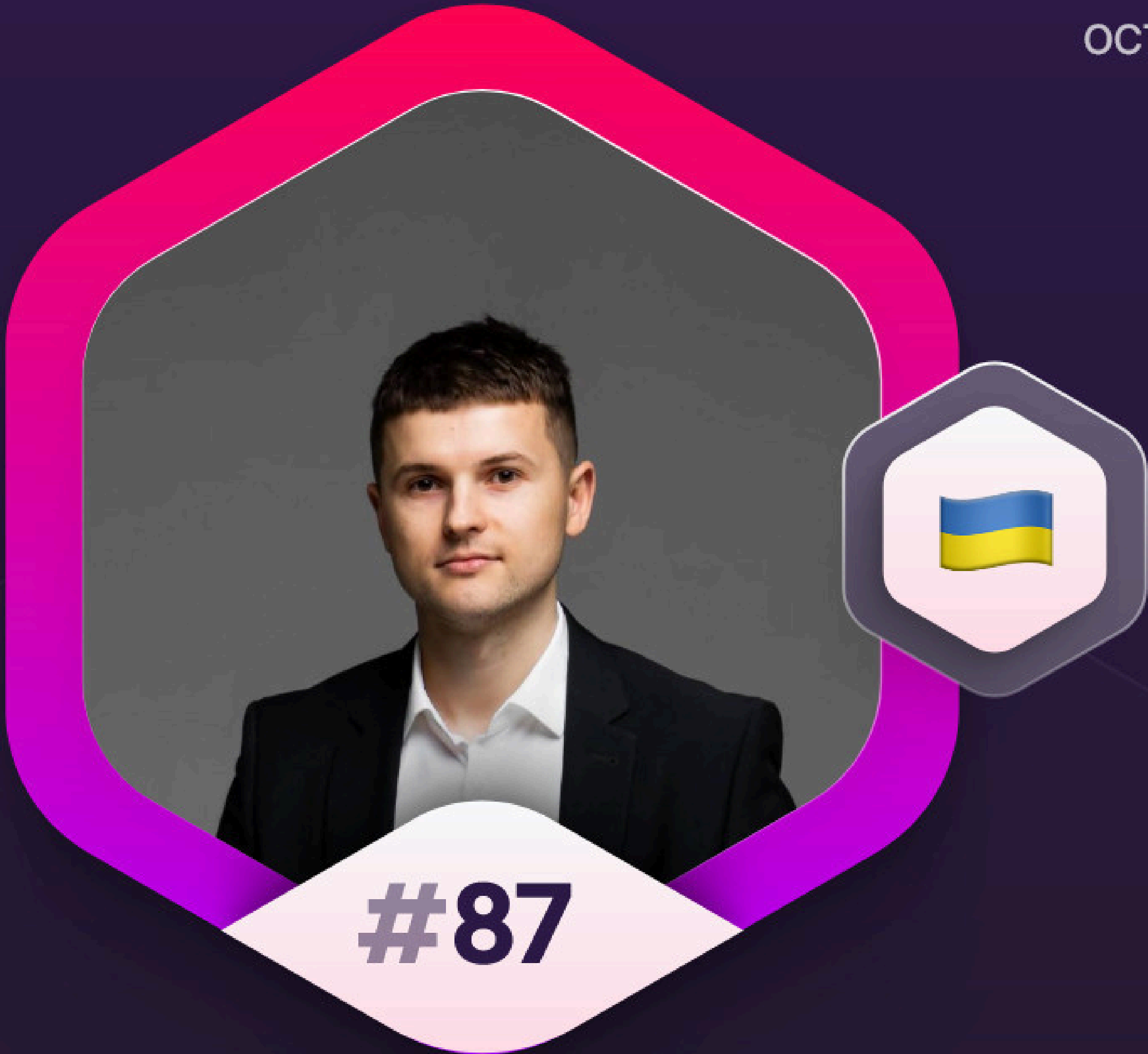
**#70**

DIGITAL MARKETING FRANCE

**#917**

LINKEDIN FRANCE





Ivan Palii

SEO ADVISOR FOR B2B BRANDS. AUTHOR OF UNIQUE LOO...

#3

SEO UKRAINE

#52

LINKEDIN UKRAINE



**Tony Ting**

PEOPLE & CULTURE ADVOCATE AND HR PROFESSIONAL

**#16**

HR INDUSTRY AUSTRALIA

**#410**

LINKEDIN AUSTRALIA



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LINKEDIN GROWTH EXPERT | CONSULTANT & SPEAKER

**#20**

LINKEDIN GROWTH BRAZIL

**#4230**

LINKEDIN BRAZIL



**Ahmed Abbas Moussa**

FOUNDER & MD @ PISC

#14

BUSINESS STRATEGY & MOTIVATION  
EGYPT

#499

LINKEDIN EGYPT





**Benoit Thiebe**

HEAD OF TALENT ACQUISITION AND EMPLOYER BRANDIN...

#174

HR INDUSTRY FRANCE

#1854

LINKEDIN FRANCE



Darius Grigaliunas

AI LECTURER | GUIDING STRATEGY IN AI FOR B2B, EDU & G...

#6

AI EDUCATION & PRODUCTIVITY  
LITHUANIA

#51

LINKEDIN LITHUANIA



**Jerlayne Santos**

EMPOWERING WOMEN IN CAREER DEVELOPMENT AND HR...

#436

HR INDUSTRY BRAZIL

#2412

LINKEDIN BRAZIL



**Salete Deon**

LEADERSHIP DEVELOPMENT AND CAREER MANAGEMENT

**#191**

MANAGEMENT & LEADERSHIP BRAZIL

**#1908**

LINKEDIN BRAZIL





**Edward Enejoh**

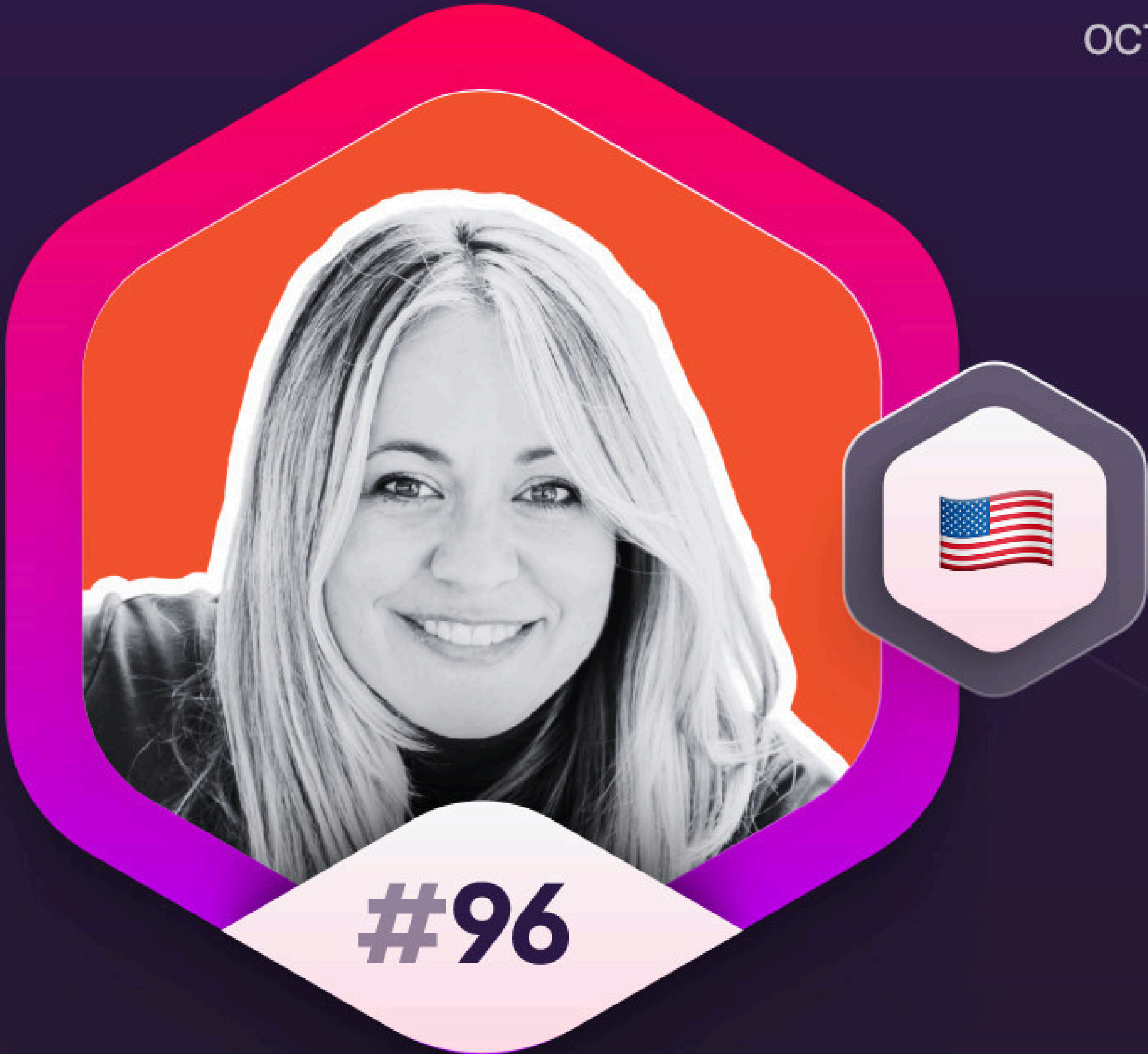
TECH CAREER ADVISOR & PROJECT MANAGEMENT EXPERT

**#16**

PROJECT MANAGEMENT NIGERIA

**#290**

LINKEDIN NIGERIA



**Jackie Domanus**

BUILDING COMMUNITY @ IDEA CITIZEN → 1.5 MILLION ME...

**#362**

BUSINESS STRATEGY & MOTIVATION  
UNITED STATES

**#7195**

LINKEDIN UNITED STATES



**Baptiste Forestier**

HEAD OF COMPLIANCE AT HERO AND AML ADVOCATE

#145

FINANCIAL MARKETS FRANCE

#5014

LINKEDIN FRANCE



**Alfredo Serrano Figueroa**

DATA SCIENTIST AND ADVOCATE FOR INTERNATIONAL ST...

**#203**

DATA SCIENCE UNITED STATES

**#5993**

LINKEDIN UNITED STATES





**Dr Olga Logunova**

SOCIAL INTELLIGENCE CONSULTANT AND DATA-DRIVEN S...

**#141**

DIGITAL MARKETING UNITED KINGDOM

**#1067**

LINKEDIN UNITED KINGDOM



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