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# CDO Club Announces Most-Followed Chief Digital Officers on Twitter

Tue Mar 18, 2014 8:30am EDT

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## CDO Club Announces Most-Followed Chief Digital Officers on Twitter

PR Newswire

NEW YORK, March 18, 2014

NEW YORK, March 18, 2014 /PRNewswire/ -- The CDO Club has identified the names of the 10 most-followed Chief Digital Officers (CDOs) on Twitter.

Photo - <http://photos.prnewswire.com/prnh/20140318/PH85059>

Sree Sreenivasan, Chief Digital Officer at the Metropolitan Museum of Art, topped the list with 55,400 followers.

Following Sreenivasan was Rachel S. Haot, Chief Digital Officer and Deputy Secretary of Technology for the State of New York, with 51,500 followers.

Ranked third was Jonathan Sackett, President and CEO at the MashburnSackett agency, with a total of 30,600 followers.

The top two Chief Digital Officers on this list, Sreenivasan and Haot, will be keynoting the second annual [Chief Digital Officer Summit](#) on April 22 and 23, 2014, at Time Warner in New York City.

Sreenivasan, who last week was [named by the CDO Club as the most influential Chief Digital Officer, based on his Klout score](#) (tied with Jason Hirschhorn, former CDO at MTV), began as the first-ever Chief Digital Officer at the Metropolitan Museum of Art in August 2013, after serving as Columbia University's first CDO since 2012.

Haot became Chief Digital Officer for the State of New York in January 2014 after serving as New York City's first CDO. Sackett was previously Managing Director at Oglivy & Mather and formerly Chief Digital Officer at DDB.

David Mathison, founder and curator of the CDO Club, created the list from the deep database of global CDOs he compiled to produce the recently released [CDO Talent Map](#) and the [Top 10 CDOs on Klout](#) list.

### **Rounding out the Top 10 are:**

4. Sue Jenks, Surf Social Media (28,300 followers)
5. Robert Gordon, America's Promise (21,600 followers)
6. Jason Hirschhorn, formerly of MTV (20,500 followers)
7. Adam Hirsch, DoSomething.org (19,900 followers)

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- 8. Brandon Berger, Ogilvy & Mather (15,600 followers)
- 9. Alison Sigmon, The Outdoor Shopper (15,500 followers)
- 10. Ken Burbary, Campbell-Ewald (14,800 followers)

The full list is posted here: <http://cdoclub.com/cdo-club-identifies-the-top-10-most-followed-chief-digital-officers-on-twitter>.

This list is limited to CDOs who currently hold, or previously held, the title of Chief Digital Officer at a major organization for at least one year.

Note that, along with Sreenivasan, Chief Digital Officers Haot, Jenks, Hirschhorn, and Burbary were also named last week by the CDO Club as among the [top 10 most-influential Chief Digital Officers on Klout](#).

Mathison advised caution when looking at Twitter follower numbers. [As he explained last week](#) when the CDO Club published its list of influential Chief Digital Officers on Klout, one needs to remember that some CDOs "just don't have the time to post on social networks."

**ABOUT THE CDO CLUB:**

The CDO Club is the world's largest network of Chief Digital Officers. Our goal is to provide our members with breaking news, original research, career development support, networking opportunities, and inspirational events such as the Chief Digital Officer Summit.

Read more news from the [CDO Club](#), and register for the [CDO Summit](#).

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