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CDO Club Identifies Top 10 Most Influential Chief Digital Officers On Klout



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Sree Sreenivasan, CDO at the Metropolitan Museum of Art, Tops the List

NEW YORK, March 12, 2014 /PRNewswire/ -- The CDO Club has identified the names of the 10 most influential online Chief Digital Officers (CDOs), calculated by their scores from the influence-rating site Klout.

Photo - <http://photos.prnewswire.com/prnh/20140312/PH81578>

Sree Sreenivasan, Chief Digital Officer at the Metropolitan Museum of Art, and Jason Hirschhorn, former CDO at MTV, captured the number one spot, both earning a Klout score of 81.

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](#).

Sreenivasan 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.

Hirschhorn is recognized as the very first Chief Digital Officer, having accepted that position at MTV in 2005. Today Hirschhorn is CEO of his own firm, REDEF Group, Inc., an online media news site that provides remixes and communities for industry and pop-culture verticals.

Rounding Out the Top 10:

- Stephen Gillett, former CDO for Best Buy;
- Rachel S. Haot, Chief Digital Officer for the State of New York; and Romain Pigenel, CDO at the Presidence de la Republique—the office of the President of France (tied for 3rd);
- Vivian Schiller, former CDO of NBC News; Dave Linabury, Ann Arbor Digital Marketing Agency; and Perry Hewitt of Harvard University (tied for 4th);
- Adam Hirsch, former CDO at DoSomething.org;
- Ken Burbary of Campbell Ewald; and Paul John *Pena* (tied for 6th);
- Darren Herman at the Media Kitchen; and Rob Norman of Group M Global (tied for 7th);
- Sean Finnegan, former CDO at StarCom MediaVest Group; Alesha Bishop at Wisen; Schwen Gwee of Chandler Chicco; and Scott Sorokin, former CDO at MindShare WW (all tied for 8th);
- Rikard Steiber of Modern Times Group; and
- Sue Jenks of Surf Social Media.

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

Mathison acknowledges that Klout and other online influence-ranking sites offer "an imperfect indicator of influence," since some important CDOs are not on the list because "they just don't have the time to post on social networks."

Still, he added, it surfaces interesting people whose voices are heard by a large and receptive audience.

Three of the top Chief Digital Officers on this list will be keynoting at the second annual [Chief Digital Officer Summit](#) on April 22 and 23, 2014, at Time Warner in New York City: Sree Sreenivasan, CDO at the Metropolitan Museum of Art; Perry Hewitt, CDO at Harvard University; and Rachel S. Haot, CDO at the State of New York.

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.

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