

tyto

Tech 500

2024

Eighth Edition

fo

Index

1 Introduction to the Tyto Tech 500

2 Executive summary

3 Key themes

The rise of the super influencer

The changing power of influence

The shifting tech landscape

The persistent gender gap

4 Tech sectors in depth

5 Top 100 rankings

6 Key takeaways for PR and comms teams

7 Appendix

Country overviews

Top 10 influencers by category

8 About the report

Introduction to the Tyto Tech 500



Introduction to the Tyto Tech 500

Now in its eighth year, the Tyto Tech 500 is widely recognised as the definitive ranking of the most influential thought leaders shaping Europe's technology landscape.

Individuals included in the ranking are influential figures whose actions and opinions impact the technology industry in Europe and elsewhere, even if they don't originate from or reside in the region.

To secure a coveted place on the list, individuals must demonstrate significant influence both online and offline, in the UK, Germany, France, or the Netherlands.

Measuring influence

To produce the annual report, our in-house team of researchers compile a long list of thousands of influencers using a sophisticated suite of tools and research.

These individuals are scored using Tyto's proprietary methodology, which combines multiple indicators of influence such as social media reach, personal and brand visibility online, and earned media presence.

The only exception are journalists. Instead of analysing media presence, we assess the impact of their articles, podcasts, and broadcasts on industry debate in Europe.

Diverse landscape

The report includes individual rankings for the UK, Germany, France, and the Netherlands, while influencers are also categorised based by technology sector and influencer type.

To represent Europe's diverse technology landscape, we group individuals in 17 sectors, ranging from AI and Data Science to MarTech, with a General Tech category for those who span multiple sectors.

The ranking also features seven different types of influencers, spanning the interconnected worlds of business, media, and academia.

A powerful tool for technology communicators

As the first data-driven ranking of its kind, the Tyto Tech 500 is more than a report – it is a powerful tool for understanding who truly carries the power of influence in Europe's tech ecosystem, based on deep analysis and multiple metrics.

Its meticulous research, keen insights, and the spotlight on influencers make it an invaluable ally for communications teams, organisations, or individuals seeking to comprehend and conquer the European tech domain in 2025 and beyond.

tyto



Executive Summary



In Europe's vibrant and ever-changing tech ecosystem, the Tyto Tech 500 celebrates the influential individuals driving the conversation and leading the industry forward.

In addition to revealing the who's who of Europe's tech elite, the report highlights the shifting trends and dynamics of the industry and who is influencing change across the technology sector.

Not only is it a clear indicator of the sectors waxing and waning in importance, but it also highlights some home truths that the industry can no longer afford to ignore.

This year's report spotlights four key trends:

1. The Rise of the Super Influencer

Influence is becoming concentrated among an elite group of 82 'Super Influencers', who are shaping conversations and driving change across Europe's tech industry. These exceptional communicators have mastered the art of engaging with the media, online communities, and industry groups in a consistent and impactful way. Crucially, they consistently add value to industry debate with differentiated opinions and innovative thinking. We examine the secret to these individuals' success and reveal key learnings for communications teams.

2. The Changing Power of Influence

As trust in traditional media continues to decline, business leaders are stepping into the role of industry influencers and opinion-makers. This trend highlights the ever-growing importance of personal branding and the opportunities for comms teams to harness the power of online platforms to amplify business leaders' voices across the region.

ZOË CLARK

Senior Partner, Head of Media and Influence

3. The Shifting Tech Landscape

In a year of great uncertainty – marked by political change, conflict, and economic pressures - there are both winners and losers across Europe's tech landscape. While sectors like AI & Data Science and MarTech have been well-positioned to react quickly to new opportunities, a challenging investment climate combined with regulatory hurdles have created significant obstacles for sectors such as SpaceTech and BioTech.

4. The Persistent Gender Gap

While the gender gap has narrowed in recent years, women are still underrepresented in both the Tyto Tech 500 and Europe's tech community at large. We examine how broader industry issues, such as unequal access to funding, are holding women back.

Elsewhere in the report, we reveal how influence is shifting across 17 different tech sectors and name this year's top tech influencers in the UK, Germany, France, and the Netherlands.

Read on to discover who made the Tyto Tech 500 list this year and gain vital insights into the emerging trends that PR and comms teams need to be aware of to stay ahead in Europe.



Key
Themes



The Rise of the Super Influencer



Over the last two decades, blogs, forums, online newsletters, and social media have given the public unprecedented platforms to share thoughts, opinions, and engage in industry debates.

Now, with the advent of generative AI and paid-for influence, things are changing once again, with some algorithms amplifying the voices of verified users with blue ticks.

Today, anyone can manufacture thoughts and opinions and instantly share them online at the touch of a button, while those with the deepest pockets can ensure it is seen by as wide an audience as possible.

Unfortunately, AI-driven thought leadership is fuelling a surge in posts on LinkedIn, X, and other channels, flooding feeds with poor quality and unoriginal content.

As a result, there's growing concern that the diversity of voices, which enrich Europe's tech ecosystem, could be at risk. Grassroot experts who have built audiences and gained influence online and across other channels may see their voices drowned out.

In response to this trend, Google, YouTube, and Meta are cracking down on content created with AI. Earlier this year, Google updated its algorithm to favour high-quality, helpful information over low-quality material. Meta and YouTube have also taken steps to address this issue, requiring creators to clearly label content created with AI.

These interventions appear to be working. Real influencers are gaining an edge by sharing personal experiences and connecting with

audiences on a human level - something that AI can't do. Meanwhile, audiences are becoming better at spotting the soulless style of posts generated with AI and the overuse of certain words and emojis.

Amid this shifting landscape, our analysis reveals that a new kind of influencer is emerging – the Super Influencer. These individuals have not only found an audience, but expanded it across the media and other channels, making a consistent effort to build and sustain a high level of influence over many years.

The rise of the super influencer

To understand what it takes to become and remain a super influencer, we delved deep into the Tyto Tech 500 archives. We identified individuals who have consistently secured a place on the list over the last four years and explored why they have staying power.

Eighty-two people have consistently achieved a top 500 ranking every year since 2021. While some of these figures may not originate from or reside in Europe, their influence is most prominent in the UK (56%), followed by Germany (27%) and France (17%).

Only 15 super influencers have held a top 100 ranking every year for the past four years, while just five individuals have consistently ranked in the top 50 every year.

Richard Branson, the legendary founder of Virgin, holds the unique position of being the only person to have maintained a top 10 ranking on the Tyto Tech 500 since 2021.

Europe's Top Super Influencers

Individuals who have maintained a top 100 ranking in the Tyto Tech 500 from 2021-2024

Influencer	Category	Organisation	Country	Tyto Tech 500 Rank
Richard Branson	Business Leader	Virgin Group	UK	2
Thomas Pesquet	Academic	European Space Agency - ESA	FR	1
Carsten Maschmeyer	Venture Capitalist	Maschmeyer Group	DE	11
Mark Carney	Business Leader	United Nations	UK	74
Xavier Niel	Business Leader	Iliad	FR	7
Herbert Diess	Business Leader	Infineon Technologies	DE	13
Ola Källenius	Business Leader	Mercedes-Benz Group AG	DE	9
Jonathan Amos	Journalist	Ex-BBC News	UK	72
Andreas Scheuer	Business Leader	Asienbrücke e.V.	DE	31
Damian Carrington	Journalist	The Guardian	UK	52
Chris Stark	Business Leader	UK Government - Climate change committee	UK	57
Martin Lewis	Journalist	Money Saving Expert	UK	59
Mai Thi Nguyen-Kim	Academic	Funk	DE	14
Roland Busch	Business Leader	Siemens	DE	25
Nick Triggle	Journalist	BBC News	UK	85

The secret to enduring influence

While there is no magic formula to becoming and staying influential, our analysis identified three attributes shared by many of the most prominent super influencers.

These include possessing a visionary leadership style, making an impact across multiple sectors, and taking action to address societal challenges.

As effective communicators, super influencers have mastered the art of engaging with the media, online communities, and industry groups in an active and sustained way. They understand that there is no shortcut to building authority - enduring influence comes from consistent effort and engagement with a wide range of channels, media outlets, and audiences over time.

In addition to making an impact in their chosen fields, these traits allow them to stay relevant, while shaping the future of Europe's tech ecosystem at large.

Visionary leadership

The staying power of super influencers is largely due to their visionary leadership and willingness to adapt to technological and societal shifts.

For example, Herbert Diess transformed Volkswagen by steering it towards electric mobility, helping the automotive company adapt to the growing demand for electric and hybrid vehicles, driven by environmental concerns and international net zero targets.

Ola Källenius has also made significant strides in this area as CEO of the Mercedes-Benz Group. Ola spearheaded the Ambition 2039 strategy to achieve carbon neutrality, which has included heavy investment in electric vehicles and battery technology.

Impact across sectors

Several of the super influencers have refused to stick to a single sector. This ability to operate across multiple industries keeps them relevant, even as industries evolve.

Famously, Richard Branson made his name with a chain of music stores, before expanding the

Virgin Group across a seemingly endless range of industries, from telecoms to trains, gyms to space tourism.

Similarly, Xavier Niel's interests span telecoms, media, and education. He transformed the French telecom market with Free, a low-cost mobile and broadband service that forced competitors to lower prices and improve services. More recently, he acquired a controlling stake in the Le Monde media group and invested in other outlets like Nice-Matin and France-Antilles. He has also founded 42, a free coding school in France.

Focus on societal issues

An active interest in tackling challenges like health, poverty, education, and the climate is common among many super influencers. Their influence extends beyond technology and commerce, as they use their position to make a positive impact on society.

For example, French astronaut Thomas Pesquet has used his platform with the European Space Agency (ESA) to share striking images from space that highlight the devastating impact of climate change and pollution on Earth's ecosystems.

In a similar way, German academic and YouTube personality, Mai Thi Nguyen-Kim has used her powerful platform to promote scientific literacy. She uses her YouTube channel to address various societal issues including gender equality, the energy transition, and the need for scientific standards to tackle misinformation in the media and social media.

While there is no single path to gaining and maintaining influence, a willingness to engage in public debate and a focus on honing your communication skills will always be key. At the same time, adapting to changes in media consumption and engaging with new channels and platforms is a smart way to stay relevant and reach new audiences.

The Changing Power of Influence



This year, Europe's tech scene has seen a significant shift in who carries the power of influence, with fewer journalists making the list. In 2023, journalists made up 40% of the Tyto Tech 500, but their numbers have fallen by 29% this year, with 58 fewer journalists securing a spot. In contrast, business leaders have taken centre stage with a 26% rise in representation across Europe. Business leaders now make up 47% of the ranking. This marks the first time since 2022 that they hold the top position on the list.

Business leaders as influencers

With declining trust in the media and changing consumption habits, more business leaders are turning to social media platforms like LinkedIn and X to build personal brands and engage with their audiences.

By sharing their expertise and insights with online audiences, they not only enhance their own reputation but also supporting the growth of their organisations.

As companies recognise the power of this trend, many are investing in communications strategies to elevate the online profiles of their leaders, increasing both the quantity and quality of their content, while boosting engagement.

In fact, the [Financial Times](#) recently reported that the number of LinkedIn posts by CEOs around the world has increased by 23% this year, and posts are generating four times as much conversation and engagement as other users, according to LinkedIn. Generative AI tools have also had an impact, with platforms like LinkedIn integrating AI to help users edit posts at the click of a button and communicate more effectively.

This has also contributed to the growing influence of entrepreneurs, venture capitalists, and trade association leaders, who have grown in influence throughout 2024.

Boom in blogger's influence

One of the most striking changes in 2024 is the 443% increase in the number of bloggers on the Tyto Tech 500, rising from just 7 last year to 31 this year.

Many bloggers have expanded their presence on other social platforms and through publishing online newsletters, broadening their reach and influence. As a result, bloggers have jumped from 7th place in 2023 to 4th place in 2024.

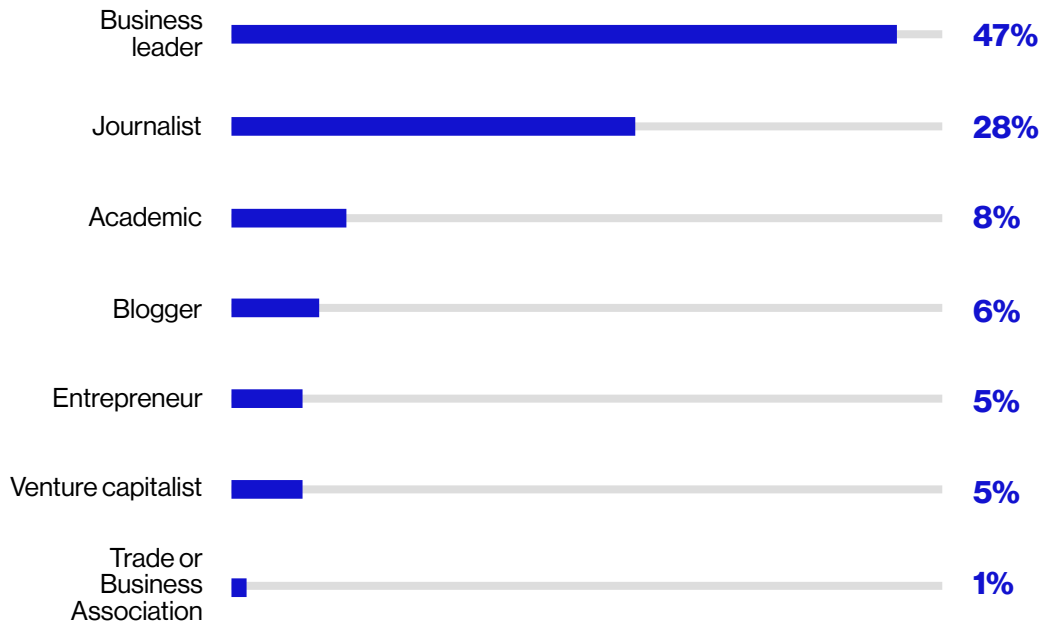
Academics' steady rise

Another group moving up the ranks is academics. Although their numbers have slightly decreased by 3% in real-terms, academics have risen from fourth to third place on the list, with 39 individuals now represented.

In an era of political and economic uncertainty, coupled with environmental challenges, academics offer a valuable perspective. Their ability to provide objective, data-driven insights, grounded in deep expertise and historical knowledge, allows them to shed light on current trends with a broader understanding of similar shifts in the past.

The shifting landscape revealed by the Tyto Tech 500 highlights the evolving sources of influence in Europe's tech industry, with business leaders, bloggers, and academics all playing increasingly important roles in industry discourse and discussion.

Categories with greatest influence



The Shifting Tech Landscape



The Tyto Tech 500 provides a clear snapshot of how Europe's tech landscape is evolving, tracking changes across 17 sectors. In the UK, France, Germany, and the Netherlands, it highlights where innovation is accelerating and where challenges are emerging.

This year, AI has continued to reshape industries, while environmental regulations are forcing companies to adapt. Tightening budgets and continued conflict in Ukraine and the Middle East are also influencing business strategies in many parts of Europe.

New governments in the UK and the Netherlands, political turmoil in Germany, and elections in the US and the European Parliament have also added to the uncertainty.

Across Europe, new legislation has impacted how tech companies operate in the region. For instance, the EU's AI Act regulates the use of AI based on risk levels, while the cybersecurity rules focus on protecting organisations from cyber threats.

Sectors gaining influence

This year, several sectors have seen a considerable increase in influence.

AI & Data Science saw the biggest jump, with a 153% increase in the number of individuals in this sector appearing in the Tyto Tech 500. This growth is driven by the fast-changing developments in AI, as businesses use the technology to streamline operations, and governments push for AI development alongside ethical regulation.

MarTech experienced a 125% increase, driven by marketers' rapid uptake of tools to automate

processes and deliver more personalised customer experiences. While this has fuelled a wave of innovation, it has also stirred up debate around ethics, data use, and online privacy. Google has been at the forefront of this debate, driving initiatives to make it easier for consumers to opt-out of third-party cookies and pushing marketers to find the right balance between privacy and personalisation.

Enterprise Tech saw a 63% rise, driven by increased investment in technologies for remote work, collaboration, and data security. High-profile incidents like the deepfake attack on Arup and the MOVEit breach have heightened concerns in the last couple of years. Combined with rising cyber threats and heavy fines for data breaches, these events have made secure data management a top priority for many firms.

Sectors losing influence

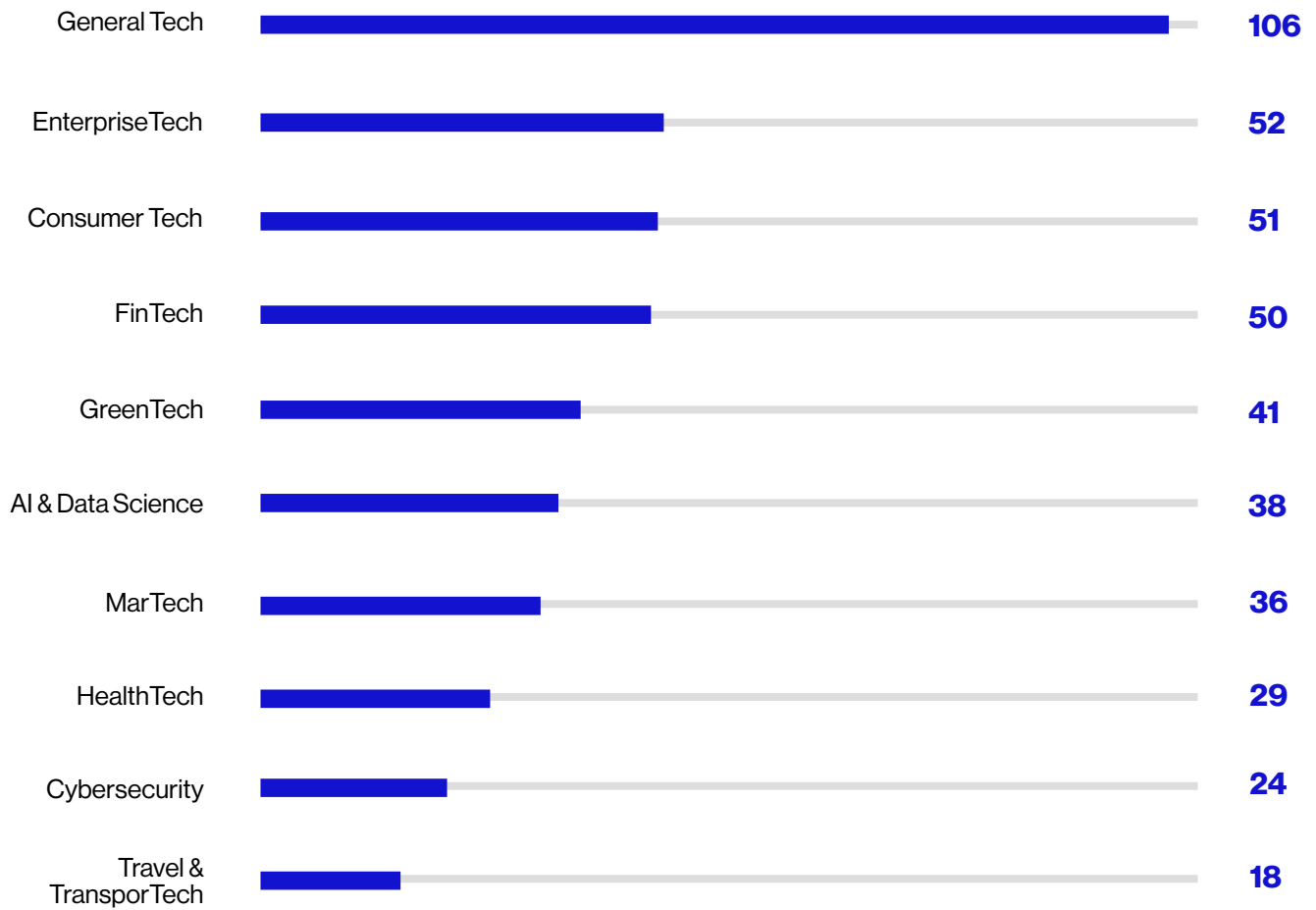
On the other hand, some sectors have lost influence, with fewer individuals making it onto this year's Tyto Tech 500 than in 2023.

SpaceTech saw a significant 56% decline. This may be due to economic pressures, such as rising inflation and interest rates, making it harder to secure funding for large, capital-intensive projects. Across Europe, many governments are focusing on more immediate economic challenges, making investment in space technology less of a priority.

BioTech experienced a 53% drop in influencers on the Tyto Tech 500. The sector, which spiked in prominence during the COVID-19 pandemic, faces tough regulatory hurdles and ethical concerns, particularly around controversial innovations like gene editing.

RetailTech declined by 44%. With difficult trading conditions, compounded by high inflation, market saturation, and changes in consumer habits, among other factors, retailers may be delaying or reducing investment in technology as they focus on adapting to these more immediate challenges.

Sectors with greatest influence in 2024



The Persistent Gender Gap



The gender gap in Europe's tech industry remains a glaring issue, with women still underrepresented in leadership roles and often facing limited access to capital, mentors, and speaking opportunities – a reality reflected in the Tyto Tech 500.

Although the percentage of women that make up the Tyto Tech 500 has increased steadily in recent years, rising from 22% in 2021 to 27% in 2023. This year, the trend appears to have plateaued. Female influencers accounted for 27% of the Tyto Tech 500 once again this year.

The UK leads the way in gender diversity, with women making up 32% of the UK Tech 500, an increase from 30% last year. Germany follows with 27% of its national list being women, although this is a very slight reduction from 28% in 2023.

The picture in the Netherlands is more encouraging. Women now represent 21% of the Dutch Tech 500, up significantly from 15% last year. In contrast, France has seen a slight decline, with women making up 20% of the national ranking, down from 23% in 2023.

The struggle to gain and retain influence

Despite a growing number of women in prominent roles within the tech sector and efforts to increase the visibility of women in industry debate, the gender gap persists.

The disparity becomes even more pronounced among super influencers – those individuals who have consistently ranked in the Tyto Tech 500 every year since 2021. Only 22% of the super influencers, or 16 out of the 82 individuals, are women.

The disparity is even starker when focusing

Europe's Leading Female Tech Influencer

Mai Thi Nguyen-Kim is a German chemist, science communicator, author, and television presenter who gained prominence through her popular [YouTube channel](#), where she explains complex scientific topics in an accessible and engaging manner.

on those who have consistently stayed in the top 100. Only one woman has achieved this distinction: Mai Thi Nguyen-Kim.

Where are all the women?

To better understand what is causing the problem and what action can be taken to address it, it's important to consider the state of the wider industry.

Women make up 26% of the tech workforce in Europe, a slight increase from previous years, but their representation in leadership roles is lower. Only 20% of leaders in tech companies across the region are female according to [McKinsey](#).

Similarly, when it comes to venture capital funding, the disparity is striking. Just 11% of venture capital in Europe was allocated to startups founded or co-founded by women last year, according to research by [Female Foundry](#).

While there has been some improvement in recent years, the gap remains significant, limiting the opportunities for female entrepreneurs to start and scale businesses.

Initiatives like banning “manels” (all-male panels)

at industry events are a positive step, but concerns persist about the challenges women face in joining the conversation. For instance, unconscious biases inadvertently built into social media algorithms could promote content posted by men over women if it attracts more engagement.

To tackle these challenges, collective effort is required. From increasing opportunities for mentoring to ensuring equal representation at industry events and in decision-making roles within the tech industry. By actively promoting and supporting women's voices, Europe's tech industry can move toward a brighter, more equitable future.

Tyto's Approach to Diversity, Equity, and Inclusion

Creating an environment where women and people from all backgrounds can thrive is very important to us at Tyto. We have committed to five promises which guide how we recruit, how we work, and how our business is run. [Learn more.](#)



Europe's Female Super Influencers

Women who have maintained a top 500 ranking in the Tyto Tech 500 from 2021-2024

Influencer	Category	Organisation	Country	Tyto Tech 500 Rank
Mai Thi Nguyen-Kim	Academic	Funk	DE	14
Sarah Knapton	Journalist	The Daily Telegraph	UK	16
Laura Tenoudji	Journalist	France TV	FR	160
Zoe Kleinman	Journalist	BBC News	UK	112
Emma Jones	Trade or Business Association	Enterprise Nation	UK	250
Claudia Kemfert	Academic	Leuphana University of Lüneburg	DE	34
Katharina Schneider	Journalist	Handelsblatt	DE	83
Victoria Gill	Journalist	BBC News	UK	221
Sigrid Nikutta	Business Leader	Deutsche Bahn	DE	109
Fleur Pellerin	Business Leader	Korelya Capital	FR	19
Chloé Woitier	Journalist	Le Figaro	FR	336
Larissa Holzki	Journalist	Handelsblatt	DE	40
Anne Boden	Business Leader	Ex-Starling Bank	UK	307
Emily Gosden	Journalist	The Times	UK	355
Jessica Wade	Academic	Imperial College	UK	242
Rebecca Morelle	Journalist	BBC News	UK	422

Tech Sectors
In-Depth

4



AI & Data Science

AI and data science was one of the fastest-growing categories in the Tyto Tech 500, with 38 individuals making the list this year, up from 15 in 2023.

This was driven largely by business leaders eager to demonstrate to their customers, investors, and other stakeholders how they are harnessing AI's potential.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 151 were in the AI and data science category.

Across the combined list, Germany was the country with the most influencers in this category, overtaking France, which held the top spot last year.

Over the past 12 months, individuals in this sector have gained significant influence, driven by the rapid rate of innovation and high-profile debate about the impact of AI.

With [Gartner's 2024 Hype Cycle](#) positioning generative AI just beyond the Peak of Inflated Expectations, initial excitement is giving way to more practical applications, and in some cases a little disappointment as AI falls short of expectations.

In 2024, a growing number of businesses are using AI to streamline operations, enhance productivity, and automate manual processes. However, concerns persist regarding AI's unintended consequences, particularly its potential impact on jobs.

In response, the EU introduced its AI Act in August, providing a regulatory framework for the use of AI in Europe and a set of clear guidelines to ensure safety and transparency.

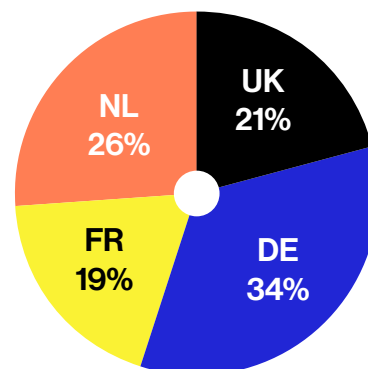
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top AI & Data Science Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Larissa Holzki	Journalist	Handelsblatt	DE	40
2	Frank Slooman	Business Leader	Snowflake	NL	50
3	Aur�lie Jean	Entrepreneur	In Silico Veritas	FR	87
4	Demis Hassabis	Business Leader	DeepMind	UK	98
5	Bernard Marr	Blogger	Bernard Marr & Co	UK	104
6	Parry Olson	Journalist	Bloomberg	UK	110
7	Mustafa Suleyman	Business Leader	Microsoft AI	UK	118
8	Fabian Westerheide	Venture Capitalist	Rise of AI	DE	128
9	J�rgen Schmidhuber	Academic	NNAISENSE	DE	135
10	Remy Gieling	Entrepreneur	AI.nl	NL	144

The total number of BioTech influencers in the Tyto Tech 500 fell significantly this year, from a high of 17 in 2023 to just 8 in 2024.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 38 were in the BioTech category.

Across the combined list, France was the country with the most influencers in this category, after holding the top spot in joint position with the UK last year.

Over the past 12 months, there have been several notable developments in BioTech, including the use of AI in drug development and advances in bioprinting technologies that could make it possible for labs to produce human organs and skin tissue.

Innovation in gene editing continued to stoke controversy, with concerns that the technology could have unintended side effects or be used to create “designer babies.”

Despite these concerns, clinical trials are ongoing as scientists explore its potential to treat “untreatable” conditions such as sickle cell disease and beta-thalassemia.

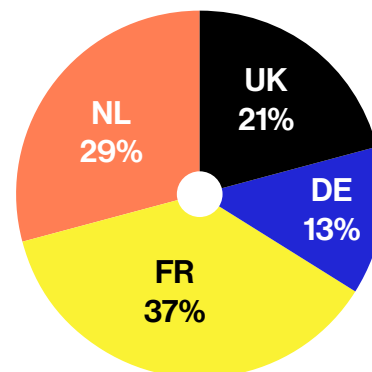
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



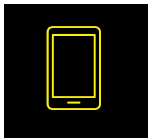
Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top BioTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Ugur Sahin	Business Leader	BioNTech	DE	32
2	Paul Hudson	Business Leader	Sanofi	FR	62
3	Bob Hendrixx	Business Leader	Loop Biotech	NL	164
4	Victoria Gill	Journalist	BBC News	UK	221
5	Stéphane Bancel	Business Leader	Moderna	FR	231
6	Stefan Oschmann	Business Leader	AiCuris Anti-infective Cures AG	DE	309
7	Jelle Prins	Business Leader	Cradle Bio	NL	327
8	François Balloux	Academic	University College London - UCL Genetics Institute	UK	397



Consumer Tech

Consumer tech was the third largest category in the Tyto Tech 500, with 51 individuals making the list this year, up from 37 in 2023.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 124 were in the consumer tech category.

Across the combined list, the Netherlands was the country with the most influencers in this category, retaining the top position for another year.

Over the past 12 months, generative AI has been a driving force of innovation in the sector. Many manufacturers have incorporated AI features into devices, including smart assistants, personalisation tools, and one-click photo editing functionalities.

Sustainability has also been a key focus across the broader consumer tech industry. A growing number of manufacturers are now using recycled and recyclable materials to combat the increasing issue of electronic waste.

In addition, tech firms have been required to make it easier for consumers to repair devices themselves, following the introduction of the EU's Right to Repair Law in 2023. This has been welcomed by many, as rising living costs and economic challenges have shifted people's focus toward saving money and making purchases last longer.

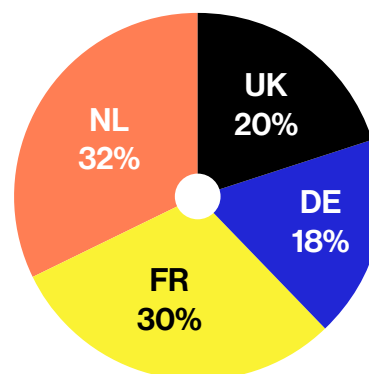
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top Consumer Tech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Hanneke Faber	Business Leader	Logitech	NL	46
2	Arun Maini	Blogger	Mrwhosetheboss	UK	58
3	Martin Lewis	Journalist	Money Saving Expert	UK	59
4	Johan Lelièvre (Jojol)	Blogger	Jojol	FR	60
5	Ben Woldring	Business Leader	Bencom Group	NL	78
6	Christoph Dernbach	Journalist	DPA	DE	88
7	Nada Overbeeke	Journalist	TechTesters	NL	91
8	Romain Lanéry	Blogger	TechNews&Tests	FR	99
9	Thomas Plantenga	Business Leader	Vinted	NL	192
10	Keith Stuart	Journalist	The Guardian	UK	262



Cybersecurity

The total number of cybersecurity influencers in the Tyto Tech 500 fell slightly this year, reducing in number from 33 in 2023 to 24 in 2024.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 108 were in the cybersecurity category.

Across the combined list, the Netherlands was the country with the most influencers in this category, overtaking the UK which held the top spot in 2023.

Over the past 12 months, AI has continued to be dominant trend in cybersecurity, with generative AI proving to be both a blessing and a curse for the industry at large.

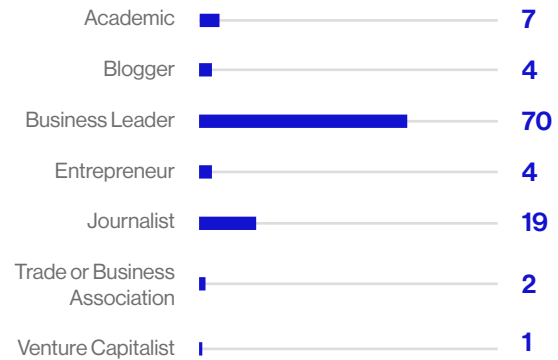
While AI has presented new opportunities for companies to strengthen their defences, it has also been adopted by cybercriminals to launch more sophisticated cyberattacks.

At the same time, organisations responsible for critical infrastructure have been racing to comply with the EU's new NIS2 directive, amid a growing number of cyberattacks linked to foreign nation states and an increasingly uncertain geopolitical climate.

Elsewhere, passwords have started to give way to secure passkeys this year. According to the [Fido Alliance](#), 20% of the world's top 100 websites now use passkeys, allowing users to log in using more convenient methods like facial recognition or fingerprints.

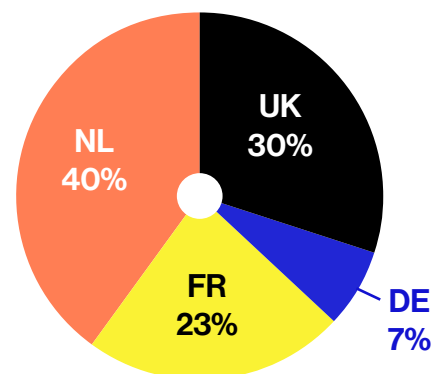
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top Cybersecurity Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Florian Roth	Business Leader	Nextron Systems	DE	82
2	Maria Genova	Journalist	Maria Genova	NL	84
3	Dave Maasland	Business Leader	Eset	NL	102
4	Huib Modderkolk	Journalist	De Volkskrant	NL	106
5	Stu Sjouwerman	Business Leader	KnowBe4	NL	108
6	Daniël Verlaan	Journalist	RTLnieuws	NL	115
7	Rob May	Business Leader	Ramsac	UK	136
8	Joe Tidy	Journalist	BBC News	UK	147
9	Michaël de Marliave (Micode)	Blogger	OneClickStudio	FR	192
10	Jessica Barker	Business Leader	Cygenta	UK	262

The total number of EdTech influencers in the Tyto Tech 500 increased very slightly from 7 in 2023 to 9 in 2024. Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 77 were in the EdTech category.

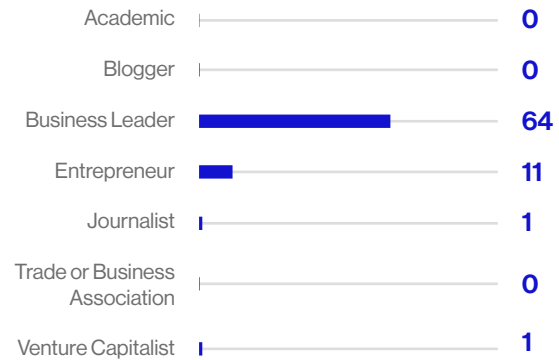
Across the combined list, the UK overtook France this year, becoming the country with the greatest number of influencers in this category. Over the past 12 months, generative AI has significantly impacted the personalisation capabilities of e-learning across various sectors, from schools to corporate training and consumer learning platforms.

In schools, AI tools have been used to customise lesson plans and assessments, while in the business world, AI has been incorporated into training programmes, making it possible for materials to be adapted to employees' individual needs.

AI is increasingly being used by consumer-focused EdTech companies, like language learning apps. These services now offer more interactive and adaptive content, giving users personalised feedback and exercises that match their learning pace and style.

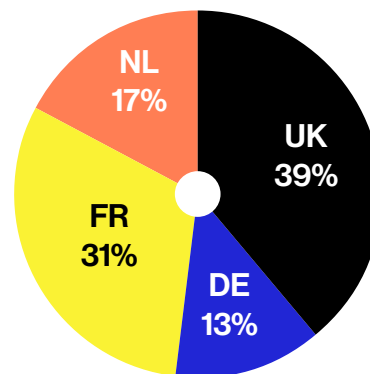
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



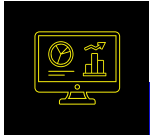
Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top EdTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Verena Pausder	Entrepreneur	Pausder Ventures	DE	53
2	Donald Clark	Business Leader	WildFire Learning	UK	132
3	Daniel Jung	Entrepreneur	Daniel Jung Media GmbH	DE	152
4	Miriam Meckel	Business Leader	ada Learning	DE	175
5	Mathieu Nebra	Business Leader	OpenClassrooms	FR	176
6	Christian Füller	Journalist	Bildung.Table	DE	205
7	Omar Zakaria Fouab	Business Leader	Archipel Academy	NL	299
8	Pierre Dubuc	Business Leader	OpenClassrooms	FR	410
9	Frédéric Bardeau	Business Leader	Simplon.co	FR	192



Enterprise Tech

Enterprise tech was the second largest category in the Tyto Tech 500, with 52 individuals making the list this year, up from 29 in 2023. Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 278 were in the enterprise tech category.

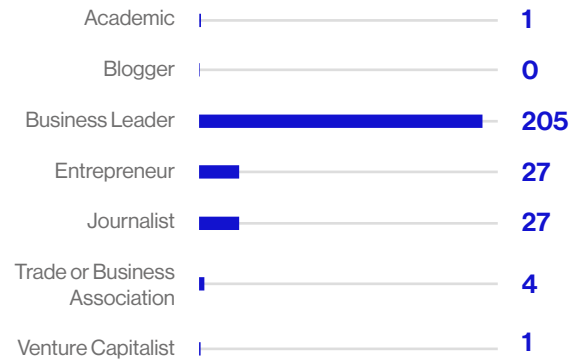
Across the combined list, the Netherlands overtook France by one percentage point this year, becoming the country with the greatest number of influencers in this category.

Over the past 12 months, we've seen a shift in the enterprise tech sector, with a growing number of businesses moving away from the cloud in favour of on-premises or hybrid systems. This change is driven by a mix of factors including security concerns, a desire for better data control, and the economy, which has made cost savings a priority.

Companies are looking for more efficient ways to manage critical infrastructure without breaking the bank. At the same time, generative AI has also made an impact, presenting opportunities for businesses to automate tasks and boost efficiency in many areas.

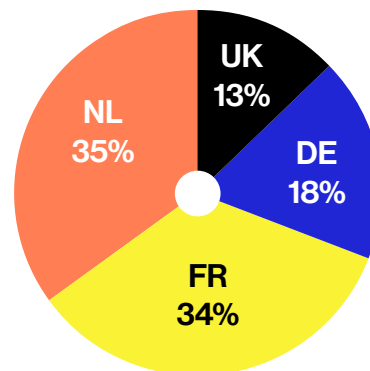
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top Enterprise Tech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Frédéric Simottel	Journalist	BFM Business	FR	10
2	Christian Klein	Business Leader	SAP	DE	20
3	Annahita Esmailzadeh	Business Leader	Microsoft	DE	38
4	Timotheus Höttges	Business Leader	Deutsche Telekom	DE	80
5	Arthur Mensch	Entrepreneur	Mistral AI	FR	92
6	Job van der Voort	Business Leader	Remote	NL	93
7	Octave Klaba	Business Leader	OVH Cloud	FR	121
8	Markus Haas	Business Leader	Telefonica Deutschland	DE	125
9	Marianna Spring	Journalist	BBC	UK	127
10	Philippe Rogge	Business Leader	Vodafone	DE	154



FinTech

The number of FinTech influencers in the Tyto Tech 500 increased from a total of 41 in 2023 to 50 in 2024.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 257 were in the FinTech category.

Germany strengthened its position as the country with the greatest number of influencers in this category, increasing its lead over the UK by two percentage points.

Over the last year, the European FinTech sector seen greater consolidation, with larger players buying up smaller scale-ups, like Market Pay's recent acquisition of Novelpay.

Neobanks such as Revolut and Monzo continued to expand internationally and into the B2B market despite facing the ongoing challenge of becoming profitable.

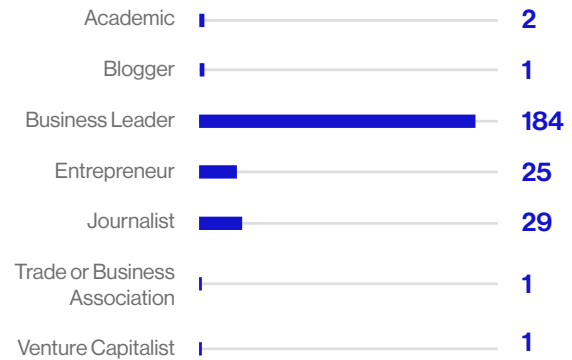
The industry has also continued to embrace digital technologies, with FinTech firms leading the way in using AI to transform how services are delivered, while regulators have been playing catch-up to ensure that consumers and businesses are protected.

For example, many FinTech organisations have been preparing for the EU's Digital Operational Resilience Act, which is set to take effect in 2025 and aims to strengthen the resilience of financial IT systems.

Similarly, the phased introduction of new EU regulations for crypto assets which began in 2023 and continued this year has been a focus for companies handling crypto coins and other digital assets throughout 2024.

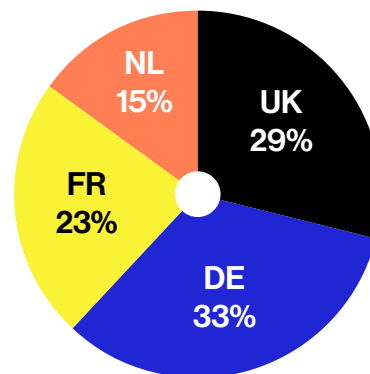
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



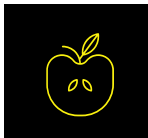
Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top FinTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Fleur Pellerin	Business Leader	Korelya Capital	FR	19
2	Michael Spehr	Journalist	Frankfurter Allgemeine Zeitung	DE	23
3	Marcel van Oost	Journalist	Connecting the dots in FinTech	NL	24
4	Jan Beckers	Business Leader	Ioniq Group	DE	26
5	Ed Conway	Journalist	Sky News	UK	29
6	Ali Niknam	Entrepreneur	Bunq	NL	47
7	Jessica Schwarzer	Journalist	Freelance	DE	56
8	Faisal Islam	Journalist	BBC News	UK	66
9	Mark Carney	Business Leader	United Nations	UK	74
10	Daniel Hüfner	Journalist	Finance Forward	DE	76



FoodTech & ArgriTech

The total number of FoodTech and AgriTech influencers in the Tyto Tech 500 increased slightly from 4 in 2023 to 6 in 2024.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 40 were in the FoodTech and AgriTech category.

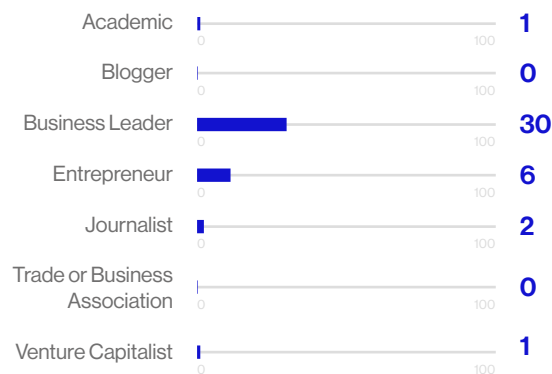
Across the combined list, the Netherlands overtook the UK, France, and Germany to become the country with the greatest number of influencers in this category.

Over the past 12 months, the future of food has come closer, with big leaps forward in the development of lab-grown meat and seafood, and plant-based proteins. These innovations could provide sustainable alternatives to animal products.

Meanwhile, a focus on improving efficiency while minimising the use of chemicals and natural resources has driven further innovation in vertical farming and the use of robotics to automate manual tasks such as weeding, planting, and spraying.

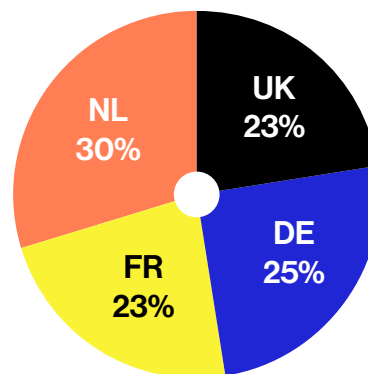
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



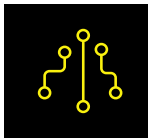
Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top FoodTech & ArgriTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Lucie Basch	Business Leader	Too Good To Go	FR	138
2	Michiel Muller	Business Leader	Picnic	NL	173
3	Dominik Richter	Business Leader	HelloFresh	DE	202
4	Krijn de Nood	Business Leader	Meatable	NL	328
5	Daniel Gebler	Business Leader	Picnic	NL	445
6	Martin Dickie	Business Leader	BrewDog	UK	451



General Tech

The total number of general tech influencers in the Tyto Tech 500, which includes individuals spanning multiple sectors and is the largest category overall, decreased considerably from 174 in 2023 to 106 in 2024.

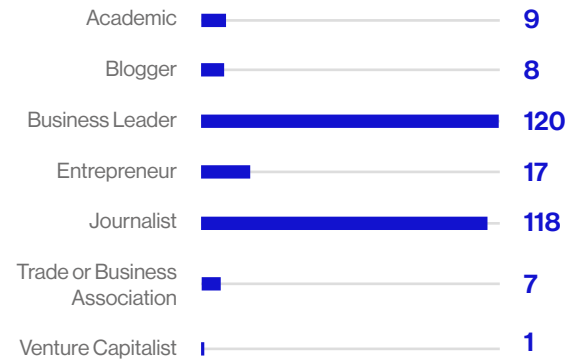
Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 331 were in the general tech category.

Across the combined list, the UK held on to its title as the country with the greatest number of influencers in this category, while the Netherlands overtook France to take third position this year.

General tech includes the highest concentration of journalists of any category thanks to their important role in reporting on Europe's wide-ranging tech landscape.

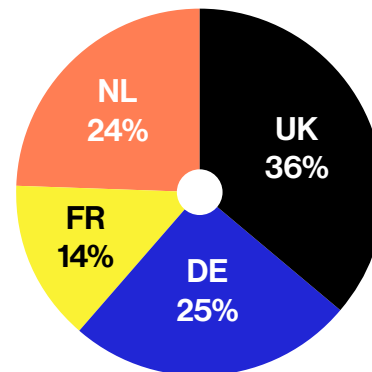
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top General Tech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Sascha Lobo	Journalist	Freelance	DE	3
2	Alexander Klöpping	Blogger	Pom Press	NL	5
3	Frank Thelen	Venture Capitalist	Freigeist Capital	DE	6
4	Xavier Niel	Business Leader	Iliad	FR	7
5	Carsten Maschmeyer	Venture Capitalist	Maschmeyer Group	DE	11
6	François Sorel	Journalist	BFM Business	FR	15
7	Andreas von der Heydt	Business Leader	Tchibo	DE	18
8	Anne Marie Imafidon	Business Leader	Stemettes	UK	21
9	Roland Busch	Business Leader	Siemens	DE	25
10	Andreas Scheuer	Business Leader	Asienbrücke e.V.	DE	31

The number of GreenTech influencers in the Tyto Tech 500 increased very slightly this year, rising from a total of 40 in 2023 to 41 in 2024. Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 130 were in the GreenTech category.

Across the combined list, France joined the UK in joint-first position with the highest number of influencers in this category, after the UK took the top spot last year. Over the past 12 months, GreenTech has become more prominent in Europe, with environmental campaign groups, like Just Stop Oil, putting pressure on governments to accelerate the shift toward renewable energy sources and greener technologies.

One area where there has been particular progress is battery storage technology. This has been partly driven partly by the EU's Battery Regulation, which was introduced in early 2024 and set strict rules on making batteries more eco-friendly easier to recycle. Advances in battery technology are a key focus in the automotive industry, where the goal is to extend the driving range of electric vehicles and reduce costs for motorists.

Top GreenTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Mai Thi Nguyen-Kim	Academic	Funk	DE	14
2	Boyan Slat	Business Leader	The Ocean Cleanup	NL	27
3	Claudia Kemfert	Academic	Leuphana University of Lüneburg	DE	34
4	Volker Quaschnig	Academic	HTW Berlin	DE	35
5	Damian Carrington	Journalist	The Guardian	UK	52
6	Chris Stark	Business Leader	UK Government Climate change committee	UK	57
7	George Monbiot	Journalist	The Guardian	UK	79
8	Jonathan Watts	Journalist	The Guardian	UK	90
9	Janna Ensthaler	Venture Capitalist	Green Generation Fund	DE	100
10	Lubomila Jordanova	Business Leader	Plan A	DE	119

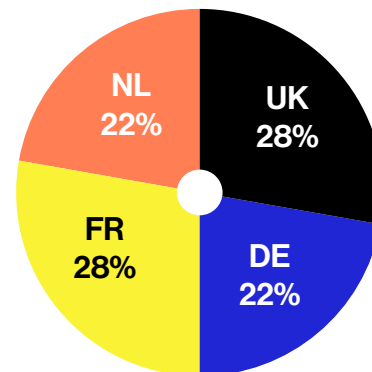
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



The total number of HealthTech influencers in the Tyto Tech 500 increased from 22 in 2023 to 29 in 2024. Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 96 were in the HealthTech category.

Across the combined list, Germany was the country with the highest number of influencers in this category, overtaking the UK which held this spot last year.

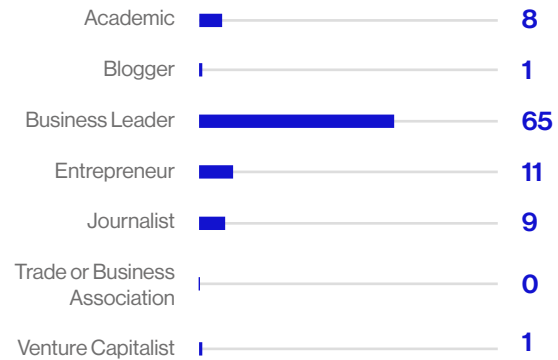
Over the past 12 months, the HealthTech sector has been shaped by advances in AI. The technology could be used to automate manual tasks like clinical documentation, freeing healthcare professionals to focus on patient care and improving efficiency.

At the same time, AI-powered tools are being trained to analyse medical images such as X-rays, CT scans, and MRIs to detect cancer at an earlier stage than currently possible.

In turn, this technology is creating new opportunities for personalised healthcare, with patient data being used to recommend tailored treatments and therapies.

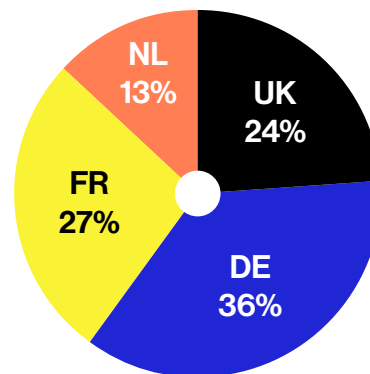
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



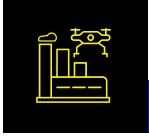
Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top HealthTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Lucien Engelen	Business Leader	TransformHealth	NL	4
2	Sarah Knapton	Journalist	The Daily Telegraph	UK	16
3	Roy Jakobs	Business Leader	Philips	NL	17
4	Marcell Vollmer	Business Leader	Prospitalia Group	DE	49
5	Sandra Ciesek	Academic	Institute of Virology, University Hospital Frankfurt am Main	DE	65
6	Nick Triggle	Journalist	BBC News	UK	85
7	Atanas G. Atanasov	Academic	Ludwig Boltzmann Gesellschaft	DE	97
8	Axelle Lemaire	Business Leader	Hopening	FR	105
9	Jessica Ennis-Hill	Business Leader	Jennis	UK	129
10	Anne Latz	Business Leader	HELLO INSIDE	DE	134



Logistics & Manufacturing

The number of influencers in the logistics and manufacturing sector increased considerably from just one person in 2023 to 6 individuals in 2024, yet this remains one of the smallest categories in the Tyto Tech 500.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 46 were in the logistics and manufacturing category.

Across the combined list, the Netherlands retained its top spot as the country with the highest number of influencers in this category. In recent years, the Netherlands has emerged as a major hub for logistics and manufacturing in Europe thanks to its central location in Europe, highly developed transportation infrastructure, and EU membership.

Over the past 12 months, the logistics and manufacturing sector has embraced AI, with the technology helping to drive even further efficiencies across the supply chain.

Alongside the automation technology already common in warehouses and factories, AI is helping businesses streamline processes and use real-time data to make smarter decisions faster, making it easier to adapt to changes in supply and demand.

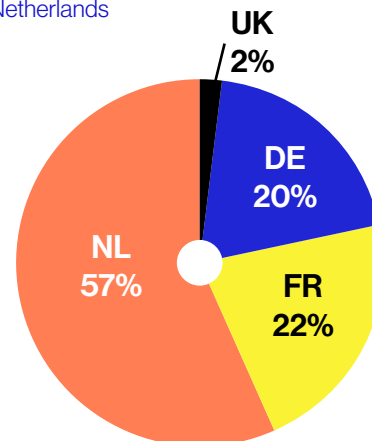
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top Logistics & Manufacturing Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Herbert Diess	Business Leader	Infineon Technologies	DE	13
2	Joachim Hensch	Business Leader	Joachim Hensch Consulting	DE	148
3	Peter Wennink	Business Leader	ASML	NL	254
4	Tanja Rueckert	Business Leader	Bosch	DE	278
5	Franc Coenen	Journalist	3D Print Magazine	NL	417
6	Christine Boursin	Business Leader	Groupe La Poste	FR	487



MarTech was one of the fastest-growing categories in the Tyto Tech 500, with 36 individuals making the list this year, up from 16 in 2023.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 145 were in the MarTech category.

Across the combined list, the UK was the country with the highest number of influencers in this category, overtaking Germany and France which held the top two spots last year.

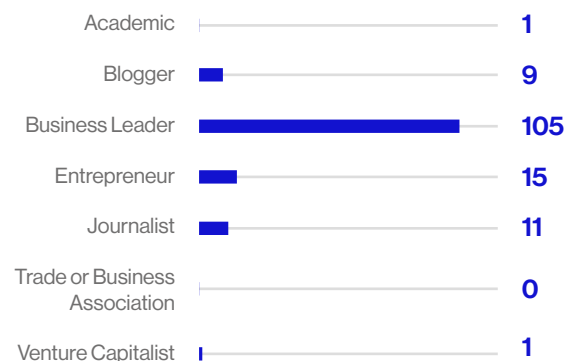
Over the past 12 months, Google’s initiative to make it easier for consumers to opt-out of third-party cookies has forced many companies to rethink how they collect and use data for targeting customers online. While increasing use of AI to personalise the online customer experience has prompted further debate around ethics, data use, and privacy.

At the same time, with marketers adapting to what Gartner has termed the “[Era of Less](#)”, organisations are experimenting with using AI to cut costs and drive efficiencies, through automating processes and streamlining content creation.

However, concerns have also been raised about how sensitive customer data could be shared with generative AI tools like Chat GPT, raising ethical questions around privacy and transparency, and prompting many businesses to introduce policies for AI use.

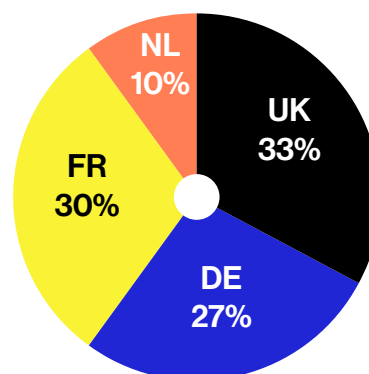
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top MarTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Tijen Onaran	Business Leader	ACI Diversity Consulting	DE	22
2	Rory Sutherland	Business Leader	Ogilvy Group UK	UK	67
3	Philipp Westermeyer	Business Leader	OMR	DE	81
4	Ben van der Burg	Journalist	Triple	NL	86
5	Celine Flores Willers	Entrepreneur	The People Branding Company	DE	89
6	Menno Lanting	Business Leader	Menno Lanting	NL	114
7	Anastasia Barner	Entrepreneur	Fementor	DE	124
8	Boris Veldhuizen van Zanten	Business Leader	The Next Web	NL	130
9	Amanda Watts	Business Leader	Oompf Global	UK	159
10	Frédéric Cavazza	Blogger	Acculturation-numerique	FR	165



Quantum Technology

The total number of quantum technology influencers in the Tyto Tech 500 reduced very slightly from 10 individuals in 2023 to 9 in 2024.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 26 were in the quantum technology category.

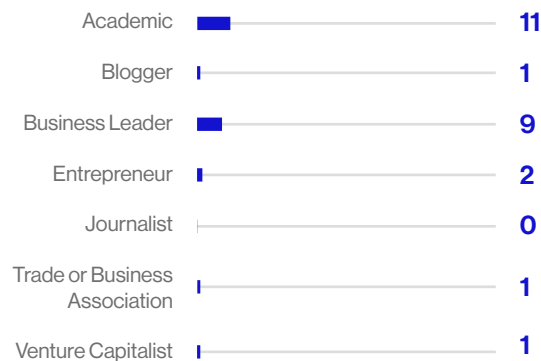
Across the combined list, Germany retained its position as the country with the highest number of influencers in this category, followed by France, and the Netherlands.

Over the past 12 months, global competition in the quantum technology industry has intensified, with European leaders signing the EU's Quantum Declaration to safeguard the region's research and intellectual property from foreign nations.

Meanwhile, the UK celebrated the 10th year of the National Quantum Technologies Programme. The UK government announced plans to invest £2.5 billion over the next 10 years to fund research, development, and commercialisation of quantum technologies.

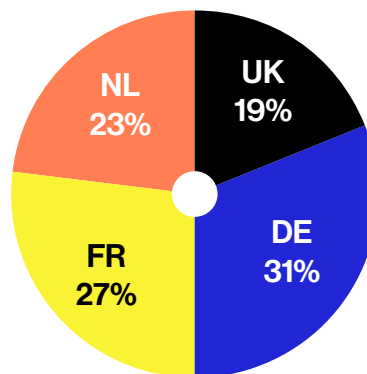
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top Quantum Technology Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Sabine Hossenfelder	Academic	Munich Center for Mathematical Philosophy	DE	33
2	Olivier Ezratty	Blogger	Olivier Ezratty	FR	225
3	Fanny Bouton	Business Leader	OVHcloud	FR	240
4	Sabina Jeschke	Entrepreneur	Quantagonia	DE	267
5	Andreas Wallraff	Academic	ETH Zürich	DE	315
6	Charles Beigbeder	Venture Capitalist	Quantonation	FR	341
7	Mete Atature	Academic	University of Cambridge	UK	388
8	Jens Eisert	Academic	Freie Universität Berlin	DE	408
9	Ottoline Leyser	Academic	UKRI	UK	433

The total number of RetailTech influencers in the Tyto Tech 500 continued to decline this year, falling from 23 in 2023 to 13 in 2024.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 62 were in the RetailTech category.

Across the combined list, France knocked the UK off the top spot this year to become the country with the highest number of influencers in this category.

Over the past 12 months, the retail sector across Europe has faced a challenging trading environment, compounded by high inflation, market saturation, and economic pressures affecting consumer confidence and spending, among other factors.

As a result, retailers have shied away from investing in new technology, shifting their focus to more immediate quick wins that can help to cut costs, improve efficiency, and combat fraud and shoplifting.

With profit margins in sharp focus this year, European retailers are cracking down on fraud and policy abuse, like “wardrobing,” where customers buy items, use them, and return them. Many retailers have responded to these trends by reintroducing return fees to discourage casual or fraudulent returns and protect their bottom line.

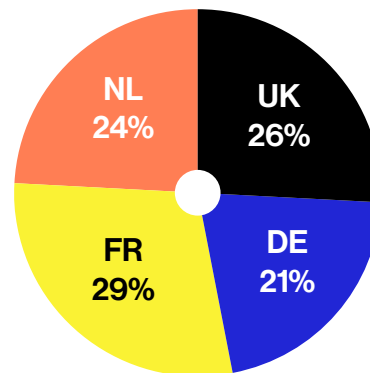
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top RetailTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Werner Vogels	Business Leader	Amazon	NL	12
2	Jitse Groen	Business Leader	Thuisbezorgd/ Just Eat	NL	28
3	Tobias Lütke	Business Leader	Shopify	DE	30
4	Pieter Zwart	Business Leader	Coolblue	NL	51
5	Neil Saunders	Business Leader	GlobalData Retail	UK	188
6	Mary Portas	Business Leader	Portas	UK	230
7	Laurent de la Clergerie	Business Leader	LDLC	FR	245
8	Tarek Müller	Business Leader	ABOUT YOU	DE	280
9	George MacDonald	Journalist	Retail Week	UK	305
10	Alexander Graf	Business Leader	Spryker Systems	DE	358

The SpaceTech sector is the smallest category in the Tyto Tech 500 this year, with the total number of influencers making the list falling from 9 in 2023 to 4 in 2024.

Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 21 were in the SpaceTech category.

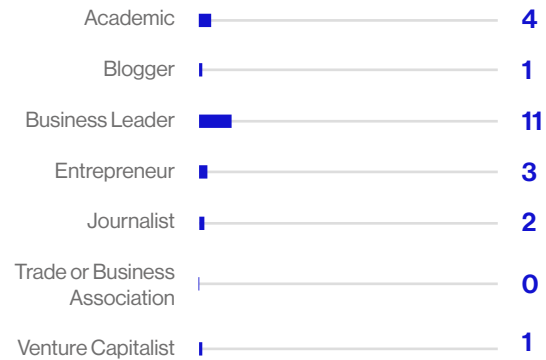
Across the combined list, Germany retained its title as the country with the highest number of influencers in this category.

Over the past 12 months, the SpaceTech industry has come back down to earth, with economic pressure forcing European government to prioritise spending on more immediate challenges, at the expense of large, capital-intensive projects.

Despite this, the industry continues to innovate with advances in return-to-earth capabilities garnering a lot of attention. This is helping to reduce the cost of deploying satellites and conducting scientific research in space.

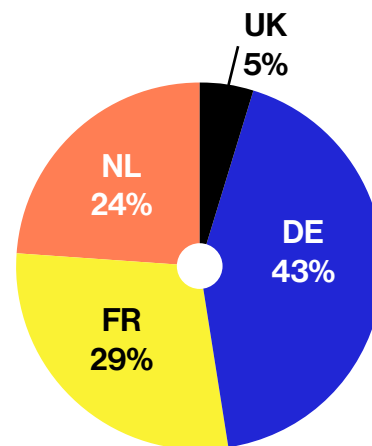
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



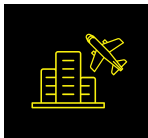
Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top SpaceTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Thomas Pesquet	Academic	European Space Agency - ESA	FR	1
2	Andre Kuipers	Academic	Andre Kuipers	NL	8
3	Anke Kaysser-Pyzalla	Academic	Deutsches Zentrum für Luft-und Raumfahrt e.V.	DE	332
4	Richard Menneveux	Journalist	Decode Media	FR	455



Travel & TransporTech

The total number of travel and TransporTech influencers in the Tyto Tech 500 reduced very slightly from 19 individuals in 2023 to 18 in 2024. Out of the 2,000 individuals included in the combined Tyto Tech 500 lists for the UK, Germany, France, and the Netherlands, 70 were in the travel and TransporTech category.

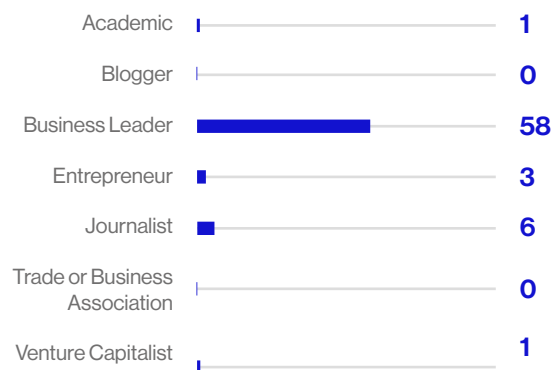
Across the combined list, Germany retained its title as the country with the highest number of influencers in this category. Over the past 12 months, the travel and TransporTech industry has continued to drive innovation forward, particularly in the production of electric vehicles (EVs).

Across Europe, automotive companies ramped up EV production in 2024, with BMW, Volkswagen, and Renault investing heavily in battery technology and charging infrastructure. This year also saw new vehicles enter the market, offering longer driving ranges and faster charging times.

Meanwhile, the development and testing of autonomous vehicles progressed, with Uber announcing a partnership with Wayve as it works towards making autonomous taxi services available to consumers in the future.

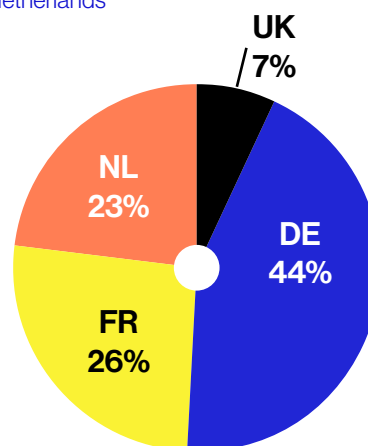
Types of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Countries of Influence

Individuals in the combined rankings for UK, Germany, France, and the Netherlands



Top Travel & TransporTech Influencers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Overall Tech 500 Rank
1	Richard Branson	Business Leader	Virgin Group	UK	2
2	Ola Källenius	Business Leader	Mercedes Benz Group AG	DE	9
3	Richard Lutz	Business Leader	Deutsche Bahn	DE	37
4	Dieter Zetsche	Business Leader	TUI AG	DE	43
5	Don Dahmann	Journalist	Gründerszene - Business Insider	DE	63
6	Hildegard Wortmann	Business Leader	Ex-AUDI	DE	75
7	Sigrid Nikutta	Business Leader	Deutsche Bahn	DE	109
8	Michael Riegel	Business Leader	Navan	DE	120
9	Simon Calder	Journalist	The Independent	UK	141
10	Daniela Gerd tom Markotten	Business Leader	Deutsche Bahn	DE	177

Top 100
Rankings

5

UK Top 100

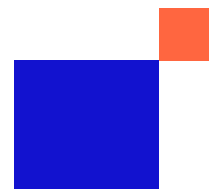
The 100 most influential individuals in the UK's Tyto Tech 500 include:

Rank	Influencer	Type of influencer	Tech sector	Organisation
1	Richard Branson	Business Leader	Travel & TransporTech	Virgin Group
2	Sarah Knapton	Journalist	HealthTech	The Daily Telegraph
3	Anne Marie Imafidon	Business Leader	General	Stemettes
4	Ed Conway	Journalist	FinTech	Sky News
5	Ryan Browne	Journalist	General	CNBC
6	Alex Hern	Journalist	General	The Economist
7	Damian Carrington	Journalist	GreenTech	The Guardian
8	Chris Stark	Business Leader	GreenTech	UK Government - Climate change committee
9	Arun Maini	Blogger	ConsumerTech	Mrwhosetheboss
10	Martin Lewis	Journalist	ConsumerTech	Money Saving Expert
11	Faisal Islam	Journalist	FinTech	BBC News
12	Rory Sutherland	Business Leader	MarTech	Ogilvy Group UK
13	Jonathan Amos	Journalist	General	Ex-BBC News
14	Mark Carney	Business Leader	FinTech	United Nations
15	George Monbiot	Journalist	GreenTech	The Guardian
16	Nick Triggle	Journalist	HealthTech	BBC News
17	Jonathan Watts	Journalist	GreenTech	The Guardian
18	Demis Hassabis	Business Leader	AI & Data Science	DeepMind
19	Bernard Marr	Blogger	AI & Data Science	Bernard Marr & Co
20	Parmy Olson	Journalist	AI & Data Science	Bloomberg
21	Zoe Kleinman	Journalist	General	BBC News
22	Brian Donnelly	Journalist	FinTech	Herald Scotland
23	Mustafa Suleyman	Business Leader	AI & Data Science	Microsoft AI
24	Keith Stuart	Journalist	ConsumerTech	The Guardian
25	Jeremy Warner	Journalist	General	Telegraph
26	Marianna Spring	Journalist	EnterpriseTech	BBC News
27	Jessica Ennis-Hill	Business Leader	HealthTech	Jennis
28	Donald Clark	Business Leader	EdTech	WildFire Learning
29	Rob May	Business Leader	Cybersecurity	Ramsac
30	Simon Calder	Journalist	Travel & TransporTech	The Independent
31	Joe Tidy	Journalist	Cybersecurity	BBC News
32	Jessica Barker	Business Leader	Cybersecurity	Cygenta
33	Tom Cheshire	Journalist	General	Sky News
34	Tram Anh Nguyen	Business Leader	FinTech	CFTE
35	Amanda Watts	Business Leader	MarTech	Oompf Global
36	Iain Martin	Journalist	General	Forbes
37	Matt Morgan	Academic	HealthTech	Cardiff University
38	Tim Bradshaw	Journalist	General	Financial Times
39	Justin Rowlatt	Journalist	GreenTech	BBC News
40	Neil Saunders	Business Leader	RetailTech	GlobalData Retail
41	Geoff Mulgan	Academic	AI & Data Science	UCL London
42	Matt McGrath	Journalist	GreenTech	BBC News
43	Dave Chaffey	Business Leader	MarTech	Smart Insights
44	Madhumita Murgia	Journalist	General	Financial Times
45	Guy Shrubsole	Academic	GreenTech	Rewilding Britain
46	Harry Briggs	Venture Capitalist	General	Astanor
47	Martin Sorrell	Venture Capitalist	MarTech	S4 Capital
48	Greg Jackson	Business Leader	GreenTech	Octopus Energy
49	Doug Parr	Academic	GreenTech	Greenpeace
50	Matt Clifford	Venture Capitalist	General	Entrepreneur First

Rank	Influencer	Type of influencer	Tech sector	Organisation
51	Hugh Pym	Journalist	HealthTech	BBC News
52	Victoria Gill	Journalist	BioTech	BBC News
53	Mary Portas	Business Leader	RetailTech	Portas
54	Katie Prescott	Journalist	General	The Times
55	Jessica Wade	Academic	HealthTech	Imperial College
56	Fergus Walsh	Journalist	HealthTech	BBC News
57	Emma Jones	Trade or Business Association	General	Enterprise Nation
58	Wendy Hall	Academic	AI & Data Science	Web Science Institute at the University of Southampton
59	Tony Juniper	Business Leader	GreenTech	Natural England
60	Bruce Daisley	Business Leader	General	Ex-Twitter
61	Adam Vaughan	Journalist	GreenTech	The Times
62	Ben Goldacre	Academic	HealthTech	Bennet Institute for Applied Data Science
63	Jason Kingsley	Business Leader	ConsumerTech	Rebellion
64	Chris Skinner	Blogger	FinTech	The Finanser
65	Stephen Waddington	Business Leader	MarTech	Wadds
66	Sharmadean Reid	Entrepreneur	MarTech	The Stack World
67	Matt Navarra	Business Leader	MarTech	Matt Navarra Media
68	Ian Livingstone	Business Leader	ConsumerTech	Hiro Capital
69	David (Dave) Birch	Business Leader	FinTech	15Mb Ltd
70	James Murray	Journalist	GreenTech	BusinessGreen
71	Claire Jarrett	Business Leader	MarTech	Jarrett Media
72	Zoe Cairns	Business Leader	MarTech	ZC Social Media
73	George MacDonald	Journalist	RetailTech	Retail Week
74	Neira Jones	Business Leader	FinTech	Advantio
75	Anne Boden	Business Leader	Fintech	Ex-Starling Bank
76	Chris Richards	Business Leader	Fintech	Outlier Ventures
77	Roland Hutchinson	Blogger	ConsumerTech	Geeky Gadgets
78	Richard Fletcher	Journalist	General	The Times
79	Karol Sikora	Academic	HealthTech	Rutherford Health
80	Warren Knight	Business Leader	MarTech	Speaker
81	Anna Jones	Business Leader	General	The Daily Telegraph
82	Dean Bubleby	Business Leader	EnterpriseTech	Disruptive analysis
83	Sarah-Jayne Gratton	Business Leader	MarTech	The Influencers
84	Nate Lanxon	Journalist	ConsumerTech	Bloomberg
85	Carlton Reid	Journalist	Travel & TransporTech	The Guardian and Forbes
86	Jo Twist	Business Leader	ConsumerTech	BPI (British Phonographic Industry)
87	David Bain	Business Leader	MarTech	CastingCred
88	Jemima Kelly	Journalist	FinTech	Financial Times
89	Emily Gosden	Journalist	GreenTech	The Times
90	Kevin Anderson	Academic	GreenTech	The University of Manchester
91	Ed Vaizey	Business Leader	General	UK House of Lords
92	David King	Business Leader	GreenTech	Centre for Climate Repair at Cambridge
93	Andy Young	Entrepreneur	EnterpriseTech	Startup Swiss Army knife
94	Mark Adams	Business Leader	MarTech	The Marketing Society
95	Jamie Bartlett	Journalist	FinTech	Freelance
96	Jimmy Wales	Business Leader	ConsumerTech	WikiTribune
97	Mete Atature	Academic	Quantum Technology	University of Cambridge
98	Craig Bennett	Business Leader	GreenTech	The Wildlife Trusts
99	Greg Williams	Journalist	General	WIRED Magazine
100	François Balloux	Academic	BioTech	University College London - UCL Genetics Institute

Germany Top 100

The 100 most influential individuals in the Germany's Tyto Tech 500 include:



Rank	Influencer	Type of influencer	Tech sector	Organisation
1	Sascha Lobo	Journalist	General	Freelance
2	Frank Thelen	Venture Capitalist	General	Freigeist Capital
3	Ola Källenius	Business Leader	Travel & TransporTech	Mercedes Benz Group AG
4	Carsten Maschmeyer	Venture Capitalist	General	Maschmeyer Group
5	Herbert Diess	Business Leader	Logistics & Manufacturing	Infineon Technologies
6	Mai Thi Nguyen-Kim	Academic	GreenTech	Funk
7	Andreas von der Heydt	Business Leader	General	Tchibo
8	Christian Klein	Business Leader	EnterpriseTech	SAP
9	Tijen Onaran	Business Leader	MarTech	aci diversity consulting
10	Michael Spehr	Journalist	FinTech	Frankfurter Allgemeine Zeitung
11	Roland Busch	Business Leader	General	Siemens
12	Jan Beckers	Business Leader	FinTech	Ioniq Group
13	Tobias Lütke	Business Leader	RetailTech	Shopify
14	Andreas Scheuer	Business Leader	General	Asienbrücke e.V.
15	Ugur Sahin	Business Leader	BioTech	BioNTech
16	Sabine Hossenfelder	Academic	Quantum Technology	Munich Center for Mathematical Philosophy
17	Claudia Kemfert	Academic	GreenTech	Leuphana University of Lüneburg
18	Volker Quaschnig	Academic	GreenTech	HTW Berlin
19	Stephan Scheuer	Journalist	General	Handelsblatt
20	Richard Lutz	Business Leader	Travel & TransporTech	Deutsche Bahn
21	Annahita Esmailzadeh	Business Leader	EnterpriseTech	Microsoft
22	Sara Weber	Journalist	General	Freelance
23	Larissa Holzki	Journalist	AI & Data Science	Handelsblatt
24	Teresa Bücken	Journalist	General	Teresa Bücken
25	Dieter Zetsche	Business Leader	Travel & TransporTech	TUI AG
26	Christof Kerkmann	Journalist	General	Handelsblatt
27	Christian Stöcker	Journalist	General	Spiegel Online
28	Marcell Vollmer	Business Leader	HealthTech	Prospitalia Group
29	Verena Pausder	Entrepreneur	EdTech	Pausder Ventures
30	Matthias Kremp	Journalist	General	DER SPIEGEL
31	Jessica Schwarzer	Journalist	FinTech	Freelance
32	Thomas Kuhn	Journalist	General	WirtschaftsWoche
33	Don Dahmann	Journalist	Travel & TransporTech	Gründerszene - Business Insider
34	Sandra Ciesek	Academic	HealthTech	Institute of Virology, University Hospital Frankfurt am Main
35	Ralf Wintergerst	Trade or Business Association	General	Bitkom
36	Diana Zur Löwen	Venture Capitalist	General	Rawr Ventures
37	Alex Böhm	Blogger	General	Alexibexi - independent YouTuber
38	Matthias Hohensee	Journalist	General	WirtschaftsWoche
39	Michael Kroker	Journalist	General	WirtschaftsWoche
40	Hildegard Wortmann	Business Leader	Travel & TransporTech	Ex-AUDI
41	Daniel Hüfner	Journalist	FinTech	Finance Forward
42	Joe Kaeser	Business Leader	General	Siemens Energy
43	Timotheus Höttges	Business Leader	EnterpriseTech	Deutsche Telekom
44	Philipp Westermeyer	Business Leader	MarTech	OMR
45	Florian Roth	Business Leader	Cybersecurity	Nextron Systems
46	Katharina Schneider	Journalist	FinTech	Handelsblatt
47	Christoph Dernbach	Journalist	ConsumerTech	DPA
48	Celine Flores Willers	Entrepreneur	MarTech	The People Branding Company
49	Atanas G. Atanasov	Academic	HealthTech	Ludwig Boltzmann Gesellschaft
50	Janna Ensthaler	Venture Capitalist	GreenTech	Green Generation Fund

Rank	Influencer	Type of influencer	Tech sector	Organisation
51	Julia Jaekel	Business Leader	General	Google Cloud
52	Sigrid Nikutta	Business Leader	Travel & TransporTech	Deutsche Bahn
53	Lubomila Jordanova	Business Leader	GreenTech	Plan A
54	Michael Riegel	Business Leader	Travel & TransporTech	Navan
55	Janna Linke	Journalist	General	ntvNachrichten
56	Anastasia Barner	Entrepreneur	MarTech	Fementor
57	Markus Haas	Business Leader	EnterpriseTech	Telefonica Deutschland
58	Fabian Westerheide	Venture Capitalist	AI & Data Science	Rise of AI
59	Holger Schmidt	Journalist	FinTech	Netzökonom
60	Anne Latz	Business Leader	HealthTech	HELLO INSIDE
61	Jürgen Schmidhuber	Academic	AI & Data Science	NNAISENSE
62	Matthias Hübner	Business Leader	FinTech	ESG book
63	Bernd Montag	Business Leader	HealthTech	Siemens Healthineers
64	Jonas Rashedi	Business Leader	AI & Data Science	Rashedi Consulting GmbH
65	Joachim Hensch	Business Leader	Logistics & Manufacturing	Joachim Hensch Consulting
66	Emily Gorcenski	Business Leader	AI & Data Science	Thought Works Germany
67	Daniel Jung	Entrepreneur	EdTech	Daniel Jung Media GmbH
68	Ralf Heim	Business Leader	FinTech	Fincite
69	Philippe Rogge	Business Leader	EnterpriseTech	Vodafone
70	Juergen Mueller	Business Leader	EnterpriseTech	SAP
71	Christian Miele	Venture Capitalist	General	Headline
72	Philipp Klöckner	Business Leader	MarTech	KKR & Co
73	Miriam Meckel	Business Leader	EdTech	ada Learning
74	Daniela Gerd tom Markotten	Business Leader	Travel & TransporTech	Deutsche Bahn
75	Niklas Östberg	Business Leader	ConsumerTech	Delivery Hero
76	Jonas Andrulis	Business Leader	AI & Data Science	Aleph Alpha
77	Janina Kugel	Entrepreneur	EnterpriseTech	Kyndril
78	Louisa Dellert	Blogger	General	bright + bolder media
79	Alexander Demling	Journalist	Travel & TransporTech	Der Spiegel
80	Jannis Brühl	Journalist	AI & Data Science	Süddeutsche Zeitung
81	Bernhard Rohleder	Trade or Business Association	General	BITKOM
82	Dominik Richter	Business Leader	FoodTech & AgriTech	HelloFresh
83	Magdalena Rogl	Business Leader	EnterpriseTech	Microsoft Germany
84	Daniel Wohlfeil (KreativEcke)	Blogger	ConsumerTech	KreativEcke
85	Christian Füller	Journalist	EdTech	Bildung.Table
86	Thomas Saueressig	Business Leader	EnterpriseTech	SAP
87	Fränzi Kühne	Business Leader	ConsumerTech	Edding
88	Dominik Schiener	Entrepreneur	EnterpriseTech	IOTA
89	Claudia Nemat	Business Leader	EnterpriseTech	Deutsche Telekom
90	Robin Kiera	Business Leader	MarTech	Digital Scouting
91	Peter Sängler	Business Leader	GreenTech	Green City Solutions
92	Stefan Hajek	Journalist	GreenTech	WirtschaftsWoche
93	Christian Kroll	Business Leader	GreenTech	Ecosia
94	Robert Michel	Entrepreneur	MarTech	Kaufland Deutschland
95	Dat Tran	Business Leader	AI & Data Science	Dat Tran Ventures
96	Sabina Jeschke	Entrepreneur	Quantum Technology	Quantagonia
97	Peter Welchering	Journalist	General	Deutschlandfunk
98	Tanja Rueckert	Business Leader	Logistics & Manufacturing	Bosch
99	Felix Bahlinger	Blogger	ConsumerTech	felixba - independent YouTuber
100	Tarek Müller	Business Leader	RetailTech	ABOUT YOU

France Top 100

The 100 most influential individuals in France's Tyto Tech 500 include:

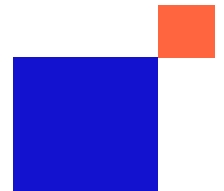


Rank	Influencer	Type of influencer	Tech sector	Organisation
1	Thomas Pesquet	Academic	SpaceTech	European Space Agency - ESA
2	Xavier Niel	Business Leader	General	Iliad
3	Frédéric Simottel	Journalist	EnterpriseTech	BFM Business
4	François Sorel	Journalist	General	BFM Business
5	Fleur Pellerin	Business Leader	Fintech	Korelya Capital
6	Marc Simoncini	Venture Capitalist	General	daphni
7	Johan Lelièvre (Jojol)	Blogger	ConsumerTech	Jojol
8	Paul Hudson	Business Leader	BioTech	Sanofi
9	Frédéric Mazzella	Business Leader	General	Blablacar
10	Aurélie Jean	Entrepreneur	AI & Data Science	In Silico Veritas
11	Arthur Mensch	Entrepreneur	EnterpriseTech	Mistral AI
12	Arbia Smiti	Entrepreneur	Fintech	Rosaly
13	Romain Lanéry (Blogger	ConsumerTech	TechNews&Tests
14	Frédéric Bianchi	Journalist	General	BFMTV
15	Axelle Lemaire	Business Leader	HealthTech	Hopening
16	Mounir Mahjoubi	Entrepreneur	General	Matin Partners
17	Octave Klab	Business Leader	EnterpriseTech	OVH Cloud
18	Jean-David Chamboredon	Venture Capitalist	General	ISAI
19	Lucie Basch	Business Leader	FoodTech & AgriTech	Too Good To Go
20	Marjorie Paillon	Journalist	General	France 24
21	Sébastien Borget	Business Leader	ConsumerTech	The Sandbox
22	Michaël de Mariave (Micode)	Blogger	Cybersecurity	OneClickStudio
23	Laura Tenoudji	Journalist	General	France TV
24	Roxanne Varza	Business Leader	General	Station F
25	Frédéric Cavazza	Blogger	MarTech	Acculturation-numerique
26	Manuel Dorne (Korben)	Business Leader	Cybersecurity	Yes We Hack
27	Léo Locurcio (Léo Techmaker)	Blogger	ConsumerTech	YouTubeur
28	Olivier Goy	Business Leader	Fintech	October
29	Mathieu Nebra	Business Leader	EdTech	OpenClassrooms
30	Olivier Cimelière	Blogger	MarTech	Heuristik Conseil
31	Jean-Baptiste Nicolet (TheiCollection)	Blogger	ConsumerTech	TheiCollection
32	Raphael Grably	Journalist	ConsumerTech	BFM TV - Tech
33	Brandon Le Proktor	Blogger	ConsumerTech	Brandon Le Proktor
34	Julie Chapon	Entrepreneur	HealthTech	Yuka
35	Martin Untersinger	Journalist	Cybersecurity	Le Monde
36	Nicolas Babin	Business Leader	EnterpriseTech	Babin Business Consulting
37	Pascal Gauthier	Business Leader	Fintech	Ledger
38	Jonathan Chan	Blogger	MarTech	La Brigade du Web
39	Inès Leonarduzzi	Business Leader	GreenTech	Digital for the planet
40	Olivier Ezratty	Blogger	Quantum Technology	Olivier Ezratty
41	Christophe Séfrin	Journalist	ConsumerTech	20 Minutes
42	Stéphanie Delestre	Entrepreneur	AI & Data Science	Volubile
43	Jean de La Rochebrochard	Venture Capitalist	EnterpriseTech	Kima Ventures
44	Léo Duff	Blogger	ConsumerTech	Léo Duff
45	Stéphane Bancel	Business Leader	BioTech	Moderna
46	Mounir Laggoune	Business Leader	Fintech	Finary
47	Guillaume Poupard	Business Leader	EnterpriseTech	Docaposte
48	Steven Lathoud	Blogger	ConsumerTech	Steven Lathoud
49	Fanny Bouton	Business Leader	Quantum Technology	OVHcloud
50	Laurent de la Clergerie	Business Leader	RetailTech	LDLC

Rank	Influencer	Type of influencer	Tech sector	Organisation
51	Jean-Baptiste Lefevre	Blogger	AI & Data Science	ChoYou
52	Jeremy Lamri	Business Leader	EnterpriseTech	Tomorrow Theory
53	Jérôme Colombain	Journalist	ConsumerTech	Mondo Numerique
54	Clara Chappaz	Trade or Business Association	General	La French Tech
55	Jonathan Anguelov	Venture Capitalist	EnterpriseTech	Aircall
56	Jean-Marc Manach	Journalist	Cybersecurity	Next INpact
57	Patrick Pierre Garcia (PP Garcia)	Blogger	ConsumerTech	PP Garcia
58	Stanislas Niox-Chateau	Business Leader	HealthTech	Doctolib
59	Alice Zagury	Business Leader	General	The Family
60	Cécile Dejoux	Academic	AI & Data Science	CNAM & ESCP Europe
61	Jean-Philippe Desbiolles	Business Leader	AI & Data Science	IBM
62	Alexandre Piquard	Journalist	AI & Data Science	Le Monde
63	Mathis Hammel	Entrepreneur	Cybersecurity	CodinGame
64	Léa Lejeune	Journalist	Fintech	Plan Cash
65	Guillaume Grallet	Journalist	ConsumerTech	Le Point
66	Guillaume Champeau	Business Leader	Cybersecurity	Clever Cloud
67	Christophe Auffray	Journalist	EnterpriseTech	ZDNET
68	Jean-Charles Samuelian-Werve	Business Leader	HealthTech	Alan
69	Chloé Woitier	Journalist	ConsumerTech	Le Figaro
70	Delphine Rémy Boutang	Venture Capitalist	General	arver
71	Charles Beigbeder	Venture Capitalist	Quantum Technology	Quantonation
72	Maya Noël	Trade or Business Association	General	France Digitale
73	Marc Rees	Journalist	Cybersecurity	L'Informé
74	Kat Borlongan	Venture Capitalist	General	EISMEA
75	Laurence Devillers	Academic	AI & Data Science	Sorbonne University
76	Damien Bancal	Journalist	Cybersecurity	ZataZ
77	Eva Sadoun	Business Leader	GreenTech	LITA.co
78	Gilles Fontaine	Journalist	General	Challenges
79	Anicet Mbida	Journalist	General	Europe 1
80	Corine De Bilbao	Business Leader	EnterpriseTech	Microsoft
81	Erwan Cario	Journalist	General	Libération
82	Alexis Normand	Entrepreneur	GreenTech	Greenly
83	Benjamin Gaignault	Business Leader	Travel & TransporTech	Ornikar
84	Laurent Dupin	Academic	General	Le Maine Libre
85	Camille Jourdain	Blogger	MarTech	La Brigade du Web
86	Olivier Laborde	Business Leader	Fintech	Groupe BPCE
87	Michaël Trabbia	Business Leader	EnterpriseTech	Orange
88	Pierre Dubuc	Business Leader	EdTech	OpenClassrooms
89	Frédéric Bardeau	Business Leader	EdTech	Simplon.co
90	Philippe Zauati	Business Leader	GreenTech	Mirova
91	Jonathan Cherki	Business Leader	MarTech	Contentsquare
92	Théo Leblanc	Blogger	AI & Data Science	Independent
93	Jean Moreau	Business Leader	GreenTech	Phenix
94	Firmin Zocchetto	Business Leader	Fintech	Payfit
95	Séverine Lienard	Business Leader	AI & Data Science	IBM
96	Charles Gorintin	Business Leader	HealthTech	Alan
97	Gregori Pujol	Journalist	ConsumerTech	Just Digital Group Media
98	Gilles Grapinet	Business Leader	Fintech	Worldline
99	Aliette Mousnier-Lompré	Business Leader	EnterpriseTech	Orange Business Service
100	Richard Menneveux	Journalist	SpaceTech	Decode Media

Netherlands Top 100

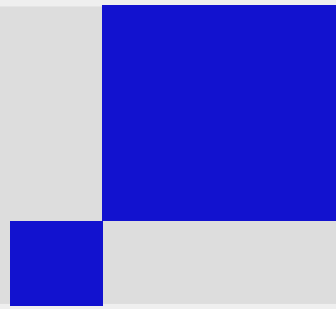
The 100 most influential individuals in the Netherlands' Tyto Tech 500 include:



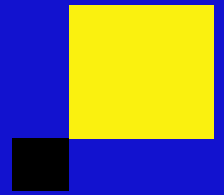
Rank	Influencer	Type of influencer	Tech sector	Organisation
1	Lucien Engelen	Business Leader	HealthTech	TransformHealth
2	Alexander Klöpping	Blogger	General	Pom Press
3	Andre Kuipers	Academic	SpaceTech	Andre Kuipers
4	Werner Vogels	Business Leader	RetailTech	Amazon
5	Roy Jakobs	Business Leader	HealthTech	Philips
6	Marcel van Oost	Journalist	FinTech	Connecting the dots in FinTech
7	Boyan Slat	Business Leader	GreenTech	The Ocean Cleanup
8	Jitse Groen	Business Leader	RetailTech	Thuisbezorgd/ Just Eat
9	Hanneke Faber	Business Leader	ConsumerTech	Logitech
10	Ali Niknam	Entrepreneur	FinTech	Bunq
11	Frank Slootman	Business Leader	AI & Data Science	Snowflake
12	Pieter Zwart	Business Leader	RetailTech	Coolblue
13	Ben Woldring	Business Leader	ConsumerTech	Bencom Group
14	Maria Genova	Journalist	Cybersecurity	Maria Genova
15	Ben van der Burg	Journalist	MarTech	Triple
16	Nada Overbeeke	Journalist	ConsumerTech	TechTesters
17	Job van der Voort	Business Leader	EnterpriseTech	Remote
18	Nando Kasteleijn	Journalist	General	NOS
19	Herman Stil	Journalist	General	Het Parool
20	Dave Maasland	Business Leader	Cybersecurity	Eset
21	Huib Modderkolk	Journalist	Cybersecurity	De Volkskrant
22	Marc Hijink	Journalist	General	NRC
23	Stu Sjouwerman	Business Leader	Cybersecurity	KnowBe4
24	Erwin Boogert	Journalist	General	Emerce
25	Menno Lanting	Business Leader	MarTech	Menno Lanting
26	Daniël Verlaan	Journalist	Cybersecurity	RTLnieuws
27	Thomas Plantenga	Business Leader	ConsumerTech	Vinted
28	Boris Veldhuizen van Zanten	Business Leader	MarTech	The Next Web
29	Mette Lykke	Business Leader	GreenTech	Too Good To Go
30	Daniël Mol	Journalist	General	BNR
31	Remy Gieling	Entrepreneur	AI & Data Science	Al.nl
32	Constantijn Van Oranje-Nassau	Trade or Business Association	EnterpriseTech	TechLeap
33	Daan Roosegaarde	Business Leader	GreenTech	Studio Roosegaarde
34	Jasper Bakker	Journalist	EnterpriseTech	AG Connect
35	Bob Hendrixx	Business Leader	BioTech	Loop Biotech
36	Adriaan Mol	Entrepreneur	FinTech	Mollie
37	Michiel Muller	Business Leader	FoodTech & AgriTech	Picnic
38	Eveline Meijer	Journalist	General	AG Connect
39	Cara Antoine	Business Leader	EnterpriseTech	Capgemini
40	Robert Vis	Business Leader	EnterpriseTech	Bird
41	Wouter Durville	Business Leader	EnterpriseTech	TestGorilla
42	Henk W. Volberda	Academic	General	Amsterdam Business School
43	Pieter van der Does	Business Leader	FinTech	Adyen
44	Philip Bueters	Journalist	General	MT/Sprout
45	Sid Sijbrandij	Business Leader	EnterpriseTech	GitLab
46	Ernst-Jan Pfauth	Entrepreneur	General	POM
47	Richard van Hooijdonk	Business Leader	General	Richard van Hooijdonk
48	Danny Mekić	Business Leader	General	Danny Mekić
49	Eva de Mol	Venture Capitalist	General	CapitalT
50	Peter Wennink	Business Leader	Logistics & Manufacturing	ASML

Rank	Influencer	Type of influencer	Tech sector	Organisation
51	Stijn Bronzwaer	Journalist	AI & Data Science	NRC
52	Harold Goddijn	Business Leader	Travel & TransportTech	TomTom
53	Job van den Berg	Entrepreneur	AI & Data Science	ai.nl
54	Wesley Akkerman	Journalist	ConsumerTech	WAproducties
55	Tomas Hochstenbach	Journalist	ConsumerTech	Tweakers.net
56	Erwin Vogelaar	Journalist	ConsumerTech	Freelance
57	Joost Schellevis	Journalist	General	NOS
58	Jan Meijroos	Journalist	ConsumerTech	Mashable Benelux
59	Jan Libbenga	Journalist	General	Emerce
60	Kees Koolen	Venture Capitalist	GreenTech	Koolen Industries
61	Willemijn Verloop	Venture Capitalist	GreenTech	Rubio Impact Ventures
62	Janneke Niessen	Venture Capitalist	General	CapitalT
63	Laurens Vreekamp	Journalist	AI & Data Science	Freelance
64	Omar Zakaria Fouab	Business Leader	EdTech	Archipel Academy
65	Friso Weijers	Journalist	ConsumerTech	Tweakers.net
66	Brenno de Winter	Business Leader	Cybersecurity	De Winter
67	Jan van Kuijk	Business Leader	FinTech	Flow Traders
68	Roland van der Vorst	Business Leader	FinTech	Rabobank
69	Pieter Sabel	Journalist	General	De Volkskrant
70	Wil van der Aalst	Academic	AI & Data Science	RWTH Aachen University
71	Jelle Prins	Business Leader	BioTech	Cradle Bio
72	Krijn de Nood	Business Leader	FoodTech & AgriTech	Meatable
73	Matthijs Welle	Business Leader	Travel & TransportTech	Mews
74	Sander Almekinders	Journalist	EnterpriseTech	Techzine
75	Donovan van Heuven	Journalist	General	MT/Sprout
76	Erwin Blom	Business Leader	AI & Data Science	FMT
77	Michiel Mol	Venture Capitalist	General	Fight Club
78	Laurens Verhagen	Journalist	AI & Data Science	De Volkskrant
79	Tim van der Hagen	Academic	General	TU Delft
80	Berry Zwets	Journalist	EnterpriseTech	Techzine
81	Herwin Thole	Journalist	EnterpriseTech	MT/Sprout
82	Erwin van der Zande	Journalist	ConsumerTech	Bright
83	Lieke Lamb	Business Leader	General	Women in Tech
84	Jurian Ubachs	Journalist	ConsumerTech	Tweakers.net
85	Vincent Evers	Blogger	General	Vincent Everts
86	Jeroen van Glabbeek	Business Leader	EnterpriseTech	CM.com
87	Christiaan Kromme	Academic	AI & Data Science	The Conference Board
88	Kees Verhoeven	Business Leader	General	Bureau Digitale zaken
89	Arnoud Engelfriet	Business Leader	AI & Data Science	ICTRecht
90	Franc Coenen	Journalist	Logistics & Manufacturing	3D Print Magazine
91	Coen van Eenbergen	Journalist	EnterpriseTech	Techzine
92	Rinke Zonneveld	Business Leader	FinTech	Invest NL
93	Rens Blom	Journalist	General	Freelance
94	Rutger Otto	Journalist	General	Nunl
95	Maurits Martijn	Journalist	General	De Correspondent
96	Simon Bushell	Business Leader	GreenTech	Sympower
97	Daniel Gebler	Business Leader	FoodTech & AgriTech	Picnic
98	Valerie Frissen	Academic	General	Leiden University
99	Rob Visser	Business Leader	FinTech	Nationale Nederlanden
100	Eric van Ballegoie	Journalist	ConsumerTech	Tweakers.net

Key Takeaways for PR and Comms Teams



Key Takeaways for PR and Comms Teams



In the Era of Less, where marketing budgets are tighter and expectations higher, PR and comms teams at high-growth tech companies must be strategic, focused, and creative to influence key audiences and achieve their goals.

Since its conception in 2017, the Tyto Tech 500 report has centred around one theme: understanding the art and science of influence. In 2024, our analysis shows that reaching the right people with authenticity and purpose remains the most effective strategy.

Here are the top five takeaways for PR and comms teams:

1. Make LinkedIn your leadership stage

To cut through the noise on LinkedIn, work with leaders in your organisation to share authentic, human stories with their network. Embrace video, a key LinkedIn focus in 2024, to forge deeper connections and drive engagement. High-quality, thoughtful posts offering genuine insights will help leaders stand out as expert authorities in their field. But don't just focus solely on LinkedIn, remember that true, enduring influence comes from engaging across all channels and media.

2. Actively engage in industry debate

Influence isn't just about what you say - it's about how you behave. Encourage spokespeople to actively participate in industry conversations, media interactions, and social media debates on behalf of your organisation. This means responding to comments, contributing to industry events, and consistently honing communication skills. If you can't find or access the right forums, consider starting your own blog, newsletter, meetup, or podcast to connect with the community.

3. Collaborate with thought leaders

With the significant 443% rise in bloggers in the Tyto Tech 500 this year, it's clear that blogs and newsletters can be an effective way to reach audiences. Take time to build relationships with bloggers and other influencers in your industry and consider launching your own blog or newsletter to share expert opinions. At the same time, don't overlook the credibility that respected academics can bring to the table. Partner with these influential individuals and institutions to support campaigns and communications with data-backed insights and historical context.

4. Champion a diverse range of voices

As gatekeepers to the media, PR teams can play a critical role in championing the voices of women and other minorities in tech. Be intentional about ensuring diverse representation at events and in your line-up of spokespeople. This isn't just about communications - it's about opening the door for a broader range of people to work in and contribute to the future of Europe's tech industry.

5. Make sure AI claims are grounded in evidence

AI and other innovative technologies could be transformative in the long-term, but often the initial hype doesn't match reality. It's essential to communicate the value of new and emerging technologies honestly. Avoid overpromising; instead, highlight real-world applications and demonstrate clear ROI through customer stories and testimonials.

Appendix



Country overviews

Distribution of influencers by sector

Sector	UK	Germany	France	Netherlands
AI & Data Science	31	52	28	40
BioTech	8	5	14	11
ConsumerTech	25	22	37	40
Cybersecurity	32	8	25	43
EdTech	30	10	24	13
EnterpriseTech	35	51	94	98
FinTech	75	84	59	39
FoodTech & AgriTech	9	10	9	12
General	120	84	46	81
GreenTech	36	30	36	28
HealthTech	23	35	26	12
Logistics & Manufacturing	1	9	10	26
MarTech	48	39	43	15
Quantum Technology	5	8	7	6
RetailTech	16	13	18	15
SpaceTech	1	9	6	5
Travel & TransporTech	5	31	18	16

Distribution of influencers by type

Country	Academic	Blogger	Business Leader	Entrepreneur	Journalist	Trade or Business Association	Venture Capitalist Capitalist
UK	24	10	329	12	97	1	27
Germany	29	12	328	46	46	5	34
France	9	28	323	59	49	3	29
Netherlands	26	5	283	52	105	11	18

Top 10 influencers by category

Top Academics in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Tyto Tech 500 Rank
1	Thomas Pesquet	SpaceTech	European Space Agency - ESA	FR	1
2	Andre Kuipers	SpaceTech	Andre Kuipers	NL	8
3	Mai Thi Nguyen-Kim	GreenTech	Funk	DE	14
4	Sabine Hossenfelder	Quantum Technology	Munich Center for Mathematical Philosophy	DE	33
5	Claudia Kemfert	GreenTech	Leuphana University of Lüneburg	DE	34
6	Volker Quaschnig	GreenTech	HTW Berlin	DE	35
7	Sandra Ciesek	HealthTech	Institute of Virology, University Hospital Frankfurt am Main	DE	65
8	Atanas G. Atanasov	HealthTech	Ludwig Boltzmann Gesellschaft	DE	97
9	Jürgen Schmidhuber	AI & Data Science	NNAISENSE	DE	135
10	Matt Morgan	HealthTech	Cardiff University	UK	179

Top Bloggers in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Tyto Tech 500 Rank
1	Alexander Klöpping	General	Pom Press	NL	5
2	Arun Maini	ConsumerTech	Mrwhosetheboss	UK	58
3	Johan Lelièvre (Jojol)	ConsumerTech	Jojol	FR	60
4	Alex Böhm	General	Alexibexi - independent YouTuber	DE	70
5	Romain Lanéry	ConsumerTech	TechNews&Tests	FR	99
6	Bernard Marr	AI & Data Science	Bernard Marr & Co	UK	104
7	Michaël de Marliave (Micode)	Cybersecurity	OneClickStudio	FR	149
8	Frédéric Cavazza	MarTech	Acculturation-numerique	FR	165
9	Léo Locurcio (Léo Techmaker)	ConsumerTech	YouTuber	FR	168
10	Olivier Cimelière	MarTech	Heuristik Conseil	FR	181

Top Business Leaders in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Tyto Tech 500 Rank
1	Richard Branson	Travel & TransporTech	Virgin Group	UK	2
2	Lucien Engelen	HealthTech	TransformHealth	NL	4
3	Xavier Niel	General	Iliad	FR	7
4	Ola Källenius	Travel & TransporTech	Mercedes Benz Group AG	DE	9
5	Werner Vogels	RetailTech	Amazon	NL	12
6	Herbert Diess	Logistics & Manufacturing	Infineon Technologies	DE	13
7	Roy Jakobs	HealthTech	Philips	NL	17
8	Andreas von der Heydt	General	Tchibo	DE	18
9	Fleur Pellerin	Fintech	Korelya Capital	FR	19
10	Christian Klein	EnterpriseTech	SAP	DE	20

Top Entrepreneurs in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Tyto Tech 500 Rank
1	Ali Niknam	FinTech	Bunq	NL	47
2	Verena Pausder	EdTech	Pausder Ventures	DE	53
3	Aurélie Jean	AI & Data Science	In Silico Veritas	FR	87
4	Celine Flores Willers	MarTech	The People Branding Company	DE	89
5	Arthur Mensch	EnterpriseTech	Mistral AI	FR	92
6	Arbia Smiti	FinTech	Rosaly	FR	96
7	Mounir Mahjoubi	General	Matin Partners	FR	117
8	Anastasia Barner	MarTech	Fementor	DE	124
9	Remy Gieling	AI & Data Science	AI.nl	NL	144
10	Daniel Jung	EdTech	Daniel Jung Media GmbH	DE	152

Top Journalists in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Tyto Tech 500 Rank
1	Sascha Lobo	General	Freelance	DE	3
2	Frédéric Simottel	EnterpriseTech	BFM Business	FR	10
3	François Sorel	General	BFM Business	FR	15
4	Sarah Knapton	HealthTech	The Daily Telegraph	UK	16
5	Michael Spehr	FinTech	Frankfurter Allgemeine Zeitung	DE	23
6	Marcel van Oost	FinTech	Connecting the dots in FinTech	NL	24
7	Ed Conway	FinTech	Sky News	UK	29
8	Stephan Scheuer	General	Handelsblatt	DE	36
9	Sara Weber	General	Freelance	DE	39
10	Larissa Holzki	AI & Data Science	Handelsblatt	DE	40

Top Venture Capitalists in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Tyto Tech 500 Rank
1	Frank Thelen	General	Freigeist Capital	DE	6
2	Carsten Maschmeyer	General	Maschmeyer Group	DE	11
3	Marc Simoncini	General	daphni	FR	55
4	Diana Zur Löwen	General	Rawr Ventures	DE	69
5	Janna Ensthaler	GreenTech	Green Generation Fund	DE	100
6	Fabian Westerheide	AI & Data Science	Rise of AI	DE	128
7	Jean-David Chamboredon	General	ISAI	FR	131
8	Christian Miele	General	Headline	DE	166
9	Harry Briggs	General	Astanor	UK	211
10	Martin Sorrell	MarTech	S4 Capital	UK	213

Top Trade or Business Association in the Tyto Tech 500

Sector Rank	Influencer	Category	Organisation	Country	Tyto Tech 500 Rank
1	Ralf Wintergerst	General	Bitkom	DE	68
2	Constantijn Van Oranje-Nassau	EnterpriseTech	TechLeap	NL	155
3	Bernhard Rohleder	General	BITKOM	DE	201
4	Clara Chappaz	General	La French Tech	FR	257
5	Simone Peter	GreenTech	Bundesverband Eneuerbare Energie	DE	318
6	Maya Noël	General	France Digitale	FR	344

About the Report



About Tyto

Tyto is the only PR and communications agency built to scale high-growth technology companies faster across Europe. Our unique PRWithoutBorders™ operating model delivers seamless, integrated campaign management across multiple markets and disciplines. Designed for the complex needs of global technology companies, our flexible model and data-driven approach maximises efficiency, helping grow your brand and generate demand faster. Our borderless team, spanning the UK, France, Germany, Spain, Italy, Sweden, and the Netherlands, excels in understanding and navigating the nuances of local markets while working globally to make an impact for our clients.

Innovation without limits demands PRWithoutBorders™.

Learn more at www.tytopr.com

Methodology

Launched by Tyto in 2017, the Tyto Tech 500 is the first data-driven ranking of European technology influencers based on in-depth analysis and multiple data points.

To be included in the list, individuals must demonstrate influence across social media, online, and offline platforms.

Our proprietary methodology evaluates individuals from the interconnected worlds of business, media, and academia across 17 sectors in the UK, Germany, France, and the Netherlands.

Rankings are calculated by assessing each individual's social media presence, business impact, and traditional media coverage, with journalists evaluated based on the influence of their articles, podcasts, and broadcasts on industry debates in Europe.

The process includes five key stages:

1. Influencer groups are identified through desk research and media analysis.
2. A taxonomy of tech subsectors is produced using online search data and media analysis.
3. A long list of individuals in tech subsectors by influencer group is compiled.
4. Influencers are evaluated across six influence factors.
5. Rankings and reports are generated based on the final scores.

The Tyto Tech 500 recognises influential figures shaping the European tech industry, regardless of their origin or location.

Tyto Relevance Index

The world's most successful companies use data to inform key business decisions. We believe that communications should be no different.

The Tyto Relevance Index is a data-powered insights service which uses social media data to reveal the technology and socio-economic topics that dominate the public discourse of Europe's technology community.

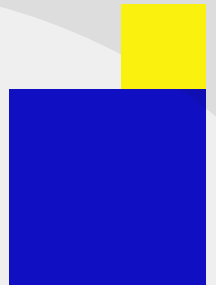
It provides a multidimensional view of how the European technology community is engaging with and responding to the greatest challenges facing the world.

It has been developed by Tyto Labs, Tyto's research and development arm which is focused on exploring new technologies, channels, services and methodologies.

The Tyto Relevance Index is a free data-powered insight service. If you want to be the first to receive the insights monthly, subscribe to our email newsletter and you will receive them at the beginning of each month in your inbox.

The Tyto Relevance Index is the perfect partner to the Tyto Tech 500.

Learn more at <https://tytopr.com/tyto-relevance-index/>





tyto

Innovation without limits demands
PRWithoutBorders™



Copyright © 2024 Tyto PR All rights reserved.