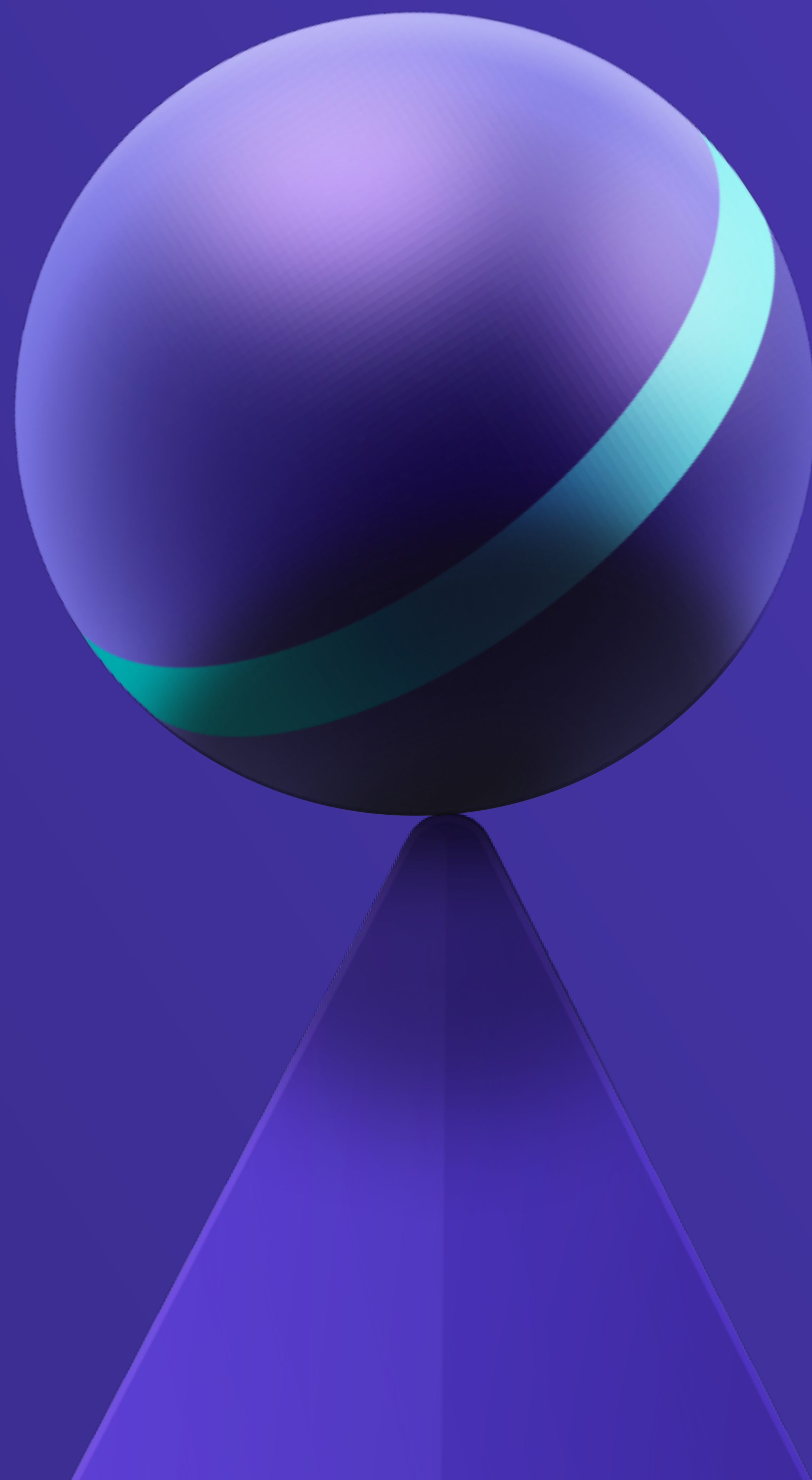




2021 Remote Influencer Report



The 2021 Remote Influencer Report

At Remote, we believe that remote work should be easy and accessible. While many companies continue to struggle with the transition to remote work, knowing where to get the best advice is essential to get it right. With so many incredible people blazing a trail for the future of work, how do you know whom to follow? To answer that question, Remote is proud to announce the launch of The 2021 Remote Influencer Report.

What makes The 2021 Remote Influencer Report unique?

Our list is a little different from other influencer lists you may have seen.

When we started looking at who was really making an impact in the remote workplace revolution, we discovered a few different types of influencers leading the charge.

We found people who have worked remotely for years and have helped create the blueprint for remote work as it exists today. We found others who have analyzed effective workplace models and have sought out the data on the potential impacts of remote work. We found companies helping make remote work possible through online tools, training, and remote recruitment. Finally, we found the adopters — HR and business leaders tackling these challenges and transitioning their workforces to a remote model. In doing so, these adopters have found themselves at the forefront of this revolution, carrying insights other companies need to know.

Rather than provide a long list of influential remote work advocates, we went a little deeper to help everyone — companies considering remote work, those wondering how to improve their current models, individuals looking to transition to a remote work lifestyle, and recruiters wanting to stay ahead of the curve — to find the right people with the most useful insights for their individual needs.

How we built the report

We started with the hard research: social media analytics, publications from thought leaders, and manual desk investigation. We cross-referenced articles citing remote work influencers to see who was really leading the conversation. To ensure we found the best people, we researched academics and workplace experts who have been ahead of the curve on remote work innovations for decades. We also invited our community of remote work advocates to nominate outstanding individuals through our website. Finally, we looked at HR leaders of influential companies who are leading their organizations into the remote work future and sharing what they have learned.

We used four criteria to determine whether a person qualified for our list:

1. Are they advocating for remote and flexible work practices?
2. Are they actively leading change or influencing others?
3. Do they demonstrate innovation or disruptive thinking?
4. Do they provide accessible advice and guidance?

We wound up with a list of more than 300 people, all doing incredible things in the world of remote work and, although challenging, we paired this list down to 75 people.

Three types of remote work influencers

After evaluating the data, we categorized our list into three types of influencers:

01 Remote Innovators

Remote Innovators are the ones who blazed the trail for remote work. These people were working and leading remotely before it was cool. They founded all-remote companies before anyone had heard of Slack, studied workplace models, and uncovered data to find the potential impact of remote work on businesses, workers, and the economy. These influencers laid the foundation for the global shift to remote work.

02 Remote Enablers

Remote Enablers are the ones making remote work possible today. These are the founders who have created remote work tools, plus the coaches and trainers helping people make the shift. Without these influencers, remote work would be much harder. We all rely on the tools and approaches they are creating to help empower distributed teams.

03 Remote Accelerators

Remote Accelerators are changing the game for the future of work. They are HR leaders at major companies, leading business journalists, and business leaders going remote. When they act, they take people with them, and it's thanks to them that the permanent shift to remote work is happening at all. These influencers are listening to the Innovators and using tools created by the Enablers to accelerate this shift for the long term.

From each of these three categories, we identified the 25 influencers making the strongest impact and catalogued them in this report. Identifying these people has been tough, and we know there are others who are making waves. That's why we will continue to accept nominations for remote influencers on our website for inclusion in future iterations of this list and other Remote Influencers projects.

Congratulations to all who made the list in 2021. Here are the 75 people every business, remote worker, and leader should follow for remote work insights and leadership this year.



Introducing the Top Remote Influencers of 2021



Remote Innovators

These are the top 25 Remote Innovators who helped blaze the trail for remote work.



Rowena Hennigan

Lecturer in Remote Work at TU Dublin
Founder of Ro Remote, Freelance Consultant

Rowena is a remote work skills specialist, author, educator, and founder of Ro Remote. She is passionate about supporting and educating remote workers. Rowena has developed multiple university-accredited courses in remote work. She is currently engaged in various activities to promote self-care, including coaching remote workers to embed better habits into their routines.



Adam Grant

Organizational Psychologist
The Wharton School of the University of Pennsylvania

Adam is a New York Times bestselling author, organizational psychologist, and professor at The Wharton School of Business. He is leading conversations about how individuals can find motivation and live more generous and creative lives. Adam is the host of original TED podcast series WorkLife, where he explores the topic of how science can improve remote work.



Matt Mullenweg

CEO
Automattic

Matt is a remote work evangelist and founder of Automattic, which runs the publishing platform WordPress.com. Matt leads a fully distributed team of workers and believes that working remotely is “good for the environment” and “good for the economy.”





Joel Gascoigne

Co-Founder & CEO
Buffer

Joel is one of the leading innovators in the remote work model. He launched social media company, Buffer, in 2010, which has a fully remote team of 80+ employees distributed across 50+ cities.



Rita McGrath

Strategy Professor at Columbia Business School
Founder of Valize

Rita is a speaker, Columbia Business School professor, and author of two business strategy bestsellers. She is the founder of Valize and is widely recognized as a premier expert on leading innovation and growth during times of uncertainty.



Jeanne Meister

Founder
Future Workplace Academy

Jeanne is a workplace visionary and founder of the Future Workplace Academy, which offers courses designed to upskill HR leaders and their teams on new capabilities needed to thrive in the future workplace. Jeanne has written extensive thought leadership pieces on the topic of remote work, which have appeared in Forbes, Harvard Business Review, and Fast Company, among other premier publications.



Nishchal Dua

Director of Marketing
Airmeeet

Nishchal is a remote work advocate and founder of the Remote Life Summit, an annual conference devoted to connecting remote experts from top companies, startups, and agencies to build effective remote teams. Nishchal serves as the remote growth head with multiple early- and mid-stage tech startups and actively consults on building effective, scalable, profitable marketing strategies.





Sophie Wade

Workforce Innovation Specialist
Founder of Flexcel Network

Sophie is a keynote speaker, workforce innovation specialist and founder of Flexcel Network, an advisory service devoted to helping businesses adapt to evolving work environments. Sophie is heavily involved in the future of workplace conversations and is the host of the Transforming Work podcast.



Brigette Hyacinth

Author of *Leading the Workforce of the Future*

Brigette is a bestselling author and international keynote speaker on topics including leadership, management, HR, and AI. Her bestseller, "*Leading the Workforce of the Future*", offers concrete advice and best practices on how business leaders can engage with and retain top talent in the evolving workplace.



Darren Murph

Head of Remote
GitLab

Darren is a remote work pioneer with over a decade of experience working remotely. As the head of remote at GitLab, the world's largest all-remote company, Darren has spent his career shaping remote teams and charting remote transformations. He authored GitLab's "*Remote Playbook*" and serves as a remote work transformation consultant.



Lauren Razavi

Author at Holloway
Speaker & Strategist

Lauren is an author, speaker, and strategist with 10 years of experience as a remote worker and digital nomad. She formerly served as Google's managing editor for the Future of Work, and led a variety of distributed teams for Google and other clients. She has written about the topic of remote work extensively and plans to publish her book about the "work from anywhere" movement in September 2021.





Bryan Chaney

Co-founder at Talent Brand Alliance
& Director of Talent Attraction at Indeed

Bryan is the co-founder of Talent Brand Alliance and Director of Talent Attraction at Indeed. He's an international keynote speaker and trainer on the topic of recruitment and talent branding and was named one of the Top 100 Most Social HR Experts on Twitter by The Huffington Post.



Molood Ceccarelli

Remote Work Strategist
Founder at Remote Forever

Molood is a remote work pioneer, strategist, agile coach, and international keynote speaker. Over the last five years, she has crafted a strong brand and accrued a following of over 10k attendees at her annual Remote Forever Summit. She helps leaders and entrepreneurs adopt remote work practices and has been featured in Forbes, Entrepreneur and the Huffington Post.



Egor Borushko

Co-Founder & Producer
Running Remote Conference

Egor has been a remote work advocate since 2011. He is the co-founder of the annual Running Remote Conference, which offers actionable insights to more than 500+ international remote workers and leaders on how to build, manage, and grow remote teams.



Hilary Callaghan

Talent Consultant
HRebel

Hilary has been a vocal advocate for remote work for years. She has a unique perspective on how remote work can help organizations win the war on talent and a strong track record of helping organizations go remote and thrive. She's presented and been a panelist in a number of international remote work panels in 2019 and 2020.





Christopher Rainey

Co-Founder of HR Leaders
Host of the HR Leaders Podcast

Chris is the Host of the HR Leaders podcast, which explores the future of work with industry experts and HR executives from leading global brands. He has amassed a large attendance at his virtual HR Leaders Summit, which features inspiring conversations from HR leaders about pressing topics shaping the future of work.



Larry English

President & Co-Founder
Centric Consulting

Larry is an advocate for remote work. Prior to the pandemic, he started working on a (now published) book, *Office Optional: How to Build a Connected Culture With Virtual Teams*, about how Centric Consulting was built from the ground up as a hybrid remote/in-office company culture.



Wayne Turmel

CoFounder & Product Line Manager
Remote Leadership Institute

Wayne has authored and co-authored 12 books about working in remote environments over the past 25 years. He is the co-founder and product line manager of the Remote Leadership Institute, which offers information, skill building tools, training, and resources to help leaders and teams succeed in a virtual workplace.



Andrew Miller

Funded Startup Growth Consultant
GrowthExpertz

Andrew is a digital nomad with over 15 years of experience building growth for young startups. He is the founder of GrowthExpertz, a fully remote company that specializes in full-time remote strategy and execution of paid and unpaid growth for fast-paced startups.





Jay Friedman

President
Goodway Group

Jay is a vocal remote environment advocate who helped spearhead Goodway Group's transition to a fully remote workplace over 10 years ago. Following the onset of the Covid-19 pandemic, Jay established a webinar series and curated resources to help companies in their transition to a remote work environment. He continues to speak regularly on the topic of remote work.



Gonçalo Hall

Co-Founder at Remote Portugal, Remote Europe,
Future of Work Conferences, & Remote Work Movement Podcast

Gonçalo is a remote work evangelist and co-founder of Remote Europe, a startup that provides remote jobs in mainland Europe. Gonçalo consults for companies on how to implement remote work, hosts the the Remote Work Movement Podcast, and has organized various Remote Shift conferences and global workshops on this topic.



John Boudreau

Senior Research Scientist and Professor Emeritus
University of Southern California - Marshall School of Business

Dr. John Bourdreau is recognized worldwide as one of the leading evidence-based visionaries on the future of work. He has conducted large-scale research studies and focused field research on the topic of the future of work, the global HR profession, work automation, and other HR topics.



Sarah Aviram

Speaker & Author

Sarah worked remotely from 12 different countries over the period between March 2019 to February 2020. Based on her extensive knowledge and experience, she wrote and published a #1 Amazon Best Seller called *Remotivation: The Remote Worker's Ultimate Guide to Life-Changing Fulfillment*.





Meghan Biro

Founder & CEO

Talent Culture

Meghan has led conversations about the future of work since 2008 as founder and CEO of TalentCulture. She is consistently included in lists of top online influencers and writes about HR tech and talent management at Forbes.com, SHRM.org, and a variety of other media outlets. Meghan is a regularly featured speaker at global business conferences and serves on boards for leading HR and technology brands.



Stella Garber

Head of Marketing

Trello at Atlassian

Stella is a remote work advocate who has published a several articles on how to effectively lead and manage remote teams. She is a frequent public speaker on the topic of startups, remote work, marketing, and entrepreneurship.



Remote Enablers

These are the top 25 Remote Enablers making remote work possible today.



Amir Salihefendić

Founder & CEO
Doist

Amir is the CEO of Doist, a fully distributed remote company that creates productivity tools. He is also the creator of Todoist, an online task management app and to-do list. He has written several articles about remote work best practices.



Andrea Valeria

Remote Jobs Specialist
ItsATravelOD

Andrea provides digital content to inspire and inform people working remotely and to build the skills they need to achieve a successful remote work career.



Andreas Klinger

Investor at Remote First Capital
CTO at On Deck

Andreas is an investor at Remote First Capital, a group of remote founders, operators, and early investors investing in the next generation of remote work. He is also the CTO at On Deck, a remote-first platform for entrepreneurs and business talent.





Anil Dash

CEO
Glitch

Anil is the CEO of Glitch, an online collaboration platform for coders. He is an advocate for a more humane, inclusive, and ethical technology industry, and he advises startups and nonprofits including Medium, The Human Utility, DonorsChoose, and Project Include.



Brianne Kimmel

Founder
Work Life Ventures

Brianne is the founder of Work Life, an early stage venture firm in Silicon Valley investing in tools and services for the modern workplace. She is also an investor in 20+ startups.



Chris Herd

Founder & CEO
Firstbase

Chris is the founder and CEO of Firstbase, an all-in-one provisioning platform that lets companies supply and manage the physical equipment that their remote workers need to safely and effectively work from home. He is a very active promoter of remote work.



Greg Caplan

Founder & CEO at Remote Year
CMO at Cameo

Greg founded Remote Year, a foundation for professionals to work and explore the world as part of a vibrant global community. He is a strong advocate for the future of work and is currently acting as interim CMO for Cameo, an online service that allows celebrities to connect with fans remotely.





Ivan Zhao

Founder
Notion

Ivan is the founder of Notion, an application that provides remote-first companies and digital nomads with an all-in-one virtual workplace.



Jason Fried

Co-Founder & CEO
Basecamp

Jason is a well-known expert on remote work. He founded Basecamp to enable remote working teams to connect and collaborate simply and effectively. He is the co-author of the international bestseller, *Rework*. His motto is: "It's simple until you make it complicated."



Job van der Voort

Co-Founder & CEO
Remote

Job is the co-founder and CEO of Remote, an HR technology company making it easy for companies of all sizes to employ global teams. Job is an expert in global employment and remote work, having hired hundreds of workers in dozens of countries both as CEO of Remote and in his former role of VP of Product at GitLab.



Joe Thomas

Co-Founder & CEO
Loom

Joe is a co-founder of Loom, a remote work video messaging platform. He is a strong believer in the remote work model and is creating tools to facilitate asynchronous communication for remote teams.





Jonny Cosgrove

CEO
Meeting Room

Jonny has been working and leading remotely for years. As the CEO of Meeting Room, he provides VR platforms for distributed teams to connect.



Laurel Farrer

CEO & Founder
Distribute Consulting

Laurel is the CEO and founder of Distribute Consulting, where she collaborates with the world's top remote-first companies to strengthen virtual communication, streamline digital processes, and develop long-distance management strategies.



Liam Martin

Co-Founder
Time Doctor

Liam is a co-founder of Time Doctor, one of the world's leading time tracking software solutions for remote teams. He is also the founder of the Running Remote conference, which has brought together some of the leading voices in remote work.



Mitch Turck

Consultant

Mitch drafted legislation to make telecommuting a civil right and conducted publicized experiments to dispel the myths and fears that once surrounded remote work. He also consistently teaches on the convergence of virtual work opportunities and their impact across other areas of society.





Monica Kang

Founder
InnovatorsBox

Monica is the founder of InnovatorsBox, a consultancy that helps firms drive creativity and culture across remote teams. She is a keynote speaker, Forbes Coaches Council member, and founder of several data-driven analytics platforms that focus on culture and growth for innovative companies.



Nadia Rawlinson

Chief People Officer
Slack

Nadia is the CPO at Slack, the world's most popular remote team communication tool. Nadia plays a key role in pioneering the future of remote collaboration for Slack's teams and customers.



Nitesh Agrawal

Founder & CEO
Dive

Nitesh is the founder and CEO of Dive, a social platform for remote working teams to connect and collaborate.



Rodolphe Dutel

Founder
Remotive

Rodolphe is the founder of Remotive.io, which helps companies hire remotely. He is also a regular keynote speaker on the future of work.





Sahin Boydas

CEO & Founder
Remote Team

Sahin is the founder of CEO of RemoteTeam, an online HR platform for remote teams.



Sara Sutton

Founder and CEO
FlexJobs

Sara is a well-known voice in the remote work space and has been called the “Queen of Remote Work.” Sara founded FlexJobs to help evolve workplaces to better adapt to remote and flexible working approaches.



Tammy Bjelland

Founder & CEO
Workplaceless

Tammy Bjelland is the founder and CEO of Workplaceless, a training company that teaches remote workers, leaders, and companies how to work, lead, grow, and thrive in distributed environments.



Tracy Keogh

Co-Founder
Grow Remote

Tracy is a co-founder of one of the largest remote communities, Grow Remote. Having more than 10 years of experience in technology startups, Tracy spent the last few years in community development in regional and rural Ireland.





Vanessa Tierney

CEO

Abodoo

Vanessa is a remote working tech entrepreneur. Her company, Abodoo, provides sourcing and workplace management for remote teams and talent.



Wade Foster

Co-Founder & CEO

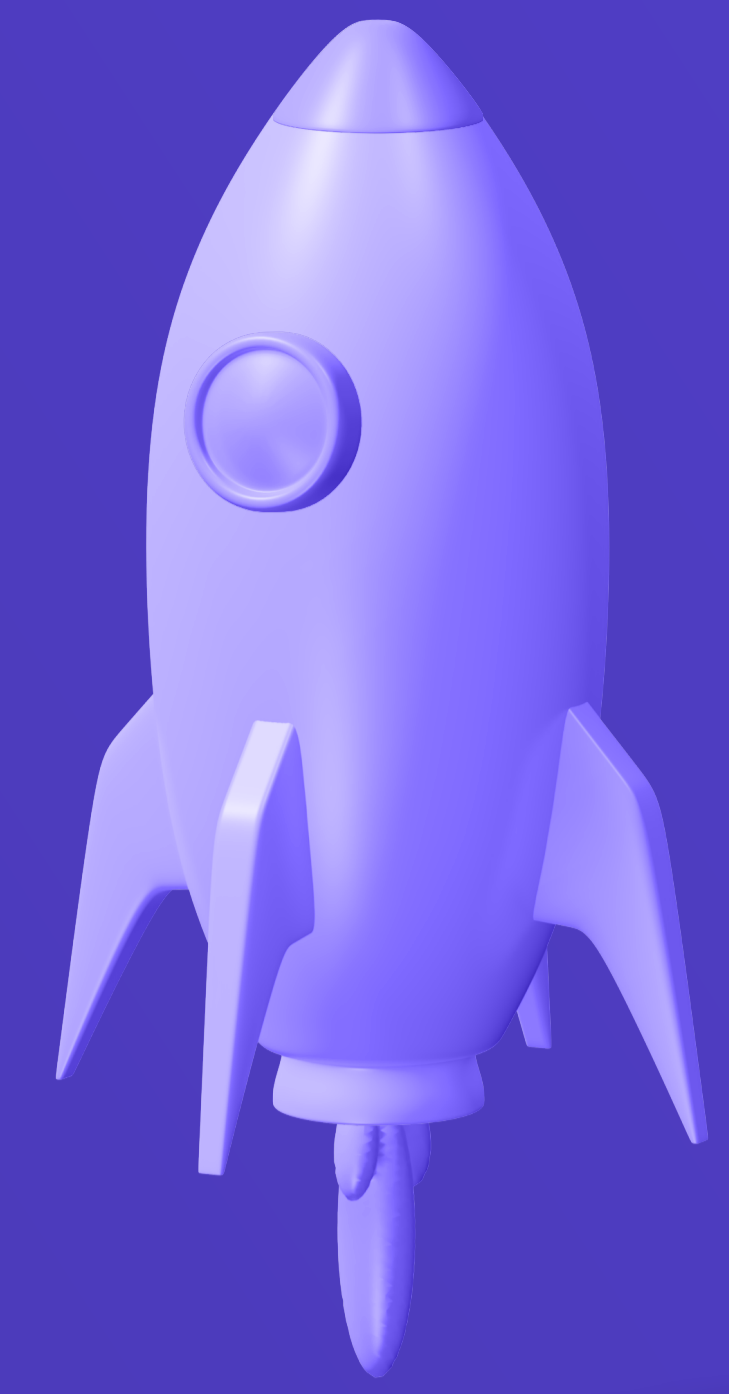
Zapier

Wade is the CEO and co-founder of Zapier, a global remote company that specializes in integrations. Although Zapier is based in Sunnyvale, California, the company employs a globally distributed workforce located around the United States and in 23 other countries.



Remote Accelerators

These are the top 25 Remote Accelerators blazing a trail for the future of remote work.



Ellyn Shook

Chief Leadership and Human Resources Officer
Accenture

Ellyn spearheaded Accenture's shift to remote work in 2020. She is responsible for the people programs that empower more than 425,000 Accenture professionals to improve the way the world works and lives.



Gloria Chen

Chief People Officer & EVP, Employee Experience
Adobe

Gloria led Adobe's transition to remote work and has been extending remote working policies. During her 20 years with the company, she has held a variety of senior leadership roles and has been deeply engaged in the development and execution of transformational business strategies.



Beth Galetti

Senior Vice President, Human Resources
Amazon

Beth orchestrated one of the largest hiring sprees in history during the pandemic while transitioning to and enabling remote work for Amazon employees.





Jessica Davies

Managing Editor, Future of Work
Digiday Media

Jessica is a journalist at Digiday writing about HR technology. She is also the managing editor of their content brand, Future of Work, which focuses on the future of the workplace and workforces across industries.



Micah Alpern

Partner, People Advisory Services
EY

Micah is focused on integrated remote work across the global business at EY. He is a leadership and culture expert who has led global culture evolutions and transformation in several industries and has written many articles on these topics.



Annie Dean

Director of Remote Work
Facebook

Annie has vast experience in remote work and now helps manage the employee experience for Facebook's remote workforce.



Andrew Hill

Associate Editor and Management Editor
Financial Times

Andrew writes about and reports on remote work for the Financial Times. His pieces include interviews with top remote work leaders as he advocates for the working culture shift.





Robin Kranich

Executive Vice President, Human Resources
Gartner

Robin is an influential HR leader and advocate for remote work at Gartner. She has deep expertise in business strategy and people management and continues to lead the evolution of Gartner's growth culture.



Steve Boese

President & Co-Founder
H3 HR Advisors

Steve is the co-host of the HR Happy Hour Show and Podcast that focuses on workplace topics and issues like talent management, recruiting, HR technology, social media, leadership, careers, and more. He's also the co-chair of the HR Technology Conference with H3 HR Advisors, Inc., and a technology editor and writer for Human Resource Executive Magazine.



Courtney Seiter

VP of People
Hologram

Courtney is a thought leader in workplace culture who focuses on building diverse and thriving teams. She transitioned Hologram to a fully remote-first workplace and regularly speaks to media and at conferences to share her vision for remote culture.



Kieran Flanagan

SVP Marketing
Hubspot

Kieran is an author, startup adviser, speaker, mentor, and remote work advocate. He also runs the Actionable Growth Podcast, which gives advice and tactics from the best founders, leaders, and practitioners in growth.





Josh Bersin

Founder and Dean
Josh Bersin Academy

Josh supports companies in developing their remote work policies. He is an industry analyst, researcher, educator, and technology analyst covering all aspects of corporate HR, training, talent management, recruiting, leadership, and workplace technology.



Lolly Daskal

Executive Leader, Coach, & Founder
Lead From Within

Lolly is the author of *The Leadership Gap: What Gets Between You and Your Greatness*, the President and Founder of Lead From Within, and a writer of blogs about leadership in remote work. She brings expertise grounded in behavioral and psychological principles along with 30 years of experience.



Jason Averbook

CEO & Co-Founder
Leapgen

Jason is a leading analyst, thought leader, and consultant in areas of human resources, the future of work, and the impact that technology has on that future. He has more than 25 years of experience in the HR and technology industries and has collaborated with industry-leading companies in transforming their HR organizations into strategic partners.



Kathleen Hogan

Chief People Officer & EVP
Microsoft

Kathleen spearheaded Microsoft's transition to remote work for 150,000+ global employees. She works to transform Microsoft's culture into a more diverse, inclusive environment where everyone can learn and thrive.





Samantha Fisher

Head of Dynamic Work
Okta

Sam is building a culture at Okta based on equity for all employees through a dynamic work environment. She helps to create an environment that prioritizes choice and flexibly with equal access to information, connection, and advancement regardless of work location.



Sheree Atcheson

Global Director of Diversity, Equity, and Inclusion
Peakon

Sheree is an influential DEI leader who advocates for the benefits of technology (including remote work) on aiding diversity, equity, and inclusion in the workplace.



Ester Martinez

CEO & Editor-in-Chief
People Matters

Ester leads a team of content writers, researchers, product thinkers, and marketers building fantastic media products to enable more impactful HR and talent decisions. She was also featured on the LinkedIn Top Voices list in 2016 and 2018, which ranks the top writers on LinkedIn for the year.



Jim Stroud

VP of Marketing
Proactive Talent

Jim is an advisor to companies developing remote work policies and strategies. Over the past decade, he has built an expertise in sourcing and recruiting strategy, public speaking, lead generation, video production, podcasting, online research, competitive intelligence, online community management, and training.





William Tincup

President & Editor at Large
RecruitingDaily

William is the president and editor-at-large of RecruitingDaily, where he writes, speaks, advises, and consults on the intersection of HR and technology. He's written over 250 HR articles, spoken at over 375 HR and recruiting conferences, and has conducted over 1350 HR podcasts and webinars.



Brent Hyder

Chief People Officer
Salesforce

Brent leads Salesforce's Employee Success organization, where he is responsible for making sure their workplace culture continues to thrive. Salesforce was named one of Glassdoor's Best Places to Work for its ability to prioritize employee health and well-being during the pandemic while finding new ways to support their employees, customers, and communities in the face of economic uncertainty.



Maureen Burke

Remote Strategy, Program Lead
Shopify

Maureen Burke is focused on identifying value and impact driven remote initiatives at Shopify while creating programs for remote workers on distributed and hybrid teams. She is passionate about scaling and growing distributed teams internationally.



Jennifer Christie

Chief HR Officer
Twitter

Jennifer leads strategy and communications for transitioning Twitter to a remote work company. She has helped to lead progressive initiatives around remote work benefits, supporting working parents, Twitter's "return to office" strategy, and proactivity around creating a more diverse and inclusive company.





Kate Kendall

Founder, Director & CEO

Indie Labs, CloudPeeps, The Fetch, & Atto

Kate is a tech entrepreneur, community builder, writer, advisor, and remote work leader. She founded Indie Labs (which includes Atto Accelerator, a remote-driven pre-accelerator for female founders, and IndieConf), CloudPeeps (investor-backed freelance marketplace), The Fetch (a guide to the best remote events), and Freelance Friday (a coworking community).



Louron Pratt

Editor

Mind the Product

Louron has a long history of working in the recruiting and technology industry. He now writes regularly on the topic of remote work, policies, pay, and culture.





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