

Social Media Marketing

MAGAZINE™

[Home](#) > [Exclusives](#) >

Top Marketing Professors on Twitter

These are the top 81 marketing professors around the world who 1) provide useful content and consistently engage with their followers on Twitter, 2) truly "get it" when it comes to the best ways to use Twitter and other forms of social media, and 3) were active on Twitter as of December 22, 2010.

This list is organized by number of followers (in descending order). You can also follow these professors using Chris Herbert's [Twitter list](#).

Please [let me know](#) if we have missed any professors who have 500 or more followers. After the review and confirmation process, he/she may be added to this list, which is updated regularly.

Please also visit our other "Top Twitter" lists: [Top CMOs](#), [Top Marketing Book Authors](#), and [Marketing Definitions from the Top Marketers](#). Enjoy!

- **#1: Andrés Silva Arancibia**
Professor at the [Instituto Duoc-Uc](#)
www.Twitter.com/AndresSilvaA
- **#2: Dave Saunders**
Adjunct Professor at [Virginia Commonwealth University](#)
www.Twitter.com/MadMain
- **#3: Chuck Martin**
Adjunct Professor at the [University of New Hampshire](#)
www.Twitter.com/ChuckMartin1
- **#4: Roberto Arancibia**
Professor at the [Universidad UNIACC](#)
www.Twitter.com/RobertoA
- **#5: David Gerzof**
Professor at [Emerson College](#)
www.Twitter.com/DavidGerzof
- **#6: Gary Schirr**
Assistant Professor at [Radford University](#)
www.Twitter.com/ProfessorGary
- **#7: Mark Schaefer**
Adjunct Professor at [Rutgers University](#)
www.Twitter.com/MarkWSchaefer
- **#8: Patrick Strother**
Visiting Associate Professor at the [University of Minnesota](#)
www.Twitter.com/PatrickStrother
- **#9: Alan See**
Associate Professor at the [University of Phoenix](#)
www.Twitter.com/AlanSee
- **#10: Vasily Komarov**
Associated Professor at [RSUTE](#)
www.Twitter.com/VasilyKomarov
- **#11: Martha Gabriel**

www.Twitter.com/Pribblization

- **#60: Harish Nair**
Assistant Professor at [IBS Kochi](#)
www.Twitter.com/HarishBNair
- **#61: Sue Northey**
Adjunct Professor at [Marquette University](#)
www.Twitter.com/TheUnplanner
- **#62: Tom Edwards**
Professor at [Wayland Baptist University](#)
www.Twitter.com/TheBlackFin
- **#63: Kathy Snavely**
Adjunct Professor at [Harrisburg Area Community College](#)
www.Twitter.com/ProfS
- **#64: Julio Blanco**
Professor at the [Pontificia Universidad Católica Argentina](#)
www.Twitter.com/JulioCBlanco
- **#65: Steve Shu**
Assistant Professor at [Irvine University](#)
www.Twitter.com/SteveShu
- **#66: Jesse Friedman**
Professor at [Johnson & Wales University](#)
www.Twitter.com/Professor
- **#67: Lou Imbriano **NEW!****
Professor at [Boston College](#)
www.Twitter.com/LouImbriano
- **#68: Jon Boroshok**
Professor at [Emerson College and Bentley University](#)
www.Twitter.com/JBWrites
- **#69: Don Roy**
Associate Professor at [Middle Tennessee State University](#)
www.Twitter.com/Don_Roy
- **#70: Elizabeth Neff**
Professor at [Full Sail University](#)
www.Twitter.com/ENeffBuzz
- **#71: Lisa Klein Pearo**
Adjunct Assistant Professor at [Cornell University](#)
www.Twitter.com/HotelMarketProf
- **#72: Julie Ann Brown**
Professor at [Santa Barbara City College](#)
www.Twitter.com/ProfessorJul
- **#73: Marco Antonio Murara**
Professor at [Centro Universitário de Jaraguá do Sul](#)
www.Twitter.com/ProfessorMurara
- **#74: Carol Cox**
Professor at [Full Sail University](#)
www.Twitter.com/CivicLink
- **#75: Kenneth Cossin**
Professor at [Full Sail University](#)
www.Twitter.com/Kenneth_Cossin

- **#76: Johanna Skilling**
Adjunct Professor at [New York University](#)
www.Twitter.com/JohannaSk
- **#77: Dr. Nancy Van Leuven**
Professor at the [Presidio Graduate School](#)
www.Twitter.com/NancyVanLeuven
- **#78: Rolando Rodrich**
Professor at the [Universidad de Piura](#)
www.Twitter.com/CoCoSkp
- **#79: Dr. Steve Greene **NEW!****
Professor at [Oral Roberts University](#)
www.Twitter.com/DrSteveGreene
- **#80: Doug Quintal**
Professor at [Emerson College](#)
www.Twitter.com/BugSyph1
- **#81: Rob Croll**
Professor at [Full Sail University](#)
www.Twitter.com/RCroll

[Share](#)[share](#)[share](#)

Kent Huffman

Kent Huffman is your guide for the "Exclusives" section of Social Media Marketing Magazine. He is the CMO at BearCom Wireless, America's only nationwide wireless equipment dealer and integrator. Formerly, Kent served as the Vice President of Marketing for CompuCom Systems and the Global Director of Marketing Communications for Perot Systems. He is the father of two marketing process models: "Systemic Marketing" and "Marketing Maturity." Kent is a published author and has been featured in Forbes, Marketing News, BtoB, Computerworld, and Texas Technology magazines. He currently serves in advisory roles for the CMO Council, the CMO Club, the Social CMO, and Social2B. Kent is also the founder and Co-Publisher of Social Media Marketing Magazine.



- > [Kent on Twitter](#)
- > [Kent on Facebook](#)
- > [Kent on LinkedIn](#)
- > [Kent's Bio](#)
- > [Kent's Company](#)