

## Authors



**Scott Brinker** is the editor of the [chiefmartec](#) blog, covering the intersection of marketing and technology for over 15 years. He serves as the vice president of platform ecosystem at HubSpot. He is also the author of the best-selling book *Hacking Marketing* and co-author of *The New Automation Mindset*. He jointly produces the [MartechMap](#) marketing technology landscape with Frans.

**Frans Riemersma** founded [MartechTribe](#), a company specializing in Martech research and benchmarking. With 30+ years in consultancy, he combines qualitative expertise with quantitative Martech data on stacks, vendors, and requirements in a proprietary Martech Data Warehouse. He is the author of *A Small Book on Customer Technology* and co-author of *Marketing Tech Monitor*, *Customer Technology Sector Trends*, and *Hello Firstname*. In collaboration with Scott, he also co-produces the [MartechMap](#), an overview of the marketing technology landscape.

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