

Ambassador candidates: Intelica and Terminal AI

Overview of the two candidate workbooks · September 2026

The two workbooks

- Intelica: https://ambassador-shortlists.pages.dev/Intelica_ambassador_candidates.xlsx
- Terminal AI: https://ambassador-shortlists.pages.dev/Terminal_AI_ambassador_candidates.xlsx

Each workbook has four tabs: **Overview** (counts and scoring method), **Top 100** (the shortlist), **All gate-passed** (everyone in a target role, ranked) and **Held** (people found but outside the target roles, e.g. Terminal AI's engineers and DevRel, kept as their own segment).

Goal: find the most credible, relevant and influential ambassadors for each company, following a funnel of roughly 1,000 found → 100 shortlisted → a final 10–25. The two companies ran as separate lanes with separate settings and data.

How people were found: public podcast feeds (guests billed by the show), conference speaker rosters (eTail, NRF and eCommerce Expo for Intelica; LeadDev, StaffPlus, QCon, ELC and the AI Summits for Terminal AI), third-party press articles, and curated industry lists (such as CIO 100 UK). Every row links to its source.

Intelica

Target audience: DTC / e-commerce founders, CMOs and marketing leaders, growth, CRO, retention and CX leaders

669

people found

642

in target roles

27

held (other roles)

100

shortlisted

Sources: conference: 120; podcast: 542; press: 9

Top 100 by segment: Founder / CEO: 84; CMO / Marketing leader: 7; Growth leader: 4; Retention / CRM leader: 2; CX / Revenue leader: 2; E-commerce / Digital leader: 1

Top 10

#	Name	Role (as stated)	Company	Score	Where found
1	Caleb Ulffers	Co-Founder and CEO	Haven Athletic	59	Up Next In Commerce; www.shopify.com
2	Taylor Holiday	CEO	Common Thread Collective	59	DTC Growth Show; www.shopify.com
3	Amy Anzel	founder and CEO	Hollywood Browser Beauty	55	Winning With Shopify Podcast: Ecommerce Growth for Shopify Store Owners; eCom Collab Club Podcast - The eCommerce Podcast for DTC Businesses
4	Anthony Morgan	CEO & Founder	Enavi	55	Subscription Prescription Weekly Doses to Boost Ecommerce Revenue; The DTC Insider
5	Grace Kao	Chief Marketing	Snap Inc	55	BRAVE COMMERCE; The CMO Podcast

Officer					
6	Andrew Christison	Co-founder and CEO	Retencity	49	Up Arrow Podcast
7	Tom Mayes	Co-Founder	Edmunds Cocktails	48	eCom Collab Club Podcast - The eCommerce Podcast for DTC Businesses
8	Hana Abaza	Director of Marketing	—	46	The EntreprenHer Show from Women in Ecommerce
9	Jake Xu	Co-Founder	Shakeup Cosmetics	46	eCom Collab Club Podcast - The eCommerce Podcast for DTC Businesses
10	Jason Wong	Founder and CEO	Paking Duck	46	Up Arrow Podcast

Full workbook: https://ambassador-shortlists.pages.dev/Intelica_ambassador_candidates.xlsx

Terminal AI

Target audience: CTOs, CIOs, heads of AI, CPOs, VPs and heads of engineering, technical founders

1,342

people found

540

in target roles

802

held (other roles)

100

shortlisted

Sources: conference: 144; list: 99; podcast: 1018; press: 91

Top 100 by segment: CTO: 65; CIO: 16; VP of Engineering: 8; CPO: 6; Head/Director of Engineering: 4; technical founder: 1

Top 10

#	Name	Role (as stated)	Company	Score	Where found
1	Bert Sinnema	Chief Technology Officer	Datamaran	86	leaderpost.com; montrealgazette.com
2	Laura Tacho	CTO	DX	82	Agentic DevOps : AI Engineering for Infrastructure; Engineering Enablement by DX
3	Idan Zalberg	chief technology officer	Agoda	72	australiannews.net; bangladeshsun.com
4	Edward Kim	Co-founder & CTO	Gusto	68	ELC Annual (Engineering Leadership Community / sfelc); The Heartbeat
5	James Everingham	VP of Engineering	Meta	68	Agentic Conversations (formally mlops.community); ELC Annual (Engineering Leadership Community / sfelc)
6	Allan Leinwand	SVP Engineering	Slack	65	ELC Annual (Engineering Leadership Community / sfelc); Technically Leading
7	Meg Adams	Senior Director of Engineering	—	65	StaffPlus New York by LeadDev; The Confident Commit
8	Farhan Thawar	VP of Engineering	Shopify	62	Convergence.fm; ELC Annual (Engineering Leadership Community / sfelc)
9	Debbie McMahon	CPO	Financial Times	55	One Knight in Product; The Product Manager
10	Chris Aniszczyk	CTO	—	52	Cloud Control; NerdOut@Spotify

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How the score works

Overall score (0–100) = 30% credibility + 30% subject relevance + 25% influence + 15% visibility.

- **Credibility:** how many independent sources and kinds of source name the person, and whether a source states their role (a speaker roster, guest bio or honoree list).
- **Subject relevance:** holding a target role for the company, plus the company's own topics appearing in the evidence.
- **Influence:** being the featured voice (listed, speaking or interviewed as a guest) rather than just mentioned.
- **Visibility:** how often the person appears across the sources.

Each shortlisted person is also placed in an influence-versus-visibility quadrant.

Limits of this version

- Roles are as each source stated them and have not yet been checked against current profiles.
- Follower and engagement counts are not yet filled in; they come next, from LinkedIn and public X profiles for each top 100.
- Intelica's press coverage is thin because the news index kept rate-limiting searches, so its ranking leans on podcasts and conferences.
- Some press mentions are syndicated copies of one announcement, which can inflate a person's visibility score (e.g. Terminal AI's #1 and #3). These should be reviewed by hand.