

Professionals to Follow on Twitter

Professor's Twitter: @Kim_CUNY

Check out my following list (https://twitter.com/Kim_CUNY/following)

Marketing and Sales

1. [@TopSalesWorld](#) – Sales experts' advice that he has curated from around the web.
2. [@DonCooper](#) – Daily sales tips that include networking mistakes to avoid and defining your personal success to help you attain it.
3. [@jillkonrath](#) – From cold calling to LinkedIn summaries, she offers concrete examples of what to avoid and tips on what to do, such as homework before cold calling.
4. [@SalesTipADay](#) – A variety of sales strategies and tips, such as where to spend your time on social media to generate sales leads, and how to utilize a CRM system.
5. [@sellingtools](#) – She focuses on B2B sales tips and retweets, such as “Top 40 Sales Tools of 2014,” and re-promotes articles ranging in topic from web tools to avoiding leading sales calls with discounts.
6. [@Kel_Robertson](#) – He gives insight and re-tweets sales strategies that catch your attention—i.e. “Stop Choosing to Be a Loser,” from Dan Waldschmidt.
7. [@DorieClark](#) – Marketing and sales tips, including, “5 Ways to Get People to Remember You (And Your Company).”
8. [@davidabrock](#) – Strategies ranging from improving your writing to ramping up your small-talking skills.
9. [@SalesGravy](#) – Sales challenges and solutions, including how to learn from complainers.
10. [@lifecoach2women](#) – Big picture ideas (i.e. “attracting success”) and offers suggestions about ways grow your business.
11. [@dmscott](#) – Motivational messages, marketing advice and nuts-and-bolts sales tips. For example, “Focus on your customers. Not the competition.”
12. [@mike_weinberg](#) – Sports talk and insight into sales, for example, “Why Sales People Fail (Themselves).”
13. [@BrianTracy](#) – Motivation and words of wisdom, such as, “A genius without a roadmap will get lost in any country.”
14. [@Sales_Source](#) – Sales and business via tongue-in-cheek commentary—like claiming that business intelligence is an oxymoron—that’s entertaining and valuable.
15. [@paulcastain](#) – Advice that’s helpful to team leaders and the entire sales team, such as “100 Ways to Rock Your Sales,” and “Don’t Ever Coach a Sales Rep This Way!”
16. [@thesaleshunter](#) – His eye-catching content, such as “Is Your Dog a Better Salesperson Than You?” and sales tips and training ideas for managers to utilize.
17. [@duncanbrodie](#) – Advice for business leaders, for example, “Be a more effective leader by knowing your strengths.”
18. [@TiborShanto](#) – Ideas including how to overcome obstacles and make the best hires.
19. [@KeithRosen](#) – Helping business leaders improve their coaching abilities and get the most out of their sales team.
20. [@babetetenhaken](#) – Advice that focuses on business startups and collaboration.
21. [@AskJamieTurner](#) – *Marketing, including social media and the latest sales strategies, including using Instagram to grow your business.*
22. [@barbaragiamanco](#) – Sales and social media—where they overlap and how to best use social media to improve sales.
23. [@wallybock](#) – Tips for utilizing the written word and becoming a better manager in various industries.
24. [@MelonieDodaro](#) – Strategies that businesses can use to get the most out of LinkedIn
25. [@axonom](#) – Industry topics, the latest news in sales forecasting software, updates, and tips on maximizing your software so you can improve sales.

Hospitality Leaders and News

1. [@hoteltroopers](#) is a great twitter account to follow for up to date and frequent hotel marketing. Not only do they tweet about relevant marketing exclusive for hotels, but you can also come here for a wide variety of hospitality news and updates.
2. [@foodable](#) – Foodable has 95,000+ followers and is a leading network for the restaurant and hospitality industry, particularly across digital media. They have useful tips on managing your restaurant, current hospitality trends and consumer insights – not to mention the odd #foodporn tweet.
3. [@HMAinfo](#) Hotel Marketing Association is a website dedicated to holding regular networking and educational events for hotel marketers. Follow their Twitter for an update on events, recognition and awards for hospitality marketing.
4. [@LocalSEOBiz01](#) Martin doesn’t write marketing content for the hospitality industry exclusively, but he is an expert in Content Marketing and SEO. We think a very useful guide to hoteliers looking to update their current practices. For those looking to expand into the digital marketing world for their hotels.

5. **@AreMorch** is a very active hotel blogger and twitter enthusiast for hotel marketing. With his extensive background in I.T, Customer Service and Hotel Management, it is worth following this social media consultant for insightful hospitality tips and news.
6. **@lorengray** is a hospitality digital marketing consultant. Follow his Twitter account for clips of digital marketing broadcasts. You'll also find interesting hospitality related blog posts.
7. **@hotel_speak** covers a whole range of hospitality news, tech, customer service and marketing. We love to follow this account for up-to-date hotel news and marketing information.
8. **@SocHospitality** We really love following this Twitter account. For an inspirational method of engaging and investing in new ways to improve your social media marketing with your hotel guests, look no further. Follow for fascinating blogs and case studies on hospitality social marketing.
9. **@FuelTravel** is a great account to follow for an update on hotel marketing solutions. They also run a very popular hotel marketing podcast for those on the go! Tune into to listen to the weekly discussions on the latest and greatest hotel industry news and events, through the opinions of expert hotel marketers.
10. **@WHITMediaCo** Follow to improve your hotels' social media channels. WHIT Media post a steady stream of blogs on digital and social marketing to keep you up to date and engaged with your audiences.
11. **@HotelMarkNews** are great to follow for a variety of hospitality insights, news, marketing information and digital marketing for your social media.
12. **@tcpeter** Is a great account to follow for expert marketing advice. Follow for general online marketing advice, with his expert opinion on how to apply to the hospitality industry. With his background in e-commerce and internet marketing consulting, Tim is one to watch for online marketing advice.
13. **@donaldburns** – Known as The Restaurant Coach, Burns's tweets are around strengthening your hospitality business and strategy. He often blogs about his tips and provides 'need to hear' advice that can apply to a business that has been running for one year or twenty years.
14. **@hiltonandco** – The online space is not easy for some hospitality businesses to navigate. Tim Hilton is a web strategist and consultant, so his Twitter feed offers handy advice on improving your hospitality business's website and digital marketing needs.
15. **@HospitalityMatt** – They often retweet the biggest names in hospitality marketing, bringing relevant hotel news right to you.
16. **@jeffbullas** – He's not entirely hospitality but Jeff Bullas is a good one to follow for essential digital marketing know-how. His content marketing and social media tips are sound. As tweets, they're digestible and often written as listicles.
17. **@davidhenkes** – David Henkes has got his finger on the pulse of the hospitality industry, particularly commercial businesses. Sharing his own insight on current and upcoming trends to watch, he encourages thinking and analysis. This is a good one for glimpsing into the future of the hospitality industry.
18. **@eater** – Light and fun food tweets will be found here. Anything that's quirky and currently trending in the food realm, including restaurant openings, dining/bar recommendations and interesting hospitality news, will be mentioned.
19. **@foodandwine** – Expect to see exactly what the Twitter handle says. It's all feel-good and quirky tweets about everything that makes you love food and wine. Think recipes, food fashion and the kind of drink know-how that will make you sound like a connoisseur.
20. **@TastingTable** – For the avid home cook there's some exciting recipes to try. There are also tips on how to improve or add twists to classic and new dishes. Restaurant recommendations, cooking insights, food events and the occasional #foodporn tweet also feature.
21. **@KeyRestaurants** – Doug Radkey is a restaurant strategist and heads consulting agency Key Restaurant Group. Follow him for useful tips on setting up your restaurant, profitability, growth, restaurant development and hospitality trends. If you're lucky, catch him as guest speaker for a number of hospitality industry events.
22. **@WeRRestaurants** – The NRA is a leading association for the American restaurant industry, but they keep it relevant for everyone by tweeting about key insights, news and industry events that can be applied to any hospitality business.
23. **@winefolly** – Let's face it – wine isn't everyone's forté. As the tagline suggests, Winefolly is all about "learning about wine for beginners and beyond." Their infographics are particularly useful and help make wine easier to understand and drink.
24. **@diffordsguide** – Cocktail lovers, get your #drinkspiration here! Fun cocktail recipes, new drinks to try, history snippets and the latest cocktail news are featured. Otherwise their 'cocktail of the day' tweets are enough reason to have a drink.
25. **@TheLAKitchen** – L.A. Kitchen is a non-for-profit organization that sources blemished fruit and vegetables to use for its hospitality job training program. The program is designed for those returning from incarceration and foster care. On Twitter the team celebrate their work, share stories of other do-gooders and news about food waste and prevention.
26. **@EdwinsCLE** – Edwin's is a French-themed restaurant that provides support to those previously incarcerated by educating them with hospitality skills. Tweets celebrate their students and go behind-the-scenes in their kitchens.