Who are IBM Champions?

experts | advocates | leaders

IBM Champions provide content, leadership, and advocacy across tech communities and solutions. They influence and mentor to help others make the most of investments in IBM offerings and programs.

They are selected annually for the work they do beyond their jobs over the previous year.

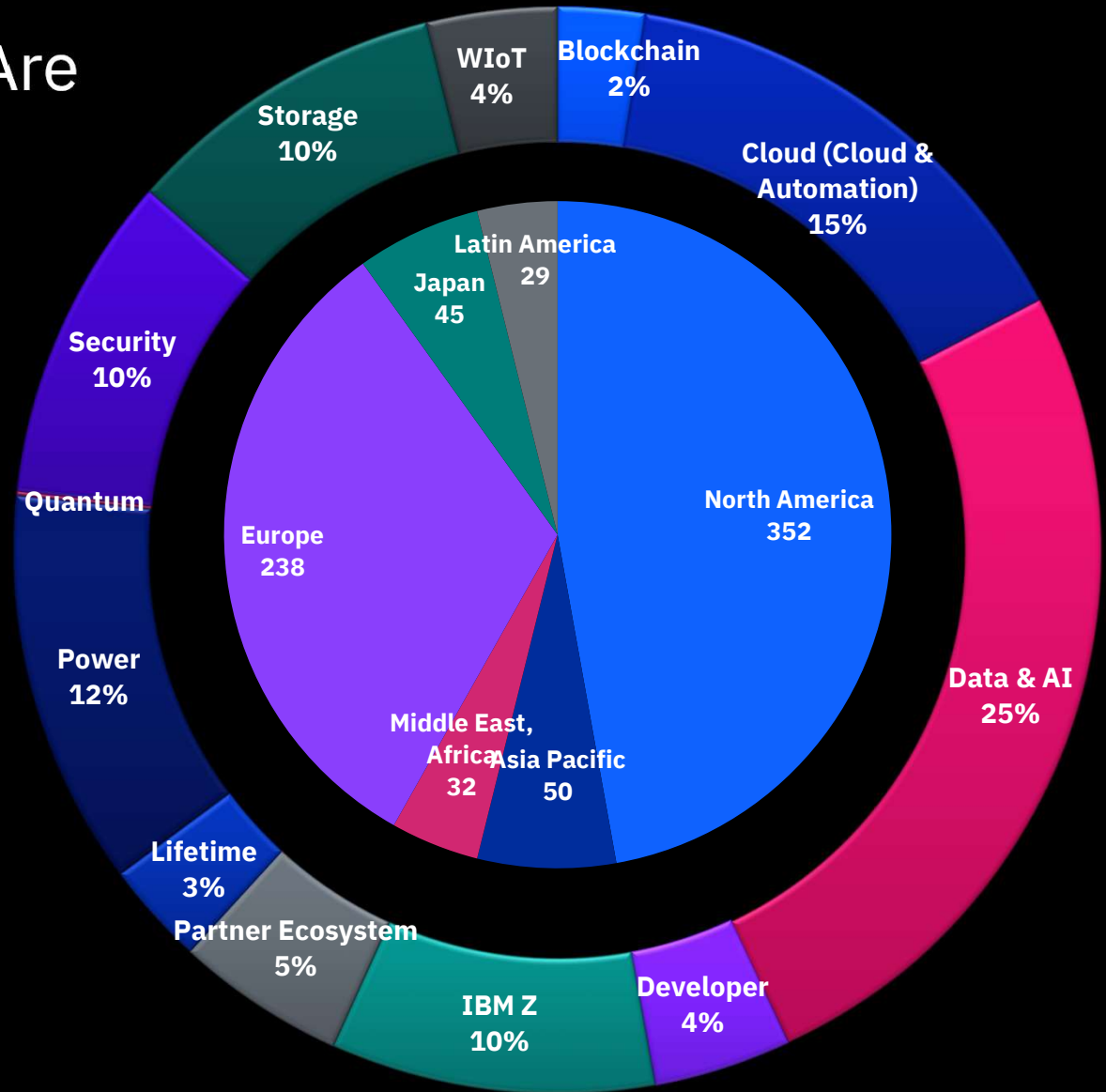# What is the IBM Champions program?

recognize | reward | catalyze

The IBM Champions program recognizes and rewards the work these top external advocates do and catalyzes ongoing contributions by providing engagement and opportunities.

Champions – Who They Are

IBM Champions work at all types and all levels of organizations around the world – and across IBM offerings.

- ~750 2021 IBM Champions in 53 Countries
- Business partners, customers, academics, consultants
- Developers, practitioners, consultants, CXOs, managers, faculty, students, engineers, and architects

They are nominated and selected for technical advocacy and community contributions over the previous 12 months.

IBM Champions Advocacy

Catalyzed toward acts of advocacy:

- Expertise, thought leadership, and innovation with IBM products and technology

- Significant contributions to advocacy, community, or influence across dimensions

- Bridge between legacy software and modernizing

- Customer references that can lead to sales, projects

- Feedback from both the IBM Champions and also from their communities, colleagues, customers, user groups

- Content created to educate on products, thought leadership

- Authentic voices to tell IBM's story

How we work with IBM Champions

Champions are already doing advocacy.
We offer nurture, support, relationships, engagement, amplification, and opportunities.

Build relationships & offer support:

– Among Champions, with IBMers and executives

– "Concierge" into IBM

– Connecting for inspiration, support

Engage Champions:

– Deep-dive briefings, regular call cadence

– Curated content

– Community, Slack

– Calls to action & opportunities

Find projects that benefit both IBM & Champions:

– Content to co-create

– Code & demos

– Co-presenting at conferences

– Feedback programs

– Ecosystem projects

Support amplification opportunities:

– Share their success stories & content

– Provide sharing kits for Champions to easily customize and tell IBM's stories

Other benefits

Benefits to IBM Champions:

- Gift customized IBM Champions branded "swag"

- Share IBM Digital Badge awards, Champions wordmark, icon on IBM Community profiles

- Amplify Champions' content via IBM's channels

- Provide visibility, recognition, and networking opportunities

- Offer exclusive access to IBM leaders, roadmaps, and announcements

- Include invitations, discounts, and VIP treatment at IBM conferences

Benefits to customers and community:

- Customers hear IBM's story and product successes from peers at their level

- Access to deep IBM expertise inside their own organizations

- Confidence in the advice and expertise being offered by IBM Champions in the ecosystem

Call to Action

Learn more about the IBM Champions program.

Read our blogs or connect directly with IBM Champions at the IBM Community.

Nominate yourself or someone else to join the program. *Nominations open in October for 2023 class!*

ibm.com/champion

Ibm.biz/champions

Connect with us on Twitter

@IBMChampions, #IBMChampion