

## Twitter Thread by Brandwatch ■



**Brandwatch** ■

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### ■ Brandwatch Interviews Thread ■

We love to get interesting and intelligent people on our blog, so we've been doing a bunch of interviews lately.

We'll be listing them all in this thread. Scroll down for some great insights, opinions, and thoughts.



Ever heard of Mixed Martial Analytics? Us neither until we spoke to [@tonyclement](#) about his unique approach to data analysis: <https://t.co/hG41Tk4Dkx>

We spoke to [@brendaisarebel](#) about the customer operations challenges at a modern and app-based bank: <https://t.co/PMm9LfZJUe>

We also had [@jennisparks](#) take us through what it takes to create unique and beautiful maps: <https://t.co/KSiMxvypFY>

Our very own data scientist, Paul Siegel, sat down with us to talk about asking the right questions when it comes to social intelligence: <https://t.co/pu0uJYuunO>

We talked personal and digital transformation, and how the two are linked, with [@hyperisland's](#) Anna Carlson: <https://t.co/bhHnpWF38A>

How can we make sure tech evolves in a way that benefits society? We discussed the topic with [@nesta\\_uk's](#) [@jennilloyd](#): <https://t.co/IH1hauMf7H>