

[Podcast Episode 65 - John Troyer \(@jtroyer\) on challenges and evolution of influencer communities and communities of practice](#)



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PODCAST LINK:

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John Troyer is well known among the VMware community as the creator of what may be the most widely known technology advocacy communities known as #vExpert during his time at VMware. Now, as co-founder of Tech Reckoning, John shares insights into the distinct challenges of influencer marketing and technology community health as a whole. This discussion will leave you asking some deep questions yourself about these programs and what's next for it all.

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