

Top 10 Innovators Shaping the Industry in 2023



BY [AMAL YUSOF](#) | PUBLISHED MARCH 28, 2023 | 16 MIN READ

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We have recognized the top ten innovators of 2023, and it's a diverse group of individuals and organizations who are changing the game in their respective fields. From cutting-edge tech startups to social enterprises that are making a difference in their communities, these innovators are pushing boundaries and finding new solutions to old problems. Each of them has a unique story to tell, but they all share a common passion for making a positive impact on the world. It's an inspiring list that showcases the best of Forbes innovation and entrepreneurship, and it will be exciting to see what these innovators achieve in the years to come.

Demand Generation

Bython, a provider of demand generation solutions, has made waves in the marketing and sales industry due to its innovative approach. Founded in 2012, Bython offers customized omnichannel marketing campaigns to help teams achieve their demand generation goals. What sets Bython apart from its competitors is that it owns all of its first-party data, marketing channel tactics, operations, and its proprietary platform called Byonic.

As Bython expands into the Asian region, CEO Chris Leger plans to continue innovating with its products and services to address the ever-changing marketing and sales industry. Bython's customer-centric focus and investment in developing the Byonic platform, which uses proprietary first and third-party data, have earned it recognition as a top innovator in the demand generation space. With its commitment to innovation and customer success, Bython is poised to continue making waves in the industry.



CHRIS LEGER

Chief Executive Officer Bython Media

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