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Brand Guardianship Index 2019

The world's top 100 CEOs

January 2019

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Brand Guardianship Index 2019.

Jeff Bezos takes top spot

Jeff Bezos, CEO of Amazon, is the world's best brand guardian. Bezos ranks first with a Brand Guardianship Index score of 72.4 out of 100.

Based on the world's top companies by portfolio brand value, extracted from the Brand Finance Global 500 2019, the new ranking rates CEOs to capture how well they measure up as brand managers. Similar to its Brand Strength Index. Brand Finance's new metric scored 0-100 considers multiple inputs reflecting CEOs' success in marketing investment, stakeholder equity, and business performance.

According to these criteria, the Amazon founder and CEO for the past 25 years. Jeff Bezos is heralded as the world's most successful brand manager among his peers. Bezos is credited as a visionary, growing the Amazon brand from its humble beginnings as an online bookstore through to pioneering the revolutionary e-reader Kindle and making shrewd investments in businesses such as IMDB, Alexa, Lovefilm, and Zappos. Scoring highly for market capitalisation growth with this impressive investment portfolio, Bezos has led Amazon on a path of success since it was first founded in Seattle, Washington in 1994. However, the mixed public reception of his recently announced high-profile divorce poses a reputational challenge for Bezos and Amazon as a whole, and a potential change to shareholder structure puts the company's stability at risk. If mishandled, the separation process could cost the brand well in excess of US\$10 billion; with the expectation that the range of loss could be between 5%-10% of Amazon's current brand value.

Silicon Valley giants

Search engine giant Google's CEO Sundar Pichai, ranked 12th, with a Brand Guardianship Index score of 57.7 out of 100, saw his reputation severely dented since his first appearance in Congress where he testified before the US House Judiciary Committee last month, facing questions from lawmakers. Google has had a turbulent 2018; battling employee walkouts as a result of accusations that management shielded executives accused of sexual misconduct and being slapped with a US\$5.0bn fine from the European Union for abusing the dominance of its Android mobile operating system. In contrast, fellow Silicon Valley giant, Facebook, has perhaps had a more tumultuous past year, reflected

Top 10 CEOs



Jeff Bezos Amazon





Akio Toyoda Toyota





Bernard Arnault LVMH





Tim Cook Apple





Robin Li







Ginni Rometty



Bob laer Disnev





Qingping Li China CITIC Bank





Satya Nadella Microsoft





in the 15th place ranking of CEO Mark Zuckerberg and a subsequent 56.7 out of 100 score. Shares of the social network tumbled as Facebook faced a barrage of attacks about ways in which the platform was manipulated to spread false information and for Zuckerberg's insufficient and controversial responses to these very public misgivings. Despite repeated calls to remove him from his dual role as Chairman and CEO, Facebook's board of directors remain powerless; which has effectively triggered a cycle of mostly negative media coverage for Zuckerberg.

Only 5 women make the ranking

A mere 5 female CEOs make the rankings, with IBM's Ginni Rometty (6) firmly in the top 10 with an index score of 64.7 out of 100. China CITIC Bank CEO Qingping Li (8), General Motors' CEO Mary Barra (37), KPMG CEO Lynne Doughtie (70) and Anthem's CEO Gail Koziara Boudreaux (94) also stand out amongst their male counterparts. The number of women leading the largest companies has always been small. Out of the Fortune 500 companies, women CEOs number just 24, down from 32 a year ago. The debate around why there are fewer women CEOs, and whether having a gender quota in place is actually effective, is still an ongoing discussion amongst policymakers and corporates in boardrooms across the globe.

Chinese CEOs make headway

The Brand Guardianship Index is made up of 100 CEOs representing a variety of industries and countries, with

37% leading US-based companies and 19% coming from China. This is a testament to the business acumen of Chinese CEOs who are rising above the parapet of their European counterparts, particularly when navigating such a large domestic market and global expansion against the backdrop of regulatory burden.

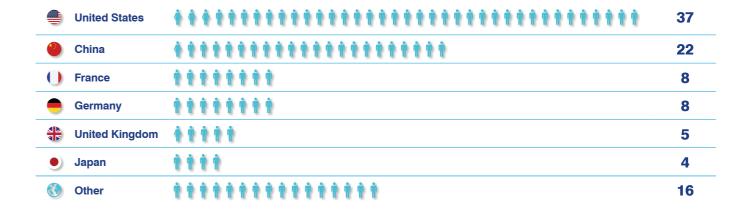
Brand Finance's Brand Guardianship Index hones in on a group with strong performance but low investment; the several Chinese CEOs in the ranking – such as Robin Li (Baidu), Qingping Li (China CITIC Bank), Pony Ma (Tencent), Peter Mingzhe (PingAn), and Daniel Yong (Alibaba). Robin Li of Chinese software giant Baidu leads the charge for Chinese CEOs, ranked 5th place with a score of 64.7 out of 100.

Developing a strong brand is now more important than ever, not only for commercial success, but for longevity of the relationship between a brand and its stakeholders. The role of the CEO has evolved as we navigate the era of personality CEOs where public scrutiny is equal to that of a celebrity figure. It is no longer enough to have a vision for the brand's future. It is about forging an authentic public profile and reacting earnestly to reputational crises.

David Haigh

CEO of Brand Finance

World's Top 100 CEOs by Company's Country of Incorporation



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Brand Guardianship Index 2019.

Top 100 CEOs 1-50

				Company's Country	Brand Guardianship	Marketing	Stakeholder	Business
Rank	CEO	Company	Sector	of Incorporation	Index Score	Investment	Equity	Performance
1	Jeff Bezos	Amazon	Tech	United States	72.4	100	59	70
2	Akio Toyoda	Toyota	Auto	Japan	71.6	86	76	48
3	Bernard Arnault	LVMH	Apparel	France	68.4	100	61	51
4	Tim Cook	Apple	Tech	United States	66.9	87	64	52
5	Robin Li	Baidu	Tech	China	64.7	95	53	59
6	Ginni Rometty	IBM	Tech	United States	64.7	86	55	63
7	Bob Iger	Disney	Media	United States	62.4	74	61	54
8	Qingping Li	China CITIC Bank	Banking	China	62.2	84	55	55
9	Satya Nadella	Microsoft	Tech	United States	61.5	37	74	62
10	Fred Smith	FedEx	Logistics	United States	60.8	68	64	47
11	Reed Hastings	Netflix	Tech	United States	59.4	51	53	80
12	Sundar Pichai	Google	Tech	United States	57.7	2	86	57
13	Patrick Pouyanne	Total	Oil & Gas	France	57.2	22	76	55
14	Dennis Muilenburg	Boeing	Aerospace & Defence	United States	56.9	19	61	88
15	Mark Zuckerberg	Facebook	Tech	United States	56.7	14	68	77
16	Dieter Zetsche	Daimler	Auto	Germany	56.3	30	69	56
17	Pony Ma	Tencent	Tech	China	55.9	20	62	79
18	Pierre Nanterme	Accenture	Tech	Ireland	55.2	32	67	55
19	Fabrizio Freda	Estee Lauder	Cosmetics & Personal Care	United States	55.0	13	78	51
20	Thomas Buberl	AXA	Insurance	France	55.0	25	62	70
21	Wang Xiaochu	China Unicom	Telecoms	China (Hong Kong)	54.4	64	53	47
22	Mark Parker	Nike	Apparel	United States	53.6	23	72	48
23	Bill Mcdermott	SAP	Tech	Germany	53.2	17	82	33
24	Alex Gorsky	Johnson & Johnson	Pharma	United States	53.0	26	62	62
25	Ding Lei	NetEase	Tech	China	53.0	13	62	75
26	Peter Mingzhe	Ping An	Insurance	China	52.9	19	61	71
27	Volkmar Denner	Bosch	Auto	Germany	52.6	14	69	59
28	Tom Enders	Airbus	Aerospace & Defence	France	52.2	16	79	35
29	Harald Krueger	BMW	Auto	Germany	52.0	21	69	49
30	Jean Paul Agon	L'Oreal	Cosmetics & Personal Care	France	51.9	28	75	31
31	Paul Polman	Unilever	Cosmetics & Personal Care	United Kingdom	51.2	18	76	34
32	Kasper Rorsted	Adidas	Apparel	Germany	51.1	8	56	85
33	Xia Haijun	China Evergrand	Real Estate	China	50.9	15	55	79
34	Kwok Keung Yeung	Country Garden	Real Estate	China	50.5	22	53	74
35	Ren Zhengfei	Huawei	Telecoms	China	50.5	20	50	81
36	Dara Khosrowshahi	Uber	Tech	United States	50.1	0	70	61
37	Mary Barra	Chevrolet	Auto	United States	49.6	27	63	46
38	Ben Van Beurden	Shell	Oil & Gas	Netherlands	49.0	19	64	50
39	Ng Keng Hooi	AIA	Insurance	China (Hong Kong)	49.0	1	64	66
40	Richard Fairbank	Capital One	Banking	United States	48.7	21	67	40
41	Mark Weinberger	EY	Commercial Services	United Kingdom	48.6	7	65	58
42	Ken Allen	DHL	Logistics	Germany	48.5	50	55	34
43	Tian Huiyu	China Merchants Bank	Banking	China	48.4	7	61	64
43	Jesper Brodin	IKEA	Retail	Sweden	48.1	12	69	42
45	Fujio Mitarai	Canon	Tech	Japan	48.0	21	68	36
46	Punit Renjen	Deloitte	Commercial Services	United States	40.0	6	58	69
	Dave Wichmann			United States United States		1		83
47	Chuck Robbins	UnitedHealth Group	Healthcare	United States United States	47.6	24	53 62	42
48		Cisco Visa	Telecoms	United States United States	47.5 47.5			66
49	Alfred Kelly	Visa	Banking Commercial Services			2	61	
50	Bob Moritz	PWC	Commercial Services	United Kingdom	47.4	10	63	53

Top 100 CEOs 51-100

Rank	CEO	Company	Sector	Company's Country of Incorporation	Guardianship Index Score	Marketing Investment	Stakeholder Equity	Business Performance
51	Kevin Johnson	Starbucks	Retail	United States	46.9	10	62	54
52	Karl-Johan Persson	H&M	Retail	Sweden	46.9	23	64	37
53	Rajesh Gopinathan	TCS	Tech	India	46.6	10	58	61
54	Daniel Zhang	Alibaba	Tech	China	46.5	21	52	61
55	Warren Buffet	Berkshire Hathaway	Insurance	United States	46.3	60	43	39
56	Mong-Koo Chung	Hyundai	Auto	South Korea	46.3	60	47	31
57	Mubing Zhou	Agricultural Bank Of China	Banking	China	46.0	3	53	74
58	James Quincey	Coca-Cola	Soft Drinks	United States	45.9	18	55	56
59	Oliver Baete	Allianz	Insurance	Germany	45.9	8	61	55
60	Dave Mckay	RBC	Banking	Canada	45.7	8	62	51
61	Axel Dumas	Hermes	Apparel	France	45.6	7	64	48
62	Jamie Dimon	JP Morgan	Banking	United States	45.3	13	60	48
63	Kevin Tsujihara	Time Warner	Media	United States	45.2	12	60	49
64	Masayoshi Son	SoftBank	Telecoms	Japan	44.9	65	41	32
65	Craig Jelinek	Costco	Retail	United States	44.6	7	60	51
66	Herman Gref	Sberbank	Banking	Russia	44.5	11	62	43
67	Carlos Brito	AB InBev	Soft Drinks	Belgium	44.5	17	58	44
68	David Taylor	P&G	Cosmetics & Personal Care	United States	44.5	5	67	38
69	Liu Qiangdong	JD.com	Tech	China	44.3	4	54	66
70	Lynne Doughtie	KPMG	Commercial Services	United Kingdom	44.3	5	63	46
71	Mike Corbat	Citigroup	Banking	United States	44.2	14	62	39
72	Qing Guan	CSCEC	Engineering & Construction	China	44.1	7	60	49
73	Craig Menear	Home Depot	Retail	United States	44.1	6	55	60
74	Li Yue	China Mobile	Telecoms	China (Hong Kong)	44.0	19	55	46
75	Andre Calantzopoulos	Philip Morris	Food	United States	44.0	5	56	59
76	Pablo Isla	Inditex	Retail	Spain	43.5	17	52	53
77	Jeremy Darroch	Sky	Media	United Kingdom	43.4	17	57	42
78	Changjin Li	CRECG	Engineering & Construction	China	43.2	10	53	57
79	Doug Mcmillon	Walmart	Retail	United States	43.0	37	48	40
80	Huiman Yi	ICBC	Banking	China	43.0	5	46	76
81	Jianping Gao	Industrial Bank	Banking	China	42.9	6	56	54
82	Bernard Hees	Kraft Heinz	Food	United States	42.7	4	65	38
83	David Abney	UPS	Logistics	United States	42.6	20	49	53
84	Ulf Mark Schneider	Nestlé	Food	Switzerland	42.6	15	52	51
85	Brian Roberts	Comcast	Media	United States	42.5	20	55	40
86	Stephane Richard	Orange	Telecoms	France	42.5	8	63	36
87	Takahiro Hachigo	Honda	Auto	Japan	42.3	7	59	45
88	Jim Hackett	Ford	Auto	United States	42.2	18	57	38
89	Bharat Masrani	TD Bank	Banking	Canada	42.1	14	58	39
90	Guenter Butschek	Land Rover	Auto	India	41.9	9	55	48
91	Brian Moynihan	Bank of America	Banking	United States	41.8	11	59	39
92	Joe Kaeser	Siemens	Engineering & Construction	Germany	41.8	4	59	44
93	Wan Zulkiflee	Petronas	Oil & Gas	Malaysia	41.6	4	57	49
94	Gail Koziara Boudreaux	Anthem	Healthcare	United States	41.5	3	56	51
95	Houliang Dai	Sinopec	Oil & Gas	China	41.5	24	55	31
96	Jean-Laurent Bonnafe	BNP Paribas	Banking	France	41.4	19	59	29
97	Carlos Torres Vila	BBVA	Banking	Spain	41.2	7	58	42
98	Siging Chen	Bank of China	Banking	China	41.2	9	53	49
			Telecoms	Canada	41.0	10	60	34
99	George Cope	BCE	1616001119	Variaua	71.0	10		34

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