

Brand Finance[®]



Brand Guardianship Index 2024

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Brand Finance®



About Brand Finance

The world's
leading brand
valuation
consultancy.

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Bridging the gap between Marketing and Finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

Quantifying the financial value of brands

We put thousands of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish over 100 reports annually.

Unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

Priding ourselves on technical credibility

Brand Finance, a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, is the first brand valuation consultancy to join the International Valuation Standards Council. Our experts crafted standards (ISO 10668 and ISO 20671) and our methodology, certified by Austrian Standards, is officially approved by the Marketing Accountability Standards Board.

Top 100 Brand Guardians 2024

The world's top 100 Brand Guardians 2024 1-50

2024 Rank	2023 Rank		Name	Company	Sector	Country	BGI 2024	BGI Change
1	10	▲	Huateng Ma	Tencent	Media	China	81.6	+5
2	2	=	Mukesh Ambani	Reliance Group	Diversified	India	80.3	-1
3	1	▼	Jensen Huang	NVIDIA	Tech	United States	79.9	-3
4	33	▲	Tim Cook	Apple	Tech	United States	79.3	+7
5	8	▲	Natarajan Chandrasekaran	Tata Sons	Diversified	India	79.2	+2
6	23	▲	Anish Shah	Mahindra	Diversified	India	78.0	+4
7	4	▼	Shantanu Narayen	Adobe	Tech	United States	77.9	-3
8	5	▼	Sundar Pichai	Google	Media	United States	77.6	-2
9	3	▼	Satya Nadella	Microsoft	Tech	United States	77.2	-4
10	11	▲	Leena Nair	Chanel	Apparel	France	76.1	0
11	18	▲	Lei Jun	Xiaomi	Tech	China	74.7	0
12	79	▲	Chuanfu Wang	BYD	Automobiles	China	74.5	+6
13	28	▲	Toshihiro Mibe	Honda	Automobiles	Japan	74.2	+1
14	30	▲	Gang Pan	Yili	Food	China	74.1	+1
15	24	▲	Congqin Zeng	Wuliangye	Spirits	China	74.1	0
16	47	▲	Salil Parekh	Infosys	IT Services	India	73.7	+3
17	-	New	Brian Chesky	Airbnb	Leisure & Tourism	United States	73.5	-
18	-	New	Bernard Arnault	LVMH MOET	Apparel	France	73.5	+10
19	-	New	Elon Musk	Tesla	Automobiles	United States	73.5	+10
20	61	▲	Christopher Nassetta	Hilton	Hotels	United States	73.4	+4
21	37	▲	Michael Miebach	Mastercard	Commercial Services	United States	73.3	+1
22	-	New	Sashi Jagdishan	HDFC Bank	Banking	India	72.9	+14
23	20	▼	Dr. Sultan Ahmed Al Jaber	ADNOC	Oil & Gas	UAE	72.8	-2
24	49	▲	Dinesh Kumar Khara	State Bank of India	Banking	India	72.7	+2
25	-	New	Joe Ucuzoglu	Deloitte	Commercial Services	United States	72.7	-
26	58	▲	Axel Dumas	Hermès	Apparel	France	72.6	+3
27	22	▼	Hatem Dowidar	e&	Telecoms	UAE	72.2	-2
28	15	▼	Julie Sweet	accenture	IT Services	United States	72.1	-3
29	70	▲	Oliver Zipse	BMW	Automobiles	Germany	72.1	+3
30	-	New	Warren Buffet	Berkshire Hathaway	Insurance	United States	71.9	+6
31	-	New	Benedetto Vigna	Ferrari	Automobiles	Italy	71.8	+6
32	71	▲	Niels Christiansen	Lego	Toys	Denmark	71.8	+3
33	29	▼	François-Henri Pinault	Kering	Apparel	France	71.7	-2
34	9	▼	Piyush Gupta	DBS	Banking	Singapore	71.7	-5
35	-	New	Matt Comyn	Commonwealth Bank	Banking	Australia	71.5	+4
36	17	▼	Reed Hastings	Netflix	Media	United States	71.3	-3
37	27	▼	Han Jong-Hee	Samsung Group	Diversified	South Korea	71.3	-2
38	48	▲	Martin Lundstedt	Volvo	Automobiles	Sweden	71.3	+1
39	25	▼	Miao Liu	Luzhou Laojiao	Spirits	China	71.2	-3
40	-	New	James Quincey	Coca-Cola	Soft Drinks	United States	71.2	+7
41	-	New	C Vijayakumar	HCLTech	IT Services	India	71.0	+10
42	41	▼	Jim Umpleby	Caterpillar	Engineering & Construction	United States	70.9	-1
43	-	New	Tadashi Yanai	Fast Retailing	Apparel	Japan	70.8	+5
44	45	▲	Arvind Krishna	IBM	Tech	United States	70.7	0
45	-	New	Mark Hoplamazian	Hyatt	Hotels	United States	70.5	+6
46	13	▼	Minfang Lu	Mengniu	Food	China	70.3	-5
47	96	▲	Peter Wennink	ASML	Tech	Netherlands	70.3	+3
48	68	▲	Brian Moynihan	Bank of America	Banking	United States	70.1	+1
49	-	New	Carlo Messina	Intesa Sanpaolo	Banking	Italy	70.0	+10
50	-	New	Ramon Laguarta	Pepsi	Soft Drinks	United States	70.0	+3

Top 100 Brand Guardians 2024

The world's top 100 Brand Guardians 2024 51-100

2024 Rank	2023 Rank		Name	Company	Sector	Country	BGI 2024	BGI Change
51	97	▲	Michael Dell	Dell Technologies	Tech	United States	70.0	+2
52	-	New	Mingzhu Dong	Gree	Tech	China	69.8	+3
53	31	▼	Douglas Peterson	S&P Global	Commercial Services	United States	69.6	-3
54	-	New	Yuanqing Yang	Lenovo	Tech	China	69.4	+4
55	73	▲	Paul Mahon	Great-West Lifeco	Insurance	Canada	69.2	+0
56	53	▼	Tim Hoettges	Deutsche Telekom	Telecoms	Germany	69.2	-1
57	21	▼	Bob Moritz	PWC	Commercial Services	United States	69.0	-5
58	55	▼	Chuck Robbins	Cisco	Tech	United States	69.0	-1
59	-	New	Florent Menegaux	Michelin	Tyres	France	68.7	+2
60	35	▼	Bruce Broussard	Humana	Healthcare	United States	68.6	-4
61	36	▼	Baoan Xin	State Grid	Utilities	China	68.6	-4
62	44	▼	Tom Linebarger	Cummins	Engineering & Construction	United States	68.5	-2
63	-	New	Arne Freundt	Puma	Apparel	Germany	68.5	-
64	26	▼	Sunil Mittal	Airtel	Telecoms	India	68.4	-5
65	-	New	Steve Squeri	American Express	Commercial Services	United States	68.3	+7
66	52	▼	Sheikh Ahmed Bin Saeed Al Maktoum	Emirates	Airlines	UAE	68.2	-2
67	-	New	Amin Nasser	Aramco	Oil & Gas	Saudi Arabia	68.1	-
68	-	New	Jean-Frederic Dufour	Rolex	Apparel	Switzerland	67.8	+1
69	93	▲	John May	John Deere	Engineering & Construction	United States	67.7	+0
70	57	▼	Milton Maluhy Filho	Itaú	Banking	Brazil	67.7	-2
71	88	▲	Bob Sternfels	McKinsey	Commercial Services	United States	67.4	-1
72	-	New	Che-Chia Wei	TSMC	Tech	China (Taiwan)	67.3	+1
73	90	▲	John Donahoe	Nike	Apparel	United States	67.2	-1
74	-	New	Bill Thomas	KPMG	Commercial Services	Netherlands	67.1	+4
75	64	▼	Christian Klein	SAP	Tech	Germany	67.1	-2
76	77	▲	Oliver Baete	Allianz Group	Insurance	Germany	67.0	-1
77	-	New	David Cordani	Cigna	Healthcare	United States	67.0	0
78	-	New	James Gorman	Morgan Stanley	Banking	United States	67.0	+5
79	-	New	Andrew Witty	UnitedHealthcare	Healthcare	United States	67.0	+2
80	-	New	Enrique Lores	HP	Tech	United States	67.0	+1
81	-	New	Xavier Huillard	Vinci	Engineering & Construction	France	66.9	+0
82	92	▲	Jane Fraser	Citi	Banking	United States	66.7	-1
83	-	New	Aiman Ezzat	Capgemini	IT Services	France	66.7	+0
84	-	New	Pascal Soriot	AstraZeneca	Pharma	United Kingdom	66.7	+4
85	54	▼	Carmine Di Sibio	EY	Commercial Services	United States	66.6	-4
86	89	▲	Bruce Flatt	Brookfield	Banking	Canada	66.4	-1
87	-	New	Barbara Martin Coppola	Decathlon	Retail	France	66.4	+5
88	-	New	Joachim Wenning	Munich Re	Insurance	Germany	66.3	+5
89	39	▼	Vincent Warnery	Beiersdorf	Cosmetics & Personal Care	Germany	66.2	-5
90	46	▼	Oliver Blume	Porsche & Volkswagen	Automobiles	Germany	66.2	-5
91	86	▼	Charles Woodburn	BAE Systems	Aerospace & Defence	United Kingdom	66.1	-2
92	84	▼	Alan Schnitzer	Travelers	Insurance	United States	66.1	-2
93	-	New	John Chidsey	Subway	Restaurants	United States	66.0	+2
94	-	New	Ryan Lance	ConocoPhillips	Oil & Gas	United States	65.9	0
95	72	▼	Michel Khalaf	Metlife	Insurance	United States	65.9	-3
96	19	▼	Wei Wang	SF Express	Logistics	China	65.7	-9
97	-	New	Thierry Delaporte	Wipro	IT Services	India	65.7	+3
98	74	▼	Safra Catz	Oracle	Tech	United States	65.6	-3
99	100	▲	Antonio Neri	HPE	Tech	United States	65.6	-2
100	-	New	Shu Ishibashi	Bridgestone	Tyres	Japan	65.5	-1

Top 100 most valuable Brand Guardians 2024 Sector Sub-Rankings

Apparel

2024 Rank	Name	Company
1	Leena Nair	Chanel
2	Bernard Arnault	LVMH MOET
3	Axel Dumas	Hermès
4	François-Henri Pinault	Kering
5	Tadashi Yanai	Fast Retailing

Commercial Services

2024 Rank	Name	Company
1	Michael Miebach	Mastercard
2	Joe Ucuzoglu	Deloitte
3	Douglas Peterson	S&P Global
4	Bob Moritz	PWC
5	Steve Squeri	American Express

IT Services

2024 Rank	Name	Company
1	Salil Parekh	Infosys
2	Julie Sweet	accenture
3	C Vijayakumar	HCLTech
4	Aiman Ezzat	Capgemini
5	Thierry Delaporte	Wipro

Automobiles

2024 Rank	Name	Company
1	Chuanfu Wang	BYD
2	Toshihiro Mibe	Honda
3	Elon Musk	Tesla
4	Oliver Zipse	BMW

Engineering & Construction

2024 Rank	Name	Company
1	Jim Umpleby	Caterpillar
2	Tom Linebarger	Cummins
3	John May	John Deere
4	Xavier Huillard	Vinci

Media

2024 Rank	Name	Company
1	Huateng Ma	Tencent
2	Sundar Pichai	Google
3	Reed Hastings	Netflix

Oil & Gas

2024 Rank	Name	Company
1	Dr. Sultan Ahmed Al Jaber	ADNOC
2	Amin Nasser	Aramco

Banking

2024 Rank	Name	Company
1	Sashi Jagdishan	HDFC Bank
2	Dinesh Kumar Khara	State Bank of India
3	Piyush Gupta	DBS
4	Matt Comyn	Commonwealth Bank
5	Brian Moynihan	Bank of America

Insurance

2024 Rank	Name	Company
1	Warren Buffet	Berkshire Hathaway
2	Paul Mahon	Great-West Lifeco
3	Oliver Baete	Allianz Group
4	Joachim Wenning	Munich Re
5	Alan Schnitzer	Travelers

Tech

2024 Rank	Name	Company
1	Jensen Huang	NVIDIA
2	Tim Cook	Apple
3	Shantanu Narayen	Adobe
4	Satya Nadella	Microsoft
5	Lei Jun	Xiaomi

Diversified

2024 Rank	Name	Company
1	Mukesh Ambani	Reliance Group
2	Natarajan Chandrasekaran	Tata Sons
3	Anish Shah	Mahindra
4	Han Jong-Hee	Samsung Group

Healthcare

2024 Rank	Name	Company
1	Bruce Broussard	Humana
2	David Cordani	Cigna
3	Andrew Witty	UnitedHealthcare

Telecoms

2024 Rank	Name	Company
1	Hatem Dowidar	e&
2	Tim Hoettges	Deutsche Telekom
3	Sunil Mittal	Airtel

Brand Guardianship Index Methodology



Brand Finance constructs its Brand Guardianship Index in a similar way to the Brand Strength Index that underpins its corporate brand valuations.

We have constructed a balanced scorecard of measures that capture the ability of a CEO to act as the guardian of their company's brand and a steward of long-term shareholder value. The Brand Guardianship Index includes 'Perception' factors, which reflect current perceptions, 'Performance' factors which reflect the tangible results of these perceptions, and 'Promotion' factors which support future perceptions and performance.

Data is sourced from original market research around the world comprised of a 4,000 respondent survey among analysts, journalists and informed general public. Data is also sourced from Talkwalker, S&P CapitalIQ, Brand Finance corporate Brand Value rankings and Glassdoor.

The three pillars of the Brand Guardianship Index are informed by various sub-measures, whose weighting is reflected by the size of the slice in the diagram above.

Brand Finance Network

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