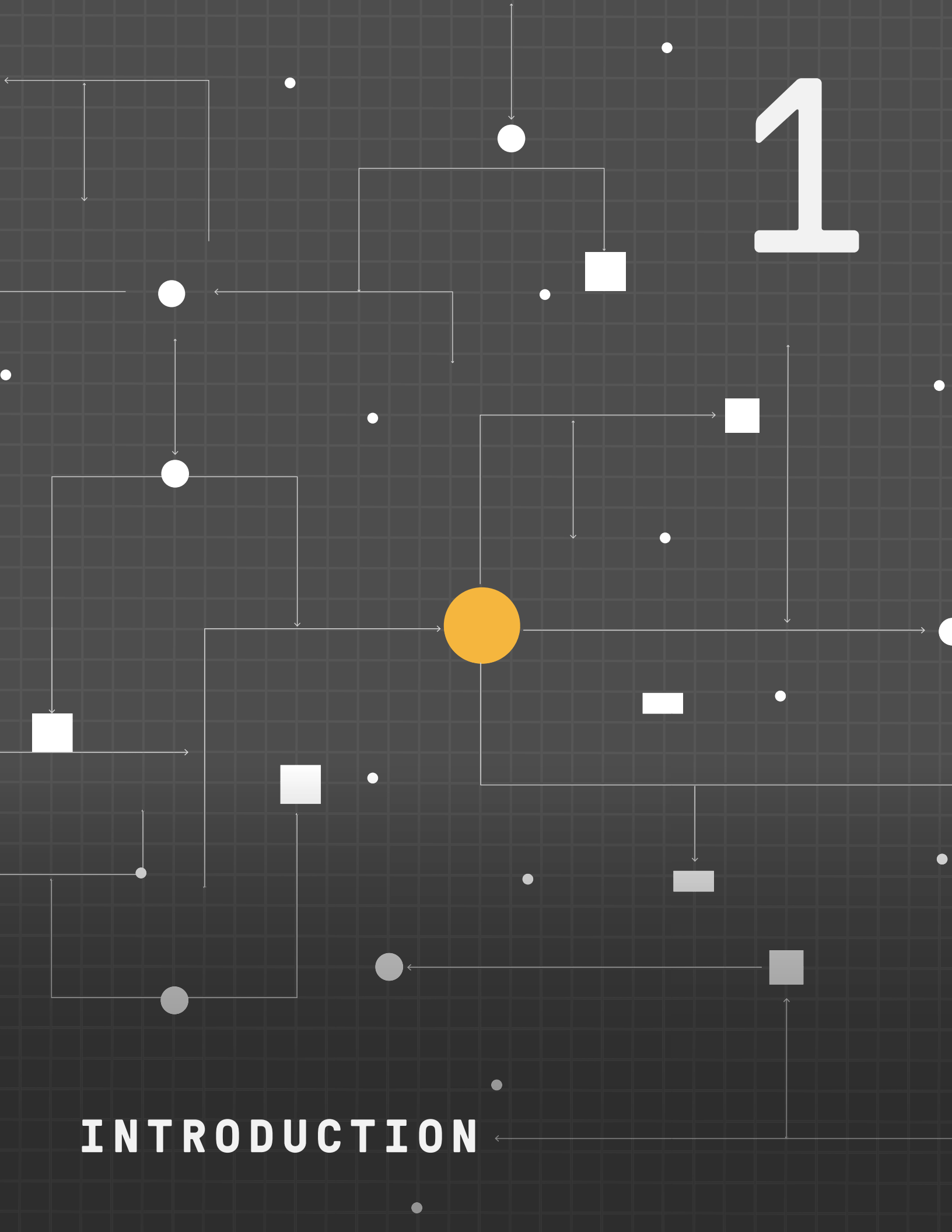THE CEO LEADERBOARD:

COVID-19 REPUTATION RANKINGS

MAY 2020

SJR

A WPP COMPANY

1

INTRODUCTION

THE COVID-19 PANDEMIC HAS UPENDED OUR WORLD, WITH NO CORNER OF LIFE UNTOUCHED. SIMILARLY, NO COMPANY – OR COMPANY LEADER – HAS ESCAPED ITS IMPACT.

The CEO Leaderboard is a ranking of brand perception across Fortune 100 CEOs – measuring how they were perceived before COVID-19 was declared a global pandemic and how their reputations have shifted in the subsequent weeks.

The ranking is based on tracking real-time conversation – attributed to a specific CEO – across the entire digital, social and media landscape. It measures the actions of the Fortune 100 CEOs during the relevant time periods (January 1, 2020 – February 28, 2020 and March 1, 2020 – April 15, 2020).

As a whole, CEOs at the top of the Leaderboard are constantly speaking to the moment at hand. They're using multiple channels to get their messages across traditional and digital channels, and they're creating a unique communications strategy geared toward each stakeholder – one that ladders up to a greater brand strategy.

The ones at the bottom are are communicating inconsistently and infrequently – and often with narratives that are not in sync with the organizations they're leading.
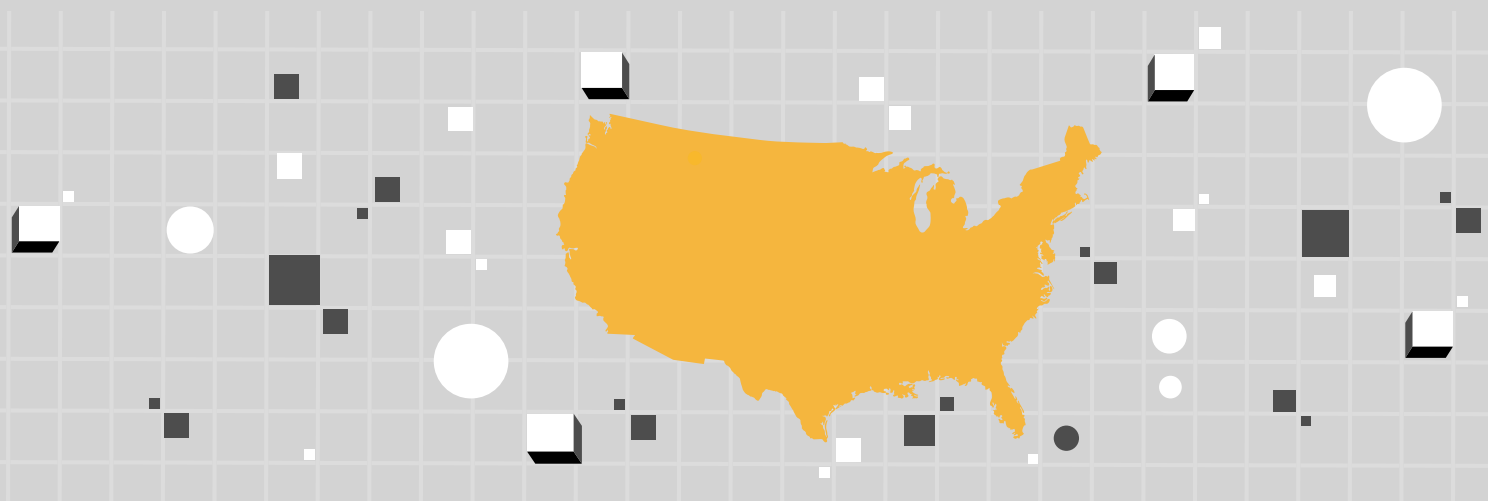
Successful corporate leaders have reacted to the megacrisis with humility, empathy and direct communications that connect with employees, customers and other stakeholders on an authentic, human level. Gone is the c-suite view from 30,000 feet. CEOs are talking to us from their living rooms on video conferences to updateus

on details big and small about how their companies are responding to every imaginable disruption: supply chain, workforce, revenue, employee health and safety.

SO HOW DID AMERICA'S TOP CEOS PERFORM DURING THE FIRST FEW WEEKS OF THE PANDEMIC?

2
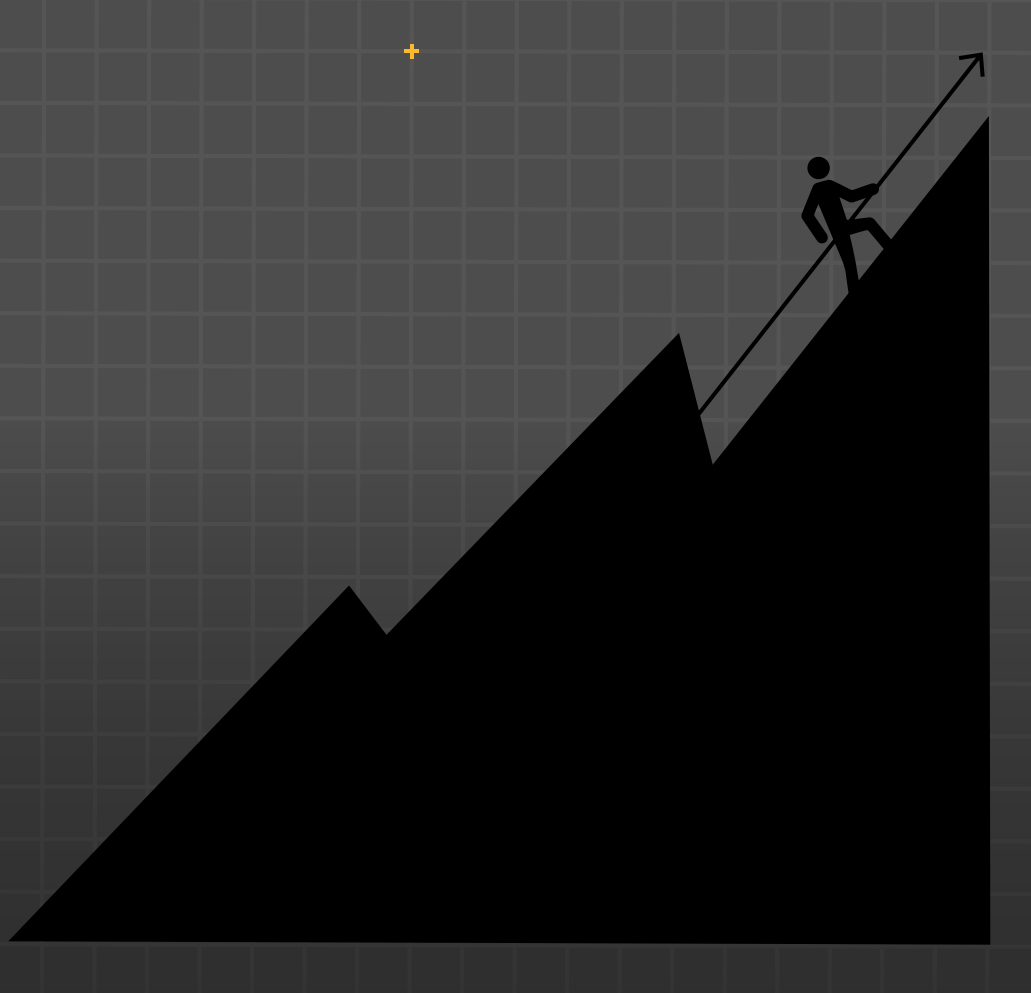
HOW DO YOU GET ATOP THE LEADERBOARD?

THE CEOS ATOP THE LEADERBOARD AREN'T THE ONES DOING THE MOST MEDIA INTERVIEWS – THEY'RE THE ONES WHO HAVE A CLEAR COMMUNICATIONS PLAN FOR THEIR CUSTOMERS, THEIR EMPLOYEES AND THEIR PARTNERS.

It's easy to add to the noise. The ones who truly consider where their messages are landing, as well as the results they want to achieve – they are the CEOs who lead the pack.

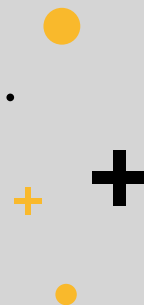**KEY FINDINGS**

1 **RETAIL'S SHINING MOMENT**

The industry that shined above all others was retail – of the top 25 CEOs, seven lead brick-and-mortar retailers, with five of those in the grocery trade. For many, especially retail grocery, the pandemic reinforced their role as essential to daily life. From the beginning, "panic buying" stressed supply chains and work staffs –

basically forcing some CEOs to create a plan while already in motion. In many ways, retail was (and still is) on the front lines of the pandemic – and a lot of leaders have proven their ability to communicate effectively with all of their stakeholders. Some of the tactics they've used include:

Encouraging online ordering and new services, like curbside pickups

Increasing employee pay and advocating on behalf of employees as essential workers

Activating new healthcare services, becoming part of the diagnostic front lines, with services like drive-thru testing made available to customers

< Tweet

Target News @
@TargetNews

Thanks to everyone out there doing their part to help our communities stay healthy. Here are some handy tips to consider when shopping a @Target store, and find more on our coronavirus response here: tgt.biz/w46t6

Visiting a Target store?

Technology as an industry is scattered high and low throughout the Fortune 100, but brand leaders are increasingly finding their way amid quarantine life, supporting school and work-from-home realities. Many CEOs have

identified this time as an opportunity to demonstrate the essential nature of their products and services to American families, driving demand for increased usage and sales. Among the activities are:

Establishing bonds with employees and encouraging balance in a WFH life

Making tech and hardware available for COVID-19 relief efforts

Leveraging social followings to connect with consumers and celebrate teachers + technology
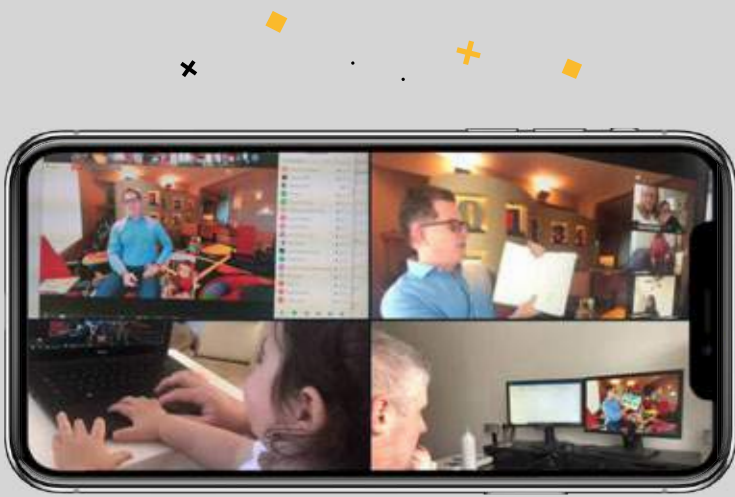
3 THE VISIBLE AND VOLUBLE CEO

The Leaderboard's most successful CEOs don't shy from communicating. Most employ an array of social and owned

brand channels that they publish on frequently. In many circumstances, positive movement and rankings correlate with CEO and brand communications being closely integrated. Examples include:

Leading the brand by appearing in national advertising

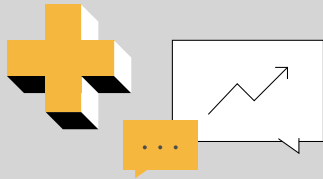**Leveraging** brand publishing as the primary hub to connect with customers

Pivoting entire brand campaigns to pandemic-relevant themes and activities

3

THE FULL RANKINGS

TOP 10 CEOs

JOHN DONAHOE
NIKE
01

MICHAEL DELL
DELL TECHNOLOGIES
02

BRIAN CORNELL
TARGET
03

HANS VESTBERG
VERIZON COMMUNICATIONS
04

SATYA NADELLA
MICROSOFT
05

MARILLYN A. HEWSON
LOCKHEED MARTIN
06

BOB SWAN
INTEL
07

KEVIN HOURICAN
SYSCO
08

JIM UMPLEBY
CATERPILLAR
09

ERNIE HERRMAN
TJX COMPANIES
10

DATA POWERED BY ENODO

NOTABLE MOVERS

THESE CEOS IMPROVED NOTABLY THROUGHOUT THE PANDEMIC

JOHN DONAHOE *NIKE*
+17   RANK 18 ⟶ 01

HANS VESTBERG *VERIZON*
+36   RANK 40 ⟶ 04

DOUG MCMILLON *WALMART*
+40   RANK 57 ⟶ 17

THESE CEOS WENT DOWNWARD AFTER COVID-19 WAS DECLARED A PANDEMIC

TODD JONES *PUBLIX*
−14   RANK 01 ⟶ 15

SUNDAR PICHAI *ALPHABET*
−18   RANK 11 ⟶ 29

BRIAN ROBERTS *COMCAST*
−15   RANK 24 ⟶ 39

THE LEADERBOARD

MAR 1 - APR 15 INDEX SCORE	CEO	MAR 1 - APR 15 COVID-19 RANK	JAN 1 - FEB 29 BASELINE RANK
87	John Donahoe, Nike	1	18
82	Michael Dell, Dell Technologies	2	12
80	Brian Cornell, Target	3	4
79	Hans Vestberg, Verizon Communications	4	40
79	Satya Nadella, Microsoft	5	5
78	Marillyn A. Hewson, Lockheed Martin	6	2
77	Bob Swan, Intel	7	6
77	Kevin Hourican, Sysco	8	7
77	Jim Umpleby, Caterpillar	9	10
76	Ernie Herrman, TJX	10	17
76	Michael J. Kasbar, World Fuel Services	11	14
75	Noel W. White, Tyson Foods	12	15
75	Vivek Sankaran, Albertsons	13	13
74	Ramon Laguarta, PepsiCo	14	3
74	Todd Jones, Publix Super Markets	15	1
74	David P. Abney, UPS	16	16
72	Doug McMillon, Walmart	17	57
72	Ginni Rometty, IBM	18	9
71	Roger W. Crandall, MassMutual	19	33
71	Charles F. Lowrey, Prudential Financial	20	8
71	Phebe Novakovic, General Dynamics	21	31
71	Safra Catz, Oracle	22	25
71	Enrique Lores, HP	23	22
70	Rodney McMullen, Kroger	24	29
70	Bob Chapek, Walt Disney Company	25	21

THE LEADERBOARD (CONT...)

MAR 1 - APR 15 INDEX SCORE	CEO	MAR 1 - APR 15 COVID-19 RANK	JAN 1 - FEB 29 BASELINE RANK
70	Ed Bastian, Delta Air Lines	26	27
69	Juan Ricardo Luciano, Archer Daniels Midland	27	19
68	Christopher M. Crane, Exelon	28	26
68	Sundar Pichai, Alphabet	29	11
68	Brian S. Tyler, McKesson	30	30
68	Richard Fairbank, Capital One	31	45
67	Darius Adamczyk, Honeywell	32	20
67	Corie Barry, Best Buy	33	44
67	John C. May, Deere & Company	34	47
66	Frederick W. Smith, FedEx	35	28
65	Richard T. Hume, Tech Data	36	36
65	Marvin Ellison, Lowe's	37	51
63	Thomas Rutledge, Charter Communications	38	46
63	Brian L. Roberts, Comcast	39	24
62	Tricia Griffith, Progressive	40	43
62	Mike Roman, 3M	41	37
62	H. Lawrence Culp, Jr., General Electric	42	48
61	Stephen Squeri, American Express	43	39
61	James Quincey, Coca-Cola	44	38
60	Kelcy Warren, Energy Transfer	45	23
58	Craig Menear, Home Depot	46	42
58	Warren Buffett, Berkshire Hathaway	47	71
57	Willie Chiang, Plains GP Holdings	48	50
55	Brian Duperreault, AIG	49	55
55	Michael F. Neidorff, Centene	50	41

THE LEADERBOARD (CONT...)

MAR 1 - APR 15 INDEX SCORE	CEO	MAR 1 - APR 15 COVID-19 RANK	JAN 1 - FEB 29 BASELINE RANK
53	David H. Long, Liberty Mutual Insurance	51	53
52	Gregory Hayes, United Technologies	52	62
52	Wayne T. Smith, Community Health Systems	53	61
51	Gail Koziara Boudreaux, Anthem	54	34
50	W. Craig Jelinek, Costco	55	32
49	Kirt Walker, Nationwide	56	56
48	Hugh R. Frater, Fannie Mae	57	60
48	Larry J. Merlo, CVS Health	58	86
48	David M. Solomon, Goldman Sachs	59	52
48	Steven H. Collis, AmerisourceBergen	60	35
47	W. Randall Fowler, Enterprise Products	61	66
47	Stefano Pessina, Walgreens Boots Alliance	62	72
46	Alex Gorsky, Johnson & Johnson	63	88
46	Michael C. Kaufmann, Cardinal Health	64	77
45	Randall L. Stephenson, AT&T	65	63
45	David Cordani, Cigna	66	58
45	Theodore A. Mathas, New York Life Insurance	67	69
45	Doug Parker, American Airlines	68	49
44	Tim Cook, Apple	69	96
44	Chuck Robbins, Cisco Systems	70	74
43	Jim Hackett, Ford Motor Company	71	81
43	Richard A. Gonzalez, AbbVie	72	80
41	Samuel N. Hazen, HCA Healthcare	73	64
41	Michael Corbat, Citigroup	74	73
41	Kenneth C. Frazier, Merck	75	65

THE LEADERBOARD (CONT...)

MAR 1 – APR 15 INDEX SCORE	CEO	MAR 1 – APR 15 COVID-19 RANK	JAN 1 – FEB 29 BASELINE RANK
40	Ryan Lance, ConocoPhillips	76	78
38	Mark Zuckerberg, Facebook	77	67
37	David S. Wichmann, UnitedHealth Group	78	54
36	Albert Bourla, Pfizer	79	87
35	Bruce D. Broussard, Humana	80	76
35	Michel A. Khalaf, MetLife	81	85
34	Mike Wirth, Chevron	82	79
34	Oscar Munoz, United Airlines	83	82
34	David S. Taylor, Procter & Gamble	84	70
34	Mary T. Barra, General Motors	85	84
34	Jamie Dimon, JPMorgan Chase	86	68
33	Jeff Bezos, Amazon	87	59
33	Edward D. Breen, DuPont	88	93
32	Michael J. Hennigan, Marathon Petroleum	89	75
31	Roger W. Ferguson, Jr., TIAA	90	90
31	Thomas J. Wilson, Allstate	91	89
31	Charles W. Scharf, Wells Fargo	92	91
31	Darren Woods, ExxonMobil	93	83
30	James P. Gorman, Morgan Stanley	94	94
28	Michael L. Tipsord, State Farm Insurance	95	100
25	Joseph W. Gorder, Valero Energy	96	95
25	David M. Brickman, Freddie Mac	97	92
22	Greg C. Garland, Phillips 66	98	97
22	Brian Moynihan, Bank of America	99	99
18	Dave Calhoun, Boeing	100	98

INDUSTRY RANKINGS

TOP 10 TECH CEOs

MICHAEL DELL
DELL
01

SATYA NADELLA
MICROSOFT
02

BOB SWAN
INTEL
03

GINNI ROMETTY
IBM
04

SAFRA CATZ
ORACLE
05

ENRIQUE LORES
HP
06

SUNDAR PICHAI
ALPHABET
07

RICHARD T. HUME
TECH DATA
08

TIM COOK
APPLE
09

CHUCK ROBBINS
CISCO SYSTEMS
10

TOP 10 RETAIL CEOs

JOHN DONAHOE
NIKE
01

BRIAN CORNELL
TARGET
02

ERNIE HERRMAN
TJX COMPANIES
03

VIVEK SANKARAN
ALBERTSONS
04

TODD JONES
PUBLIX SUPER MARKETS
05

DOUG MCMILLON
WALMART
06

RODNEY MCMULLEN
KROGER
07

CORIE BARRY
BEST BUY
08

MARVIN ELLISON
LOWE'S
09

CRAIG MENEAR
HOME DEPOT
10

TOP 10 HEALTHCARE CEOs

BRIAN S. TYLER
MCKESSON
01

MICHAEL F. NEIDORFF
CENTENE
02

WAYNE T. SMITH
COMMUNITY HEALTH SYSTEMS
03

GAIL KOZIARA BOUDREAUX
ANTHEM
04

LARRY J. MERLO
CVS HEALTH
05

STEVEN H. COLLIS
AMERISOURCEBERGEN
06

ALEX GORSKY
JOHNSON & JOHNSON
07

MICHAEL C. KAUFMANN
CARDINAL HEALTH
08

DAVID CORDANI
CIGNA
09

RICHARD A. GONZALEZ
ABBVIE
10

TOP 10 FINANCE CEOs

ROGER W. CRANDALL
MASSMUTUAL
01

CHARLES F. LOWREY
PRUDENTIAL FINANCIAL
02

RICHARD FAIRBANK
CAPITAL ONE
03

TRICIA GRIFFITH
PROGRESSIVE
04

STEPHEN SQUERI
AMERICAN EXPRESS
05

WARREN BUFFETT
BERKSHIRE HATHAWAY
06

BRIAN DUPERREAULT
AIG
07

DAVID H. LONG
LIBERTY MUTUAL
08

KIRT WALKER
NATIONWIDE
09

HUGH R. FRATER
FANNIE MAE
10

DOUG McMILLON / WALMART

Store and fulfillment center visits, frequent social postings and voicing a national television commercial enabled McMillon to dramatically improve his ranking, and Walmart's.

RANKING: #17 from #57

JEFF BEZOS / AMAZON

Ironically, Bezos used the most creative and human of social channels — Instagram — to release this video which feels cold, distant and all too appropriate for the billionaire.
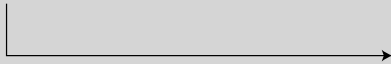
RANKING: #98 from #59

INDEX ILLUSTRATED // SERVANT LEADERSHIP

RODNEY McMULLEN / KROGER

From stock clerk to CEO, the Kroger lifer has seized the moment to reinforce grocery marketing's central role in American life with Kroger at the center. And, to elevate the enterprise as a standard-setter, Kroger launched the downloadable Blueprint, a playbook with marketing materials to be used by any business. His customer- and employee-first approach displayed a feel for servant leadership and moved him up the Leaderboard.

RANKING #25 from #29

RETAILERS
Kroger CEO Sees Opportunity in the Chaos
New shoppers, home cookers, online growth and even a recession bode well, Rodney McMullen says
By *Jon Springer* on Apr. 16, 2020

INDEX ILLUSTRATED // THE ALWAYS-ON LEADER

BREAKING NEWS
VERIZON, THE NEW YORK TIMES PARTNER TO OFFER 14M STUDENTS FREE ACCESS TO NYTIMES.COM

HANS VESTBERG / VERIZON

Driven by his steady presence, tech-forward persona and Verizon's outsized role in a quarantined America, Vestberg became the ubiquitous spokesperson and explainer for the brand, announcing free and expanded coverage, bonus student programs, realities of peak usage and more. He effectively and seamlessly positioned Verizon as essential infrastructure for today and the future.

RANKING #4 from #57

INDEX ILLUSTRATED // SEAMLESS NARRATIVE

MARVIN ELLISON / LOWE'S

Ellison used the expected boom in DIY projects and highly relevant, brand-centric "thank you" campaign as a backdrop to deliver a seamless corporate narrative, proactively sharing news and giving interviews focused on employee support and significant hiring plans.
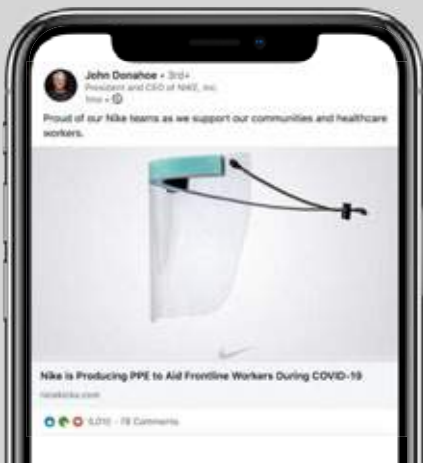
RANKING #37 from #51
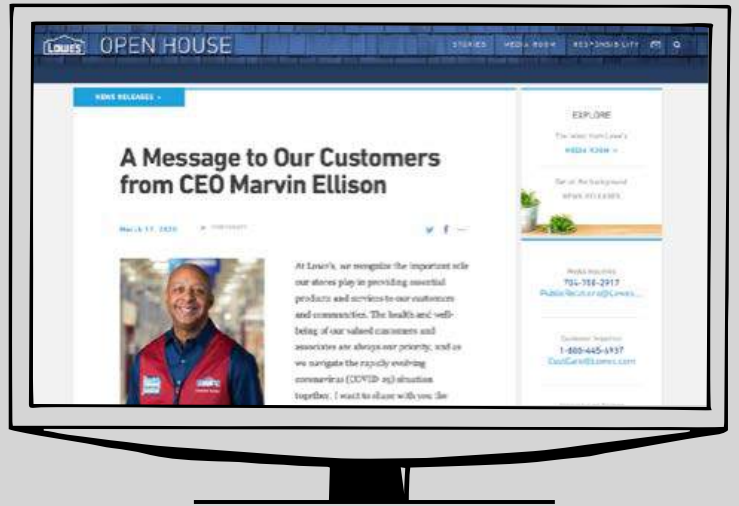
INDEX ILLUSTRATED // ON-THE-FLY INNOVATORS

JOHN DONAHOE / NIKE

Celebrating a pivot to PPE manufacturing.

RANKING #1 from #18

ROGER W. CRANDALL / MASSMUTUAL

Creating custom, no-cost products for essential healthcare workers.

RANKING #19 from #33

VIVEK SANKARAN / ALBERTSONS

Joining its largest union to advocate for employees as essential workers.

RANKING #13 from #13

METHODOLOGY

THE DATA SET IS THE FOUNDATION

Our proprietary methodology uses a Python written platform to collect all publicly available data anywhere digitally available. Thus, the data set is more robust and includes online local, national and international news outlets, RSS feeds, 20+ social media sites and additional publicly available data.
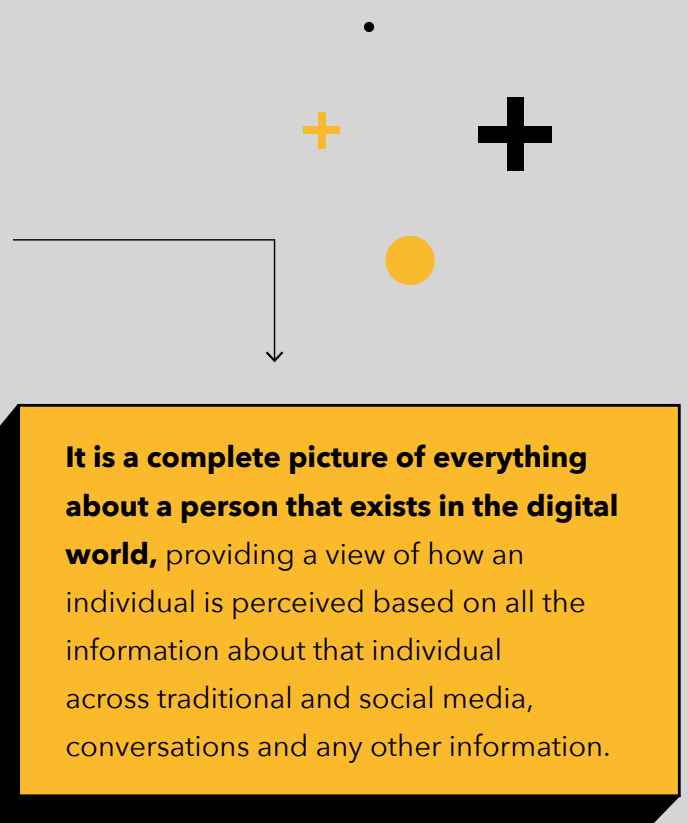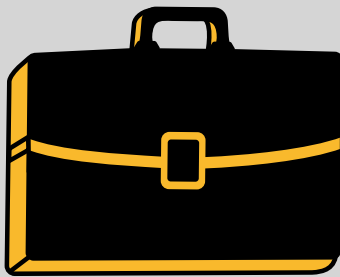
It is a complete picture of everything about a person that exists in the digital world, providing a view of how an individual is perceived based on all the information about that individual across traditional and social media, conversations and any other information.

FORTUNE 100 CEOS

The Leaderboard data set was created to assess each online conversation around the Fortune 100 CEOs between January 1 and April 15. The data set included:

6 MILLION TOTAL

1,798,645 FACEBOOK POSTS

904,079 TWEETS

702,537 LINKEDIN POSTS

819,690 INSTAGRAM POSTS

679,904 YOUTUBE COMMENTS

497,497 NEWS SITES

306,789 RSS FEEDS

224,579 BLOGS

The Leaderboard accounts for the positive, neutral and negative sentiment that occurs around the CEOs communications and what is written and posted about the CEO. The scores or rankings range from 0 to 100, with higher scores representing higher positive and neutral sentiment.

THE BENEFITS OF A CUSTOM DATA SET

PURPOSE-BUILT PLATFORM ARCHITECTURE

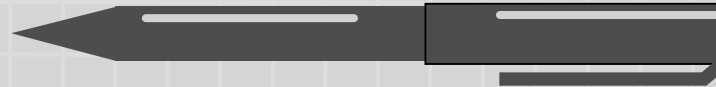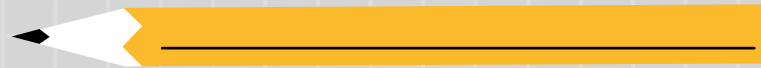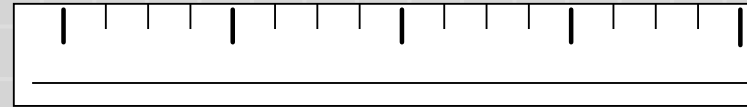Custom-built, real-time query-able platform written in Python

EXPANSIVE LANGUAGE AND AI CAPABILITIES

Over 30 languages with capability to detect emotional learning emojis, slang and sarcasm

GEOGRAPHICAL FILTERING

Ability to "geofence" and conduct "hotspot" mapping of sentiment, topic and/or key influencer to street-level resolution
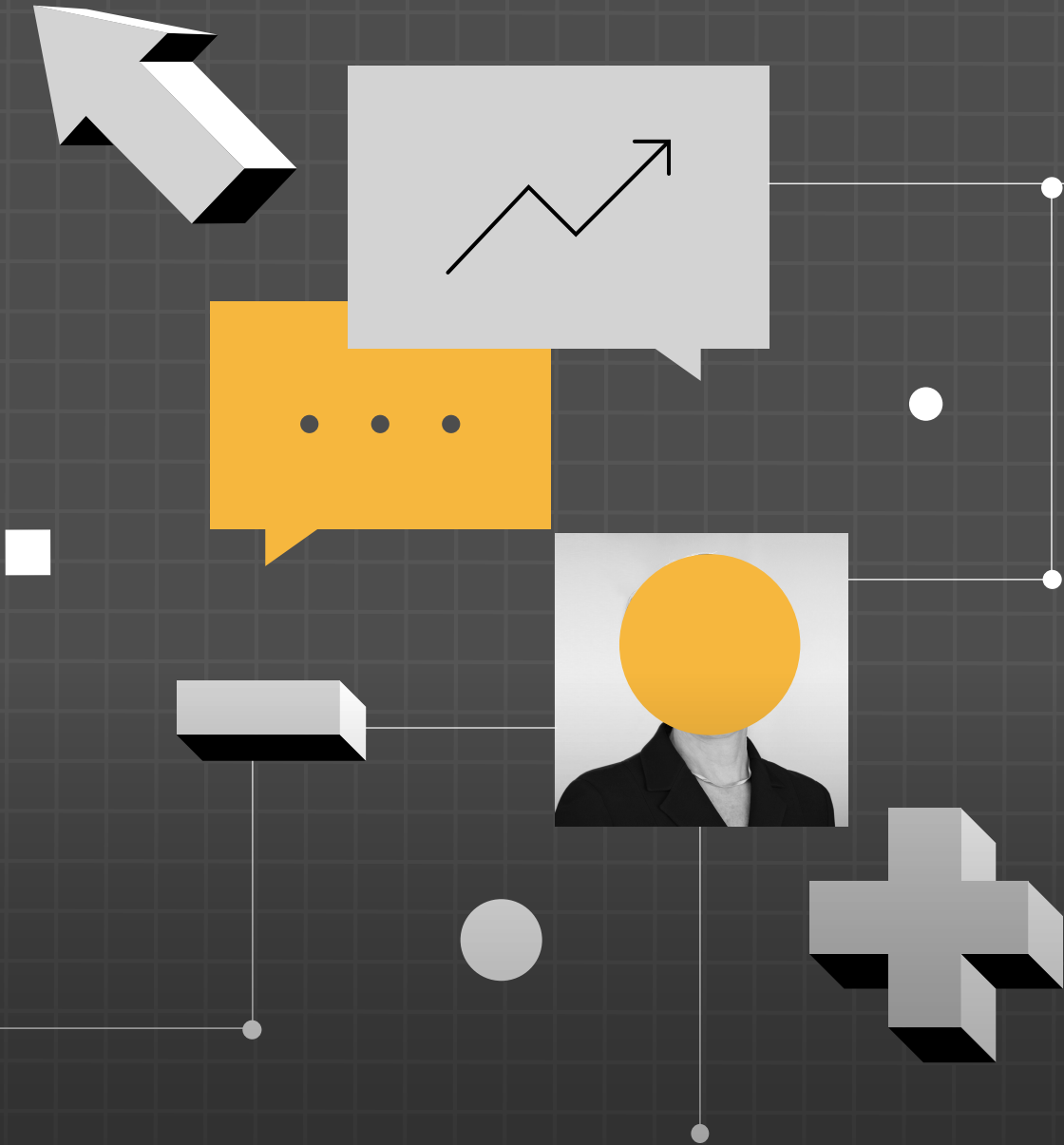
MALICIOUS DATA SCRAPING

Removes fake accounts, trolls and bots to enhance data accuracy and security

ROBUST DATA COLLECTION

Collects publicly available information from online local, national and international news outlets, RSS feeds, 20+ social media sites and proprietary data sets

5

CONCLUSION

THERE ARE COMMON THREADS AMONG THE CEOS – AND THUS, THEIR BRANDS – THAT ARE PERFORMING AT A HIGH LEVEL IN THE RELATIVELY EARLY DAYS OF THE PANDEMIC.

They're on the pulse. They're clear and direct, and they have something human and emotional to say.

56% of the top 25 CEOs regularly publish content on LinkedIn – only 33% of bottom 75 do the same – it's not a coincidence.

As CEOs have moved from the board room to the living room, they've become highly visible ambassadors for their companies, representing their actions and response efforts in highly personal and brand-forward ways. They've been proactive in finding their authentic voices, and they've prioritized strategic clarity over the following day's stock price. Crises present opportunities to sharpen business strategy, renew bonds with employees, step up communications and better serve customers. When achieved, it's what enables brands to flourish.

For more information, please visit **www.groupsjr.com** or you can send an email to **insights@groupsjr.com**

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