

Top 100 Brand Guardians 2023.

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2023 Rank	CEO	Company	Sector	Country	BGI 2023	BGI 2022	BGI Change
1	Jensen Huang	Nvidia	Tech	United States	83.0	81.1	+1.9
2	Mukesh Ambani	Reliance	Oil & Gas	India	81.7	72.9	+ 8.8
3	Satya Nadella	Microsoft	Tech	United States	81.5	88.3	-6.8
4	Shantanu Narayen	Adobe	Tech	United States	80.4	82.5	-2.1
5	Sundar Pichai	Google	Media	United States	79.6	83.3	-3.7
6	Punit Renjen	Deloitte	Commercial Services	United States	78.7	78.3	+0.4
7	Fabrizio Freda	Estée Lauder	Cosmetics & Personal Care	United States	78.4	73.5	+4.8
8	Natarajan Chandrasekaran	Tata Sons	Engineering & Construction	India	77.5	75.5	+1.9
9	Piyush Gupta	DBS	Banking	Singapore	76.9	68.0	+9.0
10	Huateng Ma	Tencent	Media	China	76.9	85.0	-8.1
11	Leena Nair	Chanel	Apparel	France	76.3	73.5	+2.8
12	Akio Toyoda	Toyota	Automobiles	Japan	76.2	77.4	-1.2
13	Minfang Lu	Mengniu	Food	China	75.6	71.3	+ 4.3
14	Lei Ding	NetEase	Media	China	75.5	66.7	+8.8
15	Julie Sweet	Accenture	Tech	United States	75.1	71.5	+3.7
16	Henry Fernandez	MSCI	Commercial Services	United States	74.9	73.6	+1.3
17	Reed Hastings	Netflix	Media	United States	74.8	82.1	-7.3
18	Lei Jun	Xiaomi	Tech	China	74.7	73.3	+1.3
19	Wei Wang	SF Holding Co	Logistics	China	74.5	71.9	+2.7
20	Dr. Sultan Ahmed Al Jaber	ADNOC	Oil & Gas	Uae	74.4	78.1	-3.7
21	Bob Moritz	PWC	Commercial Services	United States	74.4	71.3	+3.0
22	Hatem Dowidar	e&	Telecoms	Uae	74.3	69.7	+4.6
23	Anand Mahindra	Mahindra	Automobiles	India	74.3	73.2	+1.1
24	Congqin Zeng	Wuliangye	Spirits	China	74.1	75.2	-1.1
25	Miao Liu	Luzhou Laojiao	Spirits	China	73.9	77.5	-3.6
26	Sunil Mittal	Airtel	Telecoms	India	73.7	60.3	+13.5
27	Han Jong-Hee	Samsung	Tech	South Korea	73.7	69.1	+4.7
28	Toshihiro Mibe	Honda	Automobiles	Japan	73.4	72.8	+0.6
29	François-Henri Pinault	Kering	Apparel	France	73.3	72.2	+1.2
30	Gang Pan	Yili	Food	China	73.1	73.7	-0.6
31	Douglas Peterson	S&P Global	Commercial Services	United States	72.6	75.2	-2.6
32	Wee Ee Cheong	UOB	Banking	Singapore	72.6	-	-
33	Tim Cook	Apple	Tech	United States	72.5	87.6	-15.1
34	Cristiano R Amon	Qualcomm	Tech	United States	72.5	75.0	-2.5
35	Bruce Broussard	Humana	Healthcare	United States	72.3	74.6	-2.3
36	Baoan Xin	State Grid	Utilities	China	72.3	78.5	-6.2
37	Michael Miebach	Mastercard	Commercial Services	United States	72.0	71.1	+0.9
38	Marc Benioff	Salesforce	Tech	United States	71.6	80.2	-8.6
39	Vincent Warnery	Beiersdorf	Cosmetics & Personal Care	Germany	71.6	65.5	+6.1
40	Darius Adamczyk	Honeywell	Engineering & Construction	United States	71.5	68.1	+3.4
41	Jim Umpleby	Caterpillar	Engineering & Construction	United States	71.5	67.6	+3.8
42	Alfred Kelly	Visa	Commercial Services	United States	71.4	70.8	+0.6
43	Lisa Su	AMD	Tech	United States	71.3	79.3	-7.9
44	Tom Linebarger	Cummins	Engineering & Construction	United States	70.9	72.5	-1.6
45	Arvind Krishna	IBM	Tech	United States	70.8	63.9	+7.0
46	Oliver Blume	Porsche & Volkswagen	Automobiles	Germany	70.8	65.2	+5.7
47	Martin Lundstedt	Volvo	Automobiles	Sweden	70.8	70.5	+0.3
48	Dinesh Kumar Khara	State Bank of India	Banking	India	70.7	72.7	-2.0
49	Jim Farley	Ford	Automobiles	United States	70.6	74.3	-3.7
50	Richard Fairbank	Capital One	Banking	United States	70.6	72.1	-1.5

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2023 Rank	CEO	Company	Sector	Country	BGI 2023	BGI 2022	BGI Change
51	Sheikh Ahmed Bin Saeed Al Maktoum	Emirates	Airlines	United Arab Emirates	70.5	74.2	-3.7
52	Tim Hoettges	Deutsche Telekom	Telecoms	Germany	70.4	58.6	+11.8
53	Carmine Di Sibio	EY	Commercial Services	United Kingdom	70.2	69.0	+1.2
54	Chuck Robbins	Cisco	Tech	United States	70.1	67.8	+2.3
55	Darren Entwistle	Telus	Telecoms	Canada	69.9	63.2	+6.7
56	Salil Parekh	Infosys	Tech	India	69.9	65.3	+4.6
57	Milton Maluhy Filho	Itau	Banking	Brazil	69.8	61.6	+8.3
58	Axel Dumas	Hermès	Apparel	France	69.8	61.9	+7.9
59	Siu Kee Wong	Chow Tai Fook	Apparel	China (Hong Kong)	69.8	-	-
60	Severin Schwan	Roche	Pharma	Switzerland	69.8	69.3	+0.4
61	Christopher Nassetta	Hilton	Hotels	United States	69.7	70.4	-0.8
62	Jie Yang	China Mobile	Telecoms	China (Hong Kong)	69.6	60.8	+8.9
63	Auttapol Rerkpiboon	PTT	Oil & Gas	Thailand	69.4	63.7	+5.7
64	Christian Klein	SAP	Tech	Germany	69.2	68.7	+0.6
65	Kang Pang	Haitian	Food	China	69.1	-	-
66	Brian Moynihan	Bank of America	Banking	United States	69.0	78.0	-9.0
67	Carlos Rodriguez	ADP	Commercial Services	United States	69.0	72.3	-3.3
68	Oliver Zipse	BMW	Automobiles	Germany	68.9	66.0	+3.0
69	Niels Christiansen	Lego	Toys	Denmark	68.9	71.0	-2.1
70	Michel Khalaf	MetLife	Insurance	United States	68.8	67.5	+1.3
71	Paul A Mahon	Great-West Lifeco	Insurance	Canada	68.8	62.4	+6.3
72	Safra Catz	Oracle	Tech	United States	68.8	71.6	-2.8
73	Tae-Won Chey	SK Group	Telecoms	South Korea	68.7	63.3	+5.4
74	Ernie Herrman	Tjx Companies	Retail	United States	68.6	48.4	+20.2
75	Oliver Baete	Allianz	Insurance	Germany	68.5	63.4	+5.1
76	Pat Gelsinger	Intel	Tech	United States	68.5	64.9	+3.6
77	Chuanfu Wang	BYD	Automobiles	China	68.4	65.8	+2.7
78	Mary Barra	General Motors	Automobiles	United States	68.3	64.6	+3.7
79	Soren Skou	Maersk	Logistics	Denmark	68.3	64.5	+3.8
80	Brian Cornell	Target	Retail	United States	68.2	64.9	+3.3
81	Alan Schnitzer	Travelers	Insurance	United States	68.2	64.7	+3.5
82	Walt Bettinger	Charles Schwab	Banking	United States	68.2	64.8	+3.4
83	Charles Woodburn	BAE Systems	Aerospace & Defence	United Kingdom	68.1	61.8	+6.3
84	Darryl White	BMO	Banking	Canada	68.1	62.8	+5.3
85	Bob Sternfels	McKinsey	Commercial Services	United States	68.1	-	-
86	Bruce Flatt	Brookfield Asset Management	Banking	Canada	67.9	63.5	+4.4
87	John Donahoe	Nike	Apparel	United States	67.9	62.1	+5.8
88	Hongbo Fang	Midea	Tech	China	67.9	74.7	-6.8
89	Jane Fraser	Citi	Banking	United States	67.7	75.5	-7.7
90	John May	John Deere	Engineering & Construction	United States	67.7	61.6	+6.2
91	Tomomi Nakamura	Subaru	Automobiles	Japan	67.7	64.6	+3.1
92	Kathy Warden	Northrop Grumman	Aerospace & Defence	United States	67.7	67.0	+0.7
93	Peter Wennink	ASML Holding	Tech	Netherlands	67.7	70.1	-2.4
94	Michael Dell	Dell Technologies	Tech	United States	67.6	72.8	-5.1
95	Jianmin Miao	China Merchants Bank	Banking	China	67.6	-	-
96	Antonio Neri	HPE	Tech	United States	67.6	75.8	-8.2
97	Ben Van Beurden	Shell	Oil & Gas	Netherlands	67.5	65.0	+2.5
98	Qingwei Kong	CPIC	Insurance	China	67.5	58.8	+8.7
99	Fujio Mitarai	Canon	Tech	Japan	67.4	53.3	+14.1
100	David Cordani	Cigna	Healthcare	United States	67.2	62.4	+4.9