

AUTHORITY INTELLIGENCE™ STUDY

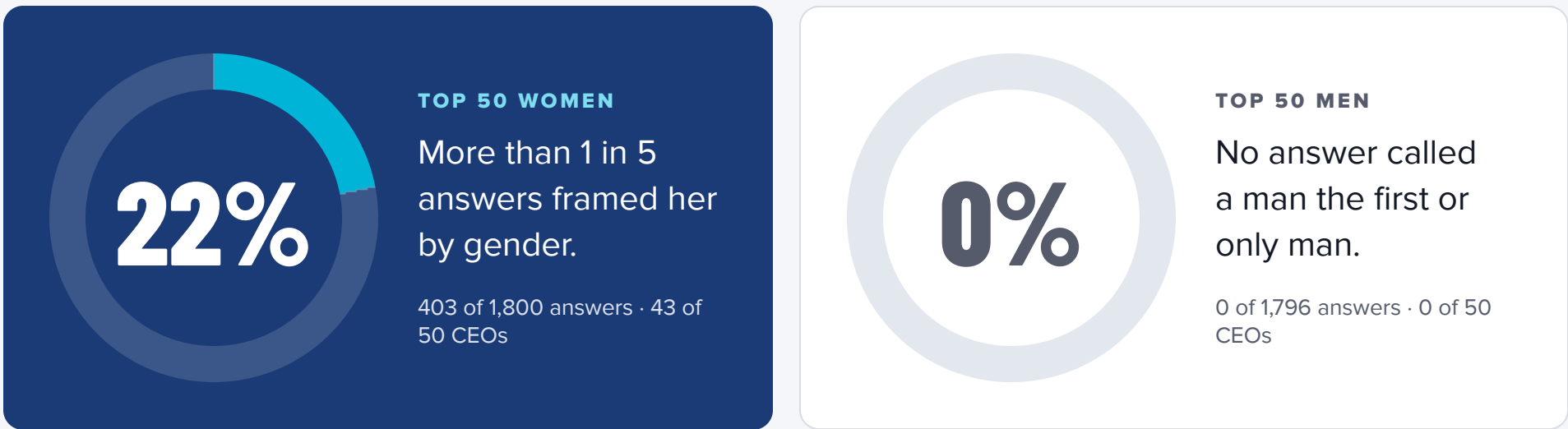
HOW AI SEES THE CEO

A study of the 50 highest-ranked Fortune 500® companies led by women and the 50 led by men.



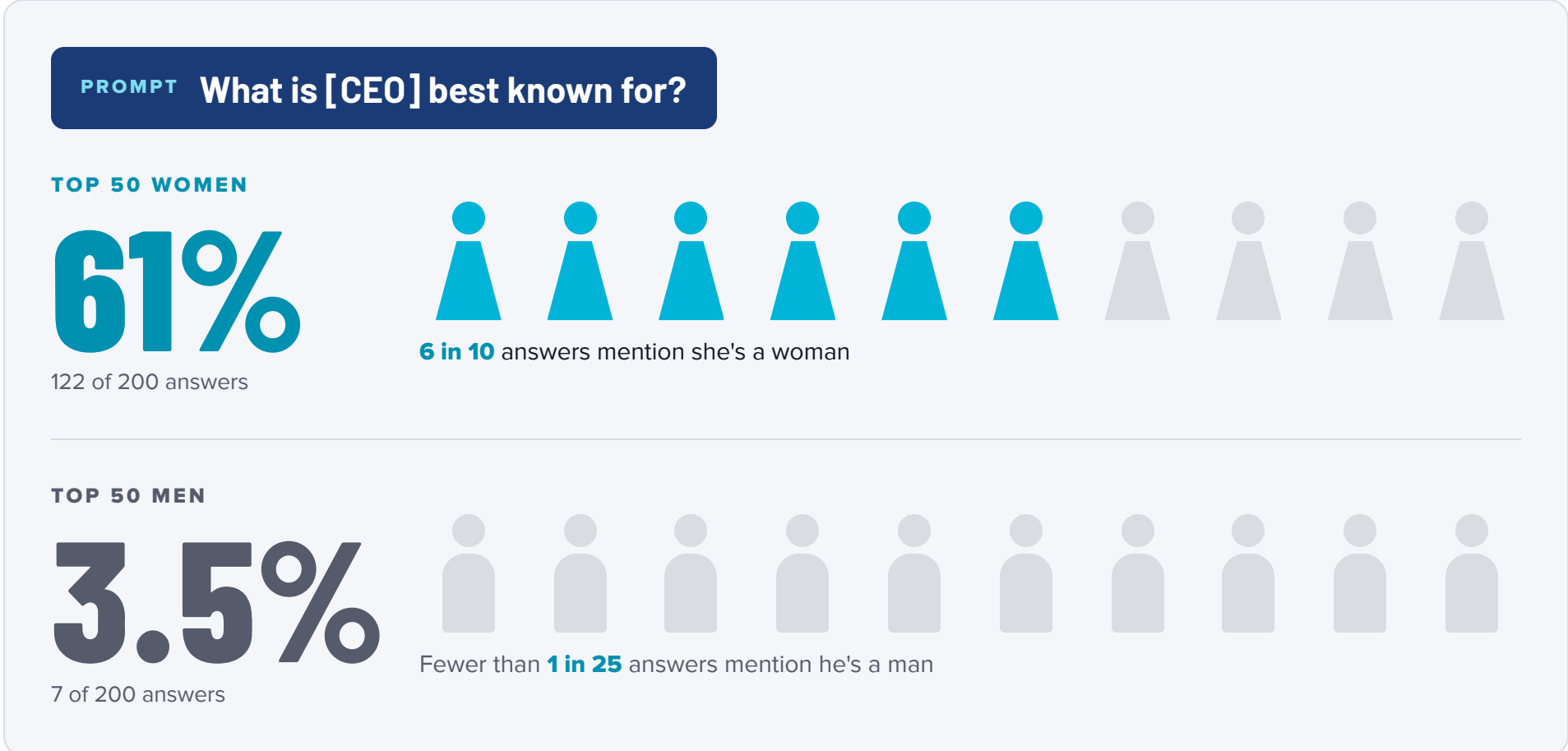
01 AI INTRODUCES WOMEN CEOs BY THEIR GENDER

Answers calling the CEO the first, only or one of the few of their gender in a role. None of the questions mentioned gender.



02 HER GENDER BECOMES WHAT SHE'S BEST KNOWN FOR

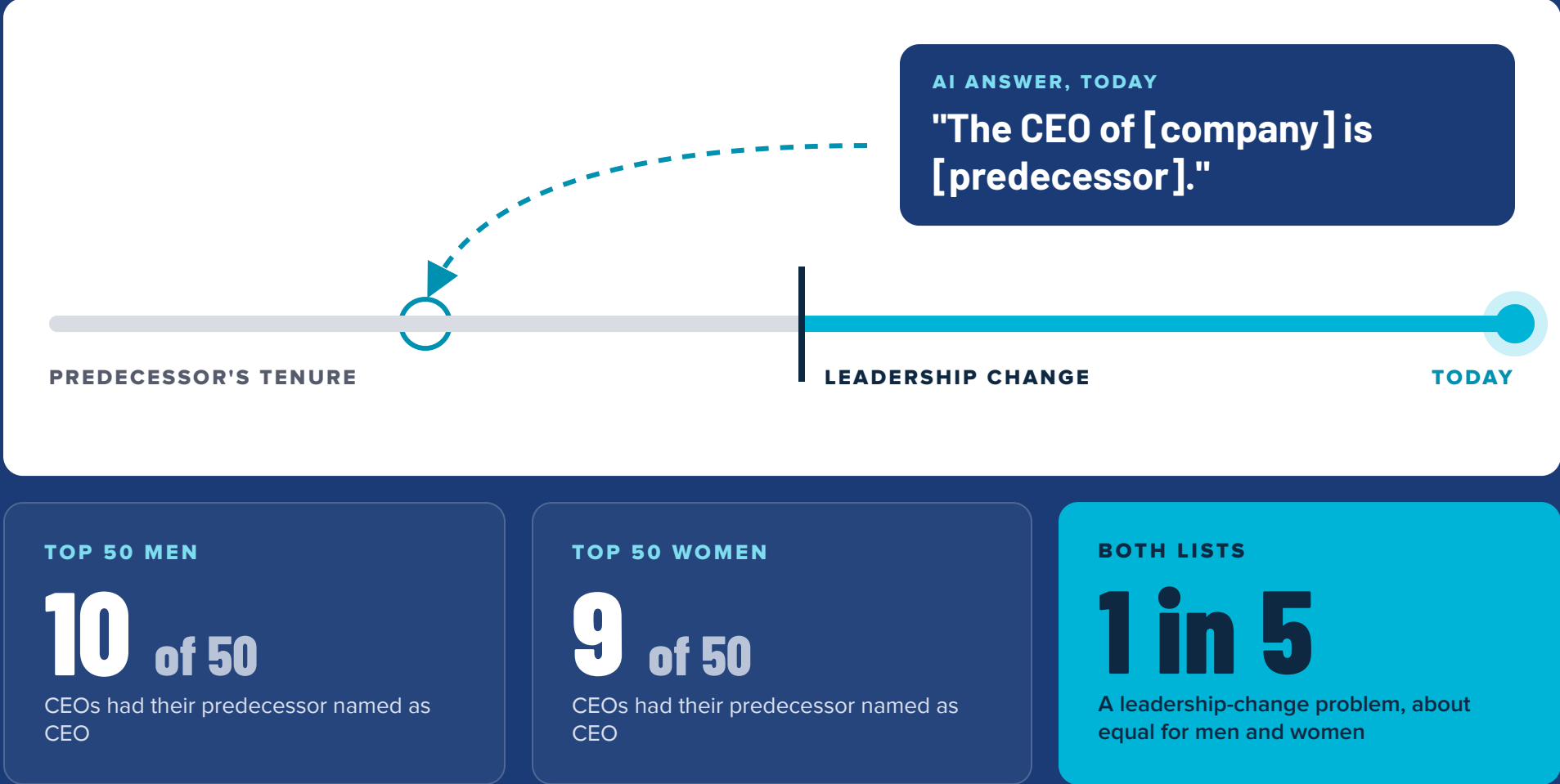
Answers to "What is she best known for?" that mention she's a woman



Six in ten answers turn her signature achievement into her gender.

03 AI STILL NAMES THE OLD CEO

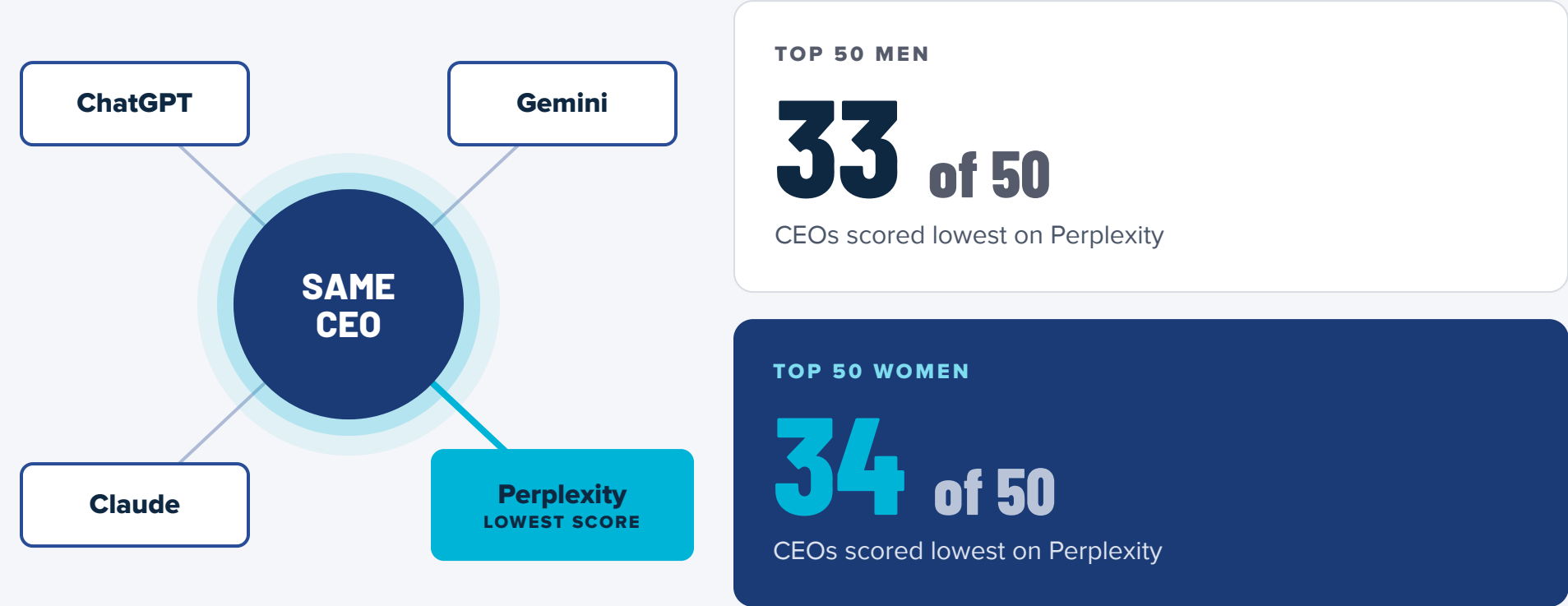
The company moved on. AI's answer stayed with the person who left.



Google's AI Overviews were involved most often (9 of the 10 men, 5 of the 9 women). Confirmed cases; a full read could find more. Directional: n = 50 per list.

04 EACH ENGINE TELLS A DIFFERENT STORY

The four engines often disagree about the same person. Perplexity's short answers scored lowest for about two-thirds of CEOs on both lists.



Engine rankings change by question. Directional: n = 50 per list.

METHODOLOGY

MEN'S LIST	CEOs of the 50 highest-ranked Fortune 500 companies led by a man (Fortune #1–#58). 3,500 answers, 38,745 sources.	WOMEN'S LIST	CEOs of the 50 highest-ranked Fortune 500 companies led by a woman (Fortune #18–#452). 3,486 answers, 33,953 sources.
ENGINES	ChatGPT, Gemini, Claude, Perplexity. Google AI Overviews recorded.	QUESTIONS	The same 14 questions for each CEO. None mentioned gender.
COMPANY SIZE	Median Fortune rank #30 for men, #254 for women. Size and gender can't be fully separated.	TIMING	Single-day snapshot, 09/28/2026. The women's list ran about two hours before the men's.
CHECKS	Analyzed separately by two Lilypath researchers and independently rechecked three times.	REPORTING	Every figure is reported per list; nothing is combined. Old-CEO counts are confirmed minimums. Groups of 50 are directional.