

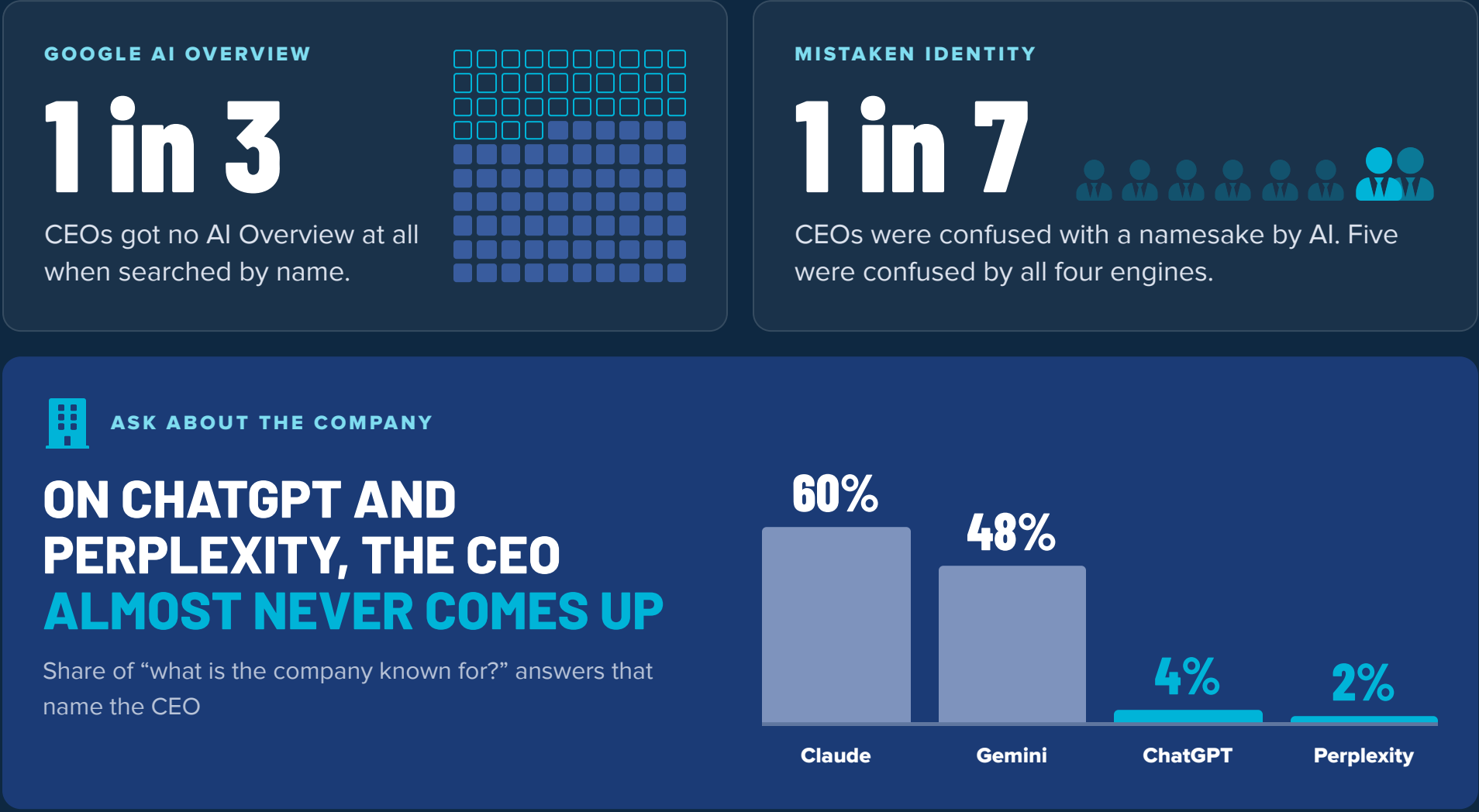
AUTHORITY INTELLIGENCE™ STUDY

NASDAQ 100 CEOS IN AI

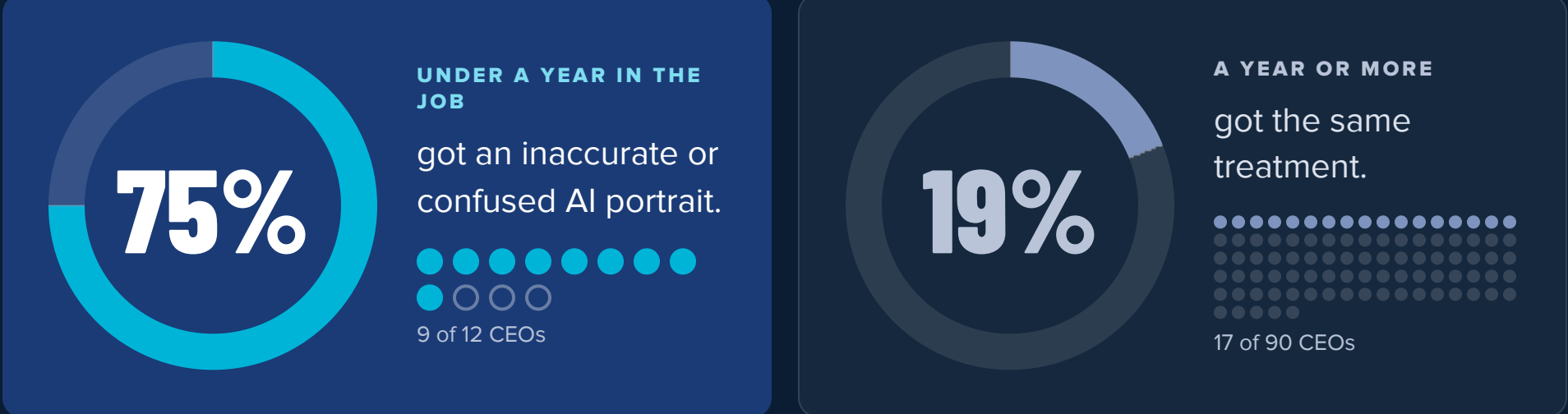
AI recognizes these leaders almost every time. It doesn't always describe them correctly, and it doesn't treat them equally.



01 EACH ENGINE SEES CEOS DIFFERENTLY

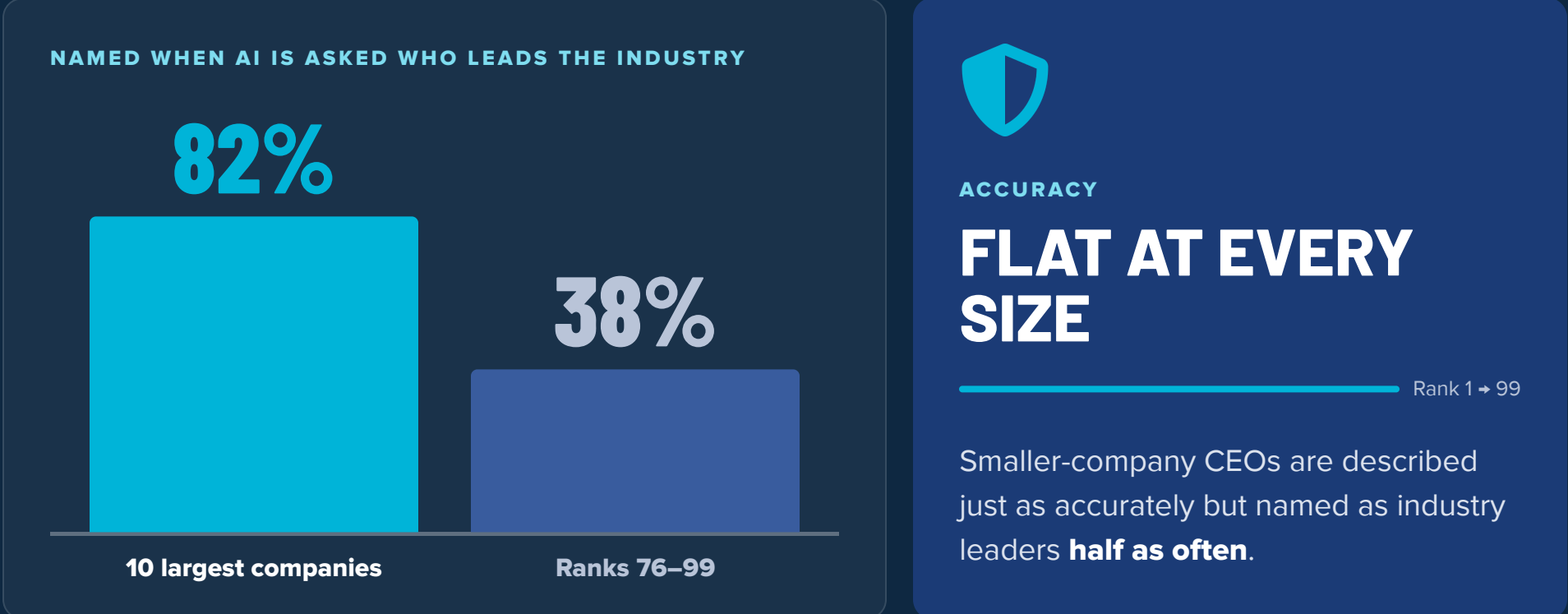


02 NEW CEOS ARE THE ONES AI GETS WRONG



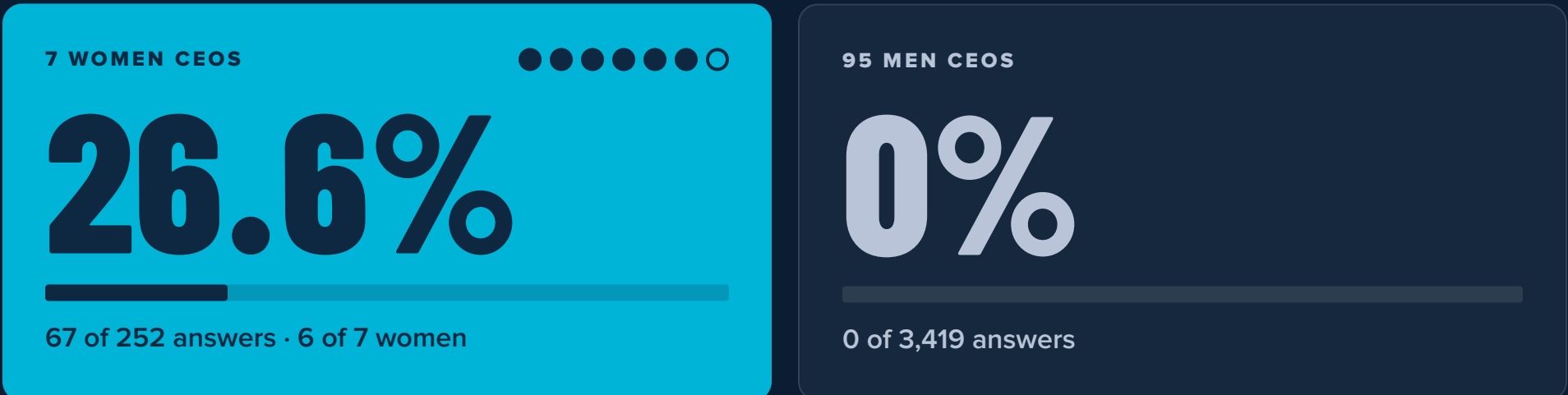
Three in four first-year CEOs were described inaccurately or confusingly by at least part of the AI landscape.

03 MARKET CAP BUYS VISIBILITY, NOT ACCURACY



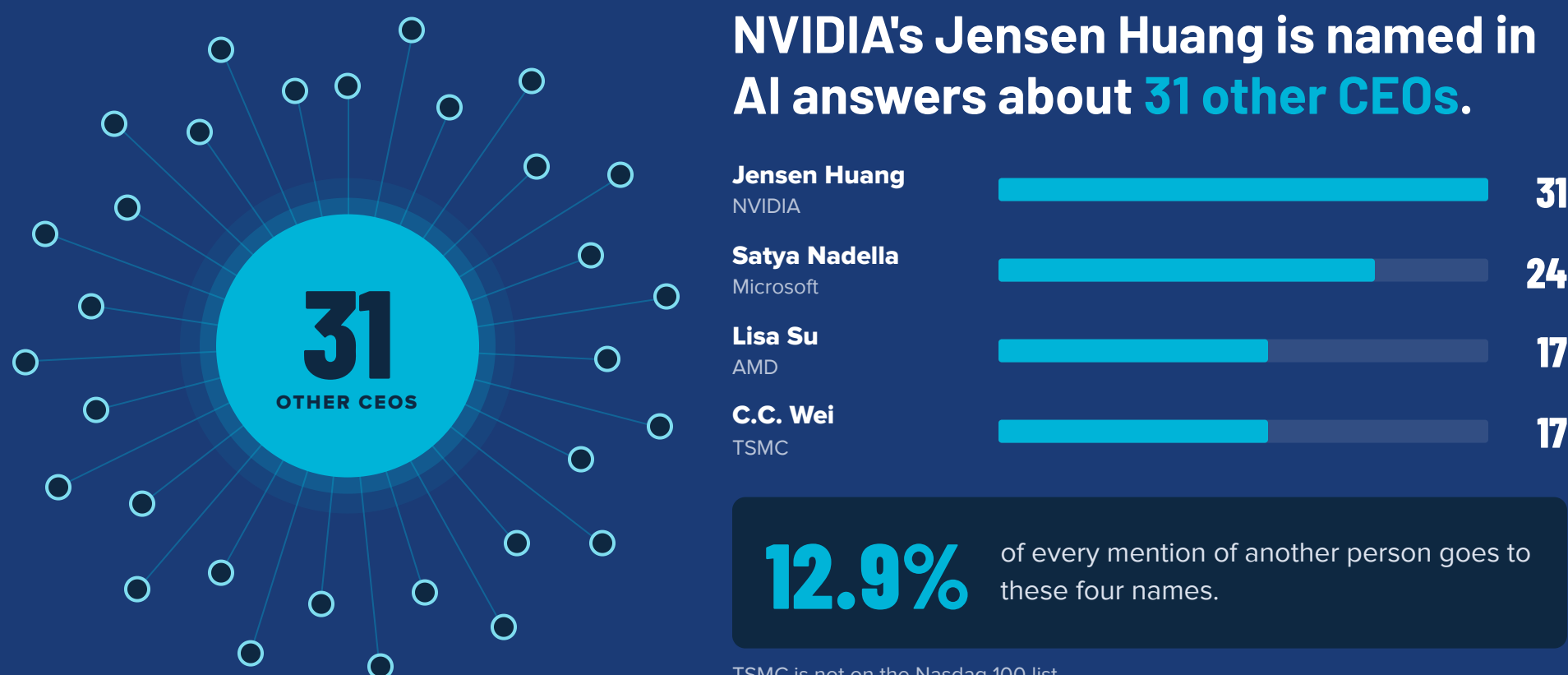
04 AI INTRODUCES WOMEN CEOS BY THEIR GENDER

Answers describing the CEO as the first, only, or one of the few of their gender in a role



Replicates Lilypath's Fortune 500 finding. Directional: n = 7 women.

05 A FEW SUPERSTAR CEOS PULL THE SPOTLIGHT



METHODOLOGY

SUBJECTS	102 CEO runs covering the top 100 Nasdaq-listed companies by market cap (co-CEOs counted separately), list dated 09/27/2026.	ENGINES	ChatGPT, Gemini, Claude, Perplexity. Google AI Overview recorded, not scored.
QUESTIONS	Battery of 14 prompts run for each CEO	VOLUME	7,112 answers and 67,208 citations. 50 answers (0.7%) were served from cache, all for one company.
SCORING	Recognition, accuracy, expertise, competitive presence and credibility. Tone and identity labels come from an automated AI reviewer.	STATISTICS	Fisher exact, Mann-Whitney U and Spearman ρ, two-sided and uncorrected. Size is market-cap list order. Small groups are directional.