



# Project benchmarks

## **No presence, no impact**

July 2025



# Management team of four – achievements in reputation building (1 yr.)

## Summary

By explaining their mission consistently and visibly, the company leadership

- Tripled their exposure
- Maintained high engagement
- Increased digital influence
- Attracted attention from influential external stakeholders

## Strategic Influence

The company's themes remained top of mind, showing their message is landing and sticking.

Visibility among decisionmakers at firms like Volkswagen, CKW, Migros, UBS, Empa, and others suggests high value B2B impact.

## Visibility Boost

Management Visibility Score jumped from 25.91 in 2023 to 36.37 in 2024, a 40% increase, with digital channels contributing 61.6% of that impact.

→ More visibility = more mindshare = more influence

## Public Awareness & Sentiment

Monthly mentions more than doubled, from 417 → 975, showing a 133% increase in public discourse. Even though positive sentiment dipped (6.6%

→ 2.7%), the volume of visibility and brand association expanded significantly—meaning their message was reaching far more people.

## LinkedIn Reach & Influence

Average followers per leadership member rose by 15%, from 3,354 → 3,862. Despite having one fewer active top management member in 2024, they generated more views per post: → 7,002 views/post vs. 6,701, an increase of nearly 5%. Engagement rate remained relatively steady (1.8% vs. 1.94%), even with the increased traffic—which is a strong indicator of consistent relevance.

# Management team of six – achievements in reputation building (1 yr.)

## Summary

Payoff of the company's leadership investment in public communication:

- Expanded reach
- Improved sentiment
- Strengthened resilience
- Built a reputational buffer against future crises

## Reputation Risk Management

The company reduced its “reputation concentration risk”, meaning trust and visibility are no longer overly reliant on one individual.

All Management Board members improved their C-Score (a composite reputation metric), and the group average now exceeds the industry benchmark.

## Executive Presence

External appearances rose from 53 → 63, internal appearances nearly doubled: 59 → 99. Visibility was more evenly distributed across the Management Board—not just concentrated on the CEO.

## Stronger Visibility Across the Board

Mentions increased by 49%: from 1,046 → 1,558 yoy. Sentiment improved: Positive mentions outpaced negative ones by a wide margin: Management Board: 15.0% positive vs. 1.7% negative. CEO: 13.5% positive vs. 4.6% negative. Company: 6.3% positive vs. 2.3% negative

## LinkedIn Momentum

Total Management Board follower growth: +6,296 new followers in 9 months (from 17,028 → 23,324). Post volume: +192% increase in LinkedIn posts vs. previous year.



Susanne Mueller Zantop  
**CEO Positions AG**

CH-8702 Zollikon  
Brandisstrasse 32

+41 43 499 78 23  
[smz@ceo-positions.net](mailto:smz@ceo-positions.net)

 [ceo-positions.com](https://ceo-positions.com)

 [CEO Positions AG](https://www.linkedin.com/company/ceo-positions)

 [x.com/smullerz](https://x.com/smullerz)

 [facebook.com/CEOPositionsAG](https://facebook.com/CEOPositionsAG)

More energy, more impact, more value.  
© CEO Positions AG 2025

All rights reserved.

No part of this proposal may be reproduced in any form or by any means without the written permission of CEO Positions AG.

In no event shall CEO Positions AG have any liability whatsoever arising out of or in connection with this proposal.