

DISCLAIMER

This presentation is about C-Score.ai Version 2.4 (system layer). C-Score.ai is work-in-progress; feedback is welcome. C-Score.ai framework and method have been developed, field-tested and implemented over 11 years by CEO Positions AG. This report is provided as supporting material in connection with consulting services delivered under the agreement between the Parties. Scope: the last three years (reputation has a “Halbwertszeit” / half-life), with older items included only if materially relevant. Method guardrails: we use public, citable sources; label proxies when used; normalize data-points to locked targets; and compute composites by fixed math. EU AI Act note: we aggregate public information and assess reputational risk at the role/company interface; we do not infer personal traits or sensitive attributes. Limits: automated drafting may contain minor formatting or freshness issues; this is reputational analytics, not investment advice. Reputational analytics reflect perception risks and do not warrant the correctness of each individual source. **We do not assess or compare individuals. We assess how public actions translate into reputation impact.**



**The Executive Reputation Benchmark built
for the AI era.** Accurate. Auditable. Actionable.

**10.06.2026,
12:30-13:00**

C-Score.ai  [®]

TODAY'S SPEAKERS AND MODERATORS



**Susanne Müller-Zantop,
Founder and
Chairwoman,
CEO Positions AG**

Creator of
C-Score.ai



**Axel Schultze,
Founder & CEO
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Enterprise AI



**Zeeshan Naeem, CEO
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User/evangelist
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**Genrikh Malashchynskyi,
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Management,
CEO Positions AG**

Marketing and
Communications



**Vladyslav Riabchenko,
Lead Product
Management,
CEO Positions AG**

Project Lead
C-Score.ai



Life in thin air:

- Founder and Chairwoman, CEO Positions AG, mother, high-altitude mountaineer
- > 20 years at CEO Positions: campaigns for CEOs, board members, executive teams
- Worked across corporate, investor, media, and succession contexts

20 YEARS OF CEO POSITIONING WORK TAUGHT ME: REPUTATION IS MORE THAN PERCEPTION



MY OBSESSION WITH REPUTATION STARTS HERE: INSTITUTIONAL TRUST WAS DESTROYED



AT FIRST, REPUTATION WORK WAS QUALITATIVE, INTUITIVE AND HIGHLY PERSONAL



“ A lighter-colored, perhaps transparent, **pair of glasses** might help make AB appear friendlier and less serious in photos and on TV. “

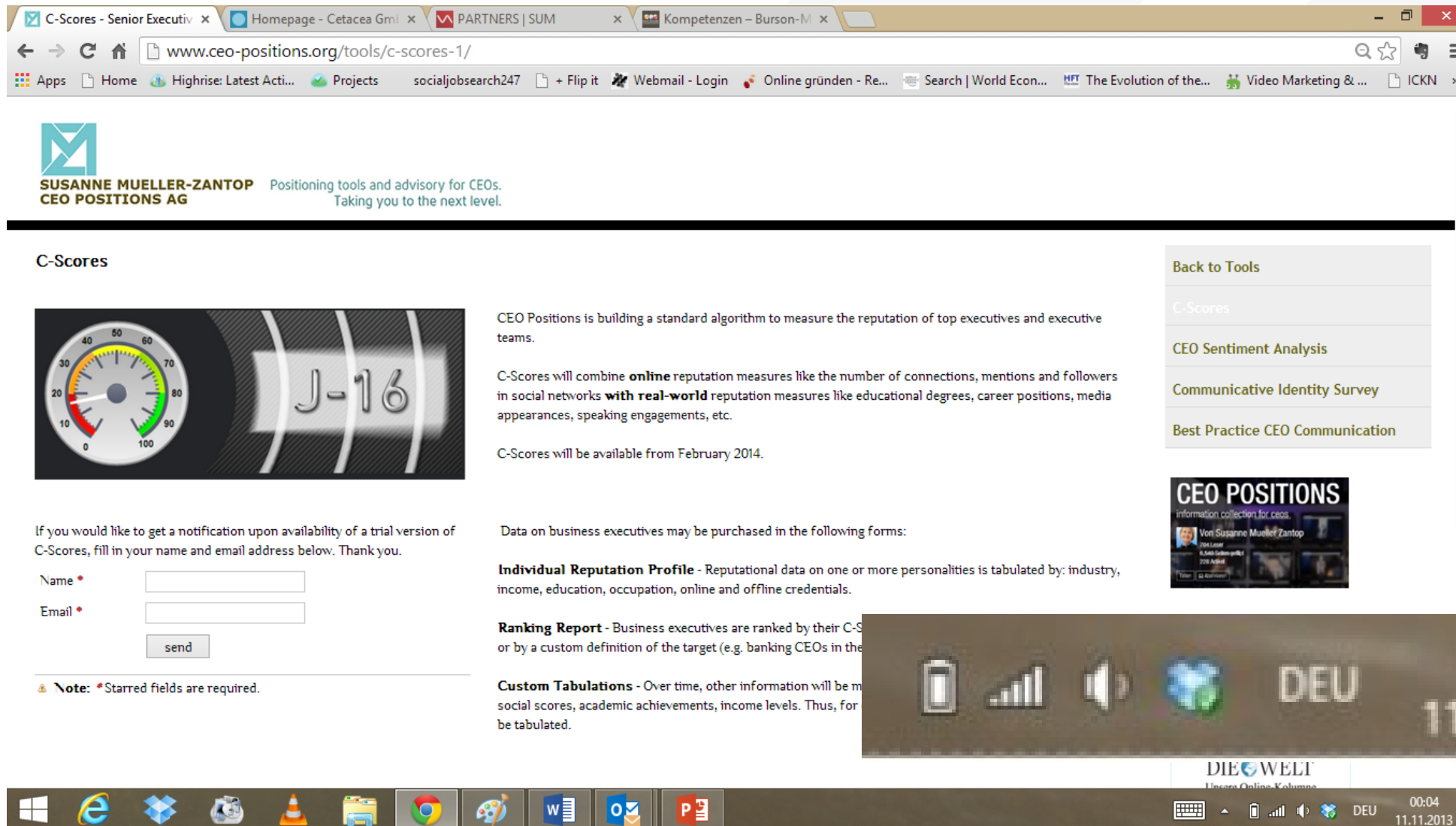
Reputare (Latin) = to weigh and calculate

If reputation shapes trust, opportunity, and financial outcomes, it couldn't remain a soft matter of opinion and perception. How would we measure reputation and put financial value to it?

Why, today, are claims like Elon Musk's believable?

**Elon Musk's reputation =
962 million dollars**

THE FIRST C-SCORES CONCEPT FROM 2013: COMBINED ONLINE WITH REAL-WORLD MEASURES



C-Scores

CEO Positions is building a standard algorithm to measure the reputation of top executives and executive teams.

C-Scores will combine **online** reputation measures like the number of connections, mentions and followers in social networks **with real-world** reputation measures like educational degrees, career positions, media appearances, speaking engagements, etc.

C-Scores will be available from February 2014.

Data on business executives may be purchased in the following forms:

- Individual Reputation Profile** - Reputational data on one or more personalities is tabulated by: industry, income, education, occupation, online and offline credentials.
- Ranking Report** - Business executives are ranked by their C-S or by a custom definition of the target (e.g. banking CEOs in the ...)
- Custom Tabulations** - Over time, other information will be m social scores, academic achievements, income levels. Thus, for be tabulated.

Back to Tools

- C-Scores
- CEO Sentiment Analysis
- Communicative Identity Survey
- Best Practice CEO Communication

CEO POSITIONS
information collection for ceos.
Von Susanne Mueller Zantop
204 Leser
5.000 Seitenaufrufe
228 Artikel
Tiere | G. Burmann

If you would like to get a notification upon availability of a trial version of C-Scores, fill in your name and email address below. Thank you.

Name *

Email *

Note: *Starred fields are required.

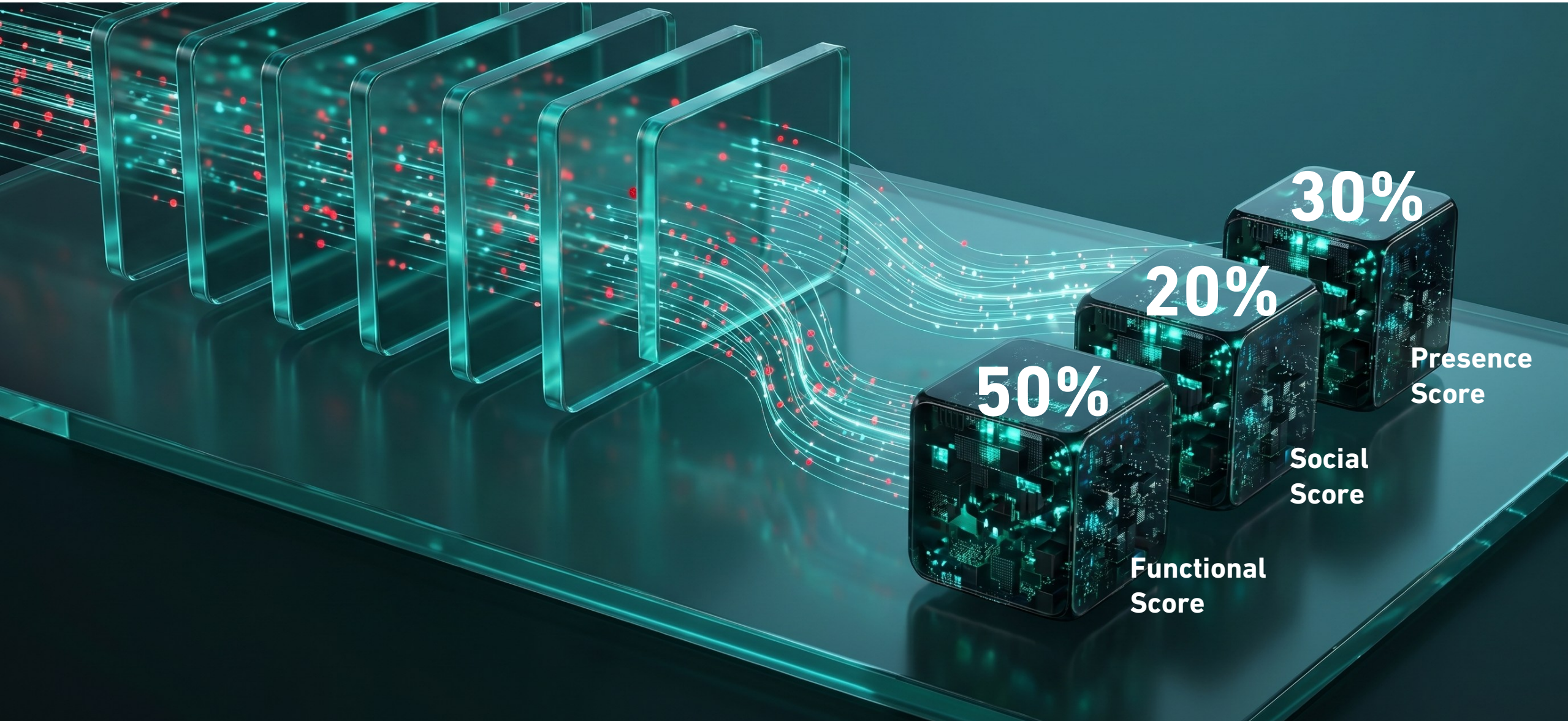
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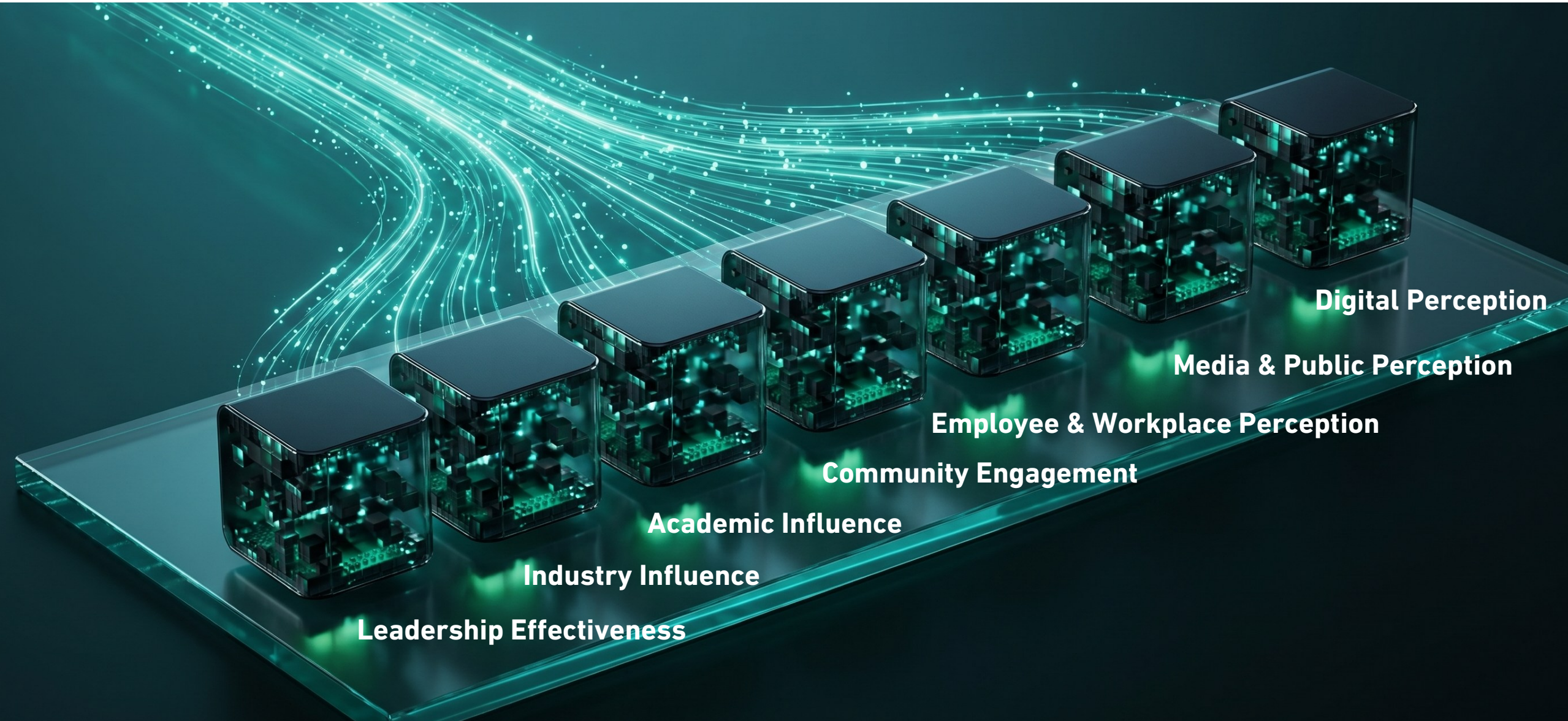
Source: Prof. Dr. Mark Eisenegger, "Funktionale, soziale und expressive Reputation – Grundzüge einer Reputationstheorie"; based on Juergen Habermas' three worlds theory.

“ Reputation is defined as a three-dimensional construct comprising functional, social and expressive reputation. ”

FUTURE-PROOF SCORES, SCIENCE-BASED



DETERMINISTIC SCRAPING AND WEIGHING OF 72 DATA POINTS



UNLIKE GOOGLE, LLMs JUDGE PEOPLE FOR QUANTITY AND EMOTIONAL POTENTIAL



C-Level Executive Reputation Profile: NAME SURNAME

01. Summary

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02. Education Highlights

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C-Score.ai.

4. Questions the reader should ask

What is already working?

The report is clear: owner authority, product energy, luxury-mobility positioning, strategic partnerships and digital reach already work. This is not a visibility problem.

What is holding the score back?

Not lack of mandate. The score is held back by weak workplace evidence, very limited community proof, minimal academic authority and a mixed media profile after the 10/2023 issue.

What should improve next?

How should the risk factor be interpreted?

5. Dimension-level explanation

The table below compares the profile with the table average. It shows the largest gaps. Sorted by absolute gap.

Dimension	Buschmann	Table avg
Community Engagement	7.8	60.0
Academic Influence	6.1	50.0
Employee & Workplace Perception	31.4	71.6
Industry Influence	41.8	70.6
Leadership Effectiveness	99.8	68.7
Media & Public Perception	46.8	63.7
Digital Perception	65.4	69.7

■ Media & Public Perception: XX.X

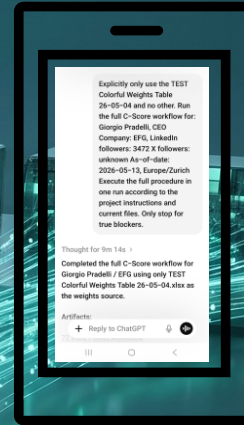
■ Digital Perception: XX.X

01

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id	data_point_name	dimension	weight_pct	source_url				
1	Return on Equity (ROE)	Leadership Effectiveness	3.50	https://newsroom.porsche.com/en/annual-sustainability-report/from-the-company/key-financial-figures/; https://newsroom.porsche.com/en/annual-sustainability-report/consolidated-financial-statements/consolidated-statement-of-financial-position/				
2	Revenue	Leadership Effectiveness	4.00	https://newsroom.porsche.com/en/annual-sustainability-report/from-the-company/key-financial-figures/				
3	Revenue Growth	Stefan Bollinger	75.50	24.83	67.50	70.04	39.93	93.78
		Jarek Kutylowski	43.90	24.50	34.00	73.40	93.40	91.30
		Armin Papperger	76.41	32.43	60.88	80.60	54.67	35.37
		Christoph Brand	79.00	70.00	65.00	66.00	52.00	68.00
		Sandra Bernet-Meier	70.00	40.00	60.00	68.00	65.00	62.00
		C. S. Venkatakrishnan	58.71	57.12	77.62	75.00	49.12	82.45
4	Net Income Trend	Fernando Fernandez	55.67	10.47	81.25	72.74	36.57	100.00
		Eddie Wu	78.00	20.00	40.00	70.00	66.00	60.00
5	Organizational Transformation	Leadership Effectiveness	1.00	https://newsroom.porsche.com/en/2026/company/porsche-financial-figures-first-quarter-2026-42094.html; https://newsroom.porsche.com/en/2026/company/porsche-annual-press-conference-financial-year-2025-annual-and-sustainability-report-41708.html				
6	Strategic Acquisitions	Leadership Effectiveness	1.50	https://newsroom.porsche.com/en/2026/company/porsche-bugatti-rimac-stakes-42221.html				
7	Cost Efficiency	Leadership Effectiveness	1.00	https://newsroom.porsche.com/en/annual-sustainability-report/from-the-company/key-financial-figures/; https://newsroom.porsche.com/en/2026/company/porsche-financial-figures-first-quarter-2026-42094.html				
8	Investor Confidence	Leadership Effectiveness	2.00	https://www.chartmill.com/stock/quote/P911.DE/analyst-ratings; https://www.marketscreener.com/quote/stock/PORSCH-AG-144310199/consensus/				



Accurate.
Auditable.
Actionable.

C-SCORE.AI COMES IN THREE DIFFERENT FLAVORS

An in-house white-label version based on IBM Watsonx is planned

Personal Positioning Day

For individuals:

- CEOP internal tool
- Based on OpenAI application
- Embedded into your Personal Positioning Day

Kiosk Group Solution

For executive groups:

- “Self-Service”
- Workshops at project start and project end
- Based on BlueCallom system and security
- Property of CEO Positions AG

Enterprise Solution

Enterprise solution:

- Plug & Play Product Elements
- Periodical benchmarking
- Consulting included
- Property of CEO Positions AG

CEOs and CFOs ask:

How do we budget for reputation?

38% of market cap are sensitive to C-Team reputational damage (“reputational value”)

30% potential market-cap loss / value destruction in case of crisis

1% of reputational value as minimum annual reputation budget

BP CASE: FIRING OF CHAIRMAN

≈£8bn / -9% value destruction

≈£3.38 mn recommended annual reputation budget
= 0.001974% of revenue*

<https://webershandwick.com/news-insights/the-ceo-reputation-premium-a-new-era-of-engagement>

The moment

She is ready for the next step – but does not get the executive board seat.

The hidden risk

Her reputation does not match the role she wants although she has the capability



What C-Score.ai reveals

Why she is not perceived as board-ready. Where are the perception gaps?

Value: If she gets the desired position, she can earn 35'000 CHF more per year.

The moment

The company has changed – but the market still remembers the old story

The hidden risk

Reputation lags behind reality and drags down valuation pre-IPO by 3 to 4 percent



What C-Score.ai changes

To know exactly which dimensions are holding the old perception in place

Value: 3-4% valuation uplift through targeted narrative correction pre-IPO

BOARD MEMBERS

The moment

A board is preparing to appoint a new CEO

The hidden risk

Although market uncertainty is discussed, it is not benchmarked in auditable format



What C-Score.ai changes

Internal/external candidates can be benchmarked in hours, not weeks

Value: CHF 37,000 benchmark vs. >1 mio. CHF cost of wrong hire

The moment

The company works with AI but automates fragmented tasks..

The hidden risk

The opportunity that lies in re-evaluating the workflow is lost



What C-Score.ai does

It recreates the research workflow in an auditable, secure and compliant way

Value: Better quality faster, minimum savings of CHF 4'500 per candidate

Before we discuss ...

THE VALUE OF REPUTATION



A courtroom sketch showing, from left to right, Elon Musk, U.S. District Judge Yvonne Gonzalez Rogers, OpenAI attorney William Savitt and Sam Altman in court on Wednesday. VICKI BEHRINGER/REUTERS

“Did you contribute anywhere near to \$1 billion to the organization?”

“ I contributed my reputation ”

Initial contribution: \$38 million
Value of reputation: \$962 million

\$672.6 billion

SpaceX reputation-sensitive value relative to estimated \$1.77 trillion market value.
Survey-based research: 38% of total market cap moves on personal credibility alone.

\$7-34 bn. would move on ordinary market noise

\$34-67 bn. would move on credibility or key-person-risk discount

\$135-168 bn. would move in case of a severe key-person-shock

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