

## UNICEPTA CEO Ranking: Good image through consistent company realignment

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- Kasper Rorsted (Adidas) defended his first place; Stephan Sturm (Fresenius) pushed into second place, ahead of Rolf Buch (Vonovia).
- Investments, acquisitions and realignment strategies were at the center of media coverage.

Adidas CEO **Kasper Rorsted** heads the CEO Image Ranking of the first half of 2017. The 55-year-old is at the helm of the three-stripes brand since the beginning of October 2016 and has been exciting investors ever since, writes *Handelsblatt*. Separating the fitness brand Reebok from the Herzogenaurach-based sports apparel company has been overdue, and Rorstedt was right to take this course, finds *Frankfurter Allgemeine Zeitung*. In addition, the Adidas CEO has invested several millions in the US and is conquering large shares of the market there, *Handelsblatt* highlights.

**Stephan Sturm**, who is the ranking's runner-up, has continued the up-tempo pace of his predecessor Ulf Schneider since rising to the position of CEO at Fresenius last July, immediately arranging the two biggest acquisitions in company history, praised *Frankfurter Allgemeine Zeitung*. In addition, Fresenius started well into the business year and when presenting the latest quarterly figures, Sturm raised the outlook for the current year.

"CEOs who are aligning their companies consistently along a clear company strategy and show courage in transformation strategies also earn a good standing in the media," explains Claas Sandrock, Managing Partner at UNICEPTA. "The prerequisite is that the CEO continues to consistently communicate his strategy to all stakeholders."

This was also the case for **Joachim Wenning**, who is a new addition to the top 10. The new CEO of Munich Re jumped into the ranking on fourth place, since assuming office in April. *Manager Magazin* describes him as "straightforward, direct and without false sentimentalities." **Joe Kaeser** (Siemens) and **Elmar Degenhart** (Continental) defended their fifth and sixth ranks, with *Börsen-Zeitung* writing that Kaeser is powerful because he is so universally respected. Nobody seriously doubts that he will remain at the head of the company writes *Frankfurter Rundschau*. Continental, for its part, has continued to profit from the automotive sector boom in the first half, boosting revenues and operative result more strongly than expected. The good results have also led to a positive image for CEO Degenhart.

To compile this CEO Ranking, UNICEPTA analyzed almost 17,000 news items published in German lead media, as well as the New York Times, the Wall Street Journal and the Economist. The ranking is based on the results of the UNICEPTA Dax Benchmark, in which the monitoring, analysis and communications agency continually records the media presence of all Dax-listed companies and their CEOs, as well as the tonality of the coverage.

## About UNICEPTA

*UNICEPTA Medienanalyse GmbH is a leading global provider for smart media intelligence in innovation/digital consulting, media monitoring, media analysis and research/consulting. Around 700 experts based in offices in Cologne, Berlin, Stuttgart, Shanghai, Krakow and Washington continuously structure the news flow – both around the clock and around the world. UNICEPTA compiles and presents highly relevant information from print and online media, TV, radio and social-media sources. This day-to-day work serves as a platform for the company to provide analysis and research-based advice for issues related to strategic communication.*

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