Top Manager Reputation

The permanent observatory of top managers with the best online reputation certifies that:

Carlo Messina

Chief Executive Officer of Intesa Sanpaolo

is among the top100 managers with the best online reputation in Italy starting from October 2017

Achieved the following results:

Best ranking position	1	78.02 on September 2021
Best position in the sector Finance	1	52.00 on March 2018
Ranking position 2024	1	80.39

The permanent observatory Top Manager Reputation (www.en.topmanagers.it) monthly and analytically analyzes the web reputation of the top executives of the most important companies in the national landscape. Established in 2013 in partnership with Affari & Finanza of La Repubblica, and since October 2018 has become a monthly feature on L'Economia of Corriere della Sera. The analyzed database is composed of digital content detectable online. The ranking examines Web 1.0 channels (news and mentions), those on Web 2.0 (blogs, social networks) and the historical evolution, calculating for each content the reputational contribution in both quantitative (volumes) and qualitative (values) terms.

Top Manager

Non-modifiable and non-reproducible Certificate No. 04BB0F0B issued on 26/11/2026.
The original certificate copy is digitally stored and protected in the archives of the observatory.