# Top Manager Reputation

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

## Gerd Pircher

### CEO of HSBC

is among the top100 managers with the best online reputation in Italy starting from **September 2025**

**Achieved the following results:**

| | | |
|---|---|---|
| Best ranking position | 181 | **34.49** on September 2025 |
| Best position in the sector **Finance** | 36 | **34.49** on September 2025 |

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. 438113A8 issued on 14/09/2026.**
**The original certificate copy is digitally stored and protected in the archives of the observatory.**