N. FF88AA4C 30/11/2025

## **Top Manager Reputation**

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

## Patrizio Bertelli

## **President of Prada**

is among the top100 managers with the best online reputation in Italy starting from **July 2023** 

Best ranking position	56	<b>52.08</b> on April 2025
Best position in the sector Fashion & Beauty	7	<b>51.11</b> on October 2024
Ranking position <b>2024</b>	78	45.39

Achieved the following results:

The permanent observatory Top Manager Reputation (<a href="www.en.topmanagers.it">www.en.topmanagers.it</a>) 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.



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