

# Top 50 Media Figures Followed by Leading CEOs

These are the most followed media figures by leading Chief Executives. This index reveals which media figures influence some of the world's top business leaders. After conducting an analysis of the top 550 companies within the 2021 Fortune 1000, Rational 360 identified 101 high-level CEOs with Twitter accounts.

1.



## Andrew Ross Sorkin The New York Times

→ Followed by 24% of CEOs

- 4. Becky Quick (17%)  
(CNBC)
- 5. Jon Fortt (16%)  
(CNBC)
- 6. David Faber (16%)  
(CNBC)
- 7. Julia Chatterley (16%)  
(CNN)
- 8. Sara Eisen (15%)  
(CNBC)
- 9. Stephanie Ruhle (15%)  
(NBC News)
- 10. Walt Mossberg (14%)  
(Vox)
- 11. Brian Sozzi (14%)  
(Yahoo Finance)
- 12. Maria Bartiromo (13%)  
(Fox Business Network)
- 13. Arianna Huffington (12%)  
(The Huffington Post)
- 14. Om Malik (11%)  
(OM)
- 15. Adam Lashinsky (11%)  
(Freelance)
- 16. Julia Boorstin (11%)  
(CNBC)
- 17. Thomas L. Friedman (11%)  
(The New York Times)
- 18. Carl Quintanilla (11%)  
(CNBC)
- 19. Ben Thompson (10%)  
(Stratechery)

2.



## Kara Swisher New York Magazine

→ Followed by 23% of CEOs

- 20. Andrew Nusca (10%)  
(Morning Brew)
- 21. David Gelles (9%)  
(The New York Times)
- 22. Don Clark (9%)  
(The New York Times)
- 23. Dan Primack (9%)  
(Axios)
- 24. Nick Thompson (9%)  
(CNN)
- 25. Malcolm Gladwell (9%)  
(Freelance)
- 26. Joe Kernen (9%)  
(CNBC)
- 27. Anderson Cooper (9%)  
(CNN)
- 28. Nicholas Kristof (8%)  
(The New York Times)
- 29. Paul Krugman (8%)  
(The New York Times)
- 30. Fareed Zakaria (8%)  
(Washington Post / CNN)
- 31. Steve Forbes (8%)  
(Forbes)
- 32. Betty Liu (8%)  
(Freelance)
- 33. Conan O'Brien (8%)  
(NBC)
- 34. Melissa Lee (8%)  
(CNBC)
- 35. Harry McCracken (7%)  
(Fast Company)

3.



## Emily Chang Bloomberg

→ Followed by 17% of CEOs

- 36. David Pogue (7%)  
(CBS)
- 37. Brad Stone (7%)  
(Bloomberg Technology and Businessweek)
- 38. Jon Swartz (7%)  
(Dow Jones)
- 39. Ina Fried (7%)  
(Axios)
- 40. Rachel Maddow (7%)  
(MSNBC)
- 41. Katie Couric (7%)  
(Katie Couric Media)
- 42. Casey Newton (7%)  
(Platformer)
- 43. Erik Schatzker (7%)  
(Bloomberg)
- 44. Caroline Hyde (7%)  
(Bloomberg)
- 45. Christopher Mims (6%)  
(The Wall Street Journal)
- 46. Nilay Patel (6%)  
(The Verge)
- 47. Jessica Lessin (6%)  
(The Information)
- 48. Mika Brzezinski (6%)  
(MSNBC)
- 49. Robert Safian (6%)  
(The Flux Group)
- 50. Richard Quest (6%)  
(CNN)

**Methodology:** Rational 360 compiled a list of 550 CEOs within the 2021 Fortune 1000 and 2021 Fortune 500 lists. Selecting the top 101 CEOs with active Twitter accounts, Rational 360 then identified the top 50 journalists on Twitter most followed by these 101 CEOs. The process for distinguishing a "journalist" from another media figure was directed under the question, "Could someone pitch a story to this figure?" Account authenticity was determined through Twitter verification, representatives verifying the account, or posts from the company or company 20.2 percent of CEOs are on Twitter: Out of a sample of 550 CEOs, 101 were active on Twitter.