

# Why your executives need to build a strong personal brand – and how BusinessTech can help

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Executives with strong personal brands generate trust in your business.



When your company executives have a strong personal brand, it positions your business as trustworthy and knowledgeable.

This is well-known in the business space and backed up by research from Carson College of Business, which found that a c-level executive's reputation profoundly impacts business success.

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The research shows that approximately 44% of the average company's market value is connected to its CEO, while 45% of a company's reputation depends on the CEO's personal brand.

This is data that marketers cannot afford to ignore. Instead, they must prioritise positioning their executives prominently and positively in the public eye.

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