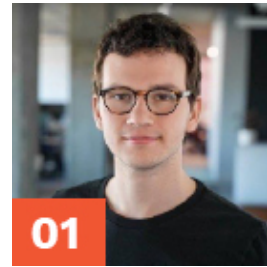
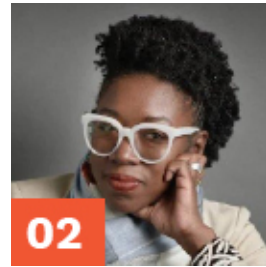
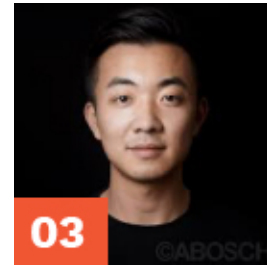
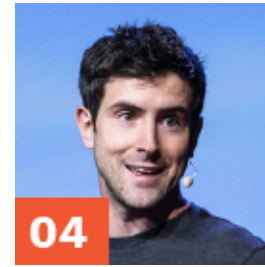
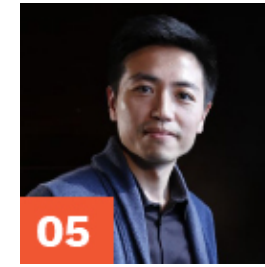
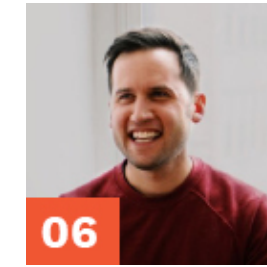


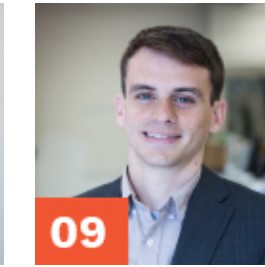













# SUTHERLANDGOLD

CEO Scorecard for Remote Leadership

 <b>01</b>	 <b>02</b>	 <b>03</b>	 <b>04</b>	 <b>05</b>	 <b>06</b>	 <b>07</b>	 <b>08</b>	 <b>09</b>	 <b>10</b>
<b>HENRIQUE DUBUGRAS</b> Brex	<b>JOY BUOLAMWINI</b> Algorithmic Justice League	<b>CARL PEI</b> OnePlus	<b>KELLER RINAUDO</b> Zipline	<b>BILL LIU</b> Royole	<b>MICHAEL MIGNANO</b> Anchor	<b>ALYSON FRIEDENSOHN</b> Modern Health	<b>JESSIE WISDOM</b> Humu	<b>TREVOR MARTIN</b> Mammoth	<b>PENG ZHAO</b> Citadel Securities
									

1. BUSINESS	#01	#02	#03	#04	#05	#06	#07	#08	#09	#10
Valuation	4	1	1	4	5	2	1	1	1	1
Funding	4	1	1	3	5	2	2	2	2	1
Glassdoor Reviews for CEO	5	0	4	4	0	5	0	0	0	5
Brand Story	5	5	5	5	5	5	5	5	5	5
<b>AVERAGE SCORE</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
2. MEDIA MENTIONS										
Broadcast	5	1	0	1	2	0	0	0	1	0
Total Media Mentions 2019	3	3	3	1	2	1	1	1	1	1
Total Media Mentions 2020	4	2	2	2	1	1	2	5	1	1
<b>AVERAGE SCORE</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
3. THOUGHT LEADERSHIP										
Speaking	5	4	2	3	2	1	1	0	1	0
Awards	5	4	2	3	2	1	1	1	1	1
Podcasts	5	1	1	1	0	1	0	0	1	0
<b>AVERAGE SCORE</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>
4. SOCIAL MEDIA										
Blog	0	4	5	2	0	4	1	0	0	0
Twitter Following	2	5	5	2	0	3	1	0	1	0
Twitter Ratio	4	3	5	1	0	1	4	0	1	0
LinkedIn Following	5	3	0	0	0	0	1	0	0	0
LinkedIn Publishing	1	5	0	0	0	0	2	0	0	1
LinkedIn Endorsements	5	5	5	3	0	3	2	2	2	0
Instagram Following	3	3	5	1	0	3	2	0	0	0
Wikipedia Page Views	0	5	3	1	1	0	0	0	0	1
Medium Following	0	0	0	0	0	0	0	0	0	0
Medium Page	0	0	0	0	0	0	0	0	0	0
YouTube	0	5	3	0	0	0	0	0	0	0
Facebook	0	0	0	0	0	0	0	0	0	0
<b>AVERAGE SCORE</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>

CRITERIA SCORES	WEIGHT	#01	#02	#03	#04	#05	#06	#07	#08	#09	#10
Business	1.25	5.63	2.19	3.44	5.00	4.69	4.38	2.50	2.50	2.50	3.75
Media Mentions	1.25	5.00	2.50	2.08	1.67	2.08	0.83	1.25	2.50	1.25	0.83
Thought Leadership	1.25	6.25	3.75	2.08	2.92	1.67	1.25	0.83	0.42	1.25	0.42
Social Media	1.25	2.08	3.96	3.23	1.04	0.00	1.46	1.35	0.21	0.42	0.10
<b>TOTAL SCORE</b>	<b>5.00</b>	<b>4.74</b>	<b>3.10</b>	<b>2.71</b>	<b>2.66</b>	<b>2.11</b>	<b>1.98</b>	<b>1.48</b>	<b>1.41</b>	<b>1.35</b>	<b>1.28</b>

## SUTHERLANDGOLD.COM/CEOSCORECARD

SutherlandGold selected 10 influential CEOs leading high-growth companies from Fortune's 2019 40 Under 40 list. The CEO Scorecard evaluates each leader's business performance, visibility in the media, thought leadership and social media engagement based on a scale of one on the low end and five on the high end. The purpose of the Scorecard is to assess profiles of emerging CEOs to reveal the essence of their leadership. We looked at how they define and articulate an industry-leading agenda for exerting influence before and after the pandemic was announced.