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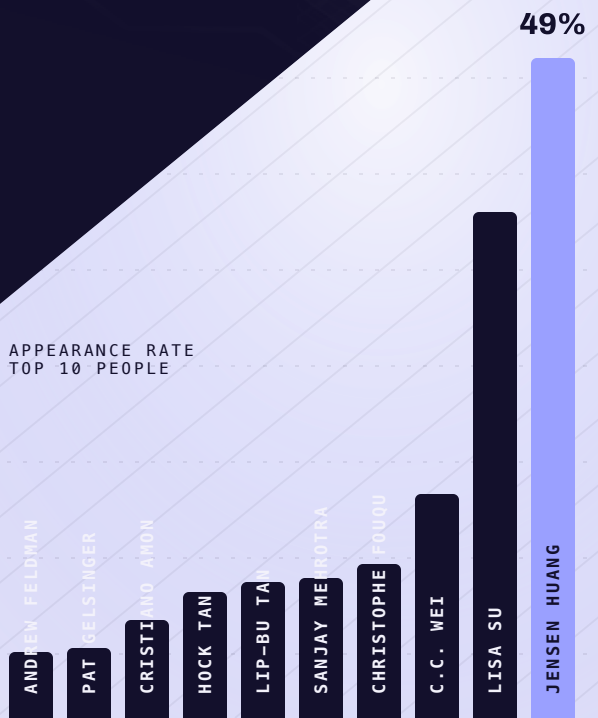
CHIP LEADERS INDEX 2.0

Which chip industry leaders AI engines name
288 AI answers · November 5, 2026

Measured :
November 5, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 46 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. Lisa Su is within Jensen Huang's margin.

Jensen Huang: 141/288 returned four-engine answers (49.0%; 95% interval 43.2–54.7%). The two leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published June 9, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

49%
of answers named Jensen Huang, the most-named (141 of 288)

14
tracked people named at least once (of 14)

100%
of Google searches showed an AI Overview (46 of 46)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Jensen Huang

Jensen Huang: 141/288 returned four-engine answers (49.0%; 95% interval 43.2–54.7%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

109/288 (37.8%)

Jensen Huang was the first person named in 109 of 288 answers, more than any other tracked person. His average first position was 1.5.

AIO TRIGGER

46/46 (100%)

Google AI Overviews appeared on 46 of 46 searches (CI 92.3–100%).

AIO LEADER

26/46 (56.5%)

Jensen Huang was the person named most often in AI Overviews, at 26 of 46, followed by Lisa Su at 11 of 46 (23.9%). In the four-engine set, Jensen Huang was named in 141 of 288 answers (49%).

TOP DOMAIN

33/288 (11.5%)

en.wikipedia.org was cited in 33 of 288 grounded four-engine answers, with 57 of 2,489 citations (2.3%). finance.yahoo.com had fewer citations (55) but appeared in more answers: 42 of 288 (14.6%).

NO TRACKED NAME

0/12 (0.0%)

For 'Who are the leaders of the AI chip industry?', none of the tracked people was named in any of 12 four-engine answers.

02 THE LEADERBOARD

Which people AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Jensen Huang	49.0%	141/288
2	Lisa Su	37.5%	108/288
3	C.C. Wei	16.7%	48/288
4	Christophe Fouquet	11.5%	33/288
5	Sanjay Mehrotra	10.4%	30/288
6	Lip-Bu Tan	10.1%	29/288
7	Hock Tan	9.4%	27/288
8	Cristiano Amon	7.3%	21/288
9	Pat Gelsinger	5.2%	15/288
10	Andrew Feldman	4.9%	14/288
11	Masayoshi Son	4.9%	14/288
12	Jonathan Ross	4.5%	13/288
13	Rene Haas	4.2%	12/288
14	Charles Liang	3.1%	9/288

02 THE LEADERBOARD

The full list

People are not matched to a personal website, so this list has no own-site columns.

#	PERSON	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION
1	Jensen Huang	141/288	49%	43.2–54.7%	1.5
2	Lisa Su	108/288	37.5%	32.1–43.2%	2.6
3	C.C. Wei	48/288	16.7%	12.8–21.4%	2.1
4	Christophe Fouquet	33/288	11.5%	8.3–15.7%	2.7
5	Sanjay Mehrotra	30/288	10.4%	7.4–14.5%	3.1
6	Lip-Bu Tan	29/288	10.1%	7.1–14.1%	3.2
7	Hock Tan	27/288	9.4%	6.5–13.3%	3.7
8	Cristiano Amon	21/288	7.3%	4.8–10.9%	4.4
9	Pat Gelsinger	15/288	5.2%	3.2–8.4%	3.2
10	Andrew Feldman	14/288	4.9%	2.9–8%	1.6
11	Masayoshi Son	14/288	4.9%	2.9–8%	2.1
12	Jonathan Ross	13/288	4.5%	2.7–7.6%	2.5
13	Rene Haas	12/288	4.2%	2.4–7.1%	5.2
14	Charles Liang	9/288	3.1%	1.7–5.8%	2.7

02 THE LEADERBOARD

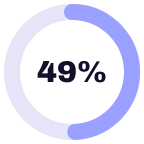
Separate unranked table: Companies named (unranked)

Appearance counts in 288 returned four-engine answers. Separate from the main ranking.

NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
AMD	168/288	58.3%	52.6–63.9%	6
ASML	65/288	22.6%	18.1–27.7%	18
Arm	34/288	11.8%	8.6–16.0%	0
Broadcom	100/288	34.7%	29.5–40.4%	2
Cerebras	40/288	13.9%	10.4–18.4%	12
Groq	32/288	11.1%	8.0–15.3%	1
Intel	122/288	42.4%	36.8–48.1%	17
Micron	77/288	26.7%	22.0–32.1%	16
Nvidia	220/288	76.4%	71.2–80.9%	166
Qualcomm	62/288	21.5%	17.2–26.6%	12
SoftBank	18/288	6.3%	4.0–9.7%	12
Supermicro	15/288	5.2%	3.2–8.4%	0
TSMC	89/288	30.9%	25.8–36.5%	21

PROFILES

03 The top eight, side by side



RANK 1

Jensen Huang

141/288 answers · 95% CI 43.2–54.7%

1.5
first-mention position

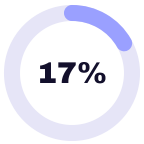


RANK 2

Lisa Su

108/288 answers · 95% CI 32.1–43.2%

2.6
first-mention position

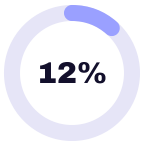


RANK 3

C.C. Wei

48/288 answers · 95% CI 12.8–21.4%

2.1
first-mention position



RANK 4

Christophe Fouquet

33/288 answers · 95% CI 8.3–15.7%

2.7
first-mention position



RANK 5

Sanjay Mehrotra

30/288 answers · 95% CI 7.4–14.5%

3.1
first-mention position

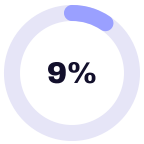


RANK 6

Lip-Bu Tan

29/288 answers · 95% CI 7.1–14.1%

3.2
first-mention position

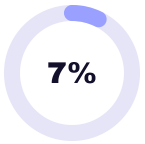


RANK 7

Hock Tan

27/288 answers · 95% CI 6.5–13.3%

3.7
first-mention position



RANK 8

Cristiano Amon

21/288 answers · 95% CI 4.8–10.9%

4.4
first-mention position

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
Jensen Huang			**44.4%**
Lisa Su			**25%**
Sanjay Mehrotra			**15.3%**
C.C. Wei			**12.5%**
Cristiano Amon			**9.7%**
Pat Gelsinger			**6.9%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Jensen Huang			**48.6%**
Lisa Su			**38.9%**
C.C. Wei			**16.7%**
Hock Tan			**15.3%**
Lip-Bu Tan			**12.5%**
Christophe Fouquet			**9.7%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Jensen Huang			**51.4%**
Lisa Su			**44.4%**
Christophe Fouquet			**20.8%**
C.C. Wei			**19.4%**
Hock Tan			**15.3%**
Lip-Bu Tan			**12.5%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Jensen Huang			**51.4%**
Lisa Su			**41.7%**
C.C. Wei			**18.1%**
Lip-Bu Tan			**13.9%**
Christophe Fouquet			**9.7%**
Sanjay Mehrotra			**9.7%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 46 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 46 = 334 answers.

100%

TRIGGER RATE

Google AI Overviews appeared on 46 of 46 searches (100%, CI 92.3–100%). The other 0 searches showed no overview. Within the 46 overviews, Jensen Huang was named in 26 (56.5%), Lisa Su was named in 11 (23.9%), C.C. Wei was named in 8 (17.4%), Christophe Fouquet was named in 7 (15.2%). youtube.com was the most-cited source, with 14 citations and an appearance in 12 of 46 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Jensen Huang	50.0%	=
2	Lisa Su	35.6%	=
3	C.C. Wei	16.8%	=
4	Christophe Fouquet	12.0%	=
5	Sanjay Mehrotra	10.2%	=
6	Lip-Bu Tan	9.6%	=
7	Hock Tan	9.3%	=
8	Cristiano Amon	7.2%	=
9	Pat Gelsinger	5.7%	=
10	Masayoshi Son	5.1%	▲ 1

06

LEADERS BY QUESTION

Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Jensen Huang 100%

Lisa Su 83.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Jensen Huang 91.7%

Lisa Su 66.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Jensen Huang 91.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Jensen Huang 100%

TIED WITH LISA SU

Lisa Su 100%

AI Overview shown on 1 of 1 searches

Q07 · 12 ANSWERS

Jensen Huang 100%

TIED WITH LISA SU

Lisa Su 100%

C.C. Wei 58.3%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,489 citations in total. en.wikipedia.org was cited most often, with 57 citations (2.3%) across 33 answers. Next came finance.yahoo.com (55), fool.com (51), fortune.com (39), forbes.com (38), sec.gov (36).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

finance.yahoo.com	**14.6%**
forbes.com	**13.2%**
fool.com	**12.5%**
fortune.com	**11.8%**
en.wikipedia.org	**11.5%**
wikipedia.org	**10.1%**
sec.gov	**8.7%**
youtube.com	**8.3%**
newmarketpitch.com	**7.6%**
tomshardware.com	**6.9%**

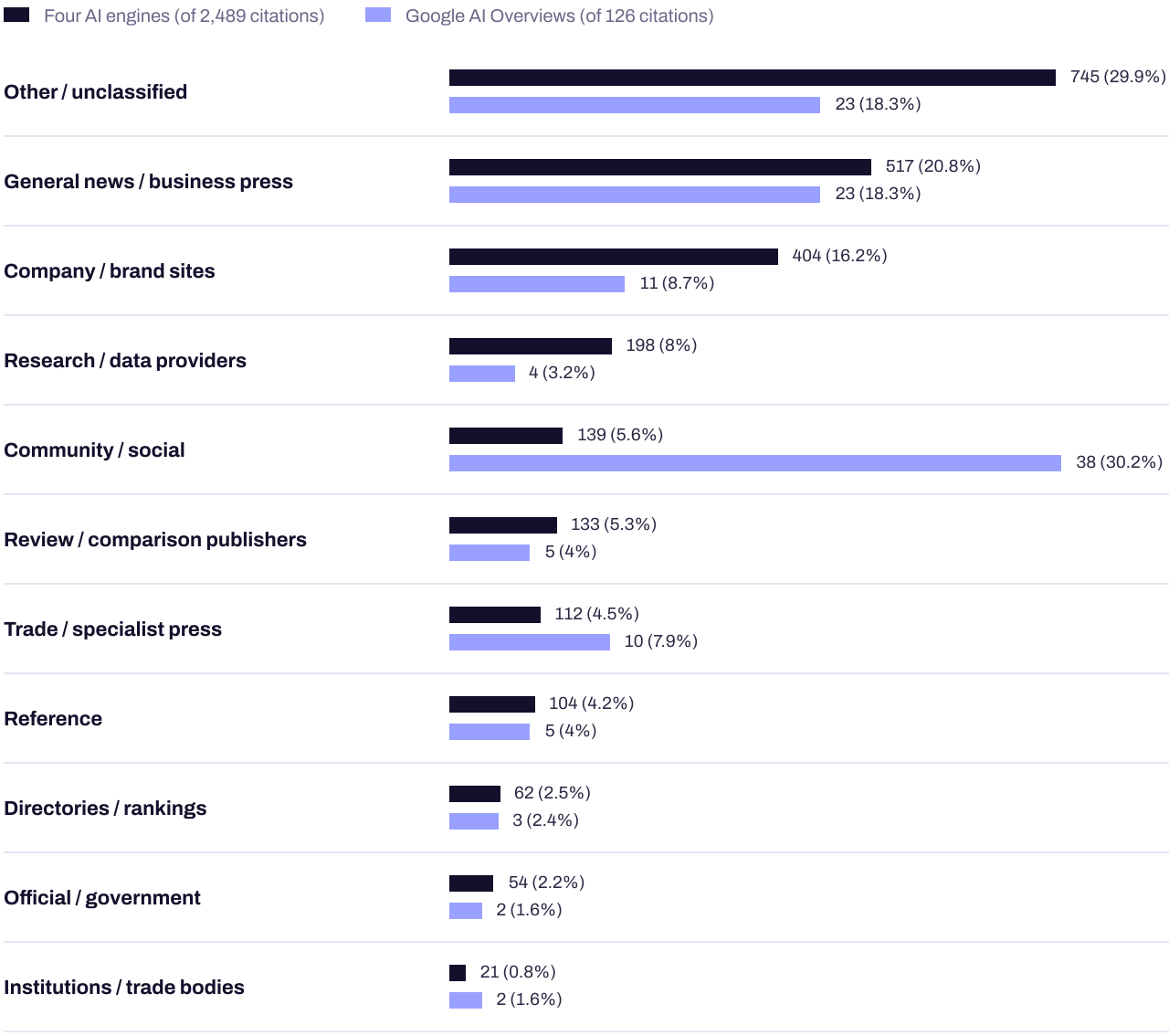
GOOGLE AI OVERVIEWS · SHARE OF 46 OVERVIEWS

youtube.com	**26.1%**
linkedin.com	**19.6%**
instagram.com	**13%**
businesschief.com	**10.9%**
datacentremagazine.com	**8.7%**
facebook.com	**6.5%**
glassdoor.com	**6.5%**
investopedia.com	**6.5%**
wsj.com	**6.5%**
africa.businessinsider.com	**4.3%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can chip industry leaders improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	None of the tracked names had its own domains cited in these answers.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were finance.yahoo.com (in 14.6% of grounded answers), forbes.com (13.2%), fool.com (12.5%), fortune.com (11.8%) and en.wikipedia.org (11.5%). General news and business press supplied 20.8% of citations and research and data providers 8.0%.
Check each engine separately.	Gemini named Lisa Su in 44.4% of answers against 25.0% on ChatGPT. Gemini named Christophe Fouquet in 20.8% of answers against 5.6% on ChatGPT.
Watch names outside the tracked list.	Satya Nadella (33 answers), Sundar Pichai (31 answers) and Mark Zuckerberg (27 answers) were named often but were not tracked. Companies are listed in a separate unranked table.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which jensen huang and chip leaders people appear in these AI answers?

Jensen Huang: 141/288 returned four-engine answers (49.0%; 95% interval 43.2–54.7%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Jensen Huang was the first person named in 109 of 288 answers, with an average first position of 1.5.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 46 of 46 searches (100%, CI 92.3–100%). Within those 46 overviews, Jensen Huang was named most often, in 26 (56.5%).

Q4 Which sources do the engines cite?

Across 2,489 four-engine citations, en.wikipedia.org was cited most (57 citations, in 33 of 288 grounded answers), followed by finance.yahoo.com (55 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	46
questions		runs each		AI engines		answers		Google searches · 46 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 5, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	46	46 shown	46

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 14 tracked people are ranked; results are not an exhaustive market ranking.
- Only the tracked people were scored. Untracked people who appeared often were not scored, including Satya Nadella (33 answers), Sundar Pichai (31 answers) and Mark Zuckerberg (27 answers).
- 334 of 360 planned results were returned. 26 AI Overview lookups were excluded after at most three total attempts.
- 46 successful Google searches: 46 overviews shown; 0 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 6 names Nvidia and AMD, which are listed in the companies table, so both counts include up to 12 answers to that question.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Jensen Huang (129/276) and Lisa Su (96/276); their order does not change.
- People are not matched to personal websites. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- The index measures how often each person is named, named first and cited, not reputation. People only are ranked. Groq announced a non-exclusive technology licensing agreement with Nvidia in December 2025 and said Jonathan Ross would join Nvidia. Groq said it would remain independent. Ross's current role as of November 5, 2026 could not be confirmed from the official sources checked; this is not described as Nvidia acquiring Groq.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Named appearance is named_4 divided by n_4; own-site citation counts use grounded-answer denominators and are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	Who are the most influential tech CEOs today?	Chip Leaders Index 2.0	CORE QUESTION
02	Who are the leaders of the AI chip industry?	Chip Leaders Index 2.0	CORE QUESTION
03	Which semiconductor CEOs have created the most shareholder value?	Chip Leaders Index 2.0	CORE QUESTION
04	Who is the best CEO in technology right now?	Chip Leaders Index 2.0	CORE QUESTION
05	Which tech founders still run the company they started?	Chip Leaders Index 2.0	CORE QUESTION
06	Nvidia vs AMD: how do their CEOs compare?	Chip Leaders Index 2.0	CORE QUESTION
07	Who are the most important people in the AI hardware race?	Chip Leaders Index 2.0	CORE QUESTION
08	Which chip companies are best positioned for AI data centers?	Chip Leaders Index 2.0	CORE QUESTION
09	Who runs the biggest semiconductor companies in the world?	Chip Leaders Index 2.0	ADDED QUESTION
10	Who are the most important leaders in chip manufacturing?	Chip Leaders Index 2.0	ADDED QUESTION
11	Which executives are leading the turnaround of US chipmaking?	Chip Leaders Index 2.0	ADDED QUESTION
12	Who leads the companies that make chipmaking equipment?	Chip Leaders Index 2.0	ADDED QUESTION
13	Who are the key figures in AI data center infrastructure?	Chip Leaders Index 2.0	ADDED QUESTION
14	Which semiconductor leaders are most respected by investors?	Chip Leaders Index 2.0	ADDED QUESTION
15	Who are the founders of the leading AI chip startups?	Chip Leaders Index 2.0	ADDED QUESTION
16	Which tech CEOs have led the biggest stock gains in the past five years?	Chip Leaders Index 2.0	ADDED QUESTION
17	Who are the most important leaders in mobile chips?	Chip Leaders Index 2.0	ADDED QUESTION
18	Who leads the memory chip industry?	Chip Leaders Index 2.0	ADDED QUESTION
19	Which executives are shaping chip export policy debates?	Chip Leaders Index 2.0	ADDED QUESTION
20	Who are the most admired engineers turned CEOs?	Chip Leaders Index 2.0	ADDED QUESTION
21	Who are the most important people in the semiconductor supply chain?	Chip Leaders Index 2.0	ADDED QUESTION
22	Which tech investors have the biggest bets on AI infrastructure?	Chip Leaders Index 2.0	ADDED QUESTION
23	Who are the best-known CEOs in Asian technology companies?	Chip Leaders Index 2.0	ADDED QUESTION
24	Which chip leaders are building alternatives to GPUs?	Chip Leaders Index 2.0	ADDED QUESTION

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Chip Leaders Index 2.0

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