5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

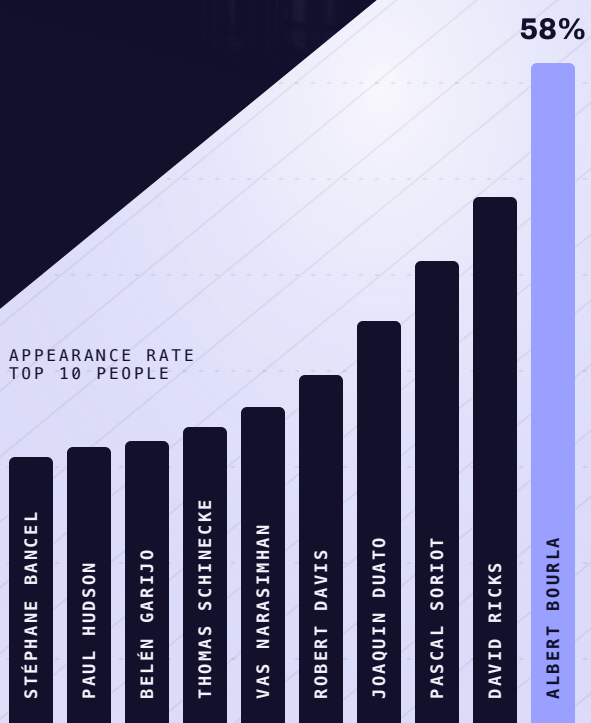
PHARMA CEOS INDEX 2.0

Which drug-industry CEOs AI engines name
288 AI answers · October 30 to 31, 2026

Measured :
October 30 to 31, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 54 Google AI Overviews

Prepared by :
5W Public Relations
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AT A GLANCE

Albert Bourla leads. David Ricks is second.

Albert Bourla: 167/288 (58.0%; 95% interval 52.2–63.5%). David Ricks: 133/288 (46.2%; 95% interval 40.5–52.0%). The two intervals only just clear each other (52.2% against 52.0%), so the lead is real but narrow. Being named in AI answers is not an endorsement of any person or company.

> Version 2. This version replaces the first version of this study, first published July 25, 2026. It uses measured counts, so the two versions are not comparable.

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

58%
of answers named Albert Bourla, the most-named (167 of 288)

26
tracked people named at least once (of 28)

100%
of Google searches showed an AI Overview (54 of 54)

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KEY FINDINGS

01 What the data shows

MOST NAMED

167/288 (58%)

Albert Bourla appeared in 167 of 288 four-engine answers (CI 52.2–63.5%). David Ricks appeared in 133 of 288 (46.2%, CI 40.5–52%). The intervals do not overlap. The two intervals only just clear each other (52.2% against 52.0%), so the lead is real but narrow. Being named in AI answers is not an endorsement of any person or company.

NAMED FIRST

81/288 (28.1%)

David Ricks was the first person named in 81 of 288 answers, more than any other tracked person. David Ricks's average first position was 2.4. Albert Bourla was named first in 47 of 288.

GEMINI SKEW

20/72 (27.8%)

Gemini named Chris Boerner in 20 of 72 answers. The other engines named Chris Boerner in 0 to 7 of 72.

CLAUDE SKEW

27/72 (37.5%)

Claude named Belén Garijo in 27 of 72 answers. The other engines named Belén Garijo in 12 to 17 of 72.

OWN-SITE CITATIONS

37/288 (12.8%)

Albert Bourla's company website was cited in 37 of 288 grounded answers, more than any other tracked person. Belén Garijo followed at 36 of 288. 2 of 28 tracked people had 0 of 288.

AIO TRIGGER

54/54 (100%)

Google AI Overviews appeared on 54 of 54 searches (CI 93.4–100%).

AIO LEADER

28/54 (51.9%)

Albert Bourla was the person named most often in AI Overviews, at 28 of 54, followed by David Ricks at 24 of 54 (44.4%). In the four-engine set, Albert Bourla was named in 167 of 288 answers (58%).

TOP DOMAIN

49/288 (17%)

pharmaphorum.com was cited in 49 of 288 grounded four-engine answers, with 123 of 2,538 citations (4.8%). biospace.com came second with 112 citations in 77 answers (26.7%).

THE LEADERBOARD

02 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	Albert Bourla	58.0%	167/288
2	David Ricks	46.2%	133/288
3	Pascal Soriot	40.6%	117/288
4	Joaquin Duato	35.4%	102/288
5	Robert Davis	30.6%	88/288
6	Vas Narasimhan	27.8%	80/288
7	Thomas Schinecker	26.0%	75/288
8	Belén Garijo	24.7%	71/288
9	Paul Hudson	24.3%	70/288
10	Stéphane Bancel	23.3%	67/288
11	Reshma Kewalramani	22.9%	66/288
12	Emma Walmsley	22.2%	64/288
13	Luke Miels	18.4%	53/288
14	Uğur Şahin	18.4%	53/288
15	Chris Boerner	11.5%	33/288

02 THE LEADERBOARD

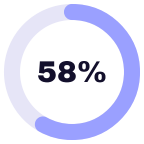
The full list

Own-domain citation is the share of 288 grounded answers that cited the person's company website (subdomains included). Citation share is of all 2,538 citations.

#	PERSON	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Albert Bourla**	167/288	**58%**	52.2–63.5%	3	12.8% (37/288)	1.5%
2	**David Ricks**	133/288	**46.2%**	40.5–52%	2.4	7.6% (22/288)	0.9%
3	**Pascal Soriot**	117/288	**40.6%**	35.1–46.4%	4	8.7% (25/288)	1%
4	**Joaquin Duato**	102/288	**35.4%**	30.1–41.1%	3	10.1% (29/288)	1.1%
5	**Robert Davis**	88/288	**30.6%**	25.5–36.1%	3.5	9.4% (27/288)	1.1%
6	**Vas Narasimhan**	80/288	**27.8%**	22.9–33.2%	4.5	8.7% (25/288)	1%
7	**Thomas Schinecker**	75/288	**26%**	21.3–31.4%	3.6	7.6% (22/288)	0.9%
8	**Belén Garijo**	71/288	**24.7%**	20–29.9%	4.8	12.5% (36/288)	1.4%
9	**Paul Hudson**	70/288	**24.3%**	19.7–29.6%	4.4	12.5% (36/288)	1.4%
10	**Stéphane Bancel**	67/288	**23.3%**	18.8–28.5%	2.6	7.3% (21/288)	0.8%
11	**Reshma Kewalramani**	66/288	**22.9%**	18.4–28.1%	4.3	2.4% (7/288)	0.3%
12	**Emma Walmsley**	64/288	**22.2%**	17.8–27.4%	4.8	5.9% (17/288)	0.7%
13	**Luke Miels**	53/288	**18.4%**	14.4–23.3%	4.8	5.9% (17/288)	0.7%
14	**Uğur Şahin**	53/288	**18.4%**	14.4–23.3%	3.5	4.2% (12/288)	0.5%
15	**Chris Boerner**	33/288	**11.5%**	8.3–15.7%	5.6	6.6% (19/288)	0.7%
16	**Daniel O'Day**	30/288	**10.4%**	7.4–14.5%	5.7	2.8% (8/288)	0.3%
17	**Rob Michael**	30/288	**10.4%**	7.4–14.5%	5.1	3.5% (10/288)	0.4%
18	**Lars Fruergaard Jørgensen**	29/288	**10.1%**	7.1–14.1%	4.4	3.8% (11/288)	0.5%
19	**Robert Bradway**	29/288	**10.1%**	7.1–14.1%	5.2	4.9% (14/288)	0.6%
20	**Mike Doustdar**	20/288	**6.9%**	4.5–10.5%	4.5	3.8% (11/288)	0.5%
21	**Bill Anderson**	18/288	**6.3%**	4–9.7%	7.1	2.4% (7/288)	0.3%
22	**Julie Kim**	13/288	**4.5%**	2.7–7.6%	2.7	0.7% (2/288)	0.1%
23	**Kai Beckmann**	12/288	**4.2%**	2.4–7.1%	7.3	0.7% (2/288)	0.1%
24	**Chris Viehbacher**	9/288	**3.1%**	1.7–5.8%	7.3	0.7% (2/288)	0.1%
25	**Christophe Weber**	9/288	**3.1%**	1.7–5.8%	7.2	0.7% (2/288)	0.1%
26	**Leonard Schleifer**	8/288	**2.8%**	1.4–5.4%	2.8	5.9% (17/288)	0.7%
27	**Joseph Morrissey**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
28	**Kevin Ali**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%

PROFILES

03 The top eight, side by side

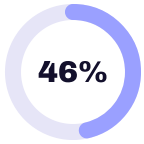


RANK 1

Albert Bourla

167/288 answers · 95% CI 52.2–63.5%

3	12.8%	1.5%
first-mention position	owned-domain citation (37/288)	citation share

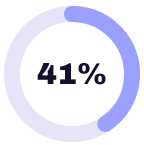


RANK 2

David Ricks

133/288 answers · 95% CI 40.5–52%

2.4	7.6%	0.9%
first-mention position	owned-domain citation (22/288)	citation share

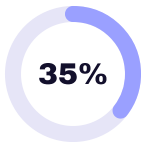


RANK 3

Pascal Soriot

117/288 answers · 95% CI 35.1–46.4%

4	8.7%	1%
first-mention position	owned-domain citation (25/288)	citation share

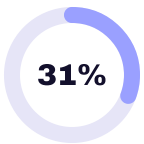


RANK 4

Joaquin Duato

102/288 answers · 95% CI 30.1–41.1%

3	10.1%	1.1%
first-mention position	owned-domain citation (29/288)	citation share



RANK 5

Robert Davis

88/288 answers · 95% CI 25.5–36.1%

3.5	9.4%	1.1%
first-mention position	owned-domain citation (27/288)	citation share

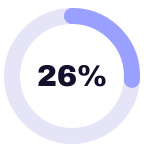


RANK 6

Vas Narasimhan

80/288 answers · 95% CI 22.9–33.2%

4.5	8.7%	1%
first-mention position	owned-domain citation (25/288)	citation share



RANK 7

Thomas Schinecker

75/288 answers · 95% CI 21.3–31.4%

3.6	7.6%	0.9%
first-mention position	owned-domain citation (22/288)	citation share



RANK 8

Belén Garijo

71/288 answers · 95% CI 20–29.9%

4.8	12.5%	1.4%
first-mention position	owned-domain citation (36/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Chris Boerner in 20 of 72 answers. The other engines named Chris Boerner in 0 to 7 of 72. Claude named Belén Garijo in 27 of 72 answers. The other engines named Belén Garijo in 12 to 17 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Albert Bourla	**61.1%**
Stéphane Bancel	**37.5%**
Pascal Soriot	**36.1%**
David Ricks	**34.7%**
Belén Garijo	**23.6%**
Reshma Kewalramani	**22.2%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Albert Bourla	**48.6%**
David Ricks	**41.7%**
Vas Narasimhan	**38.9%**
Belén Garijo	**37.5%**
Joaquin Duato	**36.1%**
Pascal Soriot	**34.7%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Albert Bourla	**61.1%**
David Ricks	**56.9%**
Pascal Soriot	**43.1%**
Joaquin Duato	**40.3%**
Robert Davis	**38.9%**
Paul Hudson	**29.2%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Albert Bourla	**61.1%**
David Ricks	**51.4%**
Pascal Soriot	**48.6%**
Joaquin Duato	**45.8%**
Vas Narasimhan	**43.1%**
Robert Davis	**38.9%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 54 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 54 = 342 answers.



TRIGGER RATE

Google AI Overviews appeared on 54 of 54 searches (100%, CI 93.4–100%). The other 0 searches showed no overview. Within the 54 overviews, Albert Bourla was named in 28 (51.9%), David Ricks was named in 24 (44.4%), Pascal Soriot was named in 24 (44.4%), Joaquin Duato was named in 22 (40.7%). fiercepharma.com was the most-cited source, with 13 citations and an appearance in 13 of 54 overviews.

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

1	Albert Bourla	57.0%	=
2	David Ricks	45.9%	=
3	Pascal Soriot	41.2%	=
4	Joaquin Duato	36.3%	=
5	Robert Davis	27.8%	=
6	Vas Narasimhan	26.3%	=
7	Thomas Schinecker	25.7%	=
8	Emma Walmsley	23.7%	▲ 4
9	Belén Garijo	23.1%	▼ 1
10	Reshma Kewalramani	23.1%	▲ 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

David Ricks 100%

Joaquin Duato	83.3%
Pascal Soriot	83.3%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

David Ricks 100%

TIED WITH ALBERT BOURLA

Albert Bourla	100%
Pascal Soriot	91.7%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

David Ricks 66.7%

Albert Bourla	50%
Mike Doustdar	50%

AI Overview shown on 2 of 2 searches

Q04 · 12 ANSWERS

Reshma Kewalramani 100%

Stéphane Bancel	50%
Robert Bradway	50%

AI Overview shown on 2 of 2 searches

Q05 · 12 ANSWERS

David Ricks 83.3%

Lars Fruergaard Jørgensen	50%
Vas Narasimhan	33.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Albert Bourla 83.3%

Joaquin Duato	66.7%
David Ricks	50%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,538 citations in total. pharmaphorum.com was cited most often, with 123 citations (4.8%) across 49 answers. Next came biospace.com (112), en.wikipedia.org (78), fiercepharma.com (76), healthcare-digital.com (75), pharmavoice.com (74).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

biospace.com	**26.7%**
fiercepharma.com	**23.3%**
healthcare-digital.com	**23.3%**
pharmavoice.com	**20.5%**
5wpr.com	**17.7%**
pharmaphorum.com	**17%**
en.wikipedia.org	**16.7%**
biopharmadive.com	**16%**
drugdiscoverytrends.com	**14.2%**
contractpharma.com	**13.9%**

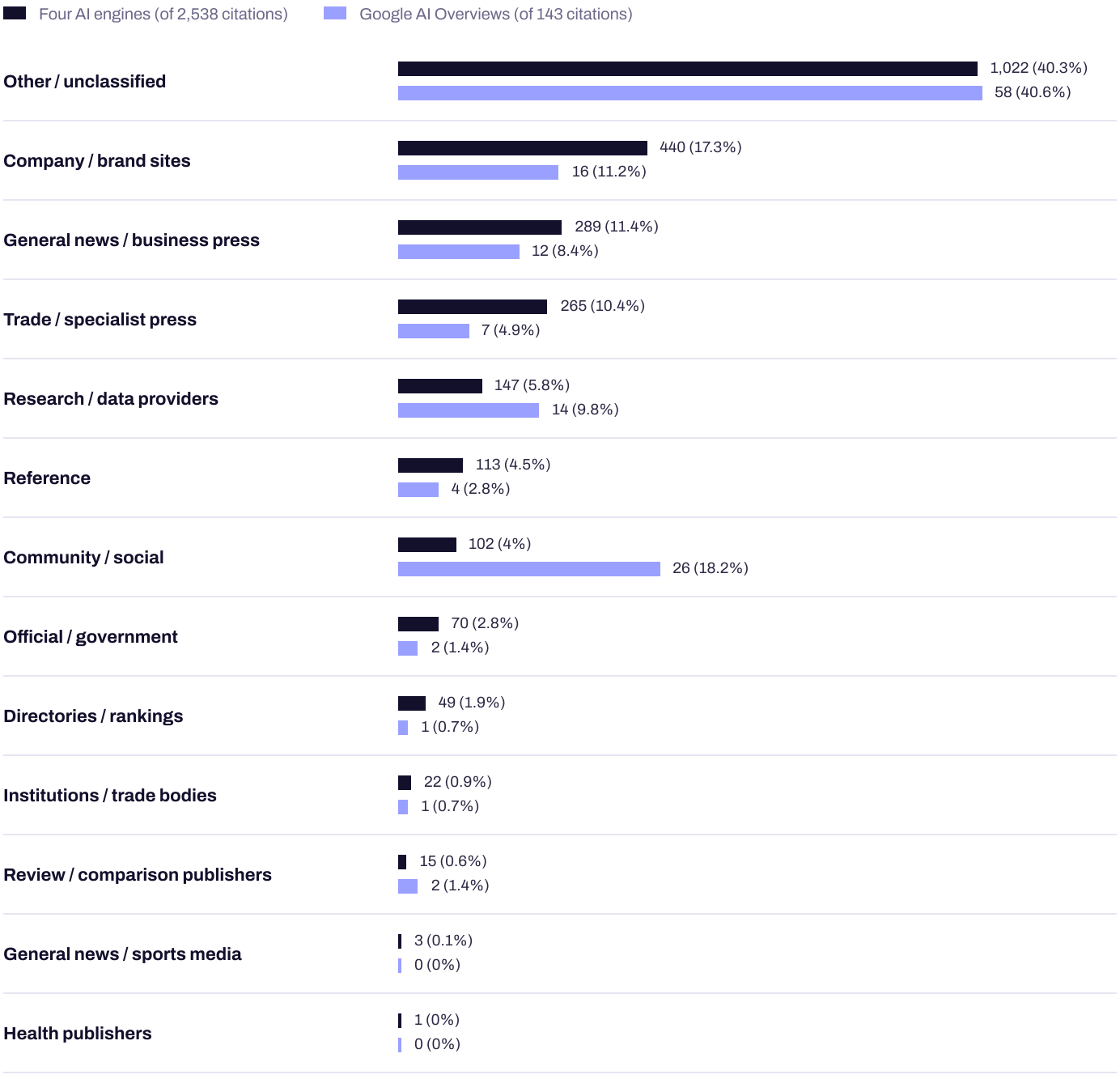
GOOGLE AI OVERVIEWS · SHARE OF 54 OVERVIEWS

fiercepharma.com	**24.1%**
linkedin.com	**20.4%**
jamanetwork.com	**11.1%**
healthcare-digital.com	**11.1%**
biopharmadive.com	**9.3%**
5wpr.com	**7.4%**
biospace.com	**7.4%**
facebook.com	**7.4%**
proclinical.com	**7.4%**
phrma.org	**5.6%**

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 people 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.	Albert Bourla's affiliated domains were cited in 12.8% of grounded answers, Paul Hudson's in 12.5% and Belén Garijo's in 12.5%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were biospace.com (in 26.7% of grounded answers), fiercepharma.com (23.3%), healthcare-digital.com (23.3%), pharmavoice.com (20.5%) and 5wpr.com (17.7%). General news and business press supplied 11.4% of citations and trade and specialist press 10.4%.
Check each engine separately.	Perplexity named Vas Narasimhan in 43.1% of answers against 11.1% on ChatGPT. Gemini named Robert Davis in 38.9% of answers against 9.7% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 4.4% of Google AI Overview citations against 4.0% in the four chat engines. linkedin.com was cited in 20.4% of overviews, facebook.com in 7.4% and instagram.com in 3.7%.
Watch names outside the tracked list.	Eli Lilly and Company (86 answers), Johnson & Johnson (77 answers), Pfizer Inc (60 answers), Novartis AG (54 answers), AstraZeneca PLC (46 answers) were named often but were not tracked.
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 person do AI engines name most often?

Albert Bourla, named in 167 of 288 four-engine answers (58%, CI 52.2–63.5%). David Ricks was second at 133 of 288 (46.2%).

Q2 Which person is named first most often?

David Ricks was the first person named in 81 of 288 answers, with an average first position of 2.4.

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

An overview appeared on 54 of 54 searches (100%, CI 93.4–100%). Within those 54 overviews, Albert Bourla was named most often, in 28 (51.9%).

Q4 Which sources do the engines cite?

Across 2,538 four-engine citations, pharmaphorum.com was cited most (123 citations, in 49 of 288 grounded answers), followed by biospace.com (112 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Chris Boerner in 20 of 72 answers, against 0 to 7 of 72 on the other engines. Claude named Belén Garijo in 27 of 72 answers, against 12 to 17 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	54
questions		runs each		AI engines		answers		Google searches · 54 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30 to 31, 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)	54	54 shown	54

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 28 tracked people are ranked; results are not an exhaustive market ranking.
- Only the tracked people were scored. Untracked names that appeared often were not scored, including Eli Lilly and Company (86 answers), Johnson & Johnson (77 answers), Pfizer Inc (60 answers), Novartis AG (54 answers), AstraZeneca PLC (46 answers).
- Answers were collected over two days, October 30 and 31, 2026. 342 of 360 planned results were returned. 18 AI Overview lookups were excluded after at most three total attempts.
- 54 successful Google searches: 54 overviews shown; 0 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked name.
- Unverified own domains are not available, never zero or guessed. 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.
- CEO changes since the first version are tracked: Luke Miels at GSK, Belén Garijo at Sanofi (succeeding Paul Hudson), Kai Beckmann at Merck KGaA, Julie Kim at Takeda, Joseph Morrissey at Organon and Mike Doustdar at Novo Nordisk. Former CEOs stay tracked. A CEO's company website counts as an affiliated site; where a former and current CEO share one, citations are shown for both and never added together.
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

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 successful pharmaceutical CEOs today?	Pharma CEOs Index 2.0	CORE QUESTION
02	Who are the most influential leaders in the pharmaceutical industry?	Pharma CEOs Index 2.0	CORE QUESTION
03	Which drugmakers lead in obesity and GLP-1 drugs, and who runs them?	Pharma CEOs Index 2.0	CORE QUESTION
04	Who are the top biotech CEOs?	Pharma CEOs Index 2.0	CORE QUESTION
05	Which pharma CEOs have created the most shareholder value?	Pharma CEOs Index 2.0	CORE QUESTION
06	Which pharma CEOs are most vocal on drug pricing?	Pharma CEOs Index 2.0	CORE QUESTION
07	Which drug companies lead in cancer treatments, and who runs them?	Pharma CEOs Index 2.0	CORE QUESTION
08	Who runs the largest vaccine makers?	Pharma CEOs Index 2.0	CORE QUESTION
09	Which pharma companies have the strongest leadership right now?	Pharma CEOs Index 2.0	CORE QUESTION
10	Who are the CEOs of the largest pharmaceutical companies?	Pharma CEOs Index 2.0	ADDED QUESTION
11	Who are the most respected CEOs in healthcare?	Pharma CEOs Index 2.0	ADDED QUESTION
12	Who leads the biggest European drugmakers?	Pharma CEOs Index 2.0	ADDED QUESTION
13	Which pharmaceutical CEOs are best known to the public?	Pharma CEOs Index 2.0	ADDED QUESTION
14	Who are the most innovative biotech leaders?	Pharma CEOs Index 2.0	ADDED QUESTION
15	Which drug company CEOs are paid the most?	Pharma CEOs Index 2.0	ADDED QUESTION
16	Who are the newest CEOs at major drug companies?	Pharma CEOs Index 2.0	ADDED QUESTION
17	Which pharma CEOs have led major acquisitions recently?	Pharma CEOs Index 2.0	ADDED QUESTION
18	Who runs the leading mRNA companies?	Pharma CEOs Index 2.0	ADDED QUESTION
19	Which biotech founders still run their companies?	Pharma CEOs Index 2.0	ADDED QUESTION
20	Who are the most influential women leading drug companies?	Pharma CEOs Index 2.0	ADDED QUESTION
21	Which pharmaceutical CEOs speak most about artificial intelligence?	Pharma CEOs Index 2.0	ADDED QUESTION
22	Who are the CEOs of the top US drugmakers?	Pharma CEOs Index 2.0	ADDED QUESTION
23	Which pharma leaders are most involved in health policy?	Pharma CEOs Index 2.0	ADDED QUESTION
24	Which drugmakers lead in rare disease treatments, and who runs them?	Pharma CEOs Index 2.0	ADDED QUESTION

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