Audit Results

Analysis complete for Tim Cook

THE JBA SCORE SYSTEM
- TRUSTED 85–100
- VISIBLE 60–84
- AT RISK 0–59

Download Summary | New Audit

CONFIDENTIAL · REPUTATION INTELLIGENCE REPORT

Tim Cook

June 28, 2026

PREPARED FOR	PREPARED BY	CLASSIFICATION
Tim Cook	JudgedbyAI Intelligence Engine	Confidential

I THE VERDICT

JBA AUTHORITY SCORE™

95

JBA ELITE · INSTITUTIONAL TRUST

Tim Cook maintains exceptionally high visibility as Apple's CEO since 2011, with comprehensive coverage across major news outlets, Wikipedia, and Apple's official channels.

EXECUTIVE SUMMARY

JBA AUTHORITY SCORE™	IDENTITY CLARITY	REPUTATION RISK	JBA STATUS
95	99%	18	JBA Elite
Blended authority index	Can AI tell who you are	Low exposure	Tier 1 · Institutional Trust
			High authority, low risk. AI models surface a clean, confident narrative.

JBA Authority Score™ reflects how AI systems perceive authority, credibility, and visibility. Identity Clarity reflects how confidently they can tell who you are.

AI EXECUTIVE VERDICT

Tim Cook maintains exceptionally high visibility as Apple's CEO since 2011, with comprehensive coverage across major news outlets, Wikipedia, and Apple's official channels. Recent search results reveal a major leadership transition: Cook is stepping down as CEO in 2026 (after nearly 15 years) to become Executive Chairman, with John Ternus taking over as CEO. This transition narrative dominates current coverage alongside reporting on price increases for Apple devices due to chip shortages. Cook's brand is overwhelmingly tied to Apple's success, including achieving the first $1 trillion valuation in America and maintaining innovation leadership. His personal narrative includes his Duke MBA background and close ties to the university. While sentiment is generally positive regarding his operational excellence and business achievements, recent coverage about price hikes introduces some challenges. The narrative coherence is strong but heavily corporate-focused, with limited personal brand differentiation beyond his Apple role.

SYNTHESIZED FROM 3 FRONTIER MODELS · GROUNDED IN LIVE WEB EVIDENCE

II THE EVIDENCE

EXECUTIVE SNAPSHOT

Authority	Strong
Visibility	High
Risk	Low
Identity Clarity	High
AI Narrative Stability	94%

KEY DRIVERS

POSITIVE SIGNALS

- ✓ Exceptional visibility across all major platforms including Wikipedia, Forbes, CNBC, Apple.com, and news outlets demonstrating sustained media presence
- ✓ Strong authority positioning as CEO of the world's most valuable company with proven track record of leading Apple to $1 trillion+ valuation

RISK SIGNALS

- ⚠ Recent negative coverage around Apple device price increases due to chip shortages may impact consumer sentiment and personal brand perception
- ⚠ Identity almost entirely subsumed by Apple corporate brand with minimal independent personal brand visibility or thought leadership outside company context

- ✓ Clear succession planning narrative with transparent transition to Executive Chairman role and John Ternus as successor demonstrates leadership maturity
- ✓ Educational credentials highlighted through Duke University connections and MBA from Fuqua School of Business adds credibility beyond tech sector
- ✓ Comprehensive biographical coverage establishing personal history (born November 1, 1960 in Mobile, Alabama) and career progression from COO to CEO

- ⚠ Limited differentiation in search results beyond operational/business achievements - lack of personal narrative, values-driven content, or unique perspectives
- ⚠ Succession/stepping down narrative in 2026 may create perception of diminishing relevance or influence as transition to Executive Chairman occurs
- ⚠ Coverage heavily weighted toward corporate announcements and business metrics rather than personal insights, innovation philosophy, or leadership principles

WHAT AI SYSTEMS IDENTIFY YOU AS

Confidence 99%

Apple CEO
Technology Executive
Business Leader
Steve Jobs Successor

AI DISCOVERABILITY

derived from available signals

66%

Frequently surfaced

How effectively AI systems can understand, verify, and confidently describe this subject.

Entity Consistency	86
Structured Data	67
Knowledge Graph Presence	55
Authority Publications	52
Citation Quality	72

AUTHORITY EVIDENCE

● MEDIA STRENGTH **Strong** — Supported by authority publications and recurring third-party citations.

INSTITUTIONAL		MEDIA		PROFESSIONAL	
Government	–	Major Publications	2	LinkedIn	–
Universities	–	Industry Publications	–	Podcasts	–
Wikipedia	1			Social Signals	3
Knowledge Panel	–				

20 sources indexed via live search.

III WHAT IT COSTS YOU

EXECUTIVE RISK PROFILE

INVESTMENT RISK	EXECUTIVE CREDIBILITY	PUBLIC VISIBILITY	MARKET TRUST
• Low	• High	• High	• Positive

Tim Cook maintains exceptionally high visibility as Apple's CEO since 2011, with comprehensive coverage across major news outlets, Wikipedia, and Apple's official channels.

IF SOMEONE ASKS CHATGPT ABOUT YOU TOMORROW

● LIKELY RESPONSE

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⚠ POTENTIAL WEAKNESS

Recent negative coverage around Apple device price increases due to chip shortages may impact consumer sentiment and personal brand perception

Risk Level: Low

AI TRUST ASSESSMENT

RECOMMENDATION STRENGTH

• Strong

Across models, the narrative is positive, specific, and stable - the profile of a confident AI endorsement.

IDENTITY CLARITY

99%

How confidently AI can determine who this subject actually is.

REVENUE EXPOSURE

• Low

The AI narrative is stable and clean enough that it should not create friction in commercial decisions.

REPUTATION TRAJECTORY

— Baseline Established

Baseline established — future audits track movement from here.

IV THE FIX

STRATEGIC PRIORITIES

01 Develop independent thought leadership platform (podcast, blog, or speaking series) to establish personal brand authority separate from Apple corporate identity before Executive Chairman transition

02 Commission authorized biography or long-form profile piece with major publication (60 Minutes, New Yorker, etc.) to capture leadership legacy and personal narrative

03 Launch strategic communications campaign around Executive Chairman role positioning it as expanded influence rather than stepping down - focus on board leadership, mentorship, and strategic vision

04 Proactively address price increase narrative with consumer-focused messaging about value, innovation investment, and long-term product quality to mitigate sentiment impact

90-DAY AUTHORITY ACCELERATION PLAN

30 DAYS

Publish quarterly thought leadership essays on technology, leadership, and innovation on LinkedIn or Medium to generate independent search results beyond Apple announcements

DIFFICULTY · MEDIUM · IMPACT · HIGH

Secure speaking engagements at 3-5 major non-Apple conferences (Davos, TED, Web Summit) to diversify search result portfolio and establish independent authority

DIFFICULTY · MEDIUM · IMPACT · HIGH

Commission authorized biography or partner with major publication for definitive profile piece to dominate biographical search results

DIFFICULTY · HIGH · IMPACT · HIGH

60 DAYS

Increase X (Twitter) posting frequency to 3-5 times weekly with personal insights beyond Apple announcements - share leadership lessons, book recommendations, industry observations

DIFFICULTY · LOW · IMPACT · MEDIUM

Launch LinkedIn presence with weekly posts on business leadership, technology ethics, and career advice to establish professional thought leadership

DIFFICULTY · LOW · IMPACT · HIGH

Create behind-the-scenes content series (Instagram or YouTube) showing daily leadership practices, decision-making processes, or mentorship moments

DIFFICULTY · MEDIUM · IMPACT · MEDIUM

90 DAYS

Accept 2-3 board positions at non-competing high-profile companies or institutions to demonstrate continued influence and broaden authority base

DIFFICULTY · HIGH · IMPACT · HIGH

Establish named scholarship or leadership program at Duke University to strengthen educational legacy and create recurring media opportunities

DIFFICULTY · MEDIUM · IMPACT · MEDIUM

Launch or chair major philanthropic initiative focused on education, LGBTQ+ rights, or technology access to create values-driven authority narrative

DIFFICULTY · HIGH · IMPACT · HIGH

METHODOLOGY

20	3	94%	99%
COVERAGE DEPTH	AI MODELS	AI NARRATIVE STABILITY	IDENTITY CLARITY

JudgedbyAI Intelligence Report

AI systems increasingly shape first impressions. This report measures the signals they use.

PRODUCED USING MULTI-MODEL CONSENSUS ANALYSIS AND LIVE WEB INTELLIGENCE

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