

Figure 1
List of Tweeting CEOs and CFOs

This figure lists the CEOs and CFOs with active Twitter accounts who work for S&P 1500 companies with the data necessary to conduct our main analysis. *** denotes CFOs. This list is as of the end of 2014.

Screen Name	Executive Name	Industry	Company Name
shirleyedge	Shirley Singleton	Software & Services	EDGEWATER TECHNOLOGY INC
openjonathan	Jonathan Schwartz	Technology Hardware & Equipment	SUN MICROSYSTEMS
valerietoalson	Valerie C. Toalson***	Banks	BANKATLANTIC BANCORP
loudinardo	Louis DiNardo	Semiconductors	EXAR CORP
gcolony	George F. Colony	Software & Services	FORRESTER RESEARCH
briandunn	Brian J. Dunn	Retailing	BEST BUY CO INC
roblocascio	Robert P. LoCascio	Software & Services	LIVEPERSON
jmclaughlin173	John P. McLaughlin	Pharma, Biotech & Life Sciences	P L BIOPHARMA
lnapier	A. Lanham Napier	Software & Services	RACKSPACE HOSTING INC
jdjr2009	James H. DeGraffenreidt, Jr.	Utilities	WGL HOLDINGS INC
jwhitehurst	James M. Whitehurst	Software & Services	RED HAT INC
finkd	Mark Zuckerberg	Software & Services	FACEBOOK INC
johnriccitiello	John S. Riccitiello	Software & Services	ELECTRONIC ARTS INC
megwhitman	Margaret C. Whitman	Technology Hardware & Equipment	HEWLETT-PACKARD CO
mr2matt	Matthew E. Rubel	Retailing	COLLECTIVE BRANDS INC
dkirchhoff	David P. Kirchhoff	Consumer Services	WEIGHT WATCHERS
benioff	Marc Benioff	Software & Services	SALESFORCE COM
rapino99	Michael Rapino	Media	LIVE NATION
vivek	Vivek Y. Ranadive	Software & Services	TIBCO SOFTWARE INC
wallyboston	Wallace E. Boston, Jr.	Consumer Services	AMERICAN PUBLIC EDUCATION
kauferr	Stephen Kaufer	Retailing	TRIPADVISOR
kjakes	Kevin J. Jacobs***	Consumer Services	HILTON WORLDWIDE HOLDINGS
scarley01	Stephen E. Carley	Consumer Services	RED ROBIN GOURMET BURGERS
m_abraham	Magid M. Abraham	Software & Services	COMSCORE INC
stevebmicrosoft	Steven A. Ballmer	Software & Services	MICROSOFT CORP
gregmarcus	Gregory S. Marcus	Consumer Services	MARCUS CORP
melkarmazin	Mel Karmazin	Media	SIRIUS XM RADIO
dauidliuxo	David Liu	Software & Services	KNOT

Figure 1. Continued.

Screen Name	Executive Name	Industry	Company Name
johnheyman	John H. Heyman	Software & Services	RADIANT SYSTEMS
iridiumboss	M. J. Desch	Telecommunication	IRIDIUM COMMUNICATIONS INC
rdstilley	Randall D. Stilley	Energy	PARAGON OFFSHORE PLC
bobhagerty	Robert C. Hagerty	Technology Hardware & Equipment	POLYCOM INC
dave_wentz	David A. Wentz	Household & Personal Products	USANA HEALTH SCIENCES INC
rsdearth	Randall S. Dearth	Materials	CALGON CARBON CORP
manpowergroupjj	Jeffrey A. Joerres	Commercial & Professional Services	MANPOWERGROUP
steveessingh	Sudhir Steven Singh	Software & Services	CONCUR TECHNOLOGIES INC
rmeeusen	Richard A. Meeusen	Technology Hardware & Equipment	BADGER METER
jadair64	John F. Adair***	Software & Services	CONCUR TECHNOLOGIES INC
fuadelhibri	Fuad El-Hibri	Pharma, Biotech & Life Sciences	EMERGENT BIOSOLUTIONS
gianforte	Gregory R. Gianforte	Software & Services	RIGHTNOW TECHNOLOGIES
irvingazoff	Irving L. Azoff	Retailing	TICKETMASTER ENTERTNMNT INC
scott_ginsburg	Scott K. Ginsburg	Media	SIZMEK INC
jwgacek	Jonathan W. Gacek***	Technology Hardware & Equipment	QUANTUM CORP
bslobodow	Brian Slobodow	Energy	U S SILICA HOLDINGS INC
marissamayer	Marissa A. Mayer	Software & Services	YAHOO INC
tebixby	Timothy E. Bixby***	Software & Services	LIVEPERSON INC
mwyackira	Michael W. Yackira	Utilities	NV ENERGY
mtbert	Mark T. Bertolini	Health Care Equipment & Services	AETNA
dpassmaniii	S. David Passman, III	Media	CARMIKE CINEMAS INC
marcchardon	Marc E. Chardon	Software & Services	BLACKBAUD
billroeschlein	Bill Roeschlein***	Semiconductors	POWER INTEGRATIONS
ericsschmidt	Eric E. Schmidt, Ph.D.	Software & Services	GOOGLE
anniesceo	John M. Foraker	Food, Beverage & Tobacco	ANNIE'S INC
timarmstrongaol	Timothy M. Armstrong	Software & Services	AOL INC
learningmoment	Garry O. Ridge	Household & Personal Products	WD-40
tkendallhunt	T. Kendall Hunt	Software & Services	VASCO DATA SECURITY
donahoe_john	John J. Donahoe	Software & Services	EBAY
zarley1	James R. Zarley	Software & Services	CONVERSANT INC
michaeldell	Michael S. Dell	Technology Hardware & Equipment	DELL
scanman57	Michael L. Baur	Technology Hardware & Equipment	SCANSOURCE INC

Figure 1. Continued.

Screen Name	Executive Name	Industry	Company Name
jbaliff	Jonathan E. Baliff***	Energy	BRISTOW GROUP INC
danweirich	Daniel Weirich***	Telecommunication	8X8 INC
lwleng	Laura Wicke Lang	Media	TIME INC
bdriessn	Robert J. Driessnack***	Technology Hardware & Equipment	INTERMEC INC
wisconsin1989	Douglas R. Bettinger***	Semiconductors	LAM RESEARCH CORP
kgoldman5	Kenneth A. Goldman***	Software & Services	YAHOO INC
robopoh	Robert C. Pohlad	Food, Beverage & Tobacco	PEPSIAMERICAS INC
franksimpkins	Frank P. Simpkins***	Capital Goods	KENNAMETAL
aymanashour	Ayman S. Ashour	Technology Hardware & Equipment	IDENTIVE GROUP
hello_joseph	Joseph Y. Liu	Technology Hardware & Equipment	OPLINK COMMUNICATIONS
timbiltz	Timothy G. Biltz	Telecommunication	LUMOS NETWORKS CORP
karmanosunplggd	Peter Karmanos, Jr.	Software & Services	COMPUWARE
pglegault	Pierre Legault ***	Pharma, Biotech & Life Sciences	OSI PHARMACEUTICALS INC
great_again	Henry R. Nothhaft	Semiconductors	TESSERA TECHNOLOGIES
chencfo	Carey P. Hendrickson***	Media	BELO
maryjunck	Mary E. Junck	Media	LEE ENTERPRISES INC
yahoosceo	Carol A. Bartz, Ph.D.	Software & Services	YAHOO
davidjbarger	David Barger	Transportation	JETBLUE AIRWAYS
carlbass	Carl Bass	Software & Services	AUTODESK
michael_saylor	Michael J. Saylor	Software & Services	MICROSTRATEGY INC
karl_mcdonnell	Karl McDonnell	Consumer Services	STRAYER EDUCATION INC
bkrunner	Brian M. Krzanich	Semiconductors	INTEL CORP
healthmgmtceo	Gary D. Newsome	Health Care Equipment & Services	HEALTH MANAGEMENT ASSOCIATES
wymanroberts	Wyman T. Roberts	Consumer Services	BRINKER INTL INC
craigherkert	Craig R. Herkert	Food & Staples Retailing	SUPERVALU INC
jefferyrgardner	Jeffery R. Gardner	Telecommunication	WINDSTREAM
diannelyons1	Dianne M. Lyons***	Insurance	UNITED FIRE GROUP INC
paulnorris99	Paul F. Norris***	Software & Services	SONIC SOLUTIONS
phathaway1	Peter S. Hathaway***	Software & Services	JDA SOFTWARE GROUP INC
j_katz	Jeffrey Katzenberg	Media	DREAMWORKS ANIMATION INC
davidfieldtm	David J. Field	Media	ENTERCOM COMMUNICATIONS
j_d_sherman	J. Donald Sherman***	Software & Services	AKAMAI TECHNOLOGIES INC

Figure 1. Continued.

Screen Name	Executive Name	Industry	Company Name
dctennisdad	Peter B. Oleksiak***	Utilities	DTE ENERGY CO
ebersman	David A. Ebersman***	Software & Services	FACEBOOK INC
diane_irvine	Diane M. Irvine	Retailing	BLUE NILE
mmortonmg	Marshall N. Morton	Media	MEDIA GENERAL
rambo1724	Randy L. Ortiz	Technology Hardware & Equipment	LOJACK CORP
pehongchen	Chen Pehong	Software & Services	BROADVISION
tradrules	Salomon Sredni	Diversified Financials	TRADESTATION GROUP INC
carlosmcardoso	Carlos M. Cardoso	Capital Goods	KENNAMETAL
dkhos	Dara Khosrowshahi	Retailing	EXPEDIA
msiegal1	Michael D. Siegal	Materials	OLYMPIC STEEL INC
jonasprising	Jonas Prising	Commercial & Professional Services	MANPOWERGROUP
shaunmcalmont	Shaun E. McAlmont	Consumer Services	LINCOLN EDUCATIONAL SERVICES
michaelnewcity	Michael E. Newcity***	Transportation	ARCBEST CORP
susansalka	Susan R. Salka	Health Care Equipment & Services	A M N HEALTHCARE SERVICES
mickyarison	Micky M. Arison	Consumer Services	CARNIVAL
dpstockert	David P. Stockert	Real Estate	POST PROPERTIES INC
sobecfo	Ira M. Birns***	Energy	WORLD FUEL SERVICES
gary_burnison	Gary D. Burnison	Commercial & Professional Services	KORN FERRY
colemaned	J. Edward Coleman	Software & Services	UNISYS CORP
larryellison	Lawrence J. Ellison	Software & Services	ORACLE
bankerchewy	Michael J. Chewens***	Banks	N B T BANCORP INC
schlotty75	J. Michael Schlotman***	Food & Staples Retailing	KROGER CO
ralphlauren	Ralph Lauren	Consumer Durables and Apparel	POLO RALPH LAUREN
westernunionceo	Hikmet Ersek	Software & Services	WESTERN UNION
paulsagan1	Paul L. Sagan	Software & Services	AKAMAI TECHNOLOGIES INC
jeffimmelt	Jeffrey R. Immelt	Capital Goods	GENERAL ELECTRIC
federpignatelli	Federico Pignatelli	Health Care Equipment & Services	BIOLASE INC
fdoaguirreco	Fernando G. Aguirre	Food, Beverage & Tobacco	CHIQUITA BRANDS
davep_david	David C. Peterschmidt	Software & Services	CIBER INC
cabachelor	Cheryl A. Bachelder	Consumer Services	POPEYES LOUISIANA KITCHEN
sglendinning1	Stewart F. Glendinning***	Food, Beverage & Tobacco	MOLSON COORS BREWING
jmuellder2009	John P. Mueller***	Software & Services	XO GROUP INC

Figure 1. Continued.

Screen Name	Executive Name	Industry	Company Name
narengursahaney	Naren K. Gursahaney	Commercial & Professional Services	ADT CORP
brucedbroussard	Bruce D. Broussard	Health Care Equipment & Services	HUMANA INC
gobucksmark	Mark E. Kuchenrither***	Diversified Financials	EZCORP INC -CL A
gavinhat	Gavin D. Hattersley***	Food, Beverage & Tobacco	MOLSON COORS BREWING CO
stalickted	Theodore R. Stalick***	Insurance	MERCURY GENERAL CORP
donbrownindy	Donald E. Brown, M.D.	Software & Services	INTERACTIVE INTELLIGENCE GRP
warrenbuffett	Warren E. Buffett	Diversified Financials	BERKSHIRE HATHAWAY
waltbettinger	Walter W. Bettinger, II	Diversified Financials	SCHWAB (CHARLES) CORP
jimkelliher1	James F. Kelliher***	Software & Services	LOGMEIN INC
rollahuff	Rolla P. Huff	Software & Services	EARTHLINK HOLDINGS CORP
whweissman	William F. Weissman***	Semiconductors	RUBICON TECHNOLOGY INC
amolinaroli	Alex A. Molinaroli	Automobiles and Components	JOHNSON CONTROLS INC
storchy1	David P. Storch	Capital Goods	AAR CORP
stevea_wynn	Stephen A. Wynn	Consumer Services	WYNN RESORTS LTD
deshickton	Dawne S. Hickton, Esq.	Materials	RTI INTL METALS INC
tim_cook	Timothy D. Cook	Technology Hardware & Equipment	APPLE INC
mrdescheneaux	Michael R. Descheneaux***	Banks	SVB FINANCIAL GROUP
jimmetcalf_usg	James S. Metcalf	Capital Goods	USG CORP
bclhms	William C. Lucia, FLMI	Health Care Equipment & Services	HMS HOLDINGS CORP
labsgi	Judy A. Schmeling***	Retailing	HSN INC
paulgalant	Paul Galant	Software & Services	VERIFONE SYSTEMS INC
jperibere	Jerome A. Peribere	Materials	SEALED AIR CORP
jeffreyettinger	Jeffrey M. Ettinger	Food, Beverage & Tobacco	HORMEL FOODS CORP
quinseyr	Ralph G. Quinsey	Semiconductors	TRIQUINT SEMICONDUCTOR INC
jory_marino	Jory J. Marino	Commercial & Professional Services	HEIDRICK & STRUGGLES INTL
joeripp1	Joseph A. Ripp***	Media	TIME INC
sprasche	Steven P. Rasche***	Utilities	LACLEDE GROUP INC
brian_beattie	Brian M. Beattie***	Software & Services	SYNOPSIS INC
nrgdavidcrane	David W. Crane	Utilities	NRG ENERGY INC
joe_eazor	Joseph F. Eazor	Software & Services	EARTHLINK HOLDINGS CORP
ktarpey1	Kenneth J. Tarpey***	Software & Services	COMSCORE INC
roger_carlile	Roger D. Carlile***	Commercial & Professional Services	FTI CONSULTING INC

Figure 1. Continued.

Screen Name	Executive Name	Industry	Company Name
kentthiry	Kent J. Thiry	Health Care Equipment & Services	DAVITA HEALTHCARE PARTNERS
pauldykstra14	Paul B. Dykstra	Commercial & Professional Services	VIAD CORP
reedhastings	Reed Hastings	Retailing	NETFLIX INC
mindygrossman	Mindy F. Grossman	Retailing	HSN INC
dawnziertri	Dawn M. Zier	Retailing	NUTRISYSTEM INC
tonythomaswin	Anthony W. Thomas***	Telecommunication	WINDSTREAM HOLDINGS INC
timtyates	Timothy T. Yates	Software & Services	MONSTER WORLDWIDE INC