

CEO Execution Analysis: Consumers

*Which CEOs have the right skillset for their
specific company's initiatives?*

QS



Siva Sivaram

RECENT MATERIAL NEWS	MANAGEMENTTRACK-IDENTIFIED TRAITS	ALIGNMENT WITH COMPANY'S NEEDS
Expands VW/PowerCo deal with up to \$131M in new payments	Strategic partnership architect	Positive: Is directly credited with architecting the deal and has a "global network" for forging complex international agreements.
Launches 'Cobra' process into production ahead of schedule	Proven technology scaler	Positive: A source calls him "perfect" for this task, supported by his track record of scaling complex manufacturing at SanDisk.
ISSUES & OPPORTUNITIES	MANAGEMENTTRACK-IDENTIFIED TRAITS	ALIGNMENT WITH COMPANY'S NEEDS
Managing cash burn to avoid dilutive financing	Cost-discipline hawk	Positive: Architected a "capital-light" strategy and has a track record of improving gross margins in a capital-intensive industry.
Executing on PowerCo milestones to secure non-dilutive funding	Complex roadmap executor	Positive: Led the complex 3D NAND transition at SanDisk and recently secured a second major OEM partner, showing roadmap execution skill.
Navigating EV market slowdown to protect future licensing deals	Cyclical industry veteran	Neutral: Has experience in cyclical industries but lacks a track record of navigating a secular slowdown in a consumer end-market.
Scaling the Cobra process to prove commercial manufacturability	Complex process industrializer	Positive: Took manufacturing operations at SanDisk to "another level" and successfully led the generational shift to 3D NAND.

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Consumers CEO Alignment

TSLA



Elon Musk

RECENT MATERIAL NEWS	MANAGEMENTTRACK-IDENTIFIED TRAITS	ALIGNMENT WITH COMPANY'S NEEDS
Details Mass Production Strategy for Affordable "Model 2"	Grand strategist, flawed operator	Reach out to Paragon to access conclusions on 2,000+ CEOs
Reports Q2 Deliveries Decline and Announces Leadership Shakeup	Autocratic crisis fixer	

ISSUES & OPPORTUNITIES	MANAGEMENTTRACK-IDENTIFIED TRAITS	ALIGNMENT WITH COMPANY'S NEEDS
Countering delivery declines and margin erosion	Crisis-tested turnaround chief	
Executing Robotaxi launch and securing regulatory approvals	Uneven regulatory performer	
Navigating guided-to financial weakness pre-Robotaxi	Volatile crisis manager	
Executing profitable ramp of affordable models	Brute-force manufacturer	

LULU



Calvin McDonald

RECENT MATERIAL NEWS	MANAGEMENTTRACK-IDENTIFIED TRAITS	ALIGNMENT WITH COMPANY'S NEEDS
Launches product reset to fix 'stale' casual wear assortment	Retail generalist	
Announces 2025 store plan focused on China, new EU markets	Proven scaler, not pioneer	

ISSUES & OPPORTUNITIES	MANAGEMENTTRACK-IDENTIFIED TRAITS	ALIGNMENT WITH COMPANY'S NEEDS
Reversing Americas sales decline from product misses	Growth-phase architect	
Mitigating gross margin shock from trade policy changes	Cost-agnostic growth driver	
Sustaining international growth to offset US weakness	Global growth architect	
Executing product refresh to fix stale assortment	Retail visionary, weak operator	

Consumers CEO Alignment

BBWI



Daniel Heaf

RECENT MATERIAL NEWS	MANAGEMENTTRACK-IDENTIFIED TRAITS	ALIGNMENT WITH COMPANY'S NEEDS
Launches new brand strategy to attract younger consumers	Youth-brand modernizer	Reach out to Paragon to access conclusions on 2,000+ CEOs
Outlines multi-year plan to mitigate \$85M tariff impact	Top-line focused operator	

ISSUES & OPPORTUNITIES	MANAGEMENTTRACK-IDENTIFIED TRAITS	ALIGNMENT WITH COMPANY'S NEEDS
Executing holiday launches to reverse sales disappointments	Engagement-first Marketer	
Mitigating \$85M tariff impact to protect gross margins	Top-line focused operator	
Pivoting brand messaging to attract younger consumers	Youth-brand modernizer	
Executing \$570M capital return plan to signal financial strength	Growth-over-return investor	

What Does *ManagementTrack* Do?

For over 10 Years Paragon Intel's platform has provided asset managers the c-suite component of their investment thesis

+ REAL TIME EXECUTION ANALYSIS on every public company CEO

- Analyzes the most meaningful initiatives at a company
- Maps a CEO's experience and skillset means they will execute or not
- Real time updated for the latest material news

+ ANALYSIS BASED ON PROPRIETARY INTERVIEWS with executives' former colleagues

- The largest existing library of interviews and analysis on executives
- 5-7 interviews conducted with VP, c-suite, and board level former colleagues
- 125+ new analyses a year focused on situations where management most impacts value

+ EARNINGS CALL EVASION ANALYSIS on every public company

- Find out how often management deflect, doesn't answer, or deceives in Q&A
- In-depth analysis of topics evaded over time and across industries
- Predictive analytics based on outlier evasion

+ HIGH SIGNAL DATA actionable analytics on every c-suite executive

- **Insider Transaction Outliers:** Predictive algorithm flagging specific outlier transactions
- **MT Rating:** Universal rating 1-10 based on expected performance relative to sector peers
- **Governance & Risk Analytics:** Forensic accounting to uncover red flags for each exec
- + *Career History, Capital Allocation, Guidance, Performance, Pledged Shares, & more*

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