The current study hypotheses were supported. We found a significant, positive relationship between the facial width measurements of male CEOs and their company revenues and a marginally significant relationship between these facial feature measures and company profits. Specifically, we extended previous research (i.e., Wong et al., 2011) by finding new relationships between company revenues and profits and distinctive measures of facial width related to the eyes, nose, and chin.

Males with wide faces are more aggressive and are seen as imposing (Carré, McCormick, & Monloch, 2000; Stittar & Perrett, 2010), providing an ideal combination of traits necessary to handle today’s competitive business world.

We recognize that we only investigated the top 100 CEOs, and limited our sample to men. Future research could explore a larger sample and investigate female facial features as more women lead companies. Indeed, Rule and Ambady (2009) investigated female CEOs and found a relationship between perceived competence, leadership ability, and company profits. Another interesting topic is whether the appearance of CEOs has become more important in recent years due to the media.

Although correlational, and based on a limited sample size, these results suggest there is a link between the facial appearance of male CEOs and their companies’ financial performance.

**Selected References**


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