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## Government Executive Media Group Unveils the 2017 Leading Brands in Government

*Survey of over 3,700 federal employees identifies 22 preferred contractors among government buyers*

**Washington, D.C. (June 7, 2017)** — Today, [Government Executive Media Group](#) (GEMG), Atlantic Media's premier public sector division, unveiled the 22 top-performing government contractors, according to the [Leading Brands in Government](#) study, conducted by Government Business Council (GBC), GEMG's research division. The study, which analyzed government buyers' perceptions of contractors, also recognized the 18 companies that increased their brand favorability by 10% or more over the past year — the **2017 Fast Movers**.

“We designed the first Leading Brands study in 2015 to better understand the government customer and their opinions of the country's top contractors,” GEMG CEO Tim Hartman said. “This year's Leading Brands took the idea to a new level: recognizing the best of the best among government contractors. These companies are setting new standards of excellence in the government marketplace and separating themselves from the competition.”

GBC surveyed over 3,700 federal officials on their perceptions toward 81 contractors for the 2017 Leading Brands study. After considering criteria of brand familiarity and favorability, as well as seven key attributes identified as highly important during the selection process — experience, expertise, innovativeness, trustworthiness, value, customer service, and employee care — respondents determined 22 contractors rose above the rest.

### **The 2017 Leading Brands are:**

- Adobe
- BAE Systems
- Boeing
- Cisco
- Dell EMC
- Dun & Bradstreet

- **General Electric**
- **Google**
- **Graduate School USA**
- **Hewlett-Packard**
- **IBM**
- **Intel Corporation**
- **Lockheed Martin**
- **Management Concepts**
- **Mastercard**
- **Microsoft**
- **Northrop Grumman**
- **Pratt & Whitney**
- **Siemens**
- **Verizon**
- **Visa**
- **Xerox**

The 2017 Fast Movers note the contractors that improved their brand favorability the most year-over-year. General Electric and Northrop Grumman are the only companies to be named both Leading Brands and Fast Movers.

**The 2017 Fast Movers are:**

- **Brocade**
- **CenturyLink**
- **Cloudera**
- **EY**
- **General Electric**
- **General Dynamics**
- **Grant Thornton**
- **Harris Corporation**
- **ICF International**
- **Juniper Networks**
- **Leidos**
- **MarkLogic**
- **McKinsey & Company**
- **Northrop Grumman**
- **Orbital ATK**
- **Rolls-Royce**
- **SAS**
- **Textron Systems**

The 2017 Leading Brands in Government and the Fast Movers were announced at a Government Executive Media Group event in McLean, VA.

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**About Government Executive Media Group:**

The public sector division of [Atlantic Media](#), Government Executive Media Group is dedicated to providing government and national security leaders with trusted and useful insights and best practices to help them advance their organizations' missions. Through its market-leading [Government Executive](#), [Nextgov](#), [Defense One](#), and [Route Fifty](#) brands, GEMG reaches over 1.2 million government influencers nationwide each month across digital, print, and events offerings.

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