

Best CEOs to Watch 2025



Being at the helm of an organization and directing it toward success requires a lot more than just an assumption of power. A Chief Executive Officer (CEO), as the highest-ranking executive in a company, holds more than just a designation; he/she stands responsible for making major corporate decisions, overseeing and managing operations and resources, and leading with a vision and strategy for the business to excel.

While working with the team of executives and leadership, a CEO acts as a dynamic force driving the team toward the common goal of profitability, value, consumer satisfaction, and long-term growth. This edition of The CEO Views honors some reputable and well-recognized organizational CEOs who have driven innovation, technology, leadership, and other responsibilities toward value.



Company:

ASNA

Key Person:

Dalia Vernikovsky

Category:

Best CEOs to Watch 2025

Designation:

President & CEO

Dalia Vernikovsky: President & CEO

Achieving Onerous Business Standards

Entrepreneurial journeys are unique for every individual, but one thing that is common to all entrepreneurs is the hardships they face along the way. There is no easy journey to entrepreneurship, and Dalia Vernikovsky's is no exception in this regard. As the Chief Executive Officer of ASNA, a leading Sealing Solution provider, Dalia's entrepreneurship was tested through a series of challenges and situations that positively moulded her character and strength. Having been awarded the title of one of the *"Best CEOs to Watch 2025,"* she takes pride in establishing herself as a prominent figure in the leadership world.

Hardships that Shaped Leadership

Dalia belonged to a military family with a poor background, where survival was a matter of creative thinking and chutzpah when no one else would help. Once she was in America, it was truly a matter of hard work for her. She knew that the journey would influence and impact what she wanted to do. This included being a leader and a prominent figure who could impact through her work. As an influential leader, Dalia's most outstanding achievement was to create a company that comprises amazing, talented people, who can help her grow and be admired as much as their loyalty and dedication have inspired her. *"When we think of leadership, it also comes through the eyes of many others, not forged alone by ourselves,"* believes Dalia.

ASNA at a Glance

ASNA has evolved as one of the leaders in Sealing Solutions, an ambition the ASNA team held from the very inception of its creation. Achieving this position is not an easy proposition when the company is tackling a competitive and often volatile marketplace. ASNA



"Leadership is the culmination of a team that believes in your vision and drives the dedication and commitment to make things happen."

is recognized as a company that designs ‘out’ the problem and offers education alongside training. As many would say, the company took the ‘high road’ in presenting itself, and its reputation is built on that aspect.

A Diverse Academia

Most of Dalia’s academics began after she served in the Air Force. She worked for a company diversifying in this industry and pursued the medical field. Dalia earned her degrees ‘on the job’ as a full-time executive building a new market. As a young and tenacious woman, she dedicated herself to learning everything about the Semiconductor Field and the market it would serve.

Strategic Moves that Revolutionized

Dalia’s professional expertise was shaped by her experiences, both the good and the bad times. These experiences certainly made her capable of leading through challenges and absorbing the good times, setting growth targets and right expectations, and deploying viable strategies, all of which are paramount for business success. In her view, understanding the skills of each team member and keeping everyone motivated and committed are the two most crucial aspects that will carry leaders regardless of the ups and downs.

Finding a Way Through Hurdles

True leadership always stands the test of time, influencing and motivating people in a way that many leaders fail to deliver. When asked about the biggest obstacle she faced as the CEO of ASNA, Dalia shared, *“I believe that there are too often too many restrictions on what leaders can and cannot do, but true leaders will find a way.”* ASNA’s leadership includes global customers and initiatives that are tied to the markets, as well as today’s economic drivers (China, not China as an example, driven by not only economics but also political environments) that challenge any leaders of products made for, and supplied for, a global market.

Embracing Innovation

Dalia’s experience and knowledge allow her to acknowledge innovation as the key to progress and the true driver of growth in any company. Under her leadership, ASNA will always take the path towards innovation and the vision necessary to achieve it. Additionally, the company is elevating standards and guidelines that are seen as arduous to achieve, but prove that ASNA will continue to impact the industry. Dalia envisions positioning the company as a true design in solutions and not just a cost-effective alternative in the long run.

What the Future Holds?

Looking ahead, Dalia shares her ambitious vision for herself and ASNA. She plans to establish ASNA as an industry leader in its field. She values her ability to transform an overlooked competitor into a formidable presence among top companies. Dalia is committed to earning a reputation of respect and recognition as a serious contender for market growth. As she pursues excellence, she aims to lead decisively within this sector. Additionally, Dalia will continue to drive meaningful industry change and create a genuine paradigm shift.

Words of Wisdom

Dalia advises emerging entrepreneurs and business leaders to have a keen eye for recruiting individuals who have that ‘drive in the belly.’ It may not always be the ones with extensive experience. She encourages future leaders to help guide such individuals with the knowledge that those efforts will be rewarding for everyone, not just the executives. Dalia suggests that emerging leaders must be true to their core, drive with passion and dedication, and believe in their vision for their companies and what they will achieve. According to her, Strong belief and drive should be shared with everyone so that success can be the end goal, and everyone’s contributions will have a positive impact.

