

# CONTENTS

PAGE 30

**“How can we evolve our portfolio to be as meaningful as possible to people and to the business?”**

**MAURO PORCINI,  
CHIEF DESIGN OFFICER,  
SAMSUNG**



**22 USA Inc.: The Business World Is Adjusting to Donald Trump, CEO-in-Chief**

BY GEOFF COLVIN

**30 The Star Designer Reinventing Samsung for the AI Age**

BY NICHOLAS GORDON

PHOTOGRAPH BY TINA HSU

## FEATURES

**36 Google’s AI Pioneer and His Drug-Design Moonshot**

BY ALLIE GARFINKLE

**42 Eric Trump’s Bitcoin Factory: The Latest Crypto Venture Reshaping the Trump Business Empire**

BY BEN WEISS & JOYCE KOH

**48 How Victoria’s Secret Got Its “Sexy” Back**

BY EMMA HINCHLIFFE

**54 Global Stablecoin Leader Tether Has \$15 Billion in the Bank—and a CEO With a Dark Vision of the Future**

BY JEFF JOHN ROBERTS

**61 The World’s Most Admired Companies**

BY MATT HEIMER & SCOTT DECARLO

ON THE COVER

ILLUSTRATION BY BEN FEARNLEY