

[NEWS](#) > [COMPANY NEWS](#)

# Top Amazon Shareholders

By [NATHAN REIFF](#) | Updated Jul 10, 2020

Amazon.com Inc. ([AMZN](#)) was founded in July 1994 by Jeffrey Bezos as an online bookstore, and has since ballooned into the world's largest e-commerce company. As [Amazon](#) has evolved, it has expanded to offer a seemingly limitless range of products such as video games, software, electronics, clothing, toys, and food. Amazon also gets major revenue from other businesses. Amazon Web Services is the world's largest seller of cloud computing services. Amazon's entertainment streaming service also produces its own movies and TV shows, and Amazon Music provides access to millions of songs. Also, Amazon subsidiary Ring offers home security services. [\[1\]](#) [\[2\]](#) [\[3\]](#)

[Feedback](#)



This growth has transformed Amazon into one of the largest companies in the world by market value, with a market capitalization as of July 9, 2020 of nearly \$1.6 trillion. In the trailing 12-month (TTM) period ending July 9, 2020, Amazon generated revenue of \$296.3 billion and net income of \$10.6 billion. <sup>[4]</sup>

Advertisement

Advertisement



The top individual insider shareholders of Amazon are Jeffrey Bezos, Andrew Jassy, and Jeffrey Blackburn, and the top institutional shareholders are Advisor Group Inc., Vanguard Group Inc., and BlackRock Inc. ([BLK](#)).

Advertisement

Advertisement

**Important:** "Insider" refers to people in senior management positions and members of the board of directors, as well as people or entities that own more than 10% of the company's stock. In this context, it has nothing to do with insider trading.



## Jeffrey Bezos

Amazon's [chief executive officer \(CEO\)](#) and founder, Jeff Bezos, is the company's biggest shareholder, with 55.5 million shares representing 11.1% of outstanding shares. <sup>[5]</sup> Bezos is currently ranked number 1 on Forbes' list of the world's wealthiest people. <sup>[6]</sup> His net worth took a brief hit in 2019 when he finalized his divorce from MacKenzie Bezos, who helped him start Amazon. <sup>[5]</sup> As part of the settlement, Bezos keeps voting control over his entire stake even though his former wife retains ownership of 25% of those shares. <sup>[7]</sup>

## Andrew Jassy

Andrew Jassy owns 94,797 shares of the company, or 0.02% of all outstanding shares. <sup>[5]</sup> Jassy is the CEO of Amazon Web Services, the world's largest [cloud computing](#) services company. Jassy joined Amazon in 1997. <sup>[8]</sup> With a team of 57 people, he founded AWS and started selling cloud services in 2006. <sup>[9]</sup> <sup>[10]</sup> Prior to joining Amazon, Jassy founded and managed a marketing consulting company. <sup>[11]</sup>

## Jeffrey Blackburn

Jeffrey Blackburn holds 48,967 shares of Amazon, or 0.01% of outstanding shares. <sup>[5]</sup> Blackburn has been Senior Vice President of Business Development for Amazon since 2006. He previously was Vice President of Operations Integration at Amazon, and joined the company in 1998 after working for several years as an Associate at Morgan Stanley and Deutsche Bank. <sup>[12]</sup> <sup>[13]</sup>

## Top 3 Institutional Shareholders

According to Whale Wisdom, more than 3,000 13F filers held Amazon stock as of the end of Q1 2020. About 1,200 of them included Amazon in their top 10 holdings. <sup>[14]</sup>

## Advisor Group Inc.



Advisor Group Inc. is an institutional brokerage company that offers asset management, investment advisory and other services. It has \$296.7 billion in assets under management (AUM). <sup>[15]</sup> It has one of the largest networks of independent wealth management firms in the world. <sup>[16]</sup> Advisor Group owns 35.4 million shares of Amazon stock, or 7.1% of outstanding shares, according to its 13F filed for the period ending March 31, 2020. <sup>[14]</sup>

**Vanguard Group Inc.**

Vanguard Group Inc. provides hundreds of mutual funds, ETFs, and retirement products. The company is primarily a mutual fund and ETF management company with about \$6.2 trillion in global assets under management (AUM) as of January 31, 2020. <sup>[17]</sup> Based on its 13F filed for the period ending March 31, 2020, Vanguard Group owns 33.0 million shares of Amazon, or 6.6% of all outstanding shares. <sup>[14]</sup> Vanguard clients can invest in Amazon stock through the company's Consumer Discretionary ETF (VCR). Amazon is the largest holding and accounts for 21.3% of the fund's portfolio. <sup>[18]</sup>

**BlackRock Inc.**

BlackRock Inc. (BLK), one of the world's biggest asset managers, sells the popular line of iShares ETF products. The company is primarily a mutual fund and ETF management company with approximately \$6.47 trillion in AUM. <sup>[19]</sup> This firm holds 27.0 million shares of Amazon based on its 13F filing for the period ending March 31, 2020. This accounts for 5.4% of all outstanding Amazon shares. <sup>[14]</sup> Amazon stock is the largest holding in the iShares U.S. Consumer Services ETF (IYC), comprising 10.4% of the fund. <sup>[20]</sup>

**Diversity & Inclusiveness of Amazon**

As part of our effort to [improve the awareness of the importance of diversity in companies](#), we offer investors a glimpse into the transparency of more than just who are the shareholders at Amazon. We highlight the company's commitment to diversity, inclusiveness, and social responsibility as a whole. Find out how Amazon reports the diversity of its management and workforce. The ✓ shows if [Amazon](#) discloses its data about the diversity of its board of directors, C-Suite, general management, and employees overall across a variety of markets.

**Amazon Diversity & Inclusiveness Reporting**

	Race	Gender	Ability	Veteran Status	Sexual Orientation
Board of Directors					



C-Suite					
General Management	✓ (U.S. Only)	✓			
Employees	✓ (U.S. Only)	✓			

## Start with \$30 trading bonus

SPONSORED

Trade forex and CFDs on stock indices, commodities, stocks, metals and energies with a [licensed and regulated broker](#). For all clients who open their first real account, XM offers a [\\$30 trading bonus](#) to test the XM products and services without any initial deposit needed. [Learn more](#) about how you can trade over 1000 instruments on the XM MT4 and MT5 platforms from your PC and Mac, or from a variety of mobile devices.

Advertisement

### ARTICLE SOURCES ▼

## Compare Accounts

[Advertiser Disclosure](#)



XM

OANDA

Global broker with 3.5M+ clients. Start with a \$30 Trading Bonus. T&Cs Apply

Use OANDA to trade the major global indices. 73.5% of retail CFD accounts lose money

LEARN MORE

LEARN MORE

## Related Articles



### TOP STOCKS

Who Is Driving Amazon's Management Team? (AMZN)

### COMPANY PROFILES

The Top 5 British Petroleum Shareholders (BP)

### CEOS

How Jeff Bezos Got to Be the World's Richest Man

### ETFs

BND vs. AGG: Comparing Bond ETFs

### FINANCIAL ADVISOR CAREERS

The 5 Biggest Financial Advisory Firms in the U.S.



[Switch to CANADA to trade the major global](#)

[Why Use CFD Software? Trade online with the](#)

## Related Terms

### Money Management Definition

Money management is the process of budgeting, saving, investing, spending or otherwise overseeing the capital usage of an individual or group. [more](#)

### Insight Into the Buy-Side of Wall Street

Buy-side is a segment of Wall Street made up of investing institutions that buy securities for money-management purposes. [more](#)

### Why Pooled Funds Make Such a Splash With Investors

Pooled funds, such as mutual funds, aggregate capital from many investors, allowing them to benefit from economies of scale and diversification. [more](#)

### Ultra-High-Net-Worth Individual (UHNWI)

Ultra-high-net-worth individuals (UHNWIs) are people with at least \$30 million in investable assets. Their ranks continue to grow globally. [more](#)

### Why Assets Under Management – AUM Matters

Assets under management (AUM) is the total market value of the investments that a person (portfolio manager) or entity (investment company, financial institution) handles on behalf of investors. [more](#)

### The Money You Can't See: Financial Assets

A financial asset is a non-physical, liquid asset that represents—and derives its value from—a claim of ownership of an entity or contractual rights to future payments. Stocks, bonds, cash, and bank deposits are examples of financial assets. [more](#)







[Dictionary](#)

[Editorial Policy](#)

[Advertise](#)

[News](#)

[Privacy Policy](#)

[Contact Us](#)

[Careers](#)

[California Privacy Notice](#)



Investopedia is part of the [Dotdash](#) publishing family.