

Magnificent 7 Insider Selling vs. Buyback Pace

Screening recent Form 4 filings for open-market selling by named executives, set against each issuer's own repurchase pace

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The answer in one paragraph

Across the last 60 Form 4 filings per issuer (windows range from ~3 months at Meta/Nvidia to ~2 years at Alphabet, reflecting differing filing frequency), open-market executive selling (code S) is dominated by one transaction: Amazon Executive Chair Jeff Bezos sold \$346.5M of stock on 2026-08-03 (accession 0001018724-26-000028) — more than the combined open-market selling of every other named executive across all seven companies. Apple's Tim Cook (\$16.5M), Microsoft's Judson Althoff (\$12.0M) and Nvidia CFO Colette Kress (\$10.9M+, partial) round out the next tier. Tax withholding (code F) and option exercises (code M) — non-discretionary comp mechanics — were excluded throughout. Set against buyback pace, five of the seven issuers (Apple \$90.7B, Alphabet \$45.7B, Nvidia \$40.1B, Meta \$26.2B, Microsoft \$22.3B, all latest fiscal year) are repurchasing at a scale roughly 1,000x-3,000x larger than their executives' open-market selling, so company-level 'net selling' isn't meaningful there. The two exceptions are the interesting cases: Amazon's insiders sold \$363.4M on the open market while Amazon itself reported \$0 in share repurchases in its most recent 10-K (FY2024; no repurchases in the fetched series since Q1 2023); and Tesla has no share-repurchase program at all, so CFO Vaibhav Taneja's \$3.3M in open-market sales has no buyback offset — though CEO Elon Musk made zero open-market sales in the window (only a large option exercise and matching tax withholding).

Methodology and coverage

For each issuer, the 60 most recent Forms 3/4/5 were parsed. Only code S (open-market sale) and code P (open-market purchase) count as discretionary trading; codes F (tax withholding on vesting), M (option/derivative exercise), A (grant/award), G (gift), C (derivative conversion) and D (disposition back to issuer) were excluded as non-discretionary comp mechanics, not selling. Rankings cover named executive officers (CEOs, CFOs, and other C-suite/EVP titles) — director sales are reported separately since directors are not named executives.

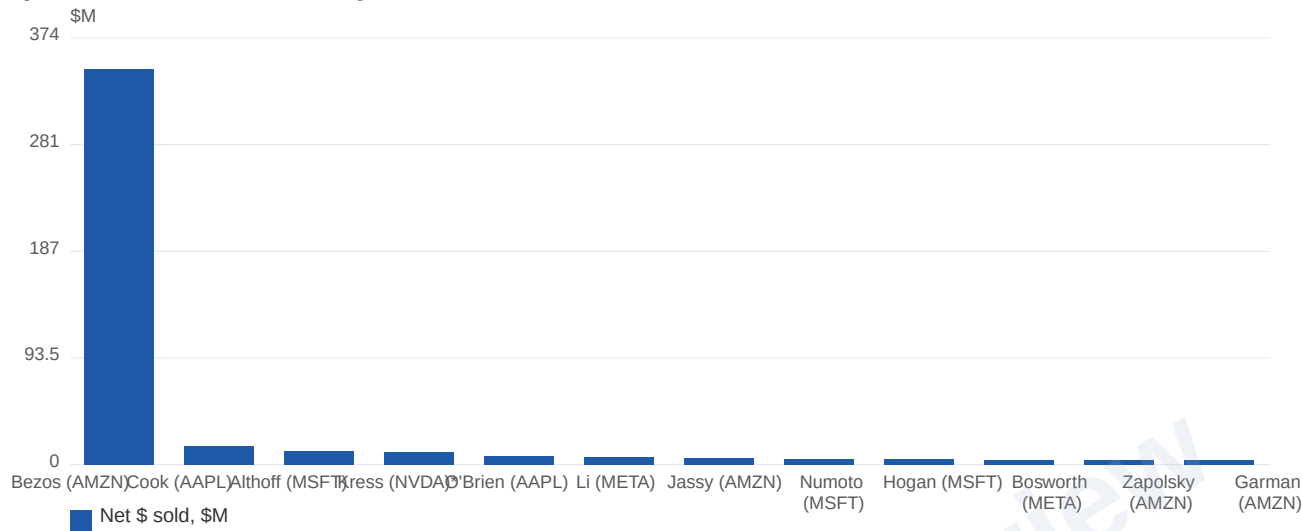
Coverage window by issuer (60 most recent Form 4s parsed)

Issuer	Window covered
Apple	2025-02-25 to 2026-08-18
Microsoft	2026-01-30 to 2026-08-17
Alphabet	2023-01-25 to 2026-08-07 (60 filings span years due to low Form 4 frequency for some insiders)
Amazon	2025-11-06 to 2026-08-17
Meta	2026-05-15 to 2026-08-18
Nvidia	2025-12-10 to 2026-08-10
Tesla	2024-11-08 to 2026-06-16

Coverage is NOT a uniform trailing-12-months window — it is the 60 most recent Forms 3/4/5 per issuer, so low-frequency issuers (Alphabet, Tesla) span up to ~2 years while high-frequency issuers (Meta, Nvidia) span as little as ~3 months. Several transaction lists were truncated in the underlying data before all entries were visible (notably Nvidia CFO Colette Kress's March 2026 sales, and portions of the Apple, Microsoft and Alphabet feeds); totals marked with '+' or 'partial' are lower bounds.

Named executives ranked by net open-market dollars sold

Net open-market stock sales by named executive, \$M



Full ranked list, open-market sales only (\$M)

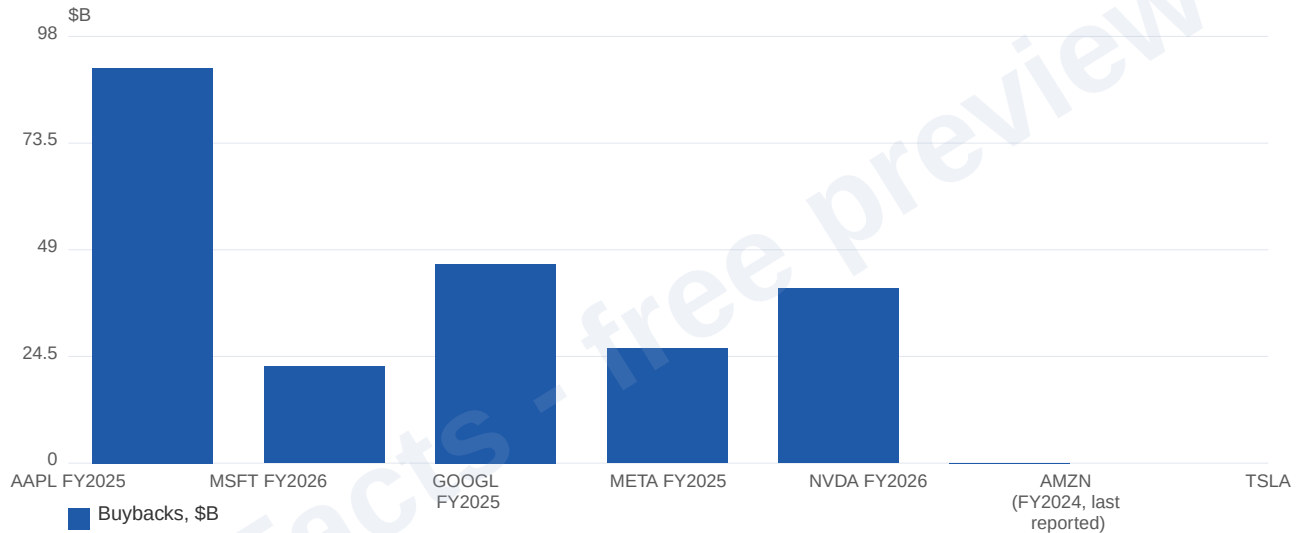
Executive	Title	Issuer	Net \$ sold (\$M)
Jeffrey Bezos	Executive Chair	Amazon	346.45
Timothy Cook	CEO	Apple	16.51
Judson Althoff	CEO, Microsoft Commercial	Microso ft	12.02
Colette Kress*	EVP & CFO	Nvidia	10.87 (partial)
Deirdre O'Brien	SVP	Apple	7.66
Susan Li	CFO	Meta	6.53
Andrew Jassy	President & CEO	Amazon	5.27
Takeshi Numoto	EVP, Chief Marketing Officer	Microso ft	5.23
Kathleen Hogan	EVP, Strategy	Microso ft	5.05
Andrew Bosworth	Chief Technology Officer	Meta	4.38
David Zapolsky	Senior Vice President	Amazon	4.12
Matthew Garman	CEO, Amazon Web Services	Amazon	4.07
Douglas Herrington	CEO, Worldwide Amazon Stores	Amazon	3.44
Vaibhav Taneja	Chief Financial Officer	Tesla	3.30
Jennifer Newstead	SVP, GC and Secretary	Apple	0.89
Curtis Mahoney	Chief Legal Officer	Meta	0.87
Amy Coleman	EVP, Chief Human Resources Officer	Microso ft	0.52
Kevan Parekh	SVP, CFO	Apple	0.42
Ben Borders	Principal Accounting Officer	Apple	0.40

Executive	Title	Issuer	Net \$ sold (\$M)
Marsida Saraci	VP, Chief Accounting Officer	Alphabet	0.15
Elon Musk	CEO	Tesla	0.00 (no open-market sales — only option exercise/tax withholding)

For scale, two DIRECTORS (excluded from the ranking above since they are not named executives) sold far more than any executive officer: Nvidia director Mark Stevens sold roughly \$445.6M across four dates (accessions 0001199039-26-000005, 0001199039-26-000007, 0001199039-26-000003), and Apple director Arthur Levinson sold roughly \$86.7M (accessions 0001140361-26-023363, 0001140361-26-020298). One Microsoft director, John Stanton, was an open-market BUYER (5,000 shares, \$2.0M, 2026-02-18, accession 0000789019-26-000028).

Company aggregate selling vs. buyback pace

Latest-FY share buybacks by company, \$B



Executive net selling vs. company buybacks

Issuer	Named-exec net \$ sold (\$M)	Latest-FY buybacks (\$B)	Selling as % of buybacks
Apple	25.88	90.711 (FY2025, accn 0000320193-25-000079)	0.029%
Microsoft	22.82	22.271 (FY2026, accn 0001193125-26-323660)	0.102%
Alphabet	0.15	45.709 (FY2025, accn 0001652044-26-000018)	0.0003%
Meta	11.78	26.248 (FY2025, accn 0001628280-26-003942)	0.045%
Nvidia	10.87+	40.086 (FY2026, accn 0001045810-26-000021)	0.027%+
Amazon	363.35	0 (FY2024, accn 0001018724-25-000004) — no repurchases reported since Q1 2023	not applicable — company bought back nothing
Tesla	3.30	No buyback program filed (no PaymentsForRepurchaseOfCommonStock tag)	not applicable — no repurchase support at all

What this means: Amazon and Tesla are the two issuers where the buyback offset doesn't exist. Amazon's insiders — led by Bezos's \$346.5M sale — sold \$363.4M on the open market while Amazon's own 10-K shows \$0 in share repurchases in every quarter since Q1 2023. Tesla files no repurchase-of-common-stock tag at all, so CFO Taneja's \$3.3M in open-market sales stands with no company buying behind it — though CEO Musk did not sell on the open market in this window; his large Form 4 activity was a \$7.09B option exercise (code M) fully offset by tax withholding (code F), not a market sale. At the other five companies, buybacks run roughly 1,000x-3,000x larger than named-executive open-market selling, so 'net seller' framing at the company level is not meaningful there.

Coverage

Form 4/3/5 filings: 60 most recent per issuer (windows vary, see coverage table); XBRL cashflow_returns (buybacks): 8-9 trailing fiscal years per issuer, latest FY highlighted. Data as filed through 2026-08-20.

Honest limits

- Form 4 windows are NOT a uniform trailing-12-months period — they are the 60 most recent filings per issuer, so low-filing-frequency issuers (Alphabet, Tesla) span up to ~2 years while high-frequency issuers (Meta, Nvidia) span as little as ~3 months.
- Several transaction lists were truncated in the underlying data pull before showing every entry (notably Nvidia CFO Colette Kress's March 2026 sales, and portions of the Apple, Microsoft, and Alphabet feeds); totals marked '+' or 'partial' are lower bounds.
- Directors' sales (Nvidia's Mark Stevens ~\$445.6M, Apple's Arthur Levinson ~\$86.7M) are excluded from the named-executive ranking since directors are not executive officers, but are far larger than any executive's selling and are noted separately.
- Buyback figures are full-fiscal-year totals from 10-Ks, not restricted to the same window as the Form 4 screen, so the 'selling as % of buybacks' ratios are directional, not a precise same-period comparison.
- This is a factual screen of public Form 4 and 10-K data, not investment advice or a judgment on any individual's trading rationale (10b5-1 plans are common among these filers and are not separately identified in Form 4 data).

Sources

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