CDO

Chief Digital Officer

A Champion of Change

We surveyed 323 leading business and IT professionals in 2019 to assess the importance of the CDO in their roles and organizations.

OVERALL FINDING:
The Chief Digital Officer is a highly relevant role that has a real and measurable impact on the shift toward digital transformation and a more customer-centric organization.

ROLE

82%

Report the CDO has made significant progress toward digital transformation and becoming more customer-oriented.

81%

State that their CDO has clearly defined roles and responsibilities.

76%

Believe the CDO role has become increasingly relevant.

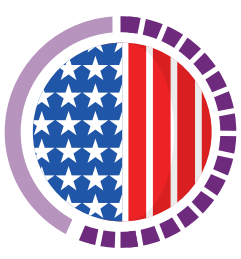
CULTURE CHANGE



More than half of respondents believe the CDO has made the digital experience more enjoyable and has modernized core enterprise systems.



About a third of respondents named change-resistant culture and a lack of skills in emerging tech like AI and blockchain among the main challenges CDOs face.



VS.



61% of US respondents and **49%** of UK respondents say their CDO has helped make the digital experience more enjoyable.

EXPERTISE

61%

Named a deep understanding of technology as one of their CDO's main skills.

53%

Named the ability to execute digital strategies as one of their CDO's main skills.

50%+

Found the CDO to have more visibility in the IT department.

VS.

33%

Found the CDO to have more visibility in other areas.

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