Getting to know the CDO – Survey Demographics

180 Respondents
28 Countries
19+ Industries
$50B+ annual enterprise revenue for 23 of the respondents

86% Of survey respondents are C-level with the remaining 14% serving in an SVP role reporting directly to a CXO.
95% Confidence level of survey results

Countries with respondents include: USA, UK, Argentina, Australia, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, India, Indonesia, Ireland, Italy, Japan, Malaysia, Netherlands, Norway, Philippines, UAE, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland

MIT CDOIQ Survey, July 2021
Being a **change agent** & an **evangelist**, are the **top skills** required for CDOs to be successful

Q: In your view what are the top 3 skills required for a chief data officer to be successful?

<table>
<thead>
<tr>
<th>Skill</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change agent</td>
<td>67%</td>
</tr>
<tr>
<td>Evangelist</td>
<td>47%</td>
</tr>
<tr>
<td>Translator</td>
<td>34%</td>
</tr>
<tr>
<td>Networker</td>
<td>34%</td>
</tr>
<tr>
<td>Innovator</td>
<td>29%</td>
</tr>
<tr>
<td>Inquisitive mind</td>
<td>27%</td>
</tr>
<tr>
<td>Technologies</td>
<td>21%</td>
</tr>
<tr>
<td>Industry expertise</td>
<td>21%</td>
</tr>
<tr>
<td>Financial acumen</td>
<td>8%</td>
</tr>
<tr>
<td>Ethicist</td>
<td>5%</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Accenture Research, MIT CDOIQ Survey, July 2021
But today’s CDOs face barriers to deliver on the value of their vision...

Lack of talent to operationalize, cultural/adoption, and lack of long-term funding are the top 3 challenges faced by CDOs

- Lack of talent to operationalize: 53%
- Cultural clashes within the organization / slow or delayed business adoption: 47%
- Lack of a long-term funding model to sustain the level of data transformation: 44%
- Competing resources on BAU activities rather than change: 42%
- Siloed infrastructure: 37%
- C-suite and the board do not have clarity on their role and responsibilities in driving: 33%
- C-suite and the board treat data initiatives as cost and not value driver: 32%
- Poor data quality, lack of trust in the data: 32%
- C-suite and the board underestimate the value of data / not enough c-level: 31%
- Lack of mechanism to share data, lack of right access control: 21%
- Insufficient tools and technology: 20%
- Managing data ethics and responsible AI, data privacy, and information security: 12%
- We do not have a viable cloud data solution or are not moving fast enough to cloud: 9%
- Other, please specify: 4%
- None of the above: 3%

Q: What are the greatest challenges Chief Data Officer faces in delivering on data vision of the organization?

Source: Accenture Research, MIT CDOIQ Survey, July 2021
86% of the CDOs/Acting CDOs are involved in development of their organization’s data strategy...

Source: Accenture Research, MIT CDOIQ Survey, July 2021
Yet responsibility for revenue generation and shaping the enterprise business strategy observe the biggest gaps between the CDO’s current primary role and an optimized role.

<table>
<thead>
<tr>
<th>Responsibility</th>
<th>Current primary</th>
<th>Optimized for maximum value</th>
<th>Gap in Current vs. Optimized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shaping the enterprise business strategy and guiding business directions</td>
<td>29%</td>
<td>44%</td>
<td>-15%</td>
</tr>
<tr>
<td>Revenue generation through creation of new or adapted business models</td>
<td>27%</td>
<td>44%</td>
<td>-17%</td>
</tr>
</tbody>
</table>

Source: Accenture Research, MIT CDOIQ Survey, July 2021
But positively, there’s a shift in the market **elevating the role of the CDO** and highlighting its importance.

78%

Of CDOs assert their roles and responsibilities have **become more critical**, driven by the need for **competitive advantage**.

Source: Accenture Research, MIT CDOIQ Survey, July 2021
Thank You
Survey demographics - Role Breakdown

Source: Accenture Research, MIT CDOIQ Survey, July 2021
Survey demographics - Additional

Industry | % respondents
---|---
Banking | 14%
Public Sector | 13%
Software & Platforms | 8%
Insurance | 7%
Life Sciences | 7%
High-Tech | 5%
Health | 5%
Capital Markets | 4%
Retail | 3%
Communications & Media | 3%
Travel | 3%
Consumer Goods & Product | 3%
Energy | 2%
Chemicals | 2%
Oil & Gas | 1%
Industrial Equipment | 1%
Utilities | 1%
Automotive | 1%
Other, please specify | 17%

Size—Revenue | % respondents
---|---
$50 Bn+ | 13%
$20.1 Bn-$50 Bn | 9%
$10.1 Bn-$20 Bn | 11%
$5.1 Bn-$10 Bn | 10%
$1.1 Bn-$5 Bn | 22%
$500 Mn-$1 Bn | 5%
$500 Mn or less | 30%

Geography | % respondents
---|---
North America | 65%
Europe | 19%
Asia | 3%
South America | 3%
Australia | 1%
Africa | 1%
Middle East | 1%
Others | 8%

Source: Accenture Research, MIT CDOIQ Survey, July 2021