Data Leaders
The New Influencers

Top 3 challenges facing data leaders:

1. Lack of talent to operationalize
2. Cultural clashes
3. Lack of long-term funding model

Being a **Change Agent** and **Evangelist** are the **Top 2 skills** required for a Chief Data Officer to be successful.

78% assert their roles and responsibilities have become more critical, driven by the need for competitive advantage.

86% of Data Leaders surveyed are involved in development of their organization’s data strategy...

...but only 29% share in the ownership of P&L responsibility.

Accenture Research, MIT CDOIQ Survey, July 2021
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