State of the CIO 2024

Insight into the CIO role and their technology and business initiatives for the upcoming year
Purpose and methodology

CIO’s 23rd annual State of the CIO survey was conducted with the objective of understanding how the role of the CIO continues to evolve in today’s business climate and to help define the CIO agenda for 2024. This definitive benchmarking survey outlines the tech and business initiatives IT leaders expect to focus on in the coming year, where they expect to be more involved.

**Total respondents:** 1,126

**Heads of IT:** 875

**Audience base**
CIO Audience

**Job titles**
CIO 40%
Director/Managing Director 34%
CTO 16%
CISO/CSO 14%
EVP, SVP, VP 13%
President, Owner, Partner 10%
CEO 7%
Chief Digital Officer 6%
Chief Innovation Officer 5%
Chief Data Officer 4%
Chief Integration Officer 3%
Chief AI Officer 2%
Chief Analytics Officer 2%
Other 2%

**Region**
North America 41%
EMEA 19%
APAC 38%

**Top represented industries**
Manufacturing 17%
High Tech 16%
Services 10%
Healthcare 8%
Financial services 7%
Government and nonprofits 7%
Retail, wholesale and distribution 7%
Education 6%

**Company size (employees)**
5,000+ 24%
1,000-4,999 21%
100-999 32%
Less than 100 21%

**LOB:** 251

**Function**
Admin/Corp. Mgmt. 23%
Marketing 20%
Operations 19%
Finance/Accounting 14%
Sales 13%
Human Resources 7%
Engineering/R&D 5%
Technology budgets continue to see growth

Q: Do you expect your organization’s overall IT budget to increase, decrease or remain the same in 2024?

Source: State of the CIO, 2024
Top reasons tech budgets will increase in 2024

Q: You indicated your budget will INCREASE in 2024. Please select the top three reasons for this budget shift.

- Need for security improvements: 38%
- Keep pace with rising costs of technology and services: 35%
- Investment in emerging technologies (such as AI): 34%
- Investment in new skills/talent: 29%
- Infrastructure modernization/migration: 29%
- To scale IT operations in support of business growth: 28%
- Application modernization: 27%
- Product innovation: 17%
- One time purchase or project planned for 2024: 13%
- Sustainability efforts/investing in clean information technology: 12%
- Competitive/market pressures: 10%
- Regulation changes: 8%

Source: State of the CIO, 2024
88% of CIOs say that their role is becoming more digital and innovation focused

87% of CIOs are more involved in leading digital transformation initiatives compared to their business counterparts

85% of CIOs agree that the CIO is becoming a changemaker, increasingly leading business and technology initiatives

Q: Please indicate your level of agreement with the following statements (NET of strongly agree/agree somewhat)

Source: State of the CIO, 2024
Future focus on business innovation and process redesign

Q: Which of the following activities do you plan to spend more time on in the next 1-3 years?

- Driving business innovation: 34%
- Redesigning business processes: 33%
- Security management: 30%
- Modernizing infrastructure and applications: 28%
- Aligning IT initiatives with business goals: 28%
- Developing and refining business strategy: 27%
- Leading change efforts: 25%
- Identifying opportunities for competitive differentiation: 24%
- Developing new go-to-market strategies & technologies: 24%
- Improving IT operations / systems performance: 23%
- Cost control / expense management: 22%
- Cultivating the IT / business partnership: 21%
- Studying market trends / customer needs to identify commercial opportunities: 20%
- Negotiating with IT vendors: 15%
- Managing IT crises: 14%

Source: State of the CIO, 2024
Skills, business conditions, and security threats inhibit strategic and innovative plans

Q. What challenges are most often forcing you to redirect your time and focus away from strategic and innovative tasks?

- Staff and skills shortages: 59%
- Changing business conditions: 43%
- Addressing security threats: 43%
- Budgetary constraints/demonstrating ROI: 41%
- Compliance with laws and regulations: 35%
- Gaining cooperation/buy-in from business leaders/stakeholders: 31%
- Reinventing infrastructure/applications to meet new requirements: 24%
- Responding to inquiries from senior management and/or the BoD: 24%
- Mergers/acquisitions: 16%

Source: State of the CIO, 2024
Increasing involvement in AI and security

Q. How do you anticipate your involvement in the following areas will shift over the next year? (Increase)

1. AI-machine learning - 80%
2. Cybersecurity - 70%
3. Data privacy/compliance - 61%
4. Data analysis - 54%
5. Customer experience - 51%

Up from 55% in 2023

Source: State of the CIO, 2024
United around an educational partnership

79% of heads of IT say that CIOs have a strong educational partnership with the CEO/board of directors

79% of their LOB counterparts agree

Q: Please indicate your level of agreement with the following statements (NET of strongly agree/agree somewhat)

Source: State of the CIO, 2024