

# CIO

## State of the CIO Survey

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



# Purpose and methodology

CIO's 24th 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 2025. 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:** 1,156

**Heads of IT:** 906

## Audience base

CIO Audience

## Job titles

*\*respondents have multiple roles*

C-Level **77%**

Director/Manager/Supervisor **28%**

President, Owner, Partner **11%**

EVP/SVP/VP **8%**

Business Management **22%**

## Company sizes (employees)

1,000+ **50%**

100-999 **30%**

Less than 100 **20%**

## Regions

North America **41%**

EMEA **15%**

APAC **37%**

LATAM **6%**

Other **1%**

## Represented industries

High Tech/Telecom **21%**

Financial services **17%**

Manufacturing **15%**

Retail, wholesale and distribution **8%**

Services (legal, consulting, etc.) **7%**

Government and nonprofits **7%**

Healthcare **6%**

Education **6%**

Advertising **5%**

Transportation **3%**

Travel and Leisure **1%**

Other **5%**

**LOB:** 250

## Function

Marketing **38%**

Finance/Accounting **30%**

Admin/Corp. Mgmt. **12%**

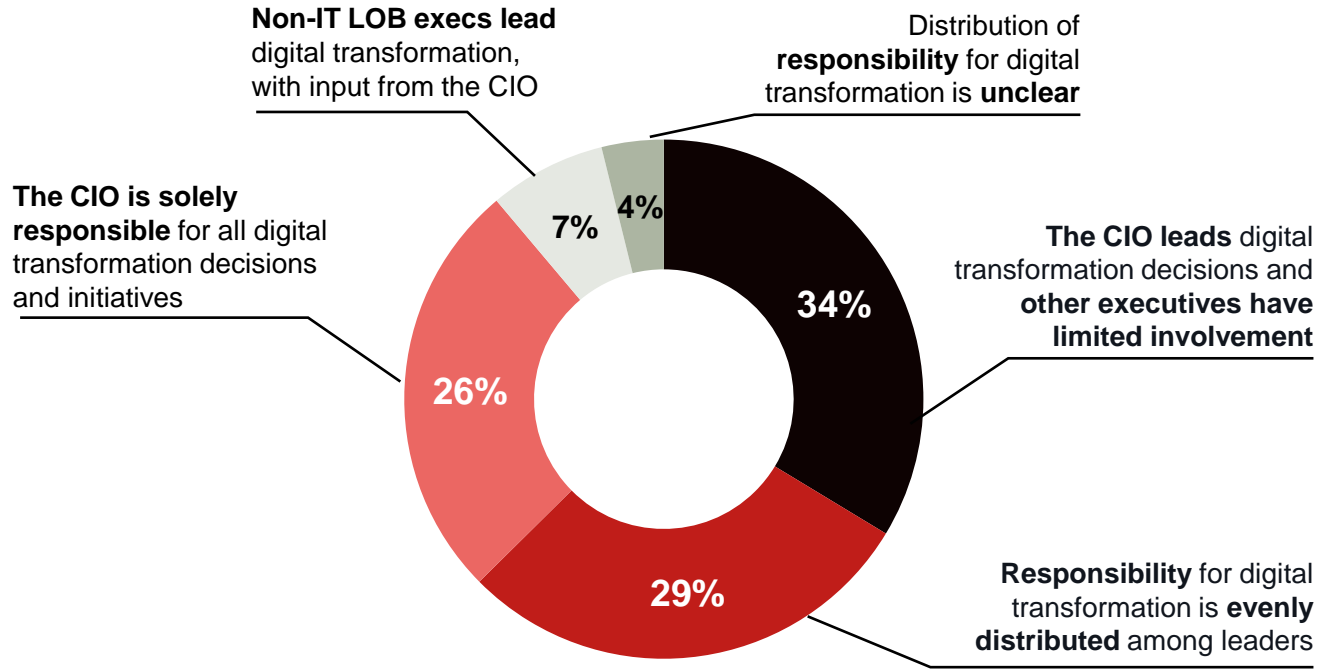
Human Resources **6%**

Engineering/R&D **6%**

Sales **5%**

Operations **4%**

# Responsibility for digital transformation decisions



Q: How is responsibility for digital transformation and technology decisions handled at your organization?

# Compared to last year, CIOs are spending...

## More time on...

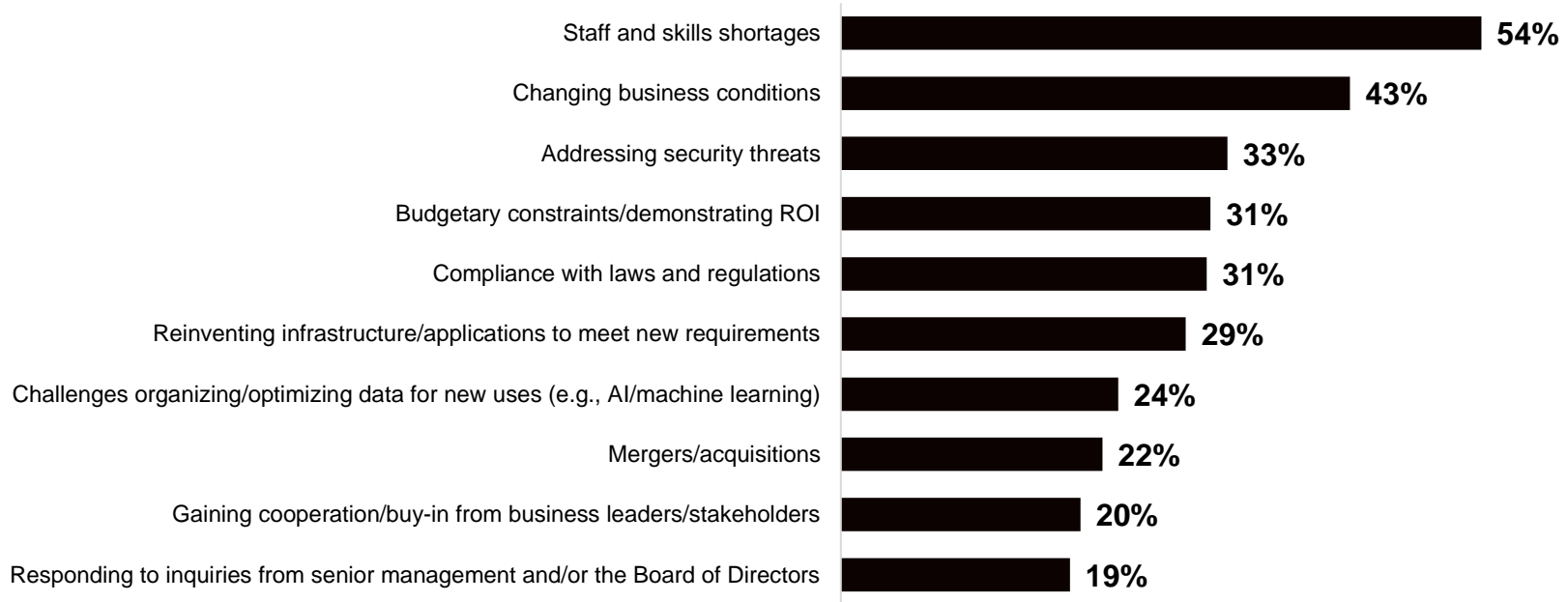
1. Security management
2. Improving IT operations/systems performance
3. Modernizing infrastructure and applications

## Less time on...

1. Negotiating with IT vendors
2. Managing IT crises
3. Cost control/expense management

Q: Compared to last year, which THREE activities are you spending more time on today? Which are you spending less time on today?

# Skills shortages and changing business conditions inhibit strategic and innovative tasks

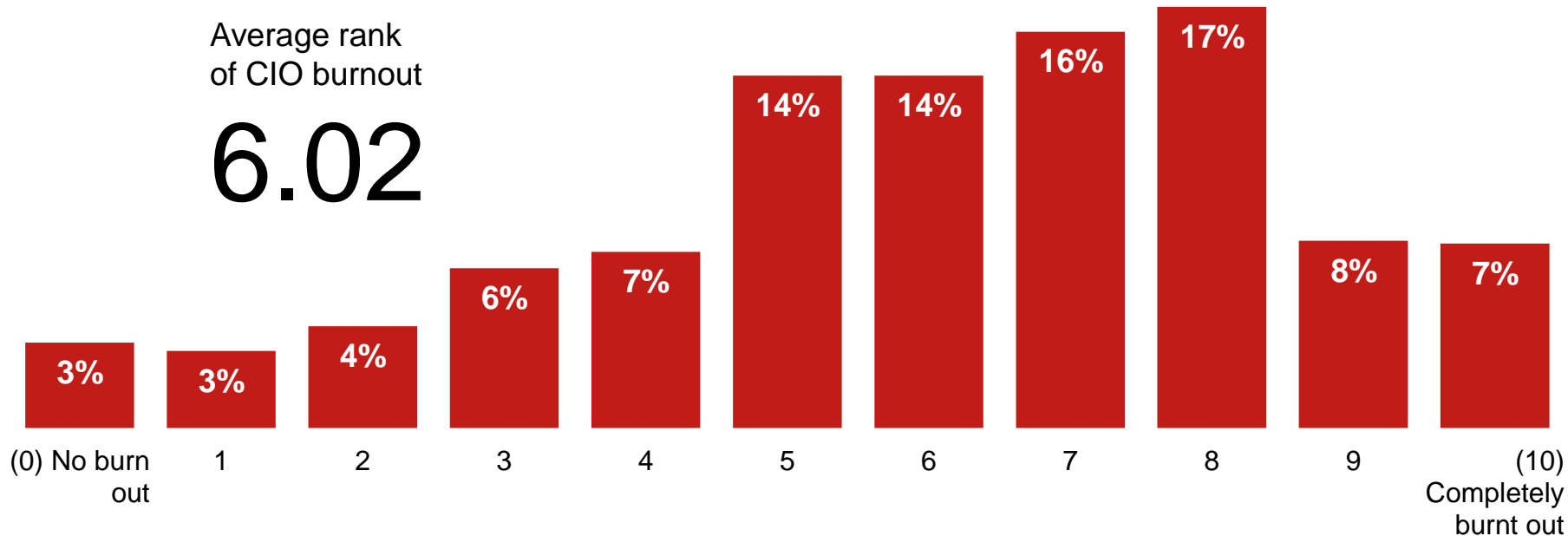


Q. What challenges are most often forcing you to redirect your time and focus away from strategic and innovative tasks?

# CIO burnout

Average rank  
of CIO burnout

6.02



Q. On a scale of 0 to 10, please rate the following aspects of your current role: < Level of burnout >

# 80%

of CIOs are tasked with **researching** and **evaluating possible AI additions** to their tech stack

# 75%

of CIOs are **working** more closely **with line of business** on **AI applications**

# 71%

of CIOs agree that their **IT department is driving AI adoption efforts**, and **business units are aligning** their strategies accordingly

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

# United around an educational partnership

**77%** of heads of IT say that **CIOs have a strong educational partnership with the CEO/board of directors**

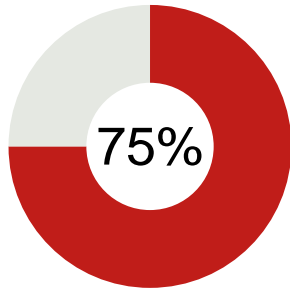
**77% of their LOB counterparts agree**

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

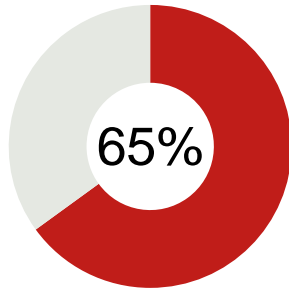


# CIOs expect their involvement to increase in these tech areas

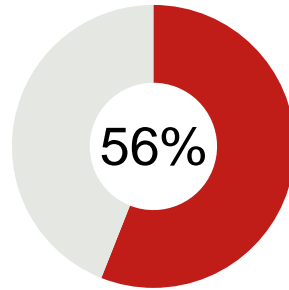
AI-machine learning



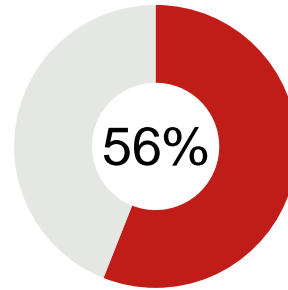
Cybersecurity



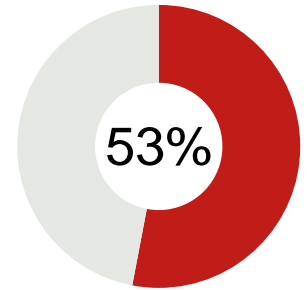
Product development/innovation



Data analysis

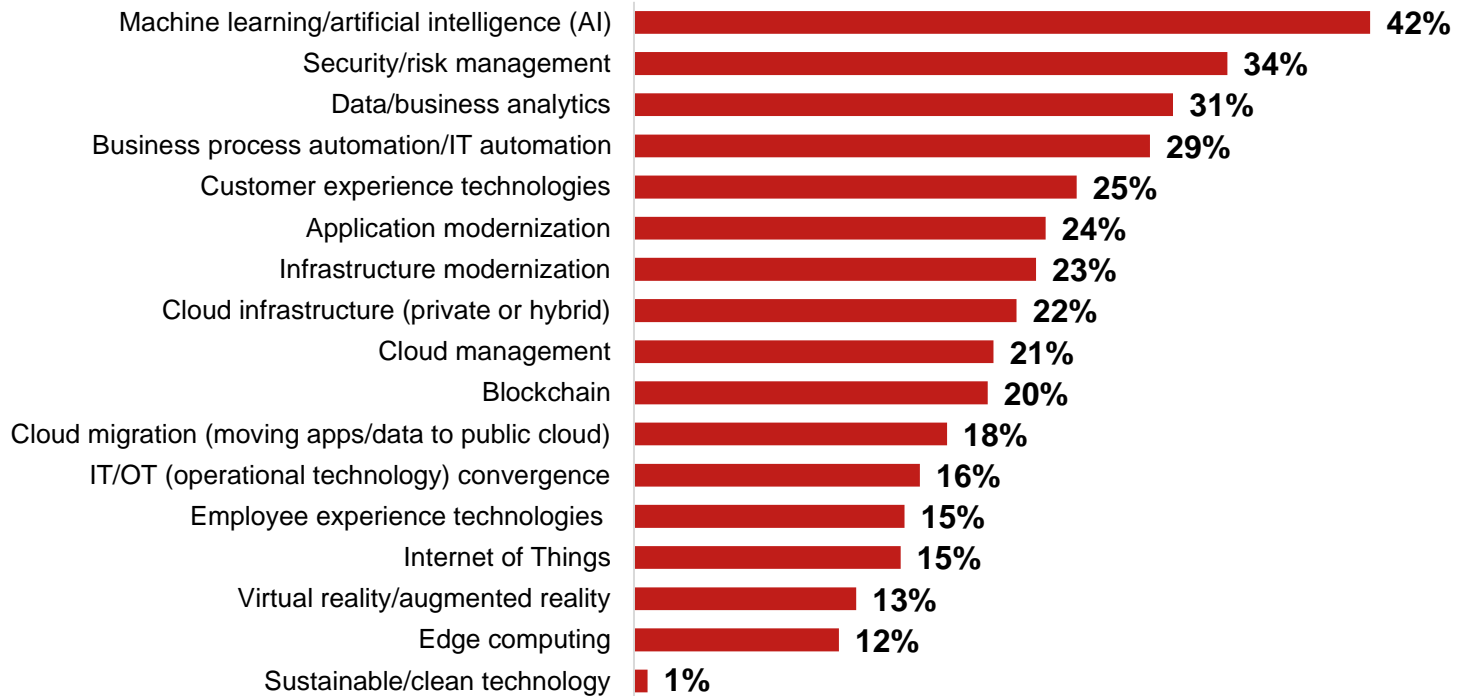


Data privacy/compliance



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

# Tech initiatives driving IT investments



Q. In 2025, which of the following technology initiatives will drive the most IT investment at your organization?