CIO

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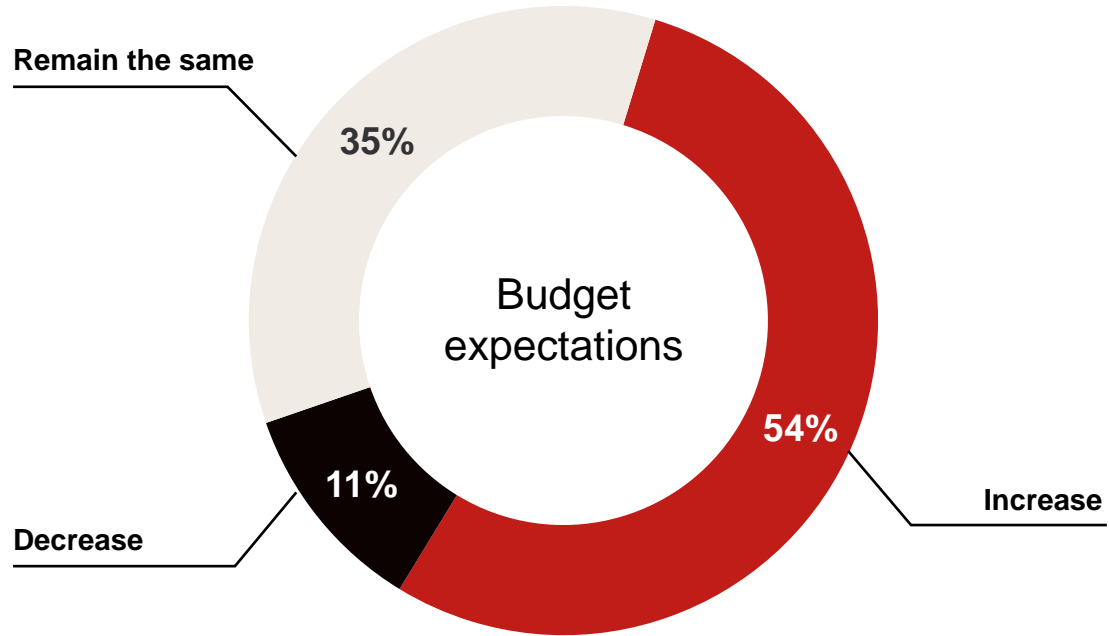5,000+ **24%**
1,000-4,999 **21%**
100-999 **32%**
Less than 100 **21%**

LOB: 251

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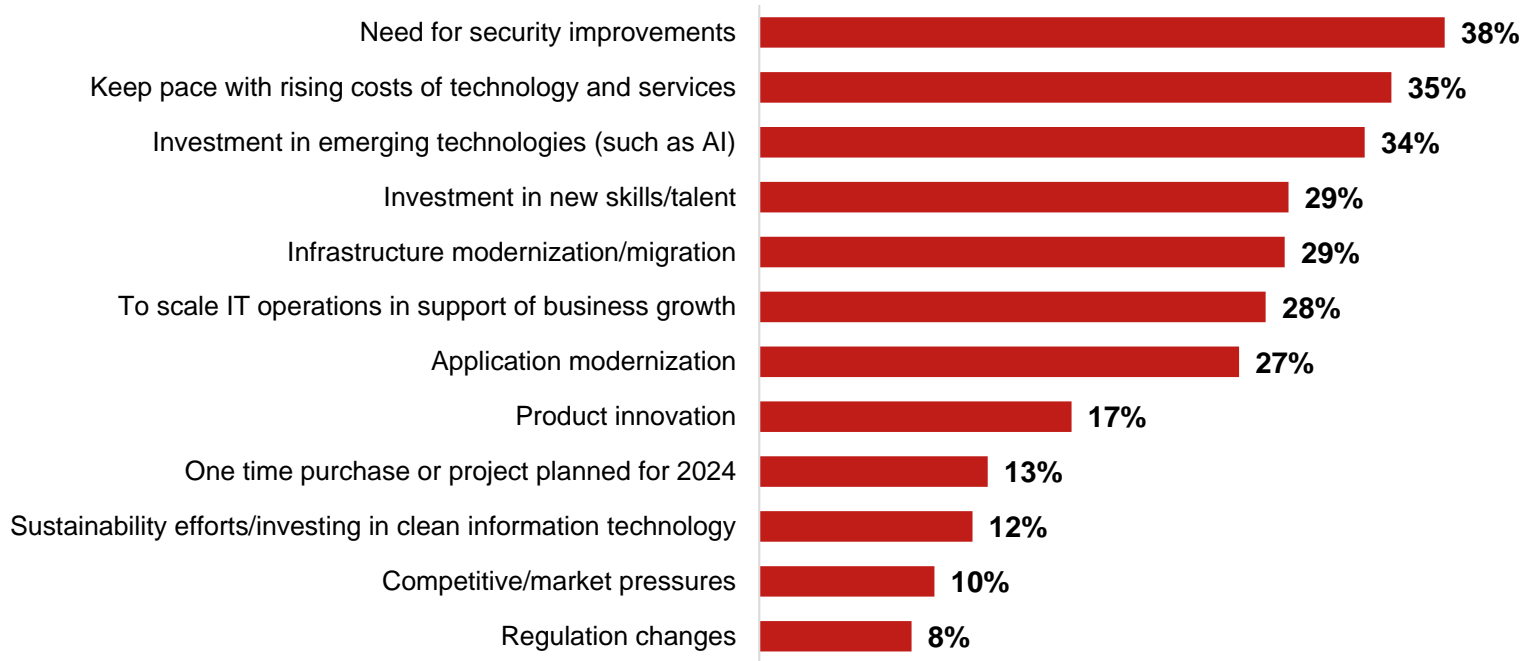Admin/Corp. Mgmt. **23%**
Marketing **20%**
Operations **19%**
Finance/Accounting **14%**
Sales **13%**
Human Resources **7%**
Engineering/R&D 5**%**

Technology budgets continue to see growth

Remain the same

35%

Budget
expectations

54%

11%

Decrease

Increase

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

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Top reasons tech budgets will increase in 2024

Reason	Percentage
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%

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

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88%

of CIOs say that their role is becoming **more digital and innovation focused**
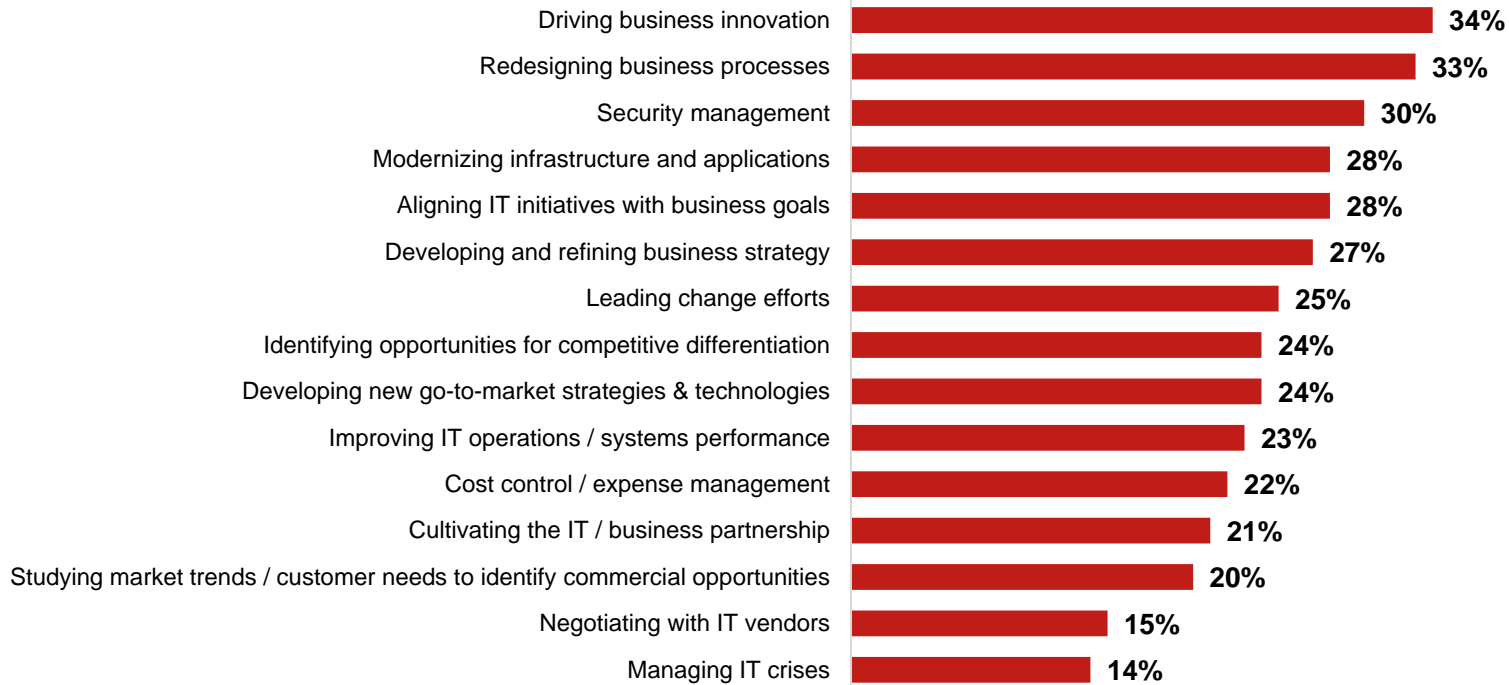
87%

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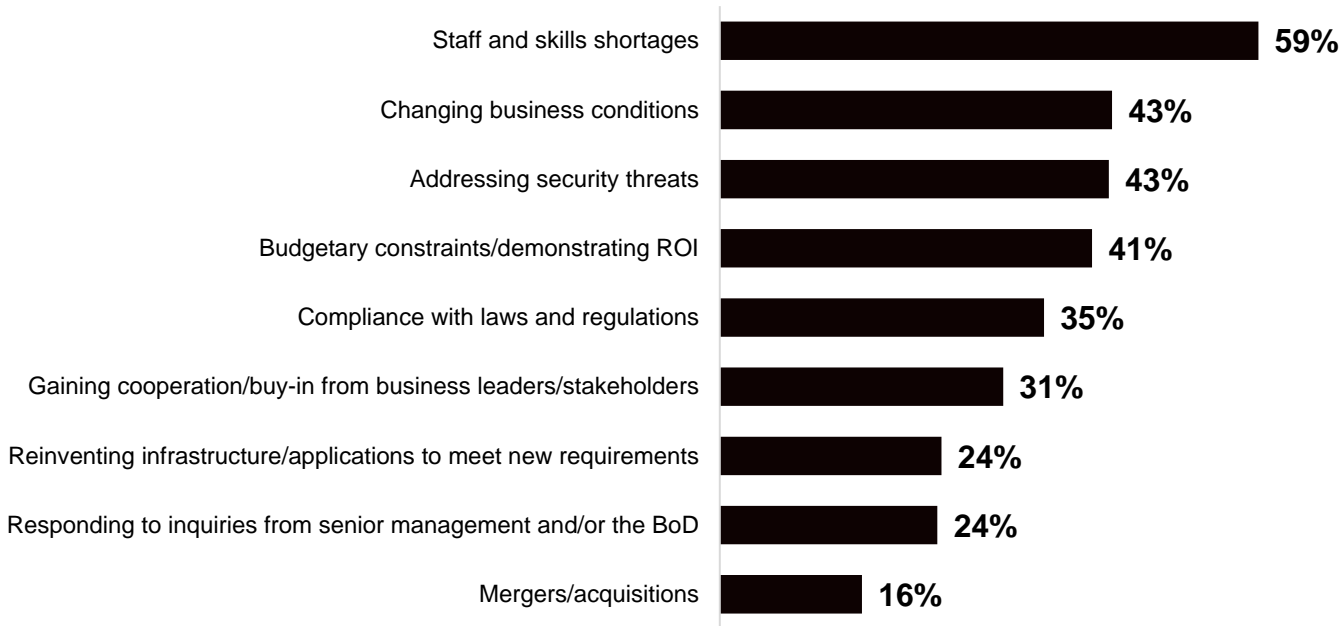
Q: Please indicate your level of agreement with the following statements (NET of strongly agree/agree somewhat)

Future focus on business innovation and process redesign

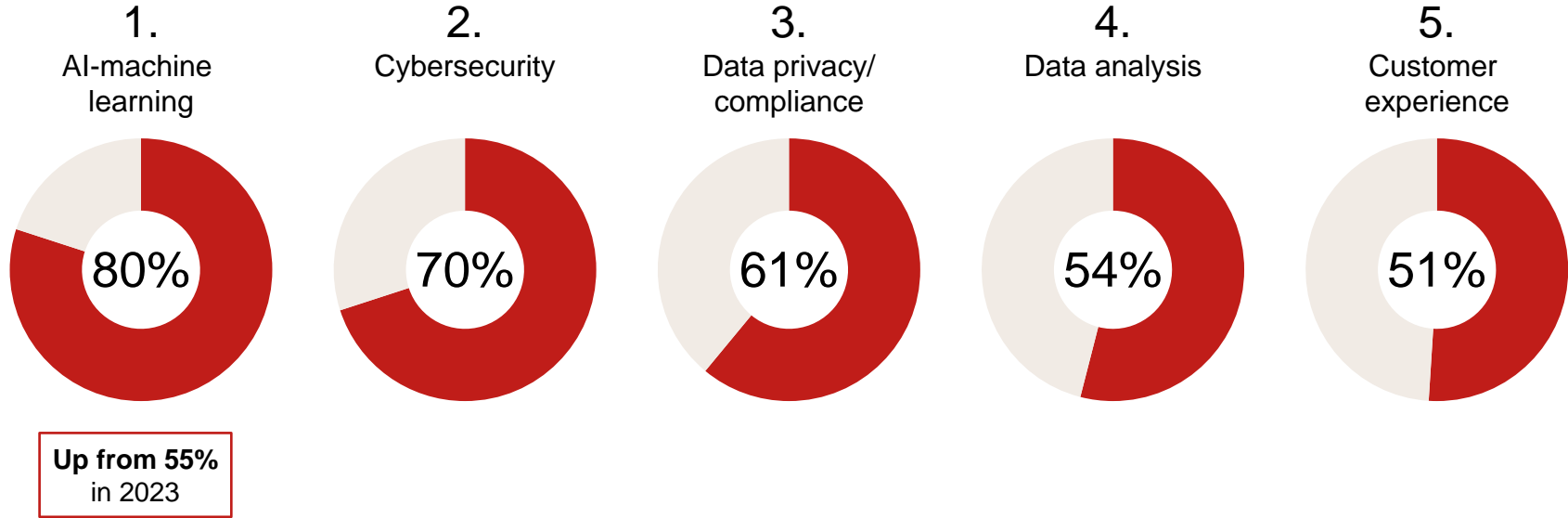| Activity	Percentage
Driving business innovation	34%
Redesigning business processes	33%
Security management	30%
Modernizing infrastructure and applications	28%
Aligning IT initiatives with business goals	28%
Developing and refining business strategy	27%
Leading change efforts	25%
Identifying opportunities 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%

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

Skills, business conditions, and security threats inhibit strategic and innovative plans

Challenge	Percentage
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%**

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

Increasing involvement in AI and security

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

Up from 55% in 2023

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

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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)

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