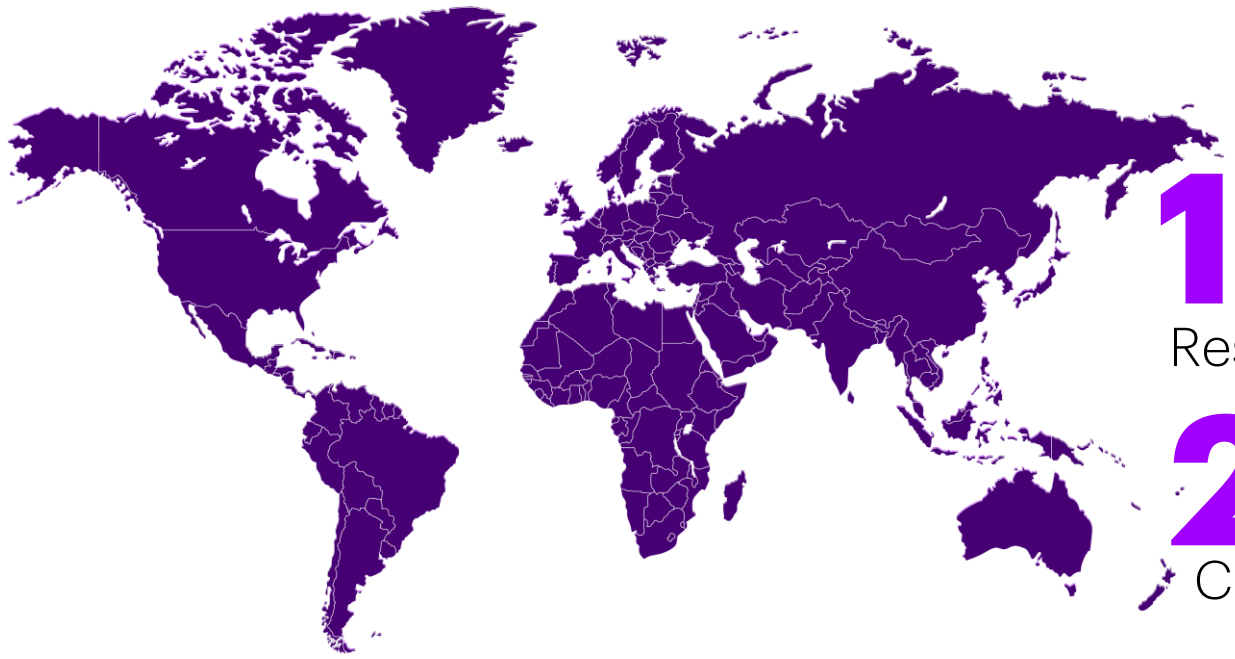
Accenture & MIT CDOIQ Survey Results

2021

Copyright © 2021 Accenture. All rights reserved.

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

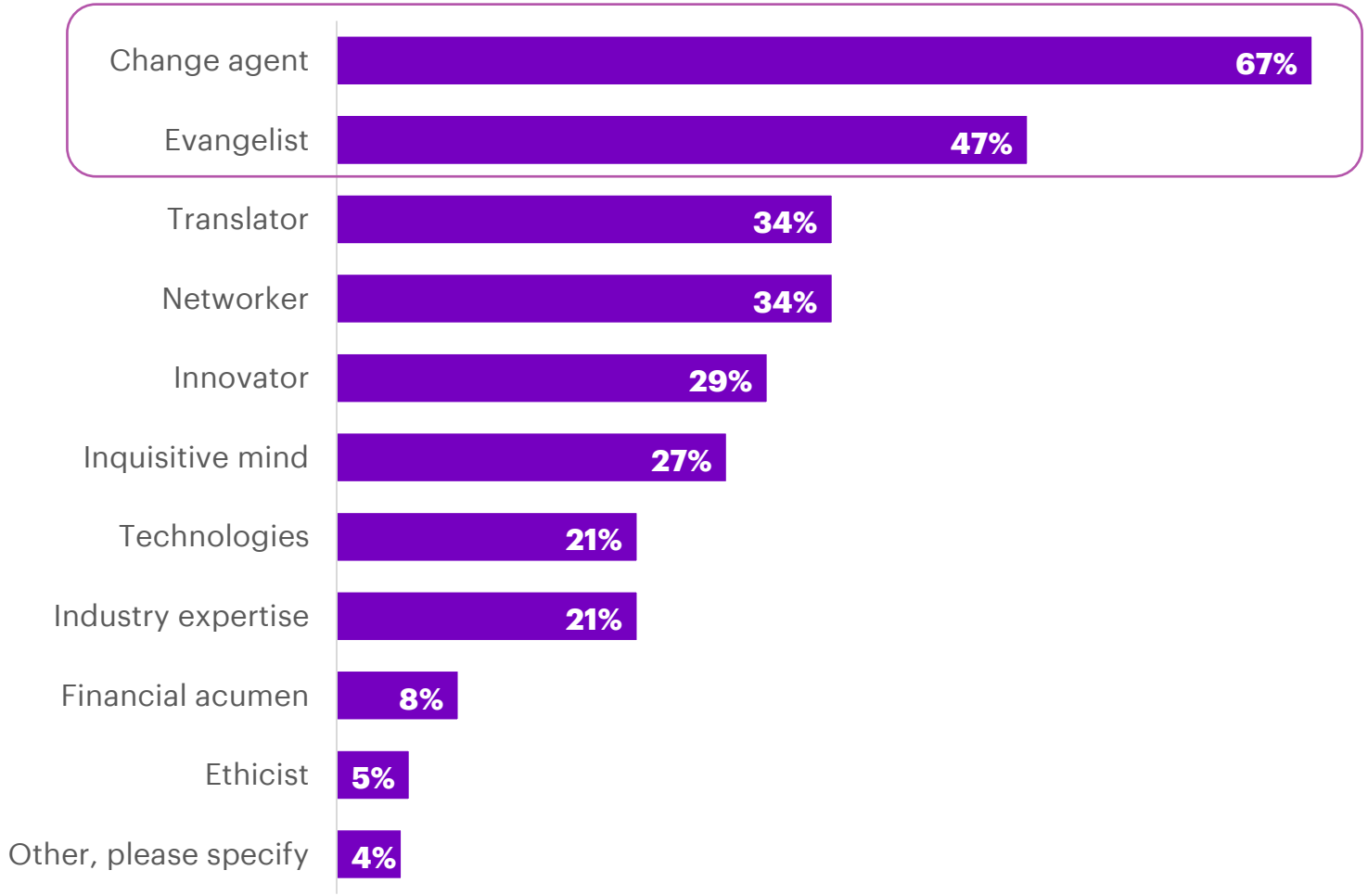
MIT CDOIQ Survey, July 2021

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

Copyright © 2021 Accenture. All rights reserved.

Being a **change agent** & an **evangelist**, are the **top skills** required for CDOs to be successful

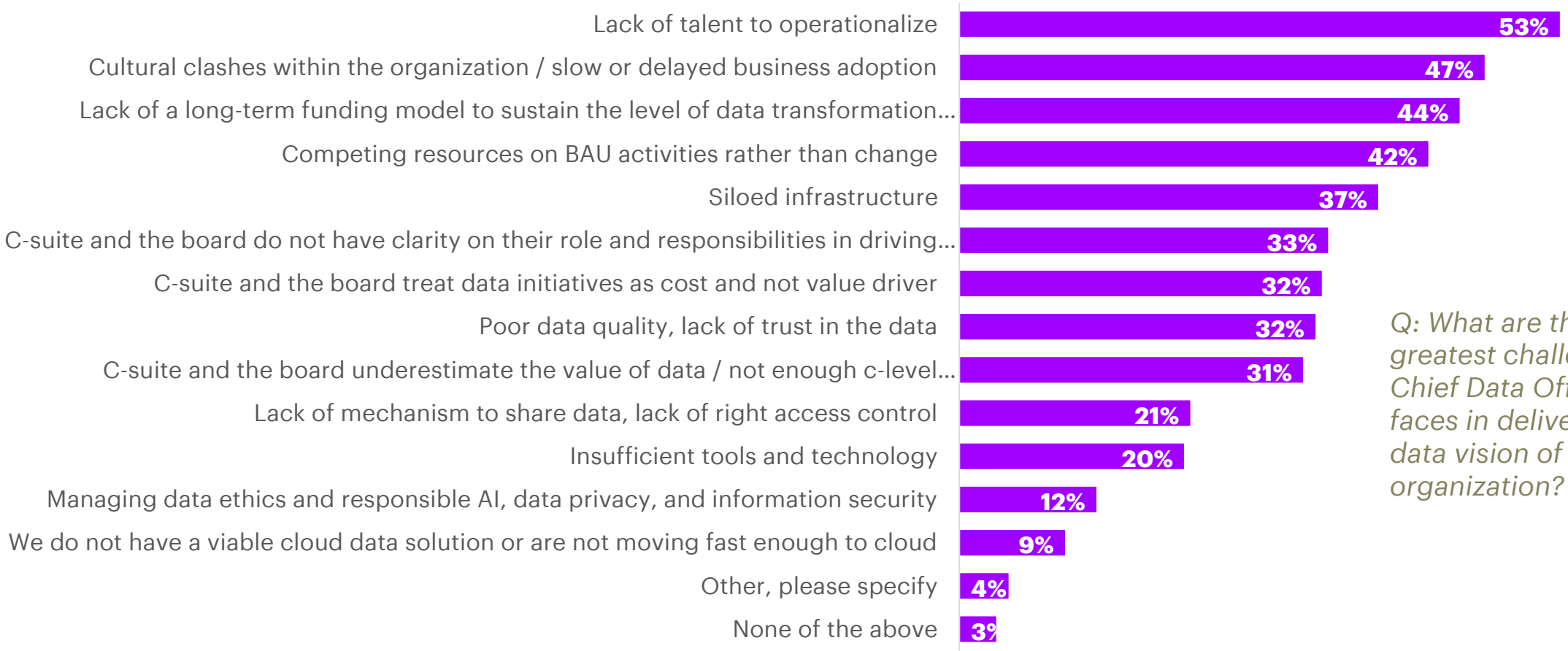
Q: In your view what are the top 3 skills required for a chief data officer to be successful?



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



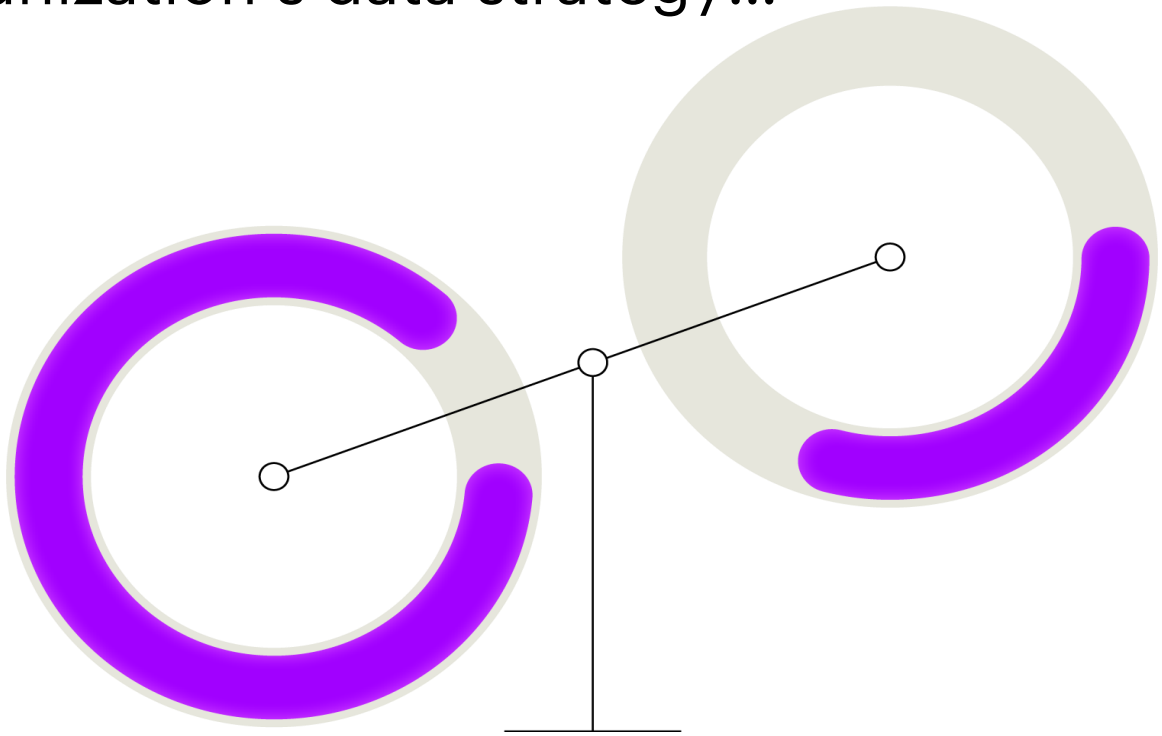
Q: What are the greatest challenges Chief Data Officer faces in delivering on data vision of the organization?

Source: *Accenture Research, MIT CDOIQ Survey, July 2021*

Copyright © 2021 Accenture. All rights reserved.

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

	Current primary	Optimized for maximum value	Gap in Current vs. Optimized
Responsibility for shaping the enterprise business strategy and guiding business directions	29%	44%	-15%
Responsibility for revenue generation through creation of new or adapted business models	27%	44%	-17%

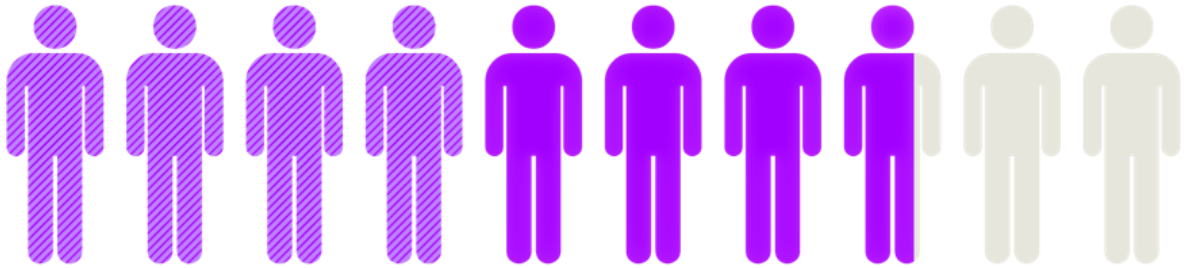
Source: *Accenture Research, MIT CDOIQ Survey, July 2021*

Copyright © 2021 Accenture. All rights reserved.

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

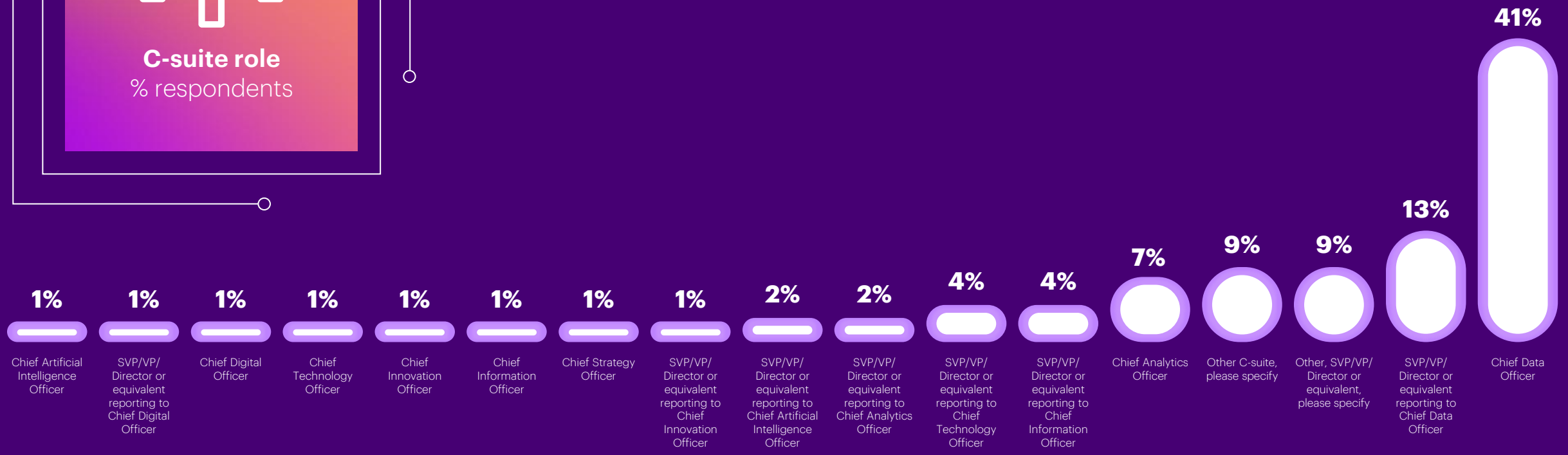


Source: *Accenture Research, MIT CDOIQ Survey, July 2021*

Thank You

Survey demographics - Role Breakdown

C-suite role
% respondents

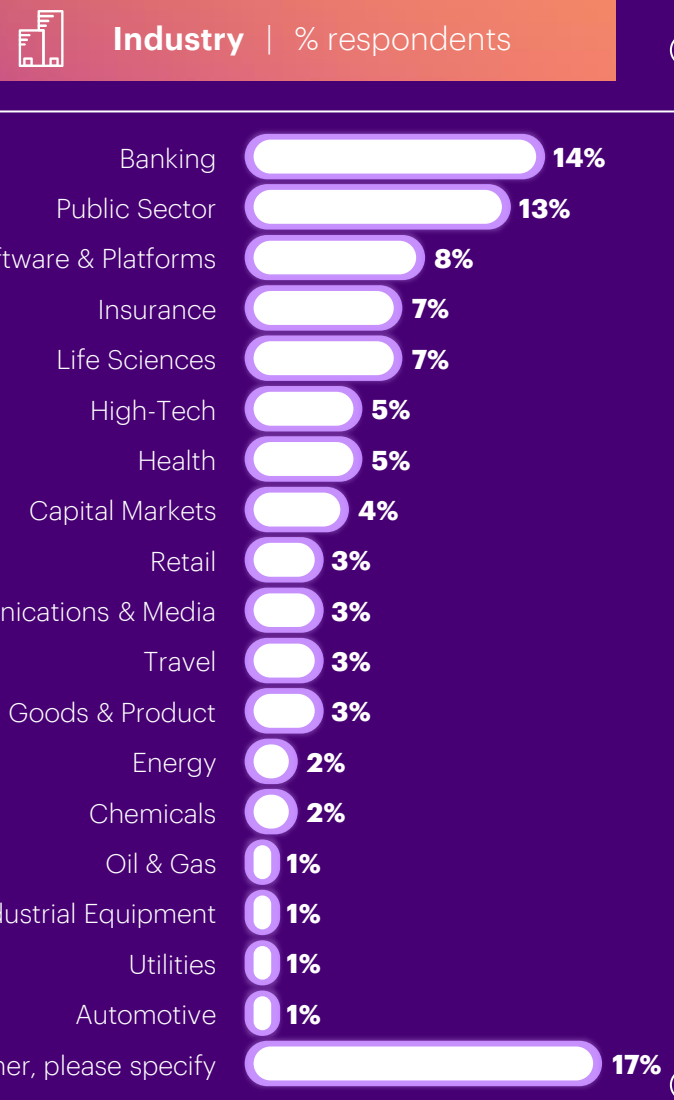


Source: *Accenture Research, MIT CDOIQ Survey, July 2021*

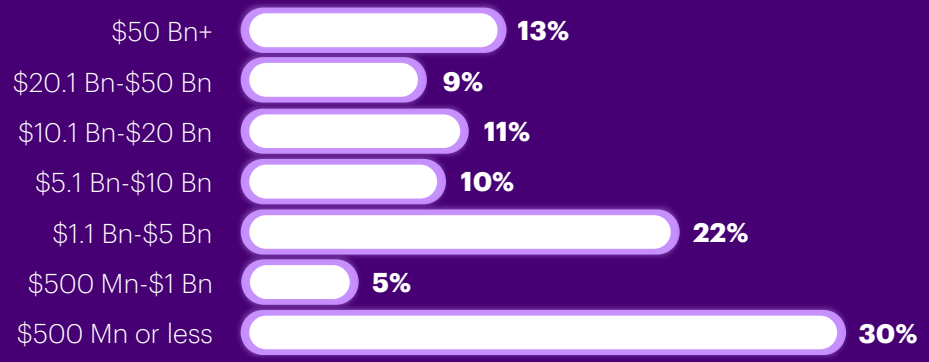
Copyright © 2021 Accenture. All rights reserved.

Survey demographics - Additional

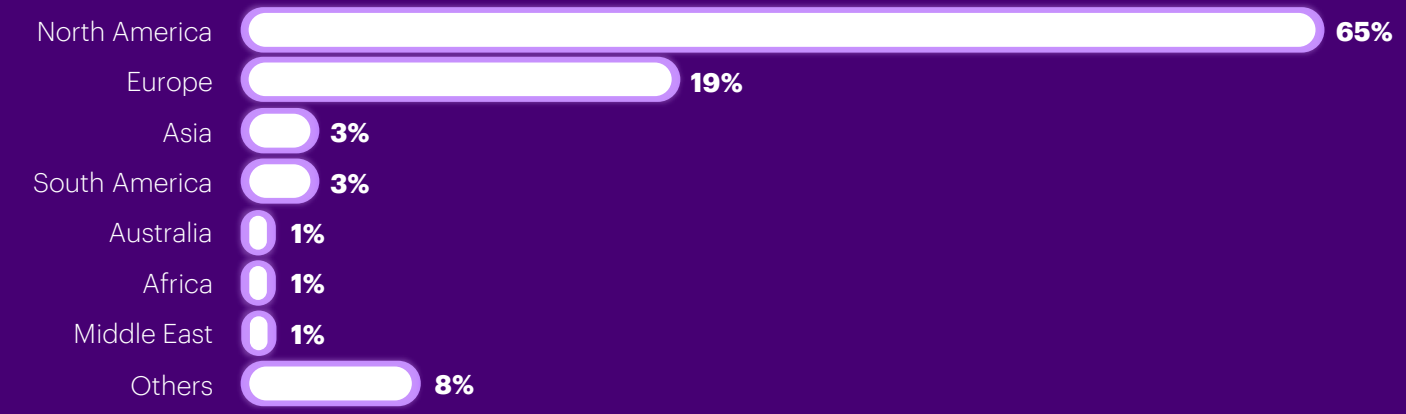
Industry | % respondents



Size—Revenue | % respondents



Geography | % respondents



Source: *Accenture Research, MIT CDOIQ Survey, July 2021*

Copyright © 2021 Accenture. All rights reserved.