

Three Keys to Success with CEO & C-Suite



**Cortnie
Abercrombie**
Emerging Roles Leader
Big Data & Analytics,
IBM

Elevate
your role
in the
market

Help YOU
build
success &
traction

*Email: cortnie.abercrombie@us.ibm.com
Twitter: “cortnie_cdo”, #chiefdataofficer*

By the end of the presentation you will have insights to help you elevate your role and make the case for data-driven transformation



Prioritizing initiatives for highest impact



Generating traction through small successes (break down data silos)



Creating data strategy that garners impact now and builds toward the future

**“What are we
doing on BIG
DATA?”**

**“Get me
SOCIAL
data”**

**“What does
a CDO
do?”**

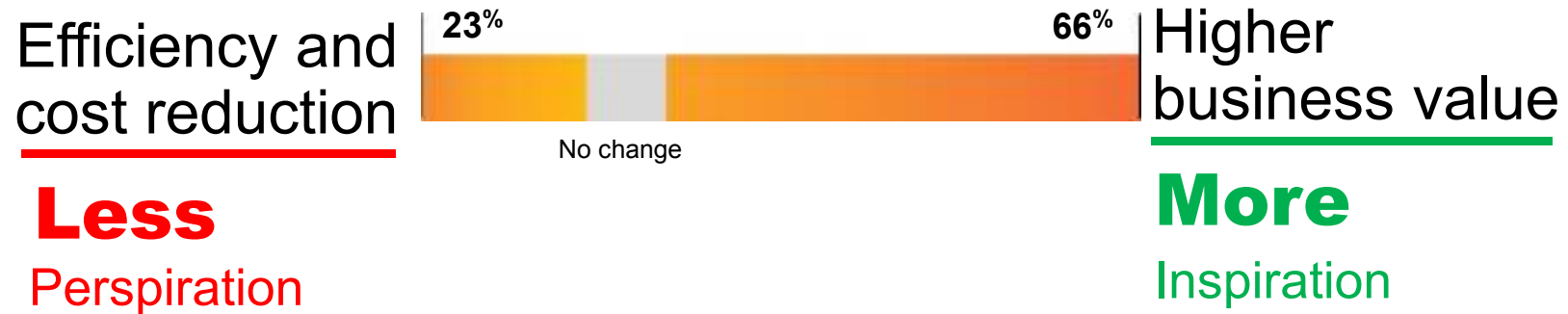
**“Our data
is an asset,
make
money on
it”**

Why this topic?

- 1) Elevate to the SENIOR EXECUTIVE TABLE
- 2) Create C-Suite CHAMPIONS
- 3) Stake your own TRANSFORMATION

Start with the CEO's agenda. To build traction with the CEO, focus more on creating higher business value for customers.

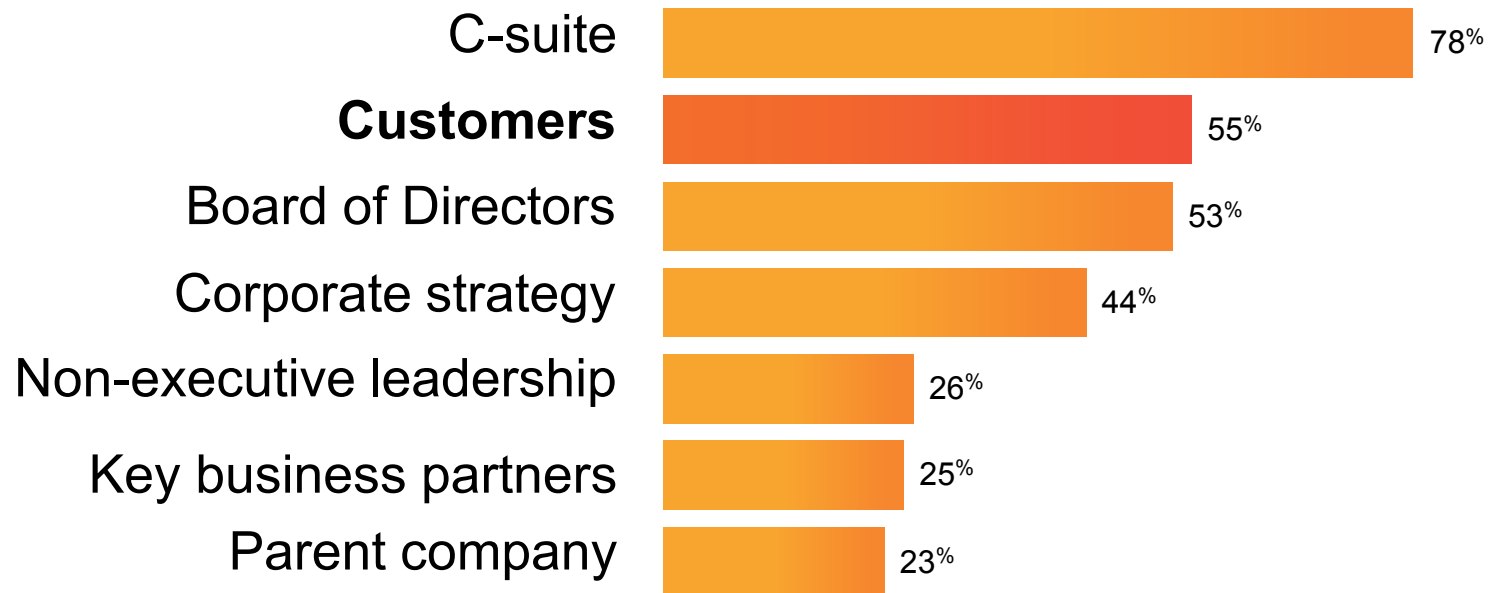
CEO: How do you see the landscape changing over the next 3 to 5 years?



Source: Institute for Business Value, Reinventing the rules of engagement, CEO insights from the Global C-suite Study, October 2013

For CEOs, the customer is second only to the C-suite in terms of strategic influence

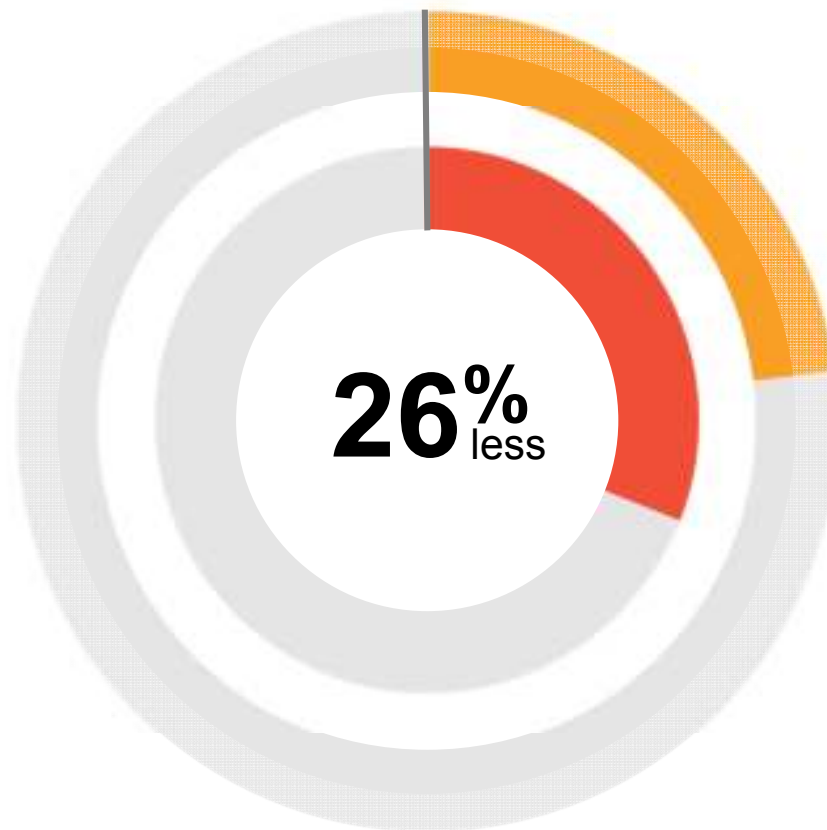
CEO: Who has the most influence on your strategic vision and business strategy?



Source: Institute for Business Value, Reinventing the rules of engagement, CEO insights from the Global C-suite Study, October 2013
Question CEO1-Who has the most influence on your strategic vision and business strategy?

But a surprising proportion of CEOs believe that their C-suite does not understand customer and market changes

My C-suite executives *do not* understand changes in our customers or the marketplace



“Our board believes they know and understand social media. They truly don’t. They aren’t users and they can’t fully appreciate the impact social media will have.”

CEO, International energy company

31% | **23%**
Underperformers | Outperformers

Recent press
indicates
CDOs will
decrease the
gap

“...lead the development of Cambria’s data strategy, and help drive the transformation of the company’s **consumer experience strategies**”

- **CEO of Cambria Health Solutions**

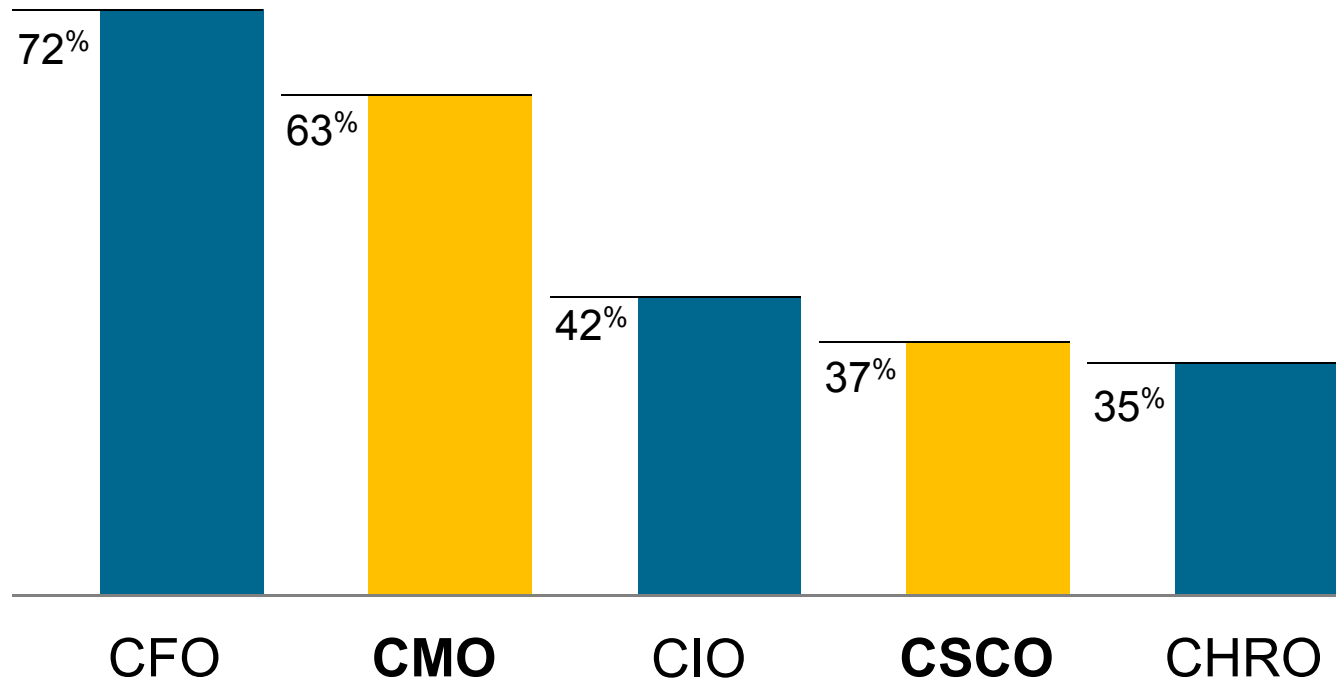
April 09, 2014, “Inderpal Bhandari Joins Cambria as Chief Data Officer”,
Cambria Health Solutions Press Release,
<http://news.cambiahealth.com/news/inderpal-bhandari-joins-cambia-as-chief-data-officer>

“oversee the company's data strategy, provide enterprise data governance, and determine ways to leverage data for improved risk management and **customer experiences**”

Wells Fargo Press Release on new CDO’s Role, Feb 25, 2014
Wall Street Journal, <http://online.wsj.com/article/PR-CO-20140225-907958.html>

Pecking Order: CMOs are second only to CFOs in formulating the organization's business strategy

Which senior executives are involved in formulating the organization's business strategy?



Source: Institute for Business Value, Reinventing the rules of engagement, CEO insights from the Global C-suite Study, October 2013

Question CEO2-Which senior executives are involved in formulating the organization's business strategy?

Segmenting the C-suite, the needs of CMOs and COOs go together, while generally the needs of CFO and CIO are similar

Efficiency and cost reduction

Less
Perspiration



We need more metrics, controls, integrations



Higher business value

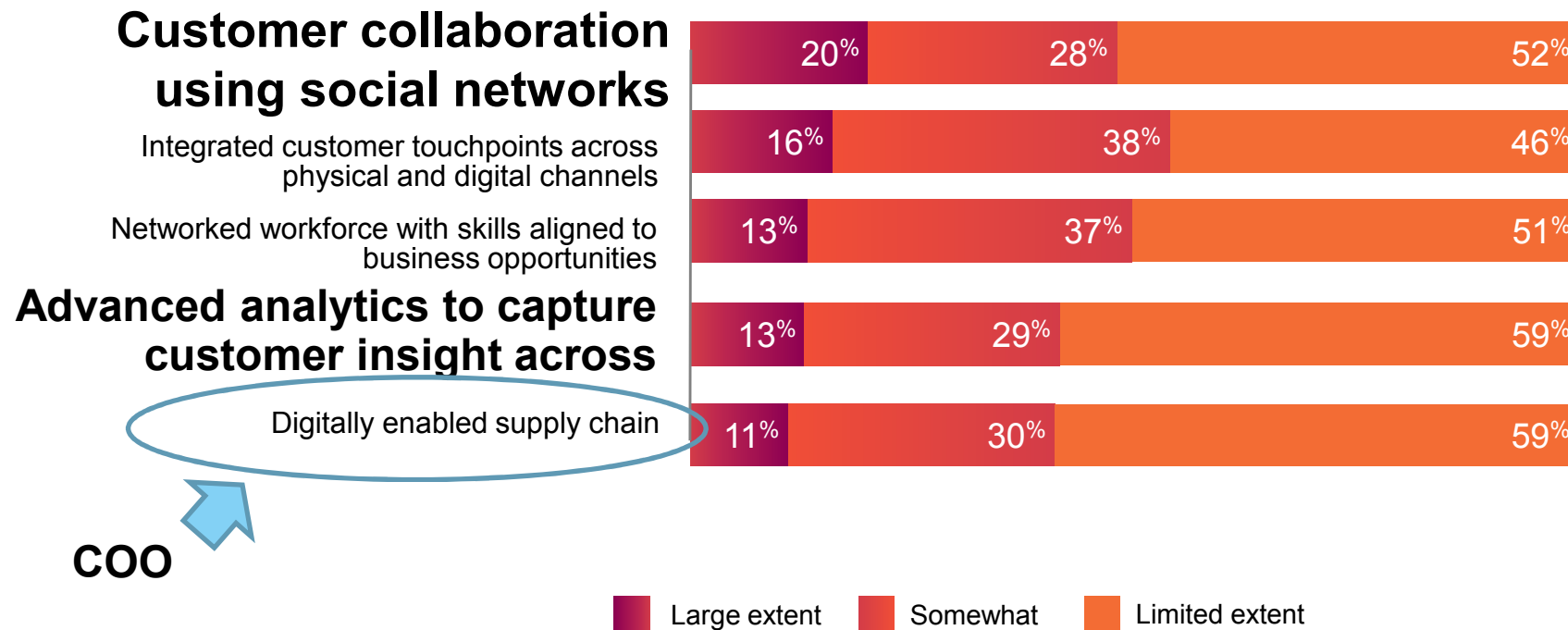
More
Inspiration



We need more customer transparency, more customer insights

CMOs need CDOs to help finally activate their digital strategies, especially on social media analytics and advanced analytics

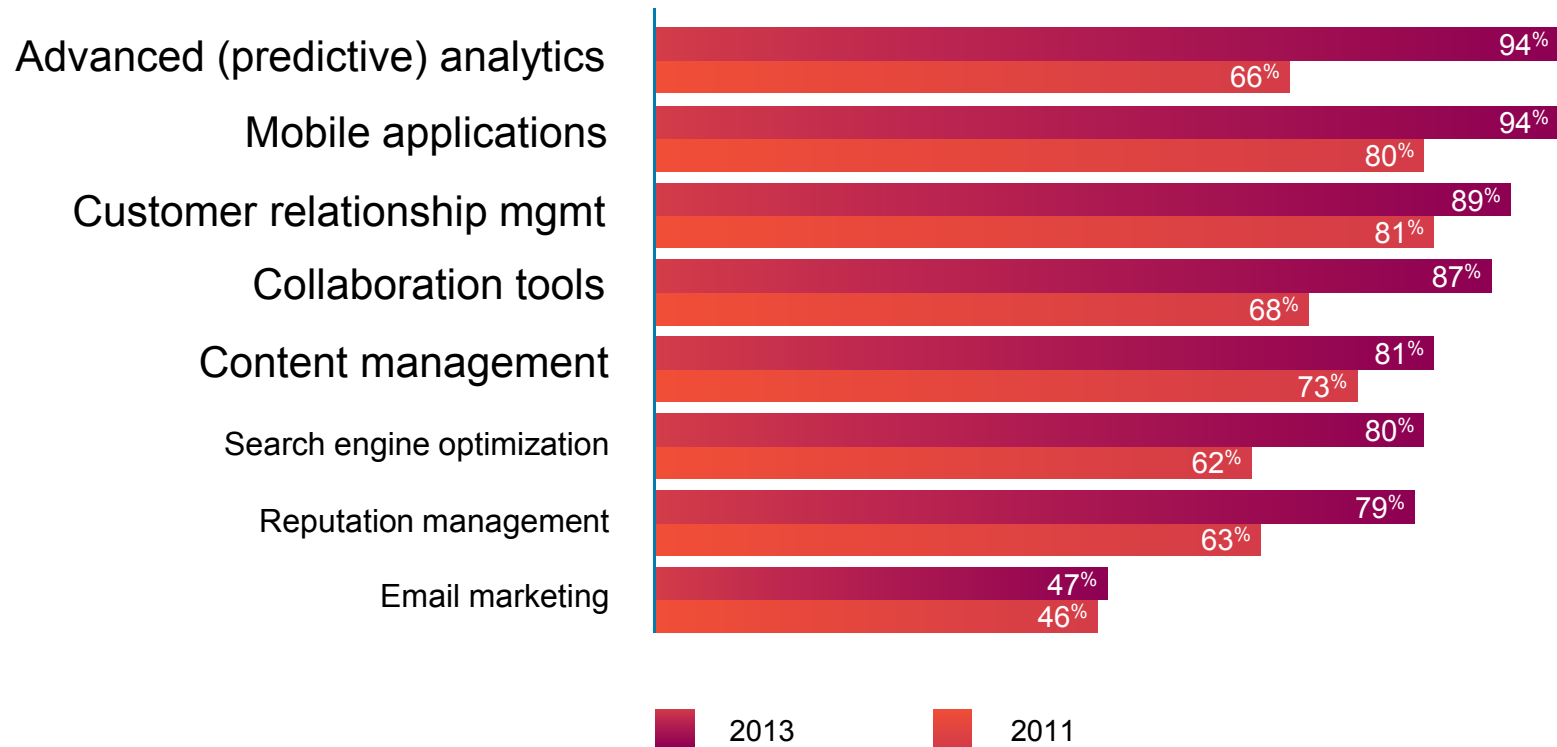
Activation of digital strategy components



Source: IBM Institute for Business Value CMO Study, Question CMO1–To what extent have you activated the following digital strategy components within your enterprise?

CMOs expect to accelerate the introduction of digital marketing technologies over the next three to five years

Intended use of digital technologies (3 to 5 years)



Source: IBM Institute for Business Value CMO Study, Question CMO7—What is your plan around the usage of the following technologies over the next 3 to 5 years?

Need

- Which department has the biggest or most immediate need? Where is potential for biggest impact?

Attention

- Where is the most attention in the company?

Budget

- Which departments have budget?

Prioritize
PROACTIVELY

REACTING to requests is limiting

- Budget
- Skills
- People

Assess what
you **need**
to get started

- Gaps
- Can you build resources from departments

Stake your transformation focus area; make it something that matters to the CEO; focus on higher business value

Transformation Focus Areas

- New customer experiences
- Data-driven products and services
- New business partners because of data (Internet of Things)

Create the
Data & Analytics
Strategy

Obligations

- Compliance
- Risk
- Governance
- Security

Next define your obstacles and build a plan to overcome

Why do data silos exist?

Trust

Investment

Ownership

Confidence

What can we do about this?

Create joint successes

Transparency

Education

Build permission

Time to build traction

THINK SMALL

Before you think Big

Traction is about building small successes that help the organization:

Envision what they can do

Accelerate current projects

Eliminate intensive manual processes or pain points

Start Small. Scale Fast.

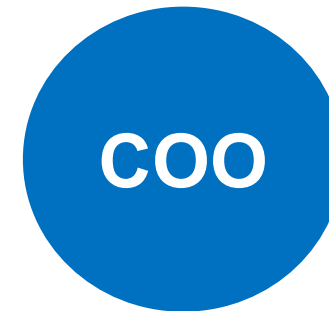
Choose a use case

Build data & analytics capability

Establish a suitable technology
infrastructure



+

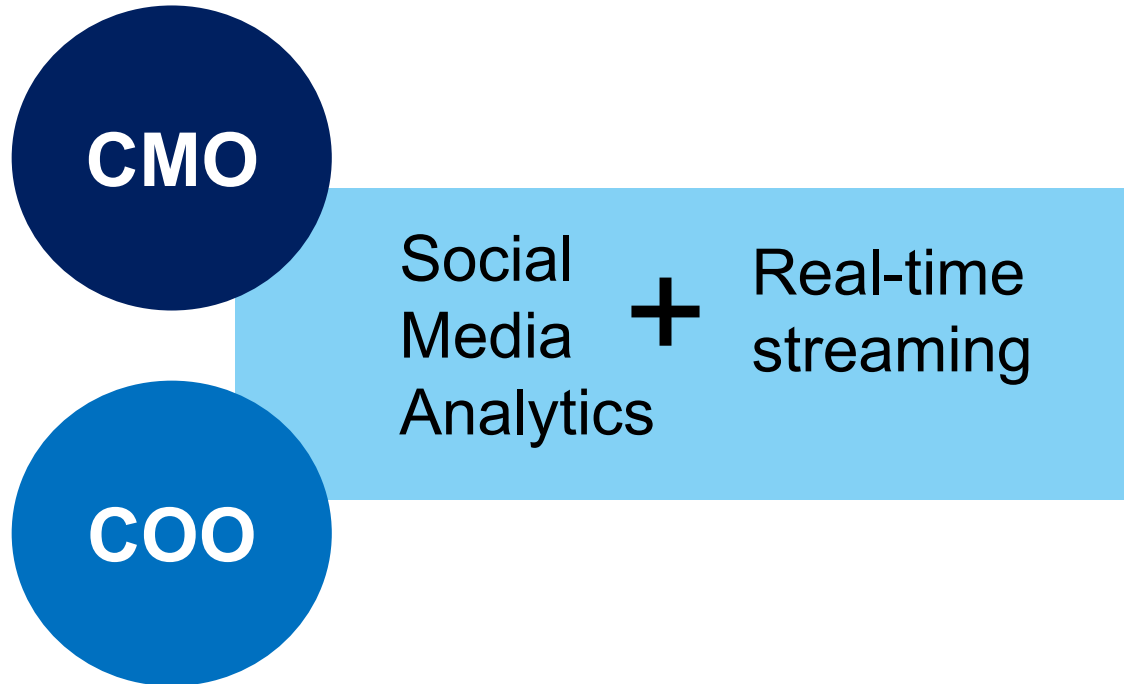


*From CDO, Derek Strauss, TD Ameritrade, CDO Vision, April 2014

Look for overlap. Build for reuse.

Overlapped
Use Case

**Real-time
response to
customer**



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