

**70%**  
of CEOs expect tech to make them money

**45%**  
expect a budget increase

**10%**  
typical budget increase

**46%**  
expect a headcount increase

**20%**  
U.S. female digital leaders



**2,104**  
digital leaders responded

**86**  
countries

**BUDGETS & OUTLOOK**

**AIMS FOR TECHNOLOGY TO ADDRESS**

Top 3

- 1** Improving operational efficiency
- 2** Developing new products & services
- 3** Improving customer experience & accessibility

**ROLE OF CIO**

**22%** digital leaders have joined their organisation in last 12 months

A board seat delivers a **20%** uplift in adopting new technology and a **24%** advantage in attracting/retaining talent

**68%**  
of CIOs on the executive committee

**42%** had a pay freeze last year. 7% had decrease and 29% received a salary increase of 5%

**20%** average bonus/benefits is 20% of salary

**25**  
Nash Squared  
**Digital Leadership Report 2023**  
U.S. Findings  
[www.nashsquared.com/dlr](http://www.nashsquared.com/dlr)

**MANAGING THE TECH TEAM**

**45%** report talent shortage  
down from 59% in 2022

**SKILLS SOUGHT**

Top 4

- 1** AI
- 2** big data/ analytics/ data engineering
- 3** enterprise/ solution architecture
- 4** project management

Demand for cybersecurity talent falls to **18%** from 43% in 2022

**29%** think government immigration policies help talent pipeline

**62%** of tech leaders report that the rising cost of living is making salary demands unsustainable.

**CYBERSECURITY**



**21%** experienced major attack in last two years

**47%** fear attack from foreign powers

**17%** fear attack from competitors

**BUSINESS PERFORMANCE & TECH**

**38%** identify as Digitally Excellent

Digitally Excellent twice as likely to outperform competitors on business metrics

**25%** identify as Data Excellent

**TOP TECH DELIVERING ROI**

- ROI
- Cloud
- Big Data

**NET ZERO**

**44%** recognise tech has an extensive role to play

**33%** with net zero target expect to meet it



**62%** have no plans to reach net zero

**ARTIFICIAL INTELLIGENCE**

**1 in 10** companies have large scale implementation of AI, **almost half** (48%) are piloting or have small-scale implementation

**84%** think it needs more regulation



**BUT**

**54%** of them think it won't work

**15%** feel well prepared for generative AI

**17%** have an AI policy

Respondents expect **17%** of jobs to be lost to automation over the next five years

**IN-OFFICE MANDATE IMPACT**

**In-office:**  
Most popular is 3 days at **51%**  
followed by 5 days at **15%**  
2 days at **15%**  
1 day at **11%**  
4 days at **9%**

**In-office mandate impact on women:**  
No mandate - **28%** of new hires in the past 2 years were women  
number drops to **20%** new hires with 5-day mandate

Female tech leadership stalled at **20%**

Women on tech teams at **27%**

