

2,104
digital leaders responded

14%
female digital leaders

86
countries

25
Nash Squared
Digital Leadership Report 2023
www.nashsquared.com/dlr

66%
of CEOs expect tech to make them money

45%
expect a budget increase

10%
typical budget increase

50%
expect a headcount increase

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

20%

digital leaders have joined their organisation in last 12 months

68%
of CIOs on the executive committee

38%
had a pay freeze last year

30%
average bonus/benefits is 30% of salary

BUSINESS PERFORMANCE & TECH

37% identify as Digitally Excellent

25% identify as Data Excellent

TOP TECH DELIVERING ROI

- Cloud
- Big Data
- AI

NET ZERO

47% recognise tech has an extensive role to play

59% with net zero target expect to meet it

46% have no plans to reach net zero

ARTIFICIAL INTELLIGENCE

88% think it needs more regulation



BUT

61% of them think it won't work

15% feel well prepared for generative AI

21% have an AI policy

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

MANAGING THE TECH TEAM

54% report talent shortage

SKILLS SOUGHT

Top 4

- 1** Data engineers
- 2** Enterprise architects
- 3** Software engineers
- 4** Technical architects

17% think government immigration policies help talent pipeline

71% average proportion of directly employed team members

Direct hiring is the primary way of securing talent

CYBERSECURITY



23% experienced major attack in last two years

45% fear attack from foreign powers

11% fear attack from competitors

REMOTE WORKING

mandated office days down



20% more females in tech teams & **27%** more female hires with a minimal in-office policy than those with a mandate for a full week

remote policies down

