Rise of the Chief Digital Officer
An executive whose time has come
Executive Summary

Digital Media is an imperative cog for organizations looking to interact with their customers in an engaging manner.

There is a digital current that runs to the heart of every operation and function that a business works within, and accordingly, there has to be a way for companies to coordinate this in an efficient manner.

The rise of the Chief Digital Officer is a direct reflection of the new digital infrastructure that encompasses successful organizations.

In this research paper we will examine the emergence of the Chief Digital Officer and how the position fits into the make-up of an organization.

In this paper we will examine:

- Whether a Chief Digital Officer is required for every organization, regardless of their overall digital fluency or remit.
- What it means to be a Chief Digital Officer and how their role impacts the organization as a whole.
- Which experiences are best suited to the position and what traits are essential for a successful Chief Digital Officer.
- The extent to which having a Chief Digital Officer brings competitive advantages and how they can be leveraged for tangible benefits.

By examining these criteria, this whitepaper will explore the role of the Chief Digital Officer and whether the position has the potential to affect the ways in which an organization outreaches digitally.
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The Digital division gathers the knowledge of those spearheading the rapidly growing digital revolution. We inspire and promote connectivity within our community to ensure that ideas and best practices are shared and used by forward thinking executives to drive business success. Join us to learn about new techniques being used to keep digital activities on the cutting edge of business thinking.

**Innovation Enterprise**

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Whether it’s delivered online, or in person, everything Innovation Enterprise produces reflects the company’s unshakeable belief in the power of information to spur innovation.