The appointment of chief data officers at large organisations has ramped up in recent years as companies realise the importance of data as a fundamental business asset, with nine out of ten enterprises expected to fill this role by next year.

CDO mandate
Where chief data officers add value

- Data integrator
- Business optimiser
- Market innovator

CDM mandate

- Raw internal data exploration
- Diagnostic analytics
- Value-added data quality and integration
- External context and benchmarking
- Efficiency and cost-reduction analysis
- Business-driven growth opportunities
- Data monetisation
- Cognitive trend analysis
- Innovative business models

CDO presence growing

Percentage of large companies with a CDO in place

- Yes: [63% (2018), 56% (2017), 88% (2012)]
- No: [37% (2018), 44% (2017), 12% (2012)]

Tenure of CDOs
How long current CDOs have been in the role

- 1-3 years: 83%
- 4-6 years: 14%
- 7+ years: 3%

NewVantage Partners 2018

How CDOs allocate their time

- Risk mitigation: 27%
- Cost savings and efficiency: 28%
- Value creation and revenue generation: 45%

39% Chief data officer
16% Chief information officer
13% Chief analytics officer/data scientist
24% No single point of accountability

No single C-suite executive

Background of successful CDOs
C-suite and IT decision makers selected the key requirements for a successful CDO

- External change agent: 34%
- Company veteran: 32%
- Data scientist: 15%
- Line executive who has been accountable for results: 13%
- Technology executive: 8%