

CEO

Chief Executive Officer

Leads the company, and therefore the transformation. Decides the ambition, makes digital a company priority and settles conflicts between roles. *Everyone below plays a part. One of them has to own the digital transformation strategy.*

	CDO Chief Digital Officer or transformation lead	CTO Chief Technology Officer	CIO Chief Information Officer	COO Chief Operating Officer	CCO Chief Commercial Officer
What they do	Turns the business ambition into a digital and AI transformation across the whole company. Can be a dedicated CDO or an existing executive.	Looks after the company's technology: engineering, products and technical know-how.	Runs the company's IT: systems, data, infrastructure and security.	Runs daily operations: production, assets, maintenance and supply chain.	Looks after customers, markets and sales.
What they bring to the transformation	Owns the digital transformation strategy and roadmap , and keeps everyone moving in the same direction.	Owns the technology strategy. Brings the technologies that make the change possible.	Provides the systems and data the transformation runs on, safely and reliably.	Is where the value appears. Makes the change part of how work is done every day.	Brings the customer's view. Turns digital and AI into value customers will pay for.
What they deliver	- Execution and measurable value - A prioritized roadmap - The case for investing	- A technology strategy - The right technologies and partners	- Reliable systems and data - Cybersecurity	- Better ways of working - Measurable operational results	- Digital offerings for customers - New revenue opportunities

Responsibilities vary by organization. In some companies, the CTO or CIO also owns digital and AI.

The CEO owns the ambition. One executive owns the transformation strategy. Every function owns its contribution to delivering value.

No CDO yet? You can still start. yourCDO helps your leadership team define the destination, set priorities and organize the first steps of your digital transformation.

START HERE: PROVE WHAT WORKS

One business unit - with the path to scale

WEEK 1

**Define
Success**

WEEKS 2-3

**Set the
Priorities**

WEEKS 4-10

**Deliver
the Pilot**