



The Evolution of the Technology Leader to Enterprise Strategist


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“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.” - Charles Darwin

Traditionally, technology leaders had a clear but narrow mandate:

- **Infrastructure Management:** Ensuring the proper function of hardware and software.
- **System Reliability:** Keeping systems up and running, minimize downtime.
- **IT Support:** Addressing technical issues and provide support to employees.
- **Cost Control:** Managing the IT budget and reduce expenses.



While these responsibilities are still important, the scope and influence of technology leaders have expanded dramatically.

Drivers of Evolution

- **Digital Transformation:** Organizations across industries are undergoing digital transformation, leveraging technology to innovate and improve efficiency. This transformation demands a strategic approach to technology.

Adoption Rates: Approximately 89% of companies have adopted or are planning to adopt a digital-first business strategy, underscoring the widespread recognition of digital transformation's importance (Quixy_Dec. 2023).

Investment in AI: 84% of companies are exploring or already using artificial intelligence (AI) and machine learning (ML) as part of their digital transformation strategies. This trend is expected to grow, with 70% of CIOs recognizing generative AI as a key digitalization trend (DOIT_2024).

Drivers of Evolution

- **Data-Driven Decision Making:** The explosion of data and advanced analytics tools has made it possible to derive actionable insights from data, requiring leaders who can integrate these insights into business strategies.

Enhanced Performance: Organizations that excel in data-driven decision-making are twice as likely to be in the top quartile of financial performance within their industries. This demonstrates the tangible benefits of leveraging data for strategic decisions (MIT Technology Review_Q1-24).

Executive Involvement: A significant 72% of data and analytics leaders are either leading or heavily involved in their organizations' digital transformation initiatives, highlighting the crucial role of data-driven strategies in overall business innovation (McKinsey & Company_2023).


Drivers of Evolution

- **Cybersecurity Threats:** As cyber threats have become more sophisticated, the need for robust cybersecurity strategies has elevated the role of technology leaders in protecting organizational assets

40% of business leaders believe cybersecurity threats will "highly affect" their organization's performance this year, a higher percentage than those concerned about 5G or remote collaboration technologies (Tech.co_Nov. 2023).

By the end of 2024, the global cost of cyberattacks is projected to exceed \$10.5 trillion, underscoring the significant financial impact of these threats (IBM - United States_Jan. 2024).

Key Success Agents

- Visionary Thinking: Technology as an Asset and Enabler
 - Embracing Innovation: Risk vs. Reward
 - Strategic Agility: Fail Fast, Stand Up Even Faster, Pivot on the Way Back Up
 - Collaborative Leadership: Align, Educate & Empower
 - Customer-Centric Approach: Focus on User Experience, $AX + CX = \text{Success}$
 - Continuous Learning and Development: You AND Your Team
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Thank you

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Growth and comfort do not coexist. – Ginni Rometty, CEO of IBM