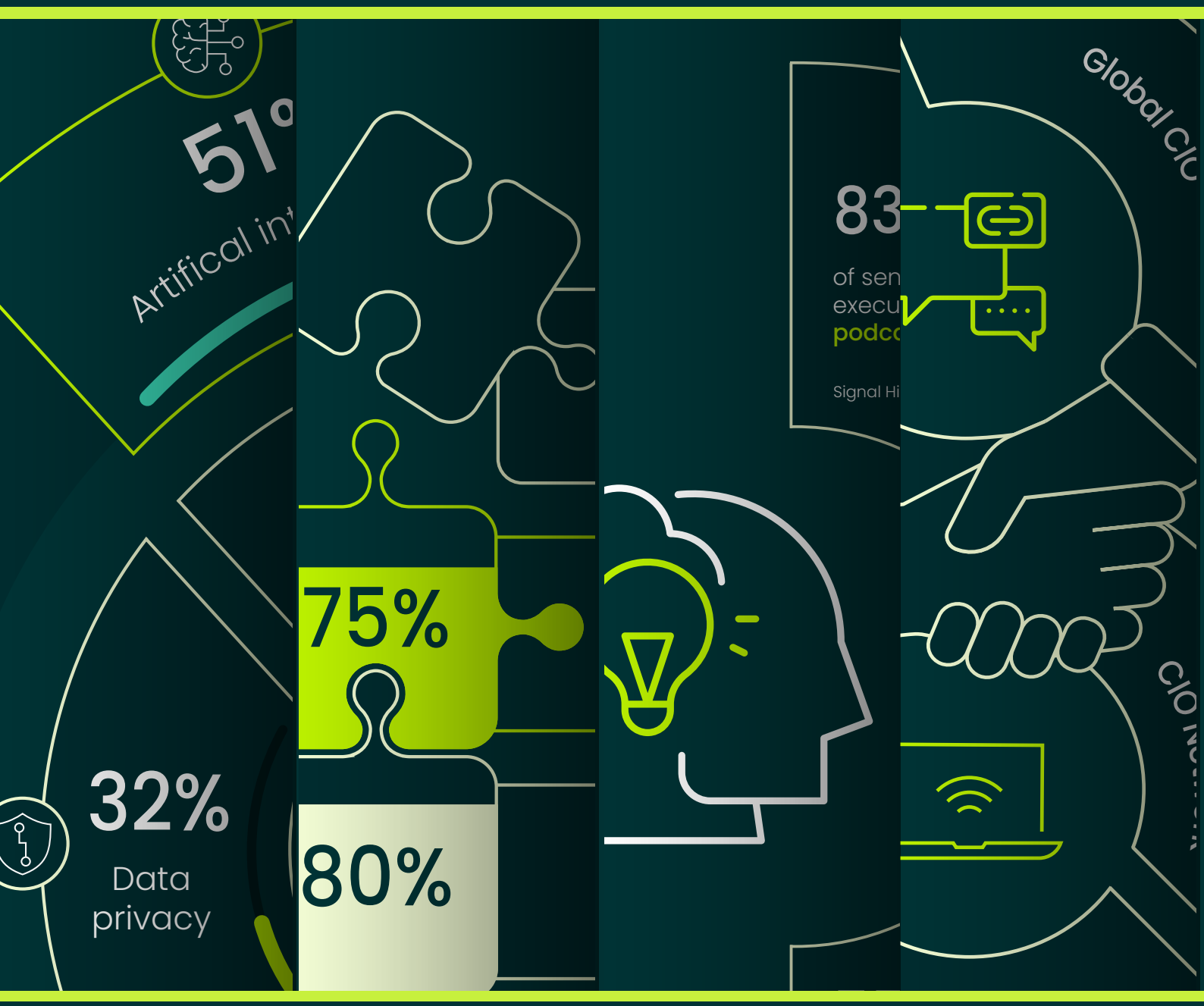


Aspectus

Audience Insights:

Chief Information Officer (CIO) edition

Exclusive, curated audience insights **for effective marketing strategies**

The place we start with any brand, marketing or communications work for a client, is thinking about their audience. Who are they? What do they care about? What will they find genuinely useful that your brand can offer?

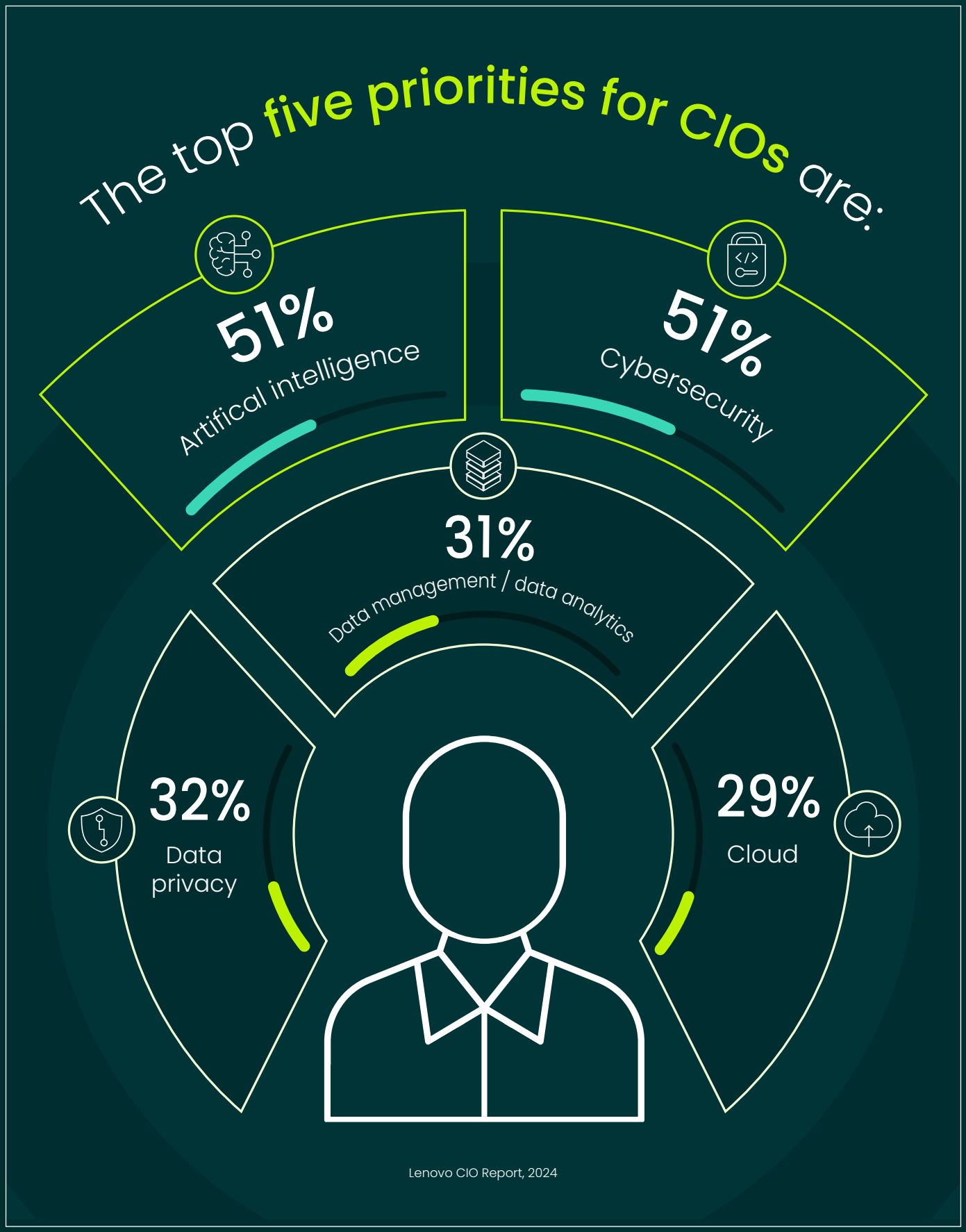
Of course, most CMOs and marketeers know this. The challenge is having to wade through masses of fragmented research, when we know most are already time-poor. That's why we've done some of the heavy lifting for you with our new series, Aspectus Audience Insights.

We'll deep-dive into the audiences we know best. By curating existing research and consolidating key insights we think will be useful to spark fresh ideas, create impactful content, and shape effective strategies.

First up, an audience a lot of our technology clients care about: the Chief Information Officer (CIO).



What are CIOs' 2025 priorities?



Lenovo CIO Report, 2024

What challenges do CIOs face?

TL;DR: CIOs are taking on broader roles, often beyond IT, as changemakers balancing innovation with operations. This comes with challenges of getting the balance right between the two and juggling it all.

Many CIOs have greater responsibility for but **less direct control over technology spend**

Gartner CIO Agenda Survey, 2024

75% of CIOs say it's challenging to find **the right balance**

Foundry State of the CIO Study, 2024

80% of CIOs have expanded their role, with **18% leading non-IT functions** and **10% leading P&L efforts**

Gartner CIO Agenda Survey, 2024

85% view themselves as changemakers, increasingly **spearheading both business and technology initiatives**

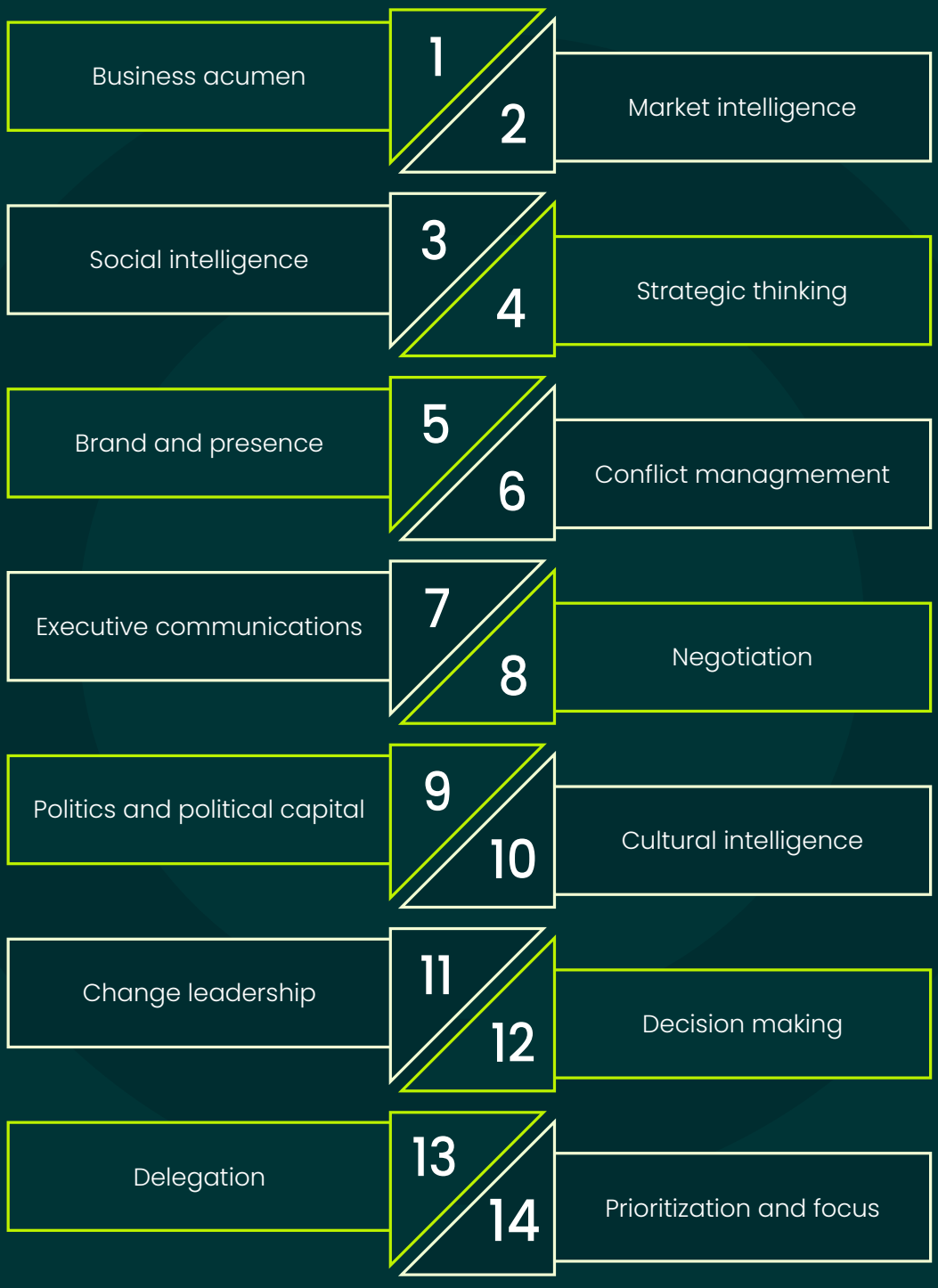
Foundry State of the CIO Study, 2024

28% admit their role has **hurt their mental health**

Foundry State of the CIO Study, 2024

What 14 skills do CIOs need to progress?

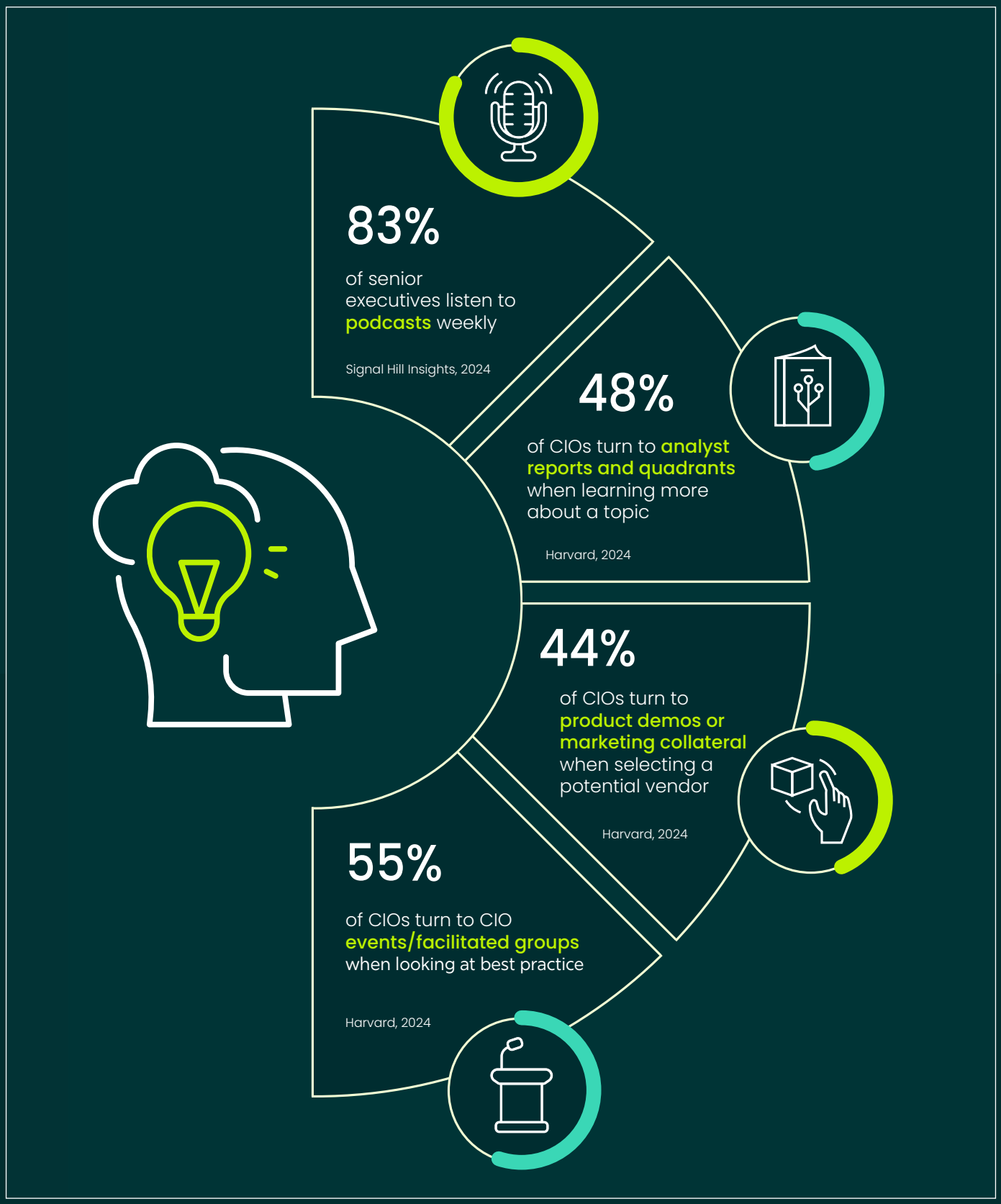
TL;DR: CIOs need a mix of strategic, social, and leadership skills — from business acumen and market intelligence to change leadership, negotiation, and cultural awareness — to thrive in today's complex landscape. (According to Gartner.)



Christie Struckman, VP analyst at Gartner writing for CIO Dive

What content do CIOs prefer?

TL;DR: CIOs seek insights through a range of channels. From podcasts, analyst reports, product demos, and events, blending expert advice with real-world examples.



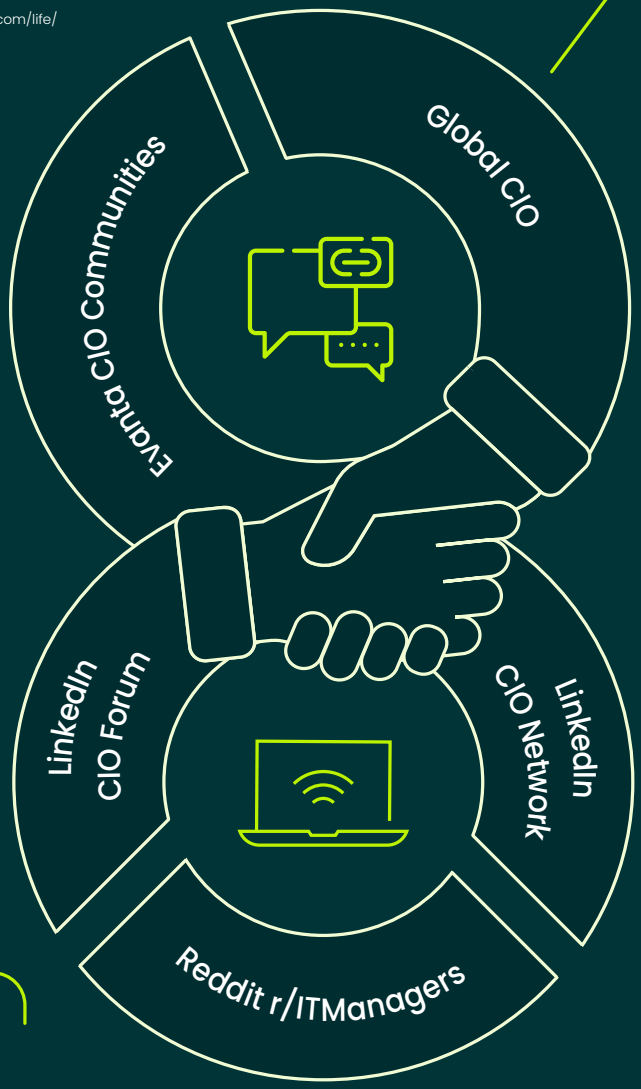
What communities do CIOs engage with?

A professional IT community uniting over 5,000 IT leaders worldwide to consolidate practical experience and build communication among IT professionals.

www.evanta.com/cio

A network of 36 communities across the globe, serving over 3,600 CIOs, facilitating peer sharing and collaboration.

www.globalcio.com/life/



A public technology discussion group with 276,385 members (January 2025)

www.linkedin.com/groups/51825/

Members of the CIO community can connect and collaborate to move their business technology initiatives and careers forward, 83,072 members (January 2025)

www.linkedin.com/groups/48613/

36K members (January 2025)

www.reddit.com/r/ITManagers/

So now what?

The goal of this series is to provide people with a snapshot of audience insights which hopefully sparks further ideas.

To give you some inspiration on how to use the above, consider the below:

- Can you demonstrate how your solutions help balance innovation and operational excellence (**which 75% of CIOs struggle with**)? For example, **does your product improve efficiency without adding to CIOs operational complexity?**
- **Can you tailor your key messages around CIOs' top priorities?** Or can you connect on a more human level given the challenges cited?
- With **28% citing mental health challenges and many juggling expanded roles**, emphasize simplicity, support, and a strong partnership approach. **Show how your product minimizes stress and workload while aligning with their top priorities.**
- Given the different formats CIOs turn to, **is your marketing strategy multi-channel and covering the key areas they turn to?** Or are you putting all your eggs into one basket?

There's a lot more we could share about this audience and how you can be more audience-focused in your marketing efforts.

Get in touch

Email | **globaltech@aspectusgroup.com**

If you'd like to speak to our B2B technology or insights experts about what that could look like. >

London | New York | Singapore | Dubai | Boston | Aberdeen | Lucerne