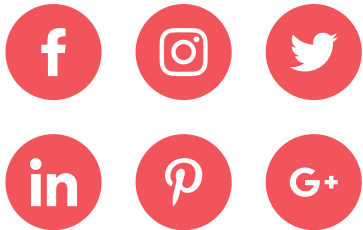


Barry Smith, Chief Digital Officer



Age
40 to 48 years

Social Networks



Industry
Technology

Organization Size
201-500 employees

Preferred Method of Communication

- Phone
- Face-To-face
- Email
- Text Messaging
- Social Media

Tools They Need to Do Their Job

- Business Intelligence Dashboards
- Reporting Software

Job Responsibilities

The responsibilities of an organization's CDO are varied and still evolving as the future of a CIO for digital businesses. The CDO is not only a digital expert, but may also be a seasoned general manager. As the role frequently is transformational, CDOs generally are responsible for the adoption of digital technologies across a business. As with most senior executive titles, the responsibilities are set by the organization's board of directors or other authority, depending on the organization's legal structure. The CDO is responsible not just for digital consumer experiences across all business touch points, but also for the whole process of digital transformation

Their Job Is Measured By

Transforming the business to use the latest technologies and improve employee satisfaction

Goals or Objectives

Improve process. Free people up from doing repetitive, mindless tasks, maximize the talent in the organization.

Biggest Challenges

- Employee Morale
- Communication
- Project Management & Disorganization
- Problem Solving & Decision Making
- Change Management
- Collaboration & Creativity
- Professional Development
- Resources
- Navigating Client Relationships & Communications

Reports to

CEO

They Gain Information By

From their direct reports. Also from attending conferences and being part of many groups.