

spea**k**

**EVERYTHING YOU NEED TO  
KNOW TO MARKET TO CIOs**



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Getting the C-Suite to hear your message is a formidable challenge for any B2B marketer. But if you think all members of the executive team think alike, you're mistaken. CEOs have different priorities than CIOs who don't worry about the same things as CFOs. There's a real opportunity to beat the competition to the table if you understand which executive will be eager to hear your story and what vernacular you should use to tell that story.

In this ebook, we'll go inside the minds of the Chief Information Officer (CIO) so you can tune your messaging to effectively target this key audience.

# MEET THE CIO

Techie. Watchdog. Circus ringmaster. These are the terms that might come to mind when you think of the CIO. But stereotypes aside, CIOs have more influence on the broader organizational strategy than ever before. Their influence extends beyond your company's technology department and can include everything from operations and analytics to customer service and marketing.

If your product or service focuses on the customer experience, analytics, or enhancing line of business processes, you'll need to win over the CIO. However, don't assume the technology chief will be on board just because you're offering something new and visionary. That's old-school thinking. Today's CIOs are taking the reins to build and lead a true IT-driven business vision for the company.

**"If you want to get into multiple areas of the organization, whether it's human resources or finance or sales, if you get the CIO on your side, all of those other entry points are going to be so much more easy. If you don't, the CIO can turn into a blocker."**

The average CIO is aged 43, works extremely hard, has spent most of his career in the IT function and is highly motivated.

Source: Ernst and Young

**92% of CIOs are men.**

KPMG

**Average tenure of a CIO is about 6 years.**

CIO

**91% of CIOs believe their job is becoming more challenging.**

CIO

# THE CIO'S STAKEHOLDERS

To fully appreciate the mindset of a CIO, you must first understand which people the CIO is trying to please every day. As the overseer of technology and data security for the company, it's no surprise that lots of individuals are interested in how the CIO is performing and the decisions he or she is making.

People to whom the CIO must demonstrate value include:

- CFO
- COO
- CSO
- CMO
- Department heads/employees
- Customers
- Analysts
- Regulatory community

**When crafting your story, consider how your brand can improve the CIO's standing with these stakeholders.**

# ROLES AND RESPONSIBILITIES

Among the duties of the CIO, these five are fundamental:



## Cost manager

Controlling the IT spend and maintaining the right balance between business innovation and operational success.



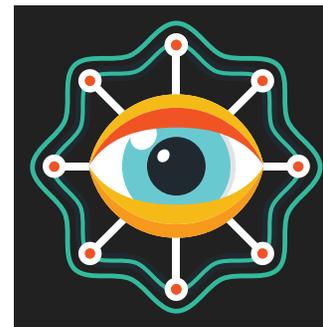
## Protector of the realm

Keeping hackers out of company data and ensuring efficient and secure operations of all systems.



## Information broker

Delivering business intelligence and insight needed to support decision making.



## Business strategist

Leading discussions on the value of technology and how it can help achieve the vision for the organization.



## Innovator

Driving business change and leveraging new technology to satisfy customers in a digital world.

# A DIGITAL LIFELINE

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CIOs want to help drive business innovation. For years, they've been battling for a bigger seat at the executive table. Their time has come. Today, the CIO's job is about more than just running a tight ship. With the explosion of new technology, the C-suite needs the CIO's insight into how their business can cope with digital disruption—and even leverage new technology to gain a competitive edge.

*Bottom line: CIOs want to help their company meet and exceed customer expectations in a digital world.*

**“[CIOs] must put in place a business technology agenda focused on delivering superior customer experience to drive growth, build competencies around customer needs, and champion holistic business outcomes over individual process efficiency.”**

Forester

# PRIORITIES

According to a recent Gartner study, the top three priorities for CIOs are:

- 1 **Business intelligence/  
analytics**
- 2 **Infrastructure and  
data center**
- 3 **Mobile**

Other priorities that have become more critical over the last few years:

- ERP
- Cloud
- Digitalization
- Security
- Networking
- Customer experience

Source: Gartner

**TIP** **By connecting the dots between your brand and one or more of these priorities, you can more effectively make inroads with CIOs.**

**By 2017, 80% of the CIO's time will be focused on analytics, cybersecurity, and creating new revenue streams through digital services.**

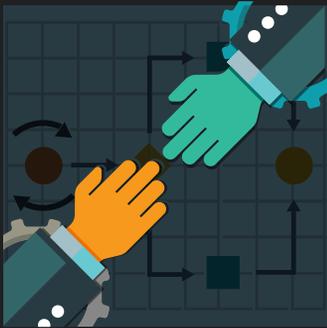
# A DAY IN THE LIFE

CIOs are busy individuals. Here's what their day might look like:

7:30 – 8:00	Check market trends, industry news, and tech links
8:00 – 9:00	Review critical updates, project status, and product launch timelines
9:00 – 9:45	Meet with IT staff to discuss priorities
9:45 – 10:30	Meet with department heads to discuss new opportunities for competitive differentiation
10:30 – 11:00	Review contracts and budgets, plan expenses
11:00 – 11:30	Check and respond to emails
11:30 – 1:00	Meet with IT staff to manage crises and strategize about legacy systems
1:00 – 1:30	Lunch
1:30 – 2:30	Attend meetings outside of IT including finance, sales, or marketing team meetings
2:30 – 3:30	Strategy and planning session with CEO and CFO
3:30 – 4:30	Review and analyze system and security reports
4:30 – 5:00	Check and respond to high priority emails
5:00 – 5:30	Review strategy notes and create action items for tomorrow

Sources: CIO, Inc.

The CIO thinks differently than his counterparts.  
Some tips to make a connection:



## Share the benefits

CIOs want to gain a better understanding of how your brand can help them provide strategic value. Explain how you can help solve real business problems and how your brand fits in with the company's overall strategy and vision.



## Be concise

CIOs want to hear the facts. Clearly explain system requirements, implementation times, and costs. Avoid making embellished claims.



## Be real

Don't expect CIOs to jump on the latest and greatest technology bandwagon. They know their stuff. Respect their expertise and provide them with real evidence of how your brand can help them drive business innovation—while minimizing risk.



## Money talks

CIOs think about budgets too. Clearly lay out the expected timeframe for results and expenses.

Using the right solution that fits with the company's IT vision is far more important to the CIO than following some new fad.

# A FEW FINAL WORDS

CIOs are playing a bigger role in strategic planning than ever before. They don't just provide the technology vision—CIOs also help optimize business processes and provide critical insight needed to support strategic decision making. Yet few marketers seem to know or spend much time considering how best to talk to them. Using this guide is a helpful first step in making a valuable connection with an important C-level player.

Need help telling your brand story? Want to develop content that helps C-level executives find you?

**Give us a holler.**

**503.946.6463**

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