# The evolving role of chief data officers in a data-driven business landscape



In today's data-centric business landscape, the role of the chief data officer (CDO) has evolved into a strategic executive position vital for organisational success. As companies increasingly recognise the potential of data as a key business asset, CDOs are tasked with cultivating a data-driven culture across all levels of the organisation. This requires not only the integration of data and analytics into business functions but also ensuring that all employees grasp the importance of data, its applications, and the measures needed to protect it.

Emerging advancements in artificial intelligence (AI) are significantly transforming the responsibilities of CDOs. According to Jeffrey Voorhees, a seasoned chief data and analytics officer at a Fortune 500 company, the current landscape presents a stark division among CDOs. Some focus on creating “endless one-offs and shiny baubles,” while others concentrate on aligning their initiatives with the broader strategic aspirations of the organisation. Speaking to CIO, Voorhees argued that it is crucial for CDOs to articulate their value to stakeholders “in the language, parlance, and currency of the audience you’re working with.”

By effectively communicating and aligning their efforts with various business functions, successful CDOs can secure allies within the organisation and establish themselves as essential partners in business development. Voorhees highlighted the risks involved when a CDO’s contributions are not recognised, stating, “When your value is not felt or understood, you are subject to changes in financial and political winds, and your ability to contribute to a high-performing organization will be limited.”

As businesses navigate this era of rapid technological advancement, particularly in AI automation, the ability of CDOs to foster a comprehensive understanding of data's value and leverage strategic innovation will determine their impact on organisational success and resilience.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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