















## EXECUTIVE SUMMARY

NOTE: ALL DATA AS OF JANUARY 1, 2013

- Global Chief Digital Officer growth has doubled each year, from 1 in 2005 to 488 CDOs in 2013. We project it to double again, to 1,000 in 2014 <Tweet this> 
- Chief Digital Officer salaries range from \$250,000-\$500,000, and up to \$700,000, depending on sector, organization, region, and CDO experience <Tweet this> 
- The first Chief Digital Officer was Jason Hirschhorn, hired by MTV in 2005. The second CDO was George Kliavkoff hired by NBC in 2006 <Tweet this> 
- Chief Digital Officers first appeared in the Media sector in 2005; then exploded in the Advertising sector from 2008-2011 <Tweet this> 
- 40% of Chief Digital Officers are in Advertising sector; 15% of CDOs in Media and Publishing sectors <Tweet this> 
- 9% of CDOs are in the Nonprofit sector, which includes Nonprofits, the Arts, Government and Education <Tweet this> 
- Chief Digital Officers can also be found in the Apparel, Government, Retail, PR, Arts, Sports, Financial Services, Medical and Pharmaceutical sectors <Tweet this> 
- 93% of Chief Digital Officers have been CDO for 0-5 years. Only 7% have been CDO for 5+ years <Tweet this> 
- 80% of Chief Digital Officers are male; 20% are female. 99% of CDOs are between 30-59 years old <Tweet this> 
- 91% of Chief Digital Officers are Caucasian; 4% are Asian; 1% are Hispanic; 1% are African American <Tweet this> 
- 54% of Chief Digital Officers have a Bachelor's degree. 26% have MBAs. 9% have a JD or PhD <Tweet this> 
- Upwardly mobile: Of the 36% of Chief Digital Officers who moved on to new roles, 77% moved up to become CEO, President, MD, Partner, Founder, or other C-Suite position <Tweet this> 
- 57% of Chief Digital Officers are located in the Northeast US; 5% in Southeast; 10% in Midwest; and 16% on the West Coast <Tweet this> 
- As of 1/1/13, 88% of Chief Digital Officers were in North America; 7% in Europe; 1% in MEA; and 4% in Asia <Tweet this> 
- Since 1/1/13, 75+ CDOs hired in Europe, including Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Holland, Italy, Serbia, Spain, Sweden, Switzerland, and the United Kingdom
- Since 1/1/13, new CDOs were hired in Argentina, Australia, Brazil, China, Hong Kong, India, Japan, Lebanon, the Philippines, Poland, Russia, Singapore, Taiwan, Turkey, the United Arab Emirates, and Vietnam