

CIO as Chief Insight Officer

An executive summary by Celera Partners

CHANGE IS OCCURRING AT A BLISTERING PACE we've never seen before. Globalization forces competition with everyone from everywhere for everything. As technology helps companies become globally advantaged, CIOs are becoming indispensable executives for planning and managing strategic growth.

Global success requires disaggregating a company's value chain to support its most profitable elements. Since competitive advantage requires speed of execution, leading companies are becoming more agile. Agility demands operations and functions to be located anywhere in the world to obtain the right cost, the right skills and the right business environment to serve customers. This ability to source and compete anywhere goes by different names—Boston Consulting Group refers to it as “Globality”, IBM as the “Globally Integrated Enterprise”, and a CIO in our network as “Footprint in a Box”—but it produces an organization that shapes its strategy, management and operations in a truly global way.

THE CIO AS CHIEF INSIGHT OFFICER. Navigating today's global marketplace means sailing uncharted waters. Senior executives at market-leading companies agree that the most successful organizations are those that see change coming and can adapt their business models accordingly.

Indeed, we are seeing the role of progressive CIOs in our network rapidly evolving into a Chief Insight Officer—an executive strategist helping to establish governance structures and shape business models capable of seizing global opportunities through operational efficiencies, innovation, collaboration and partnerships without boundaries.

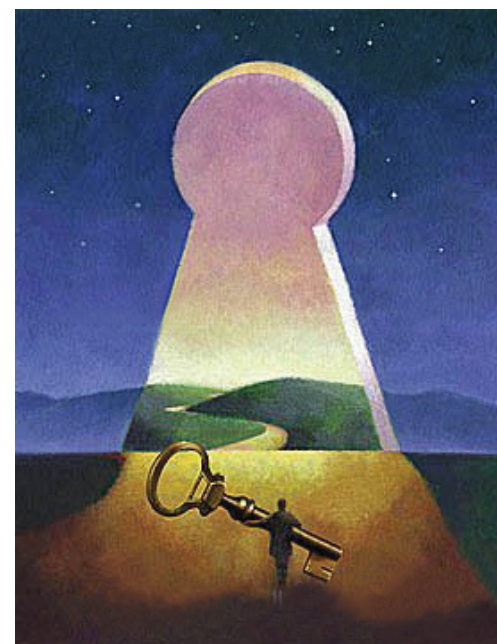
These CIOs are less technical and more business savvy than traditional CIOs. They are seen by their C-suite peers as strategic contributors and business partners. Because

CIOs have a unique end-to-end view of the business and because massive IT investment fuels growth, their insights and leadership are becoming indispensable at the board level for companies seeking to thrive in a globalizing environment characterized by accelerating, wide-ranging and uncertain change.

The rising tide of global prosperity will flood companies that don't have the right executive talent in the C-suite and the Boardroom. Celera Partners has studied the issues of globalization and corporate governance for years, performing in-depth research of CIOs, system integrators and analysts among Global 2000 companies. Celera's domain expertise can help your company successfully enable global IT transformation and integration initiatives in the following ways:

- Evaluate the Board's IT alignment with best governance practices
- Evaluate the Office of the CIO
- Recruit a Chief Insight Officer to your Board
- Recruit IT talent—Upgrading CIOs and other IT leaders to safeguard IT investments

CELERA CAN IDENTIFY AND SOLVE YOUR IT LEADERSHIP NEEDS. Please contact us to explore how we can put our knowledge to work for you.



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