Digital Leadership Down Under: Insights into Australia's Tech Roles

Executive Summary

EXECUTIVE SUMMARY

Our comprehensive analysis delves into five pivotal leadership roles in Australia's digital transformation: Chief Information Officer (CIO), Chief Technology Officer (CTO), Chief Information Security Officer (CISO), Chief Data Officer (CDO), and Chief Digital Officer (CDO).

- **CIOs:** 2,064 professionals, predominantly male (85%), with a high hiring demand. Major alma maters include the Australian Institute of Company Directors, RMIT, and Monash University.

- **CTOs:** 4,455 in number, with a 7% female representation. Key skills are evolving, with cyber security and AI growing rapidly. UNSW, RMIT, and Monash stand out as top universities.

- **CISOs, CDOs (Data), & CDOs (Digital):** Roles essential in today's dynamic digital ecosystem. Their numbers, skills, and educational backgrounds highlight the specific demands and challenges of each position.

Australia's digital future heavily relies on these roles. This study underscores their evolving skills, gender distribution, and affiliations with premier educational institutions, indicating the trajectory of the country's digital evolution.

CONTENT

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Chief Information Officer

- In Australia's pool of 2,064 Chief Information Officers (CIOs), there's a noticeable gender disparity with only 15% being female, while the vast majority, 85%, are male.

- These CIOs tend to hold their positions for an average duration of 3.8 years, indicating a moderate level of stability within this role.

- Despite the sizable number of CIOs, the market is experiencing a very high demand for hiring, suggesting a growing need for such professionals in the industry.

15%
FEMALE

2,064
PROFESSIONALS

85%
MALE

218
CHANGED JOBS

3.8 YEARS MEDIAN TENURE
Professional are most likely to switch jobs

VERY LOW	LOW	MEDIUM	HIGH	VERY HIGH

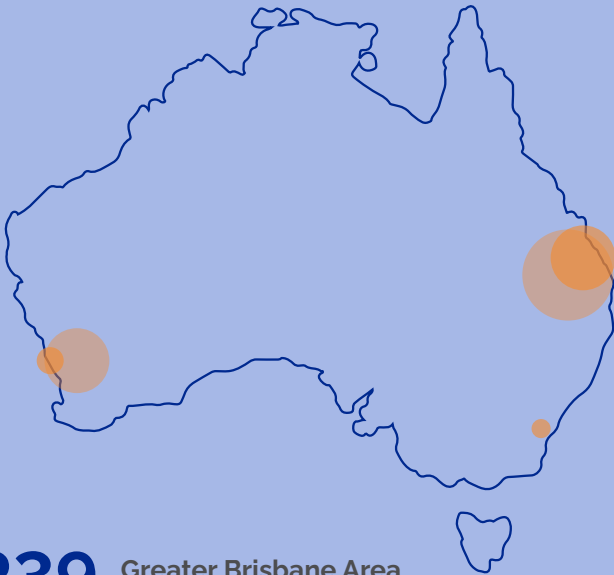**HIRING DEMAND**

This talent is **very hard to hire**

CHIEF INFORMATION OFFICER

Top Locations in Australia

WHAT ARE THE TOP LOCATIONS FOR THIS TALENT?

- The leading locations in Australia for Chief Information Officers (CIOs) are the Greater Sydney area with 695 CIOs, followed by the Greater Melbourne area with 578, and the Greater Brisbane area hosting 239.

- All these prominent locations are witnessing a very high demand for CIO positions.

- These numbers underline the concentration of tech leadership in Australia's major urban centers.

HIDDEN GEM LOCATIONS

239 Greater Brisbane Area

138 Greater Perth Area

31 Canberra, Australian Capital Territory

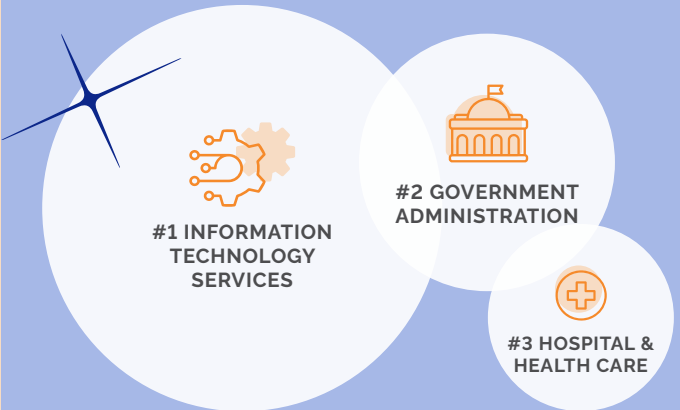| Market Area	Professionals	Hiring Demand
Greater Sydney Area	**695**	Very High
Greater Melbourne Area	**578**	Very High
Greater Brisbane Area	**239**	Very High
Greater Perth Area	**138**	Very High
Canberra, ACT	**81**	Very High
Greater Adelaide Area	**72**	High
Gold Coast	**33**	High
Greater Hobart Area	**19**	High
Greater Newcastle Area	**16**	Very High
Geelong, Victoria	**10**	High

CHIEF INFORMATION OFFICER
Industry Sectors

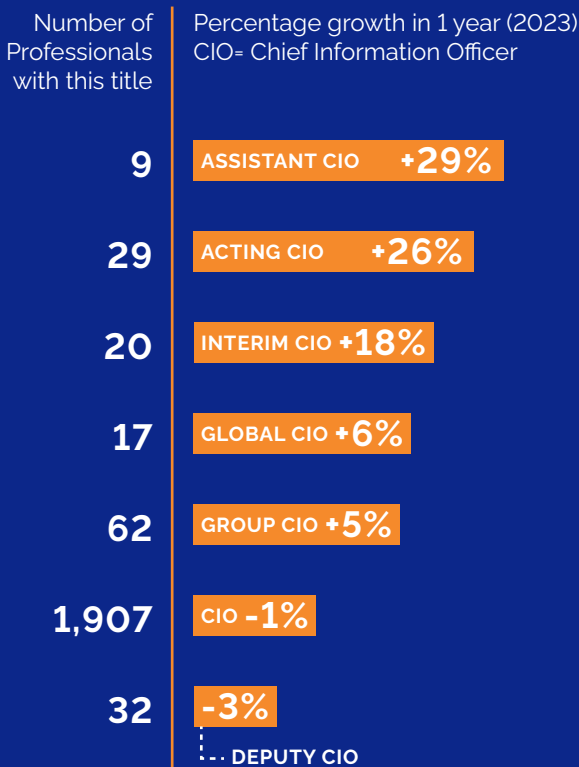### WHAT INDUSTRIES ARE EMPLOYING THIS TALENT?

- Information Technology Services leads with 333 CIOs but has low hiring demand. Government Administration has 188 CIOs with moderate demand, and Hospital and Health Care has 126 CIOs with high demand.

- Sectors like Banking, Higher Education, Non-for-Profit, and Insurance are experiencing very high hiring demands for CIOs, despite not leading in CIO numbers.

- This highlights diverse hiring trends across different industries.

FASTEST GROWING TITLES AMONG THIS TALENT

Number of Professionals with this title	Percentage growth in 1 year (2023) CIO= Chief Information Officer
9	ASSISTANT CIO +29%
29	ACTING CIO +26%
20	INTERIM CIO +18%
17	GLOBAL CIO +6%
62	GROUP CIO +5%
1,907	CIO –1%
32	–3% DEPUTY CIO

INDUSTRIES WITH TOP NUMBER OF PROFESSIONALS

#1 INFORMATION TECHNOLOGY SERVICES

#2 GOVERNMENT ADMINISTRATION

#3 HOSPITAL & HEALTH CARE

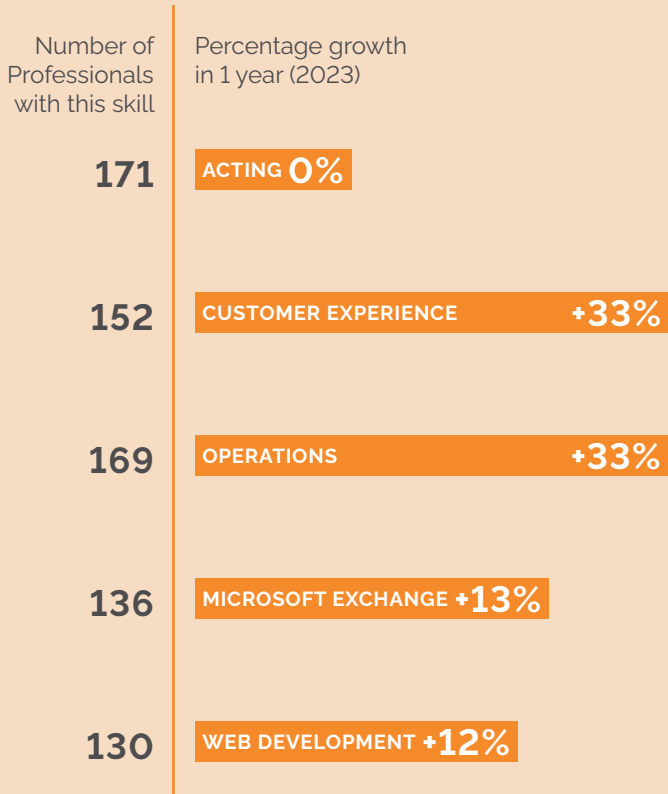| Industry	Professionals	Hiring Demand
Information Technology Services	333	Low
Government Administration	188	Moderate
Hospital & Health Care	126	High
Banking	107	Very High
Financial Services	102	Moderate
Higher Education	95	Very High
Computer Software	93	Low
Non-profit Organisation Management	77	Very High
Insurance	61	Very High

CHIEF INFORMATION OFFICER
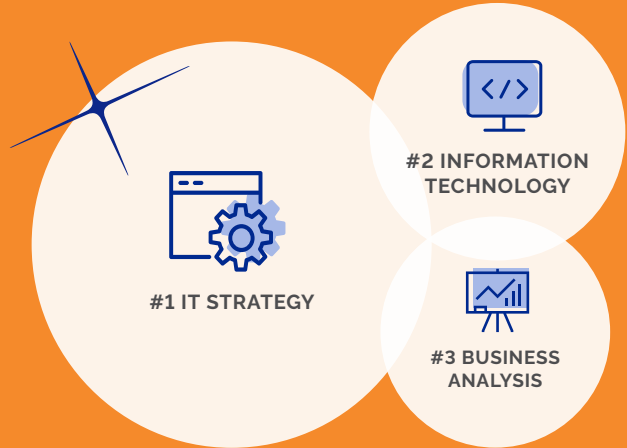# Industry Skills

WHAT ARE MOST COMMON SKILLS AMONG THIS TALENT?

- CIOs predominantly possess skills in IT Strategy, Information Technology, and Business Analysis.

- However, the fastest-growing skills in demand for CIOs are Customer Experience, Operations, and Microsoft Exchange.

- This indicates a shift in desired expertise, with a rising emphasis on customer-centric and operational capabilities.

FASTEST GROWING SKILLS AMONG THIS TALENT

Number of Professionals with this skill	Percentage growth in 1 year (2023)
171	ACTING 0%
152	CUSTOMER EXPERIENCE +33%
169	OPERATIONS +33%
136	MICROSOFT EXCHANGE +13%
130	WEB DEVELOPMENT +12%

TOP SKILLS OF THIS TALENT

#1 IT STRATEGY

#2 INFORMATION TECHNOLOGY

#3 BUSINESS ANALYSIS

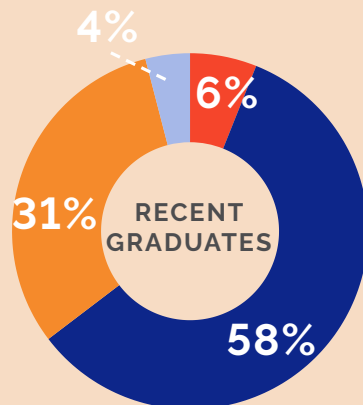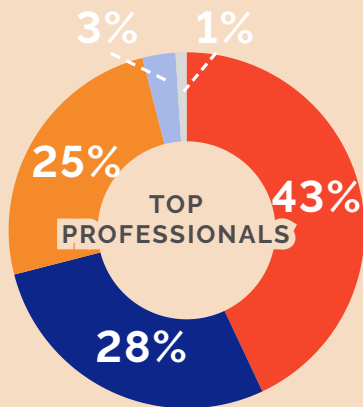| Skills	Professionals	% of Total
IT Strategy	971	47%
Information Technology	888	43%
Business Analysis	882	43%
Business Processes Improvement	793	38%
Stakeholder Management	740	36%
IT Management	719	35%
Vendor Management	711	34%

CHIEF INFORMATION OFFICER

Education of Chief Information Officer

WHAT SCHOOLS ARE PRODUCING THIS TALENT?

- The primary educational institutions for CIOs include the Australian Institute of Company Directors, RMIT University, and Monash University.

- Overall, 43% of CIOs hold a Bachelor's degree, 28% an MBA, and 25% a Master's degree.

- Among recent graduates, the distribution changes with only 6% having a Bachelor's degree, a significant 58% with an MBA, and 31% with a Master's degree, pointing to evolving educational preferences among upcoming CIOs.

% OF THE HIGHEST DEGREE THIS TALENT HAS ATTAINED

TOP PROFESSIONALS

3%
1%
25%
43%
28%

RECENT GRADUATES

4%
6%
31%
58%

- BACHELOR'S DEGREEE
- MASTER OF BUSINESS ADMINISTRATION
- MASTERS DEGREE
- DOCTOR OF PHILOSOPHY
- ASSOCIATE'S DEGREE

SCHOOLS WHERE CHIEF INFORMATION OFFICERS HAVE STUDIED IN AUSTRALIA

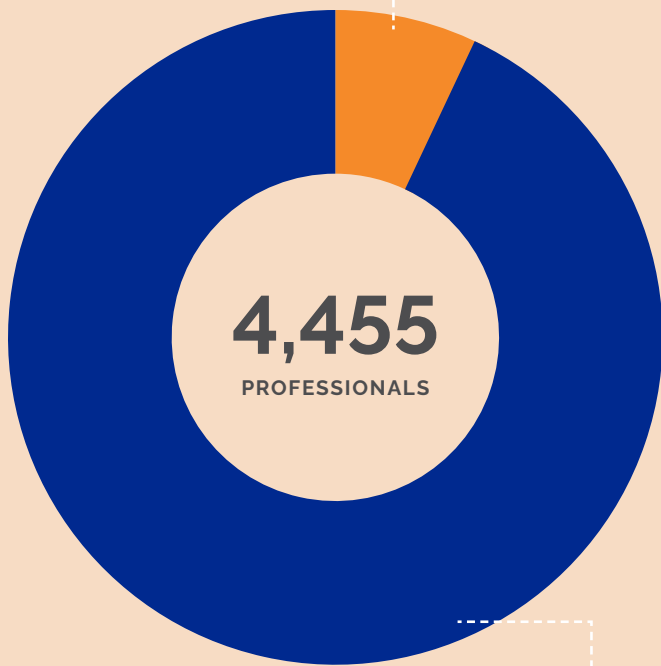| Schools	Professionals	Recent Grads
Australian Institute of Company Directors	121	40
RMIT University	101	8
Monash University	91	5
UNSW	89	6
Charles Sturt University	81	15
University of Technology Sydney	79	2
Queensland University of Technology	73	-
Swinburne University of Technology	70	3
TAFE NSW	63	1
University of Sydney	62	1

Chief Technology Officer

- Australia has 4,455 Chief Technology Officers (CTOs); there's a gender gap with 7% being female and a dominating 93% male representation.

- These CTOs typically remain in their role for a median duration of 2.8 years.

- The hiring market for CTOs is currently very high, suggesting a significant demand for such professionals in the country.

7%
FEMALE

4,455
PROFESSIONALS

93%
MALE

463
CHANGED JOBS

2.8 YEARS MEDIAN TENURE
Professional are most likely to switch jobs

VERY LOW	LOW	MEDIUM	HIGH	VERY HIGH

HIRING DEMAND
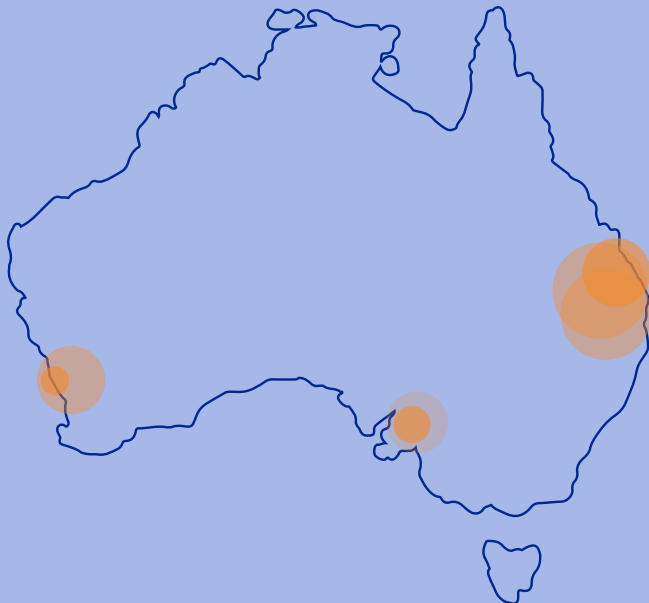
This talent is **very hard to hire**

CHIEF TECHNOLOGY OFFICER

Top Locations in Australia

WHAT ARE THE TOP LOCATIONS FOR THIS TALENT?

- Chief Technology Officers (CTOs) in Australia are predominantly located in the Greater Sydney area with 1,606 CTOs, followed by the Greater Melbourne area with 1,210, and the Greater Brisbane area having 476.

- Despite these figures, there's a very high demand for CTO positions across all these major locations.

- This indicates that Australia's primary urban centers are hubs for technology leadership roles, with the demand still on the rise.

HIDDEN GEM LOCATIONS

476 Greater Brisbane Area

291 Greater Perth Area

186 Greater Adelaide Area

Market Area	Professionals	Hiring Demand
Greater Sydney Area	1606	Very High
Greater Melbourne Area	1210	Very High
Greater Brisbane Area	476	Very High
Greater Perth Area	291	High
Greater Adelaide Area	186	High
Canberra, Australian Capital Territory, Australia	123	Very High
Gold Coast	93	High
Greater Newcastle Area	50	Moderate
Sunshine Coast, Queensland, Australia	34	Very High
Greater Hobart Area	24	High

CHIEF TECHNOLOGY OFFICER

Industry Sectors

WHAT INDUSTRIES ARE EMPLOYING THIS TALENT?

- In the Information Technology Services sector, there are 1,259 CTOs with a moderate hiring demand. The Computer Software sector has 905 CTOs with high demand, and the Internet sector boasts 296 CTOs, also with a high demand for hiring.

- Financial Services, despite not being among the top in CTO count, is experiencing a very high hiring demand.

- Conversely, demand in sectors like Higher Education and Marketing & Advertising remains low, highlighting varied hiring needs across industries.

FASTEST GROWING TITLES AMONG THIS TALENT

Number of Professionals with this title

Percentage growth in 1 year (2023)
CTO= Chief Technology Officer

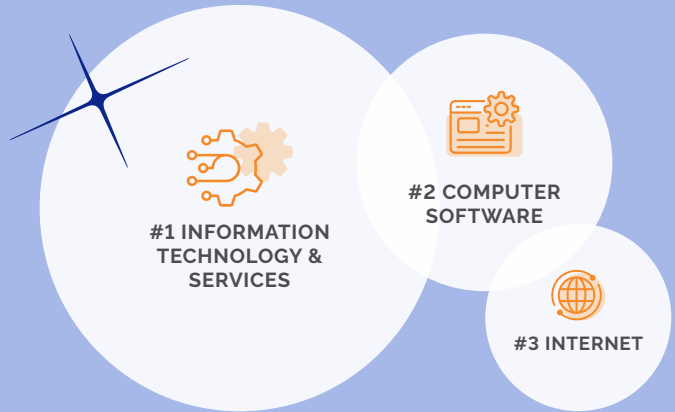|		
4,412	CHIEF TECHNOLOGY OFFICER	+2%
15	DEPUTY CTO	0%
31	INTERIM CTO	–6%

INDUSTRIES WITH TOP NUMBER OF PROFESSIONALS

#1 INFORMATION TECHNOLOGY & SERVICES

#2 COMPUTER SOFTWARE

#3 INTERNET

Industry	Professionals	Hiring Demand
Information Technology & Services	1,259	Moderate
Computer Software	905	High
Internet	296	High
Financial Services	253	Very High
Higher Education	195	Moderate
Telecommunications	173	Low
Marketing & Advertising	164	Low
Computer & Network Security	127	High
Hospital & Health Care	116	High
Management Consulting	103	Moderate

CHIEF TECHNOLOGY OFFICER
Industry Skills

WHAT ARE MOST COMMON SKILLS AMONG THIS TALENT?

- CTOs primarily excel in Software Development, Cloud Computing, and Agile Methodologies.

- However, the rapidly emerging skills in the CTO realm are Cyber Security, Digital Strategy, and Artificial Intelligence.

- This showcases an evolving landscape where CTOs are increasingly aligning with security, strategic digital transformation, and advanced AI capabilities.

FASTEST GROWING SKILLS AMONG THIS TALENT

Number of Professionals with this skill	Percentage growth in 1 year (2023)	
291	CYBERSECURITY	+37%
296	DIGITAL STRATEGY	+36%
347	ARTIFICIAL INTELLIGENCE (AI)	+36%
279	TECHNICAL LEADERSHIP	+29%
270	ANALYTICAL SKILLS	+24%

COMMON SKILLS OF THIS TALENT

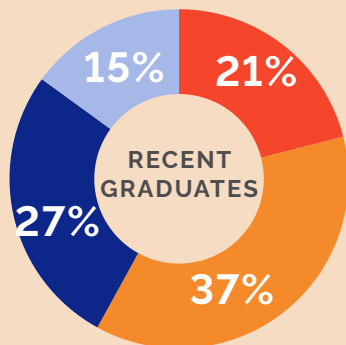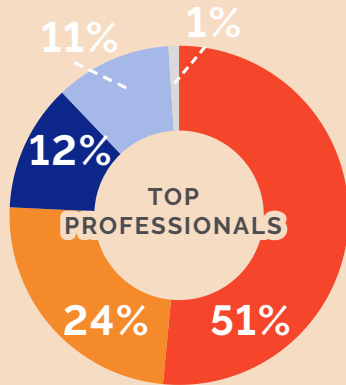| Skills	Professionals	% of Total
Software Development	2,053	46%
Cloud Computing	1,447	32%
Agile Methodologies	1,240	28%
Solution Architecture	1,115	25%
JavaScript	1,098	25%
Engineering	1,092	25%
Business Analysis	1,043	23%
SQL	987	22%
Web Development	984	22%
IT Strategy	885	20%

CHIEF TECHNOLOGY OFFICER

Education of Chief Technology Officer

WHAT SCHOOLS ARE PRODUCING THIS TALENT?

- The leading educational institutions for CTOs include UNSW, RMIT University, and Monash University.

- In terms of educational qualifications, 51% of CTOs hold a Bachelor's degree, 24% a Master's degree, and 12% have an MBA.

- Among recent graduates, the trend shifts: only 21% have a Bachelor's degree, 27% have earned an MBA, and a significant 37% hold a Master's degree, indicating evolving educational patterns among the newer CTOs.

% OF THE HIGHEST DEGREE THIS TALENT HAS ATTAINED

TOP PROFESSIONALS

1%
11%
12%
24%
51%

RECENT GRADUATES

21%
37%
27%
15%

- BACHELOR'S DEGREEE
- MASTER OF BUSINESS ADMINISTRATION
- MASTERS DEGREE
- DOCTOR OF PHILOSOPHY
- ASSOCIATE'S DEGREE

SCHOOLS WHERE CHIEF TECHNOLOGY OFFICERS HAVE STUDIED IN AUSTRALIA

Schools	Professionals	Recent Grads
UNSW	252	12
Monash University	229	15
RMIT University	205	20
University of Technology Sydney	198	13
University of Melbourne	187	12
University of Sydney	161	11
Queensland University of Technology	145	11
Swinburne University of Technology	125	10
TAFE NSW	125	2
The University of Queensland	118	8

Chief Information Security Officer

- Australia has 360 Chief Information Security Officers (CISOs); gender representation is skewed with 13% female and a predominant 87% male.

- These CISOs typically have a median tenure of 2.1 years in their roles.

- The demand for hiring CISOs in the country is very high, underlining the significant importance of cybersecurity expertise.
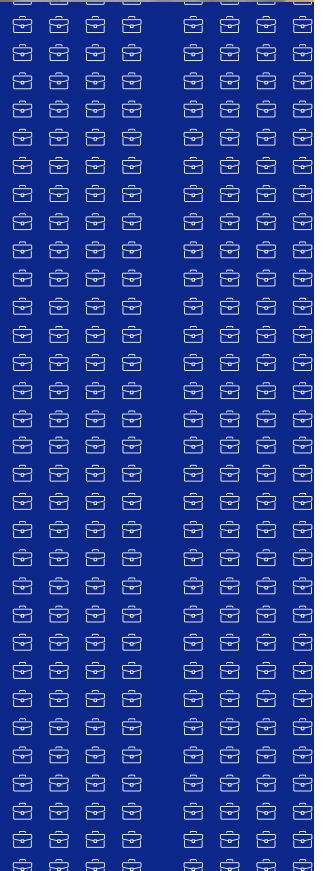
13%
FEMALE

360
PROFESSIONALS

87%
MALE

61
CHANGED JOBS

2.1 YEARS MEDIAN TENURE
Professional are most likely to switch jobs

VERY LOW LOW MEDIUM HIGH VERY HIGH

HIRING DEMAND

This talent is **very hard to hire**

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CHIEF INFORMATION SECURITY OFFICER
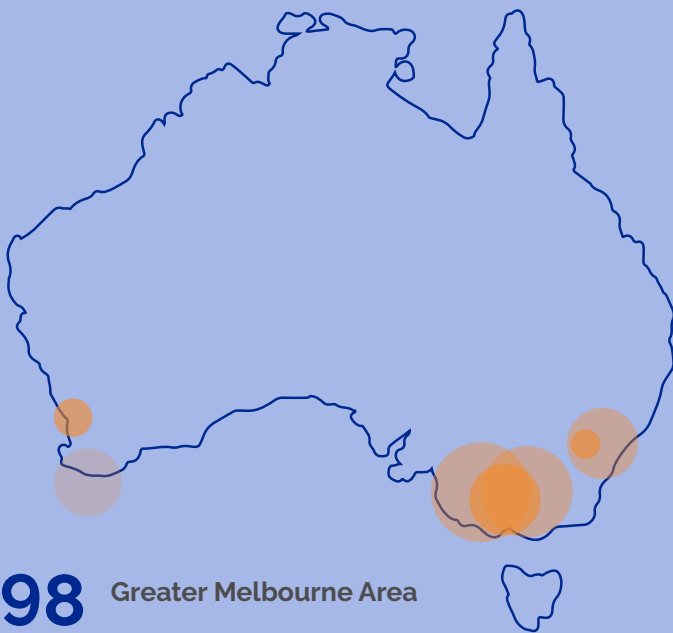
Top Locations in Australia

WHAT ARE THE TOP LOCATIONS FOR THIS TALENT?

- Chief Information Security Officers (CISOs) in Australia are largely concentrated in the Greater Sydney area with 136 CISOs, followed by the Greater Melbourne area with 98, and the Greater Brisbane area holding 46.

- Despite these distributions, there's a very high demand for CISO positions in all these major regions.

- This underscores that Australia's major urban hubs are central to cybersecurity leadership roles, with the need for such professionals continuing to grow.

HIDDEN GEM LOCATIONS

98 Greater Melbourne Area

24 Canberra, Australian Capital Territory

17 Greater Perth Area

Market Area	Professionals	Hiring Demand
Greater Sydney Area	**136**	Very High
Greater Melbourne Area	**98**	Very High
Greater Brisbane Area	**46**	Very High
Canberra, Australian Capital Territory, Australia	**24**	High
Greater Perth Area	**17**	High
Greater Adelaide Area	**11**	High
Gold Coast	**4**	-
Wollongong Area	**3**	-
Coree, Australian Capital Territory, Australia	**2**	-
Lismore, New South Wales, Australia	**1**	-

CHIEF INFORMATION SECURITY OFFICER

Industry Sectors

WHAT INDUSTRIES ARE EMPLOYING THIS TALENT?

- The Information Technology Services sector is home to 73 CISOs with a moderate hiring demand. The Computer & Network Security sector follows with 59 CISOs and a high hiring demand, while the Higher Education sector contains 38 CISOs, also with a moderate demand.

- Notably, sectors such as Banking and Insurance, even if not leading in terms of CISO numbers, are experiencing a very high hiring demand for this role.

- This data underlines the varied demand dynamics across industries, with some having significant CISO representation but varied hiring needs.

INDUSTRIES WITH TOP NUMBER OF PROFESSIONALS
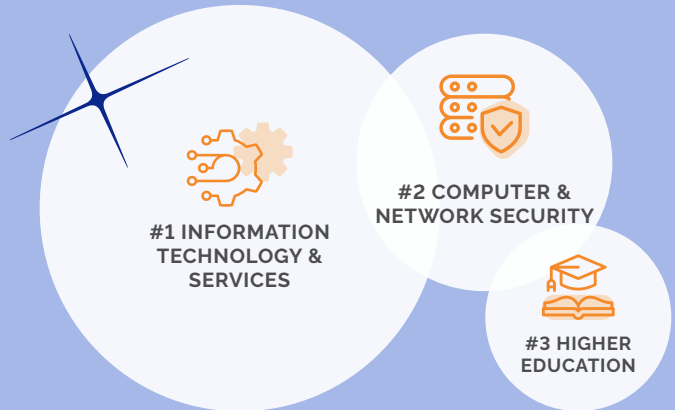
#1 INFORMATION TECHNOLOGY & SERVICES

#2 COMPUTER & NETWORK SECURITY

#3 HIGHER EDUCATION

Industry	Professionals	Hiring Demand
Information Technology & Services	73	Moderate
Computer & Network Security	59	High
Higher Education	38	Moderate
Government Administration	37	Moderate
Banking	25	Very High
Financial Services	19	High
Computer Software	19	High
Insurance	18	Very High
Hospital & Health Care	14	High
Non-profit Organisation Management	14	Moderate

FASTEST GROWING TITLES AMONG THIS TALENT

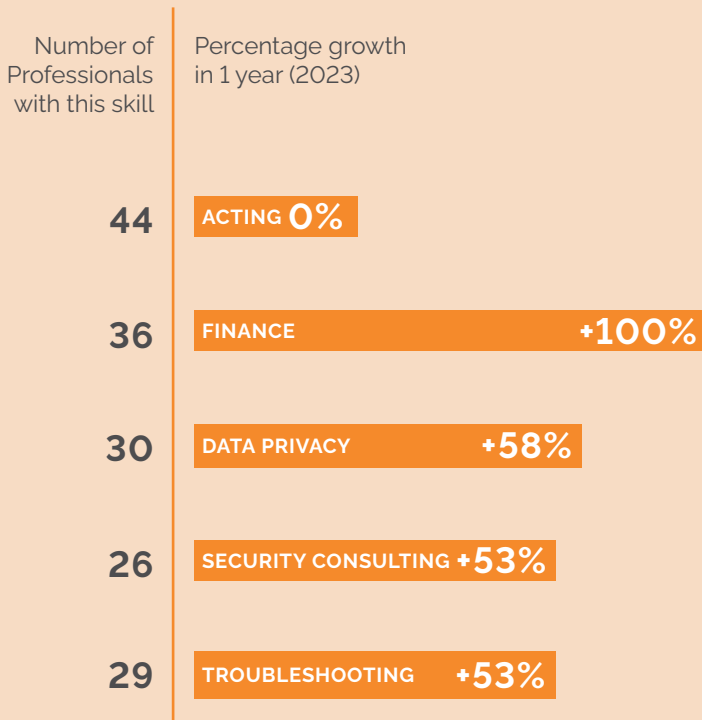| Number of Professionals with this title	Percentage growth in 1 year (2023)
360	CHIEF INFORMATION SECURITY OFFICER +6%

CHIEF INFORMATION SECURITY OFFICER

Industry Skills

WHAT ARE MOST COMMON SKILLS AMONG THIS TALENT?

- Predominant skills among CISOs include Information Security, Cybersecurity, and Risk Management.

- However, the skillset landscape is quickly evolving, with Finance, Data Privacy, Security Consulting, and Troubleshooting emerging as the fastest-growing skills for CISOs.

- This indicates that while core security skills remain vital, there's an increasing need for CISOs to diversify their expertise, especially in areas like finance and data privacy.

FASTEST GROWING SKILLS AMONG THIS TALENT

Number of Professionals with this skill	Percentage growth in 1 year (2023)
44	ACTING 0%
36	FINANCE +100%
30	DATA PRIVACY +58%
26	SECURITY CONSULTING +53%
29	TROUBLESHOOTING +53%

COMMON SKILLS OF THIS TALENT

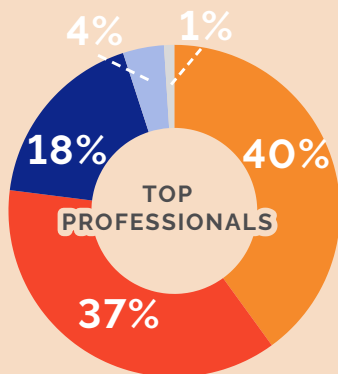| Skills	Professionals	% of Total
Information Security	271	75%
Cybersecurity	258	72%
Risk Management	194	54%
Information Technology	178	49%
IT Strategy	165	46%
ITIL	162	45%
Information Security Management	153	43%
Network Security	150	42%
Cloud Computing	125	35%
ISO 27001	124	34%

CHIEF INFORMATION SECURITY OFFICER

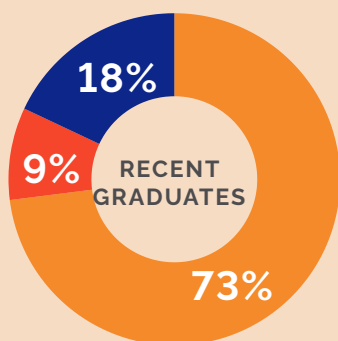# Education of Chief Information Security Officer

WHAT SCHOOLS ARE PRODUCING THIS TALENT?

- The top educational institutions for CISOs are UNSW, RMIT University, and Charles Sturt University.

- Breaking down their educational background: 40% of CISOs hold a Master's degree, 37% a Bachelor's degree, and 18% have an MBA.

- Among the recent graduates: a significant 73% have a Master's degree, 9% possess a Bachelor's degree, and 18% have completed an MBA, indicating a shift towards higher academic qualifications among the newer CISOs.

% OF THE HIGHEST DEGREE THIS TALENT HAS ATTAINED

TOP PROFESSIONALS

- 4%
- 1%
- 18%
- 40%
- 37%

RECENT GRADUATES

- 18%
- 9%
- 73%

BACHELOR'S DEGREEE

MASTER OF BUSINESS ADMINISTRATION

MASTERS DEGREE

DOCTOR OF PHILOSOPHY

ASSOCIATE'S DEGREE

SCHOOLS WHERE CHIEF INFORMATION SECURITY OFFICER HAVE STUDIED IN AUSTRALIA

Schools	Professionals	Recent Grads
UNSW	29	5
RMIT University	23	2
Charles Sturt University	22	7
Queensland University of Technology	18	1
Swinburne University of Technology	18	2
Monash University	15	-
Australian Institute of Company Directors	15	8
University of Technology Sydney	14	-
Macquarie University	13	1
TAFE NSW	13	-

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Chief Data Officer

- In Australia, there are 210 Chief Data Officers (CDOs); the gender distribution sees 32% female and 68% male representation.

- These CDOs typically hold their position for a median duration of 3.2 years.

- The demand for hiring CDOs is exceptionally high, underscoring the growing importance of data management and strategy in the modern business landscape.

32%
FEMALE

210
PROFESSIONALS

68%
MALE

40
CHANGED JOBS

3.2 YEARS MEDIAN TENURE
Professional are most likely to switch jobs

VERY LOW	LOW	MEDIUM	HIGH	VERY HIGH

HIRING DEMAND

This talent is **very hard to hire**

CHIEF DATA OFFICER
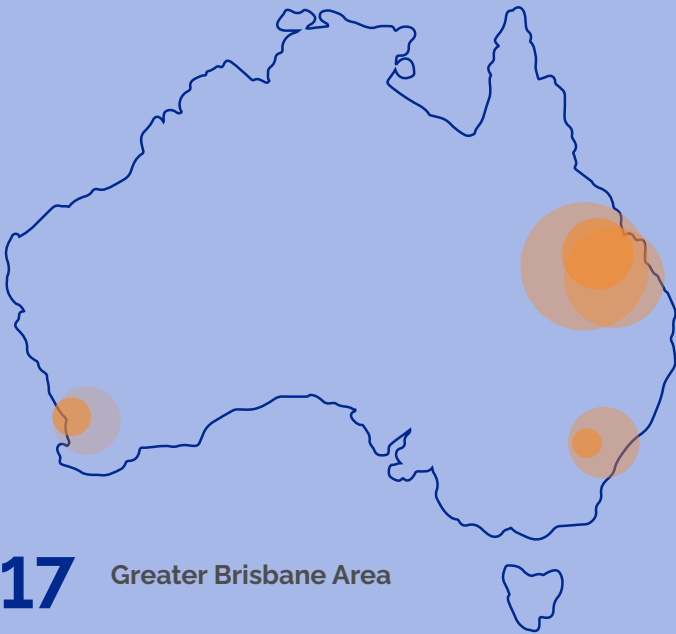
Top Locations in Australia

WHAT ARE THE TOP LOCATIONS FOR THIS TALENT?

- Chief Data Officers (CDOs) in Australia are predominantly located in the Greater Sydney area, with 82 CDOs, followed by the Greater Melbourne area housing 54, and the Greater Brisbane area with 17.

- All these key locations are witnessing a very high demand for CDO roles.

- This indicates that Australia's major urban centers remain pivotal for data leadership roles, and the need for such professionals continues to surge.

HIDDEN GEM LOCATIONS

17 Greater Brisbane Area

17 Canberra, Australian Capital Territory

8 Greater Perth Area

Market Area	Professionals	Hiring Demand
Greater Sydney Area	82	Very High
Greater Melbourne Area	54	Very High
Greater Brisbane Area	17	Very High
Canberra, Australian Capital Territory, Australia	17	Very High
Greater Perth Area	8	-
Greater Adelaide Area	4	-
Wollongong Area	3	-
Gold Coast	2	-
Coree, Australian Capital Territory, Australia	2	-
Alice Springs, Northern Territory, Australia	2	-

CHIEF DATA OFFICER

Industry Sectors

WHAT INDUSTRIES ARE EMPLOYING THIS TALENT?

- Government Administration leads with 28 CDOs, but the hiring demand in this sector is low. The Information Technology & Services industry has 26 CDOs and faces a moderate hiring demand. Meanwhile, the Higher Education sector has 23 CDOs and is experiencing a very high hiring demand.

- This data underscores the varied dynamics across industries, with some sectors having a notable number of CDOs but differing levels of hiring needs.

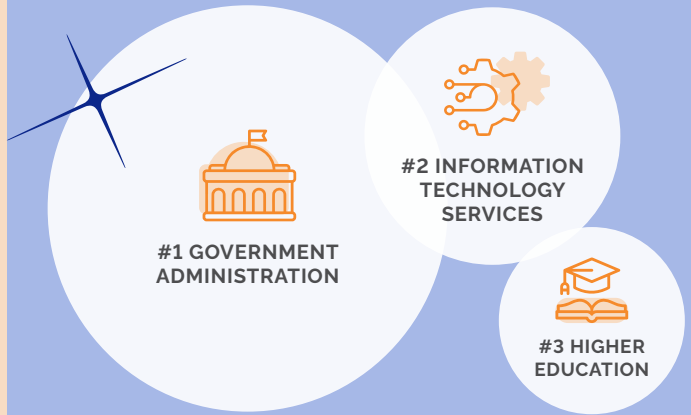## FASTEST GROWING TITLES AMONG THIS TALENT

Number of Professionals with this title

210

Percentage growth in 1 year (2023)

| CHIEF DATA OFFICER | +18% |

INDUSTRIES WITH TOP NUMBER OF PROFESSIONALS

#1 GOVERNMENT ADMINISTRATION

#2 INFORMATION TECHNOLOGY SERVICES

#3 HIGHER EDUCATION

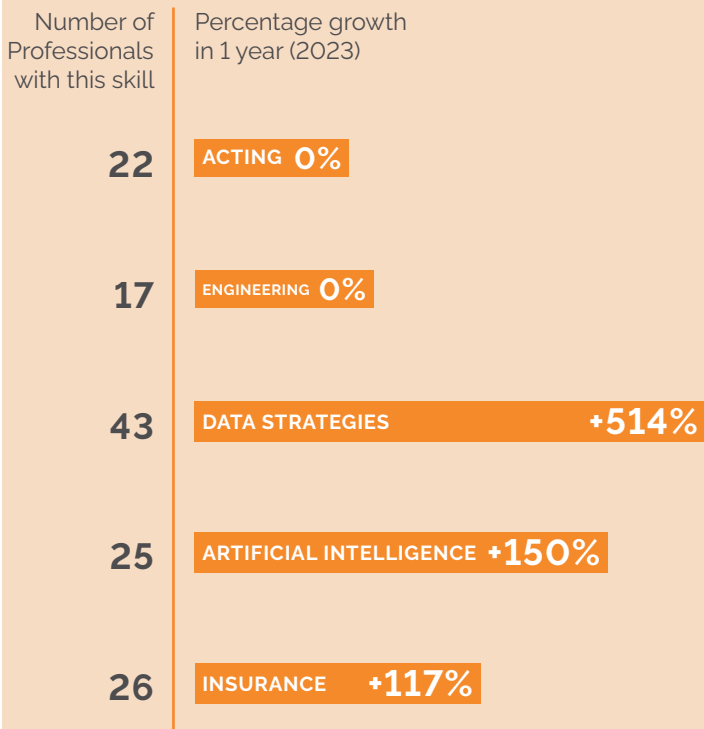| Industry	Professionals	Hiring Demand
Government Administration	28	Low
Information Technology & Services	26	Moderate
Higher Education	23	Very High
Computer Software	18	Moderate
Banking	15	Very High
Management Consulting	13	Moderate
Hospital & Health Care	13	Moderate
Financial Services	8	-
Capital Markets	8	-
Marketing and Advertising	8	-

CHIEF DATA OFFICER

Industry Skills

WHAT ARE MOST COMMON SKILLS AMONG THIS TALENT?

- Chief Data Officers (CDOs) primarily possess skills in Analytics, Business Analytics, and Business Intelligence.

- On the evolving horizon, Data Strategies, Artificial Intelligence, and Insurance are emerging as the fastest-growing skills among CDOs.

- This suggests that while analytical capabilities remain central, there's a clear shift towards strategic data management and understanding of specific sectors like insurance in the CDO role.

FASTEST GROWING SKILLS AMONG THIS TALENT

Number of Professionals with this skill	Percentage growth in 1 year (2023)
22	ACTING 0%
17	ENGINEERING 0%
43	DATA STRATEGIES +514%
25	ARTIFICIAL INTELLIGENCE +150%
26	INSURANCE +117%

COMMON SKILLS OF THIS TALENT

Skills	Professionals	% of Total
Analytics	123	59%
Business Analysis	85	40%
Business Intelligence (BI)	74	35%
Data Analysis	72	34%
Stakeholder Management	62	30%
Business Process Improvement	54	26%
Analytical Skills	47	22%
Data Science	44	21%
Data Management	44	21%
Data Strategies	43	20%

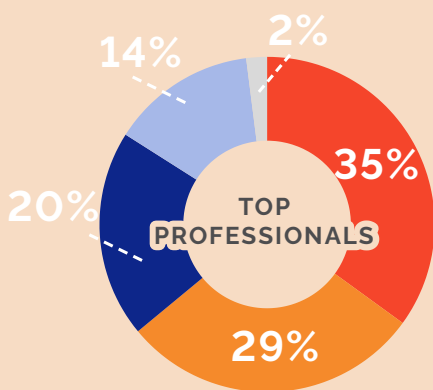## CHIEF DATA OFFICER
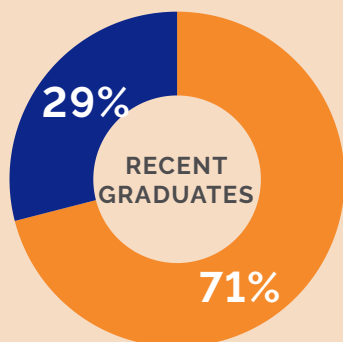
Education of Chief Data Officer

WHAT SCHOOLS ARE PRODUCING THIS TALENT?

- The leading educational institutions for CDOs are the Australian Institute of Company Directors, RMIT University, and Monash University.

- Diving into their academic backgrounds: 35% of CDOs possess a Bachelor's degree, 29% a Master's degree, and 20% have earned an MBA.

- Looking at recent graduates: a notable 71% hold a Master's degree while the remaining 29% have completed an MBA, highlighting an evident trend towards higher academic qualifications among the newer generation of CDOs.

% OF THE HIGHEST DEGREE THIS TALENT HAS ATTAINED

TOP PROFESSIONALS

- 2%
- 14%
- 35%
- 29%
- 20%

- **BACHELOR'S DEGREEE**
- **MASTER OF BUSINESS ADMINISTRATION**
- **MASTERS DEGREE**
- **DOCTOR OF PHILOSOPHY**
- **ASSOCIATE'S DEGREE**

RECENT GRADUATES

- 29%
- 71%

SCHOOLS WHERE CHIEF DATA OFFICER HAVE STUDIED IN AUSTRALIA

Schools	Professionals	Recent Grads
Australian Institute of Company Directors	15	8
Monash University	12	–
RMIT University	11	3
University of Sydney	11	–
Swinburne University of Technology	11	3
Queensland University of Technology	10	3
University of Technology Sydney	10	–
The University of Queensland	8	–
The Australian National University	8	–
Macquarie University	8	–

Chief Digital Officer

- There are 175 Chief Digital Officers (CDOs) in Australia, with a gender distribution of 27% female and 73% male.

- The median tenure for these professionals stands at 2.1 years.

- Currently, there's a very high hiring demand for Chief Digital Officers, emphasizing the increasing importance of digital transformation and strategy in the business environment.

27%
FEMALE

175
PROFESSIONALS

73%
MALE

30
CHANGED JOBS

2.1 YEARS MEDIAN TENURE
Professional are most likely to switch jobs

VERY LOW	LOW	MEDIUM	HIGH	VERY HIGH

HIRING DEMAND

This talent is **very hard to hire**

CHIEF DIGITAL OFFICER

Top Locations in Australia

WHAT ARE THE TOP LOCATIONS FOR THIS TALENT?

- Chief Digital Officers (CDOs) in Australia are majorly based in the Greater Sydney area, housing 61 CDOs. This is followed by the Greater Melbourne area with 41, and the Greater Brisbane area hosting 36.

- Despite the distribution, there's a very high demand for CDO roles in all these prominent regions.

- This data suggests that Australia's major metropolitan areas remain central hubs for digital leadership, with a significant need for these professionals continuing to grow.

Market Area	Professionals	Hiring Demand
Greater Sydney Area	**61**	Very High
Greater Melbourne Area	**41**	Very High
Greater Brisbane Area	**36**	High
Greater Perth Area	**10**	Moderate
Canberra, Australian Capital Territory, Australia	**9**	-
Greater Adelaide Area	**4**	-
Greater Hobart Area	**2**	-
Geelong, Victoria, Australia	**2**	-
Rockhampton Area	**1**	-
Greater Newcastle Area	**1**	-

CHIEF DIGITAL OFFICER

Industry Sectors

WHAT INDUSTRIES ARE EMPLOYING THIS TALENT?

- In the Government Administration sector, there are 27 CDOs and the hiring demand is high. The Information Technology & Services industry houses 22 CDOs and also has a high hiring demand. Meanwhile, the Marketing & Advertising sector experiences a moderate hiring demand for CDO roles.

- This illustrates the importance of digital leadership across various sectors, with government and IT industries particularly recognizing the need for digital expertise at a high level.
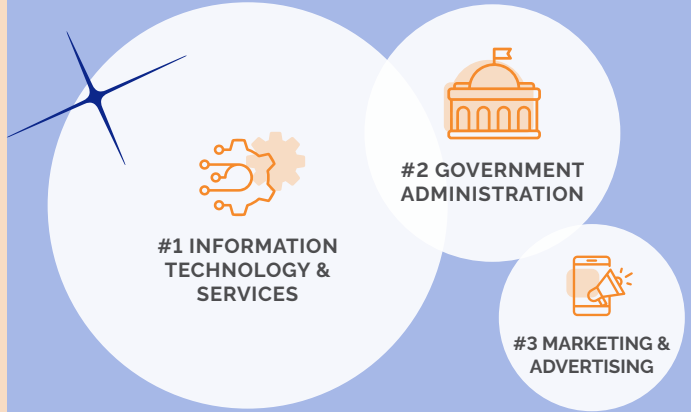

FASTEST GROWING TITLES AMONG THIS TALENT

Number of Professionals with this title	Percentage growth in 1 year (2023)
175	CHIEF DIGITAL OFFICER +3%

INDUSTRIES WITH TOP NUMBER OF PROFESSIONALS

#1 INFORMATION TECHNOLOGY & SERVICES

#2 GOVERNMENT ADMINISTRATION

#3 MARKETING & ADVERTISING

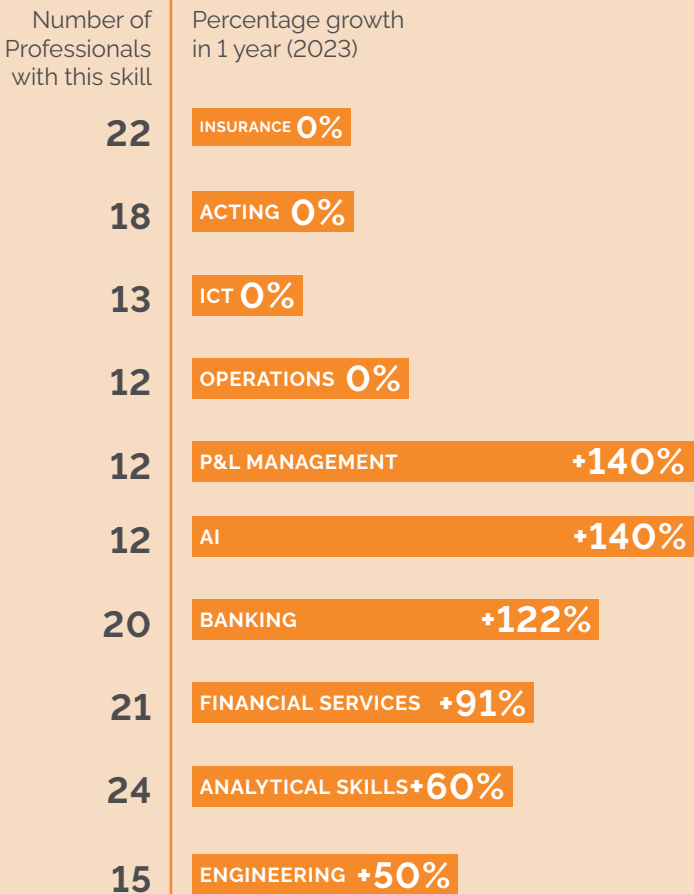| Industry	Professionals	Hiring Demand
Information Technology & Services	27	High
Government Administration	22	High
Marketing & Advertising	21	Moderate
Higher Education	11	High
Retail	11	Very High
Computer Software	9	-
Hospital & Health Care	9	-
Non-Profit Organisation Management	8	-
Banking	8	-
Education Management	7	-

CHIEF DIGITAL OFFICER

Industry Skills

WHAT ARE MOST COMMON SKILLS AMONG THIS TALENT?

- Chief Digital Officers (CDOs) primarily bring expertise in Digital Strategy, Stakeholder Management, and Business Analytics.

- As the digital landscape evolves, P & L Management, AI, and Banking have emerged as the fastest-growing skills among CDOs.

- This indicates that while foundational digital strategy skills remain essential, there's a notable trend towards more specialized competencies, including financial oversight and industry-specific knowledge, in the digital leadership role.

FASTEST GROWING SKILLS AMONG THIS TALENT

Number of Professionals with this skill	Percentage growth in 1 year (2023)
22	INSURANCE 0%
18	ACTING 0%
13	ICT 0%
12	OPERATIONS 0%
12	P&L MANAGEMENT +140%
12	AI +140%
20	BANKING +122%
21	FINANCIAL SERVICES +91%
24	ANALYTICAL SKILLS +60%
15	ENGINEERING +50%

COMMON SKILLS OF THIS TALENT

Skills	Professionals	% of Total
Digital Strategy	73	42%
Stakeholder Management	65	37%
Business Analysis	63	36%
Information Technology	55	31%
Program Management	55	31%
Business Process Improvement	54	31%
Digital Marketing	49	28%
IT Strategy	47	27%
E-Commerce	46	26%
Customer Relationship Management (CRM)	45	26%

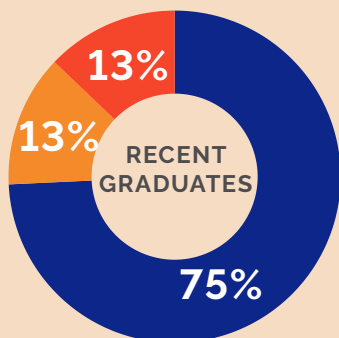## CHIEF DIGITAL OFFICER

Education of Chief Digital Officer

WHAT SCHOOLS ARE PRODUCING THIS TALENT?

- The preferred educational institutions among CDOs include the Australian Institute of Company Directors, Queensland University of Technology, and Griffith University.

- Delving into their academic qualifications: 35% of CDOs hold an MBA, 29% have a Bachelor's degree, and 32% have secured a Master's degree.

- Among recent graduates, there's a significant tilt towards higher qualifications, with 75% holding an MBA and 13% with a Bachelor's degree. This indicates a growing emphasis on advanced business education among the newer generation of Chief Digital Officers.

% OF THE HIGHEST DEGREE THIS TALENT HAS ATTAINED

TOP PROFESSIONALS
- 35%
- 32%
- 29%
- 3%
- 2%

RECENT GRADUATES
- 75%
- 13%
- 13%

- BACHELOR'S DEGREEE
- MASTER OF BUSINESS ADMINISTRATION
- MASTERS DEGREE
- DOCTOR OF PHILOSOPHY
- ASSOCIATE'S DEGREE

SCHOOLS WHERE CHIEF DIGITAL OFFICER HAVE STUDIED IN AUSTRALIA

Schools	Professionals	Recent Grads
Australian Institute of Company Directors	18	4
Queensland University of Technology	13	2
Griffith University	10	–
University of Sydney	9	–
RMIT University	8	–
Swinburne University of Sydney	7	–
Monash University	7	1
Charles Surt University	7	1
AGSM @ UNSW Business School	7	–
Deakin University	7	–

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