



The New CIO Leader: Setting the Agenda and Delivering Results

Marianne Broadbent, Ellen Kitzis

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Two converging factors--the ubiquitous presence of technology in organizations and the recent technology downturn--have brought chief information officers (CIOs) to a critical breaking point. They can seize the moment to leverage their expertise into a larger and more strategic role than ever before, or they can allow themselves to be relegated to the sideline function of "chief technology mechanic." Drawing from exclusive research conducted by Gartner, Inc., with thousands of companies and CIOs, Marianne Broadbent and Ellen Kitzis reveal exactly what CIOs must do now to solidify their credibility with the executive team and bridge the chasm that currently separates business and IT strategy.

The New CIO Leader outlines the agenda CIOs need to integrate business and IT assets in a way that moves corporate strategy forward--whether a firm is floundering, successfully competing, or leading its industry. Mandatory reading for CIOs in every firm, *The New CIO Leader* spells out how information systems can deliver results that matter--and how CIOs can become the enterprise leaders they should be.

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