



**CIO** Executive Council

## Executive Network

IT leaders driving technology innovation and digital transformation initiatives



## About the Executive Network

*The CIO Executive Council's Executive Network is a members-only community of IT advisors and global technology and business leaders empowered by peer support and a distinctive blend of programming, content, engagement, and relevant career development tools.*

Members of the Executive Network community are committed to developing and deploying innovative and transformational digital technology initiatives that have a direct and significant impact on business success and growth at the world's most influential and evolving organizations. They include CIOs, CTOs, CISOs, and other high-level executives, as well as IT managers and directors who have frontline responsibility for creating and maintaining technology solutions that have a positive impact on business revenue and the digital customer experience.

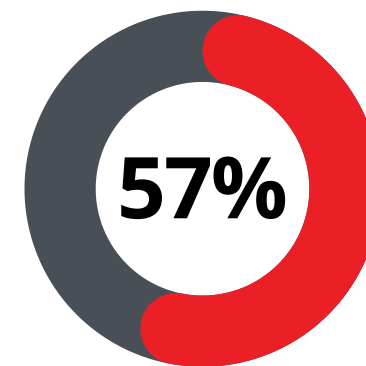




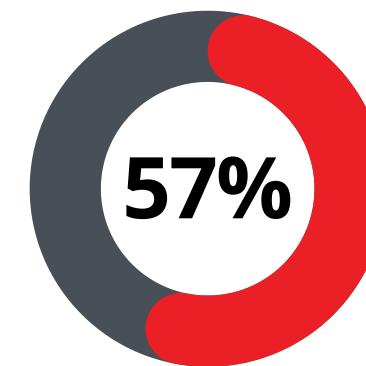
## Programs, Services, Engagement

The foundation of the Executive Network community is an integrated range of programs, services, and engagement options that offer members a variety of learning activities and resources, provide opportunities to share strategic information and insights in a trusted environment, and allow participation in media projects and events that spotlight and expand their thought-leadership. These programs and alternatives, as well as the support of a trusted and experienced peer network, are incredibly important today as the IT organization and technology leaders work more closely with the business to achieve critical corporate-wide business objectives and goals.

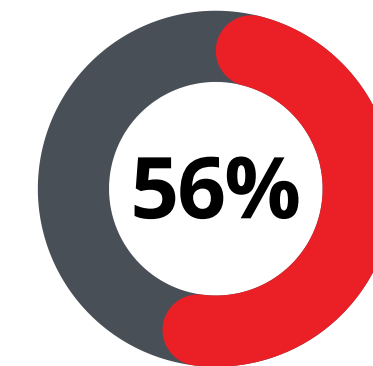
### Key Business Concerns for IT Leaders Today



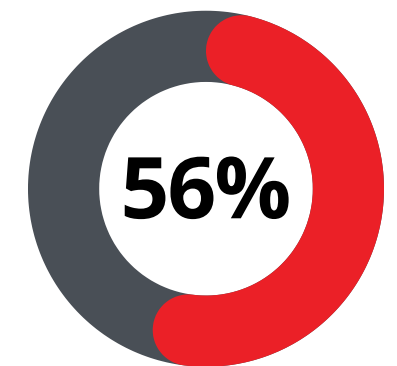
**Increase cybersecurity  
protections**



**Improve customer  
experience**



**Transform existing  
business processes**



**Increase operational  
efficiency**

*2021 State of the CIO Study, CIO/IDG*

## Executive Network Programs and Services

**Peer Connections and Engagements** - The CIO Executive Council offers an extensive portfolio of options that allow members to easily tap into the collective knowledge of a motivated community of C-Level executives, IT leaders, and others who focus on specific areas such as change management, security, customer experience, team dynamics, and functional IT responsibilities. Options include the ability to connect one-to-one with individual members to discuss and receive guidance on specific challenges and projects, as well as take part in public forum or closed-session roundtable discussions. All of these engagements are facilitated by Council staff who work with members to understand their specific needs and tailor meetings to deliver optimum benefits.

**Virtual Programming** - Executive Network members can take part in a wide range of webinars, leadership roundtables, and strategic briefings that bring IT leaders together to exchange ideas and solutions on a variety of technology and strategic topics. The keystone of these virtual offerings are monthly webinars, led by experienced IT professionals, that align with current trends and challenges in the industry and are formatted to deliver solutions-oriented information in a lively and interactive format. Professionally-moderated virtual roundtable gatherings are also included in the programming portfolio and provide further opportunities for engagement and idea-sharing. Roundtable topics are typically suggested by Executive Network members and zero in on some of the most critical issues facing IT-business leaders today. Private follow-up meetings are also an option, as well as summaries of key points from open roundtable sessions.

*Collectively, the range of options available to members as part of the Executive Network provide a customized experience and strategic roadmap for personal and professional growth, as well as opportunities for the advancement of team members.*

## Executive Network Programs and Services (continued)

**Access to a Growing Library of Relevant Content** - The CIO Executive Council member portal is a proprietary digital library that includes a range of searchable information that is created and stored with members' needs in mind. Content in this library includes digital cases studies, strategic summaries of roundtable discussions, archived Council webinars, Council podcast recordings, and research reports and materials provided exclusively to members by IDG and IDC. This library is supported by Council staff who work closely with members to help locate the right information in a timely fashion.

**Brand Management Services** - A unique offering that focuses on the personal and professional brand development of an IT leader, acknowledgment of the technology and professional accomplishments of team members, and the recognition of the IT organization's and company's excellence in the industry. The service carefully matches a member's goals, technical and strategic proficiencies, and comfort level with a range of available event and media opportunities. We work closely with experienced reporters and editors, as well as conference producers worldwide, to present the thought leadership of Executive Network members. We also make every effort to tailor each event and editorial opportunity to a member's goals to ensure accuracy and provide maximum value to a planned feature article or column.



## Editorial and Virtual Opportunities

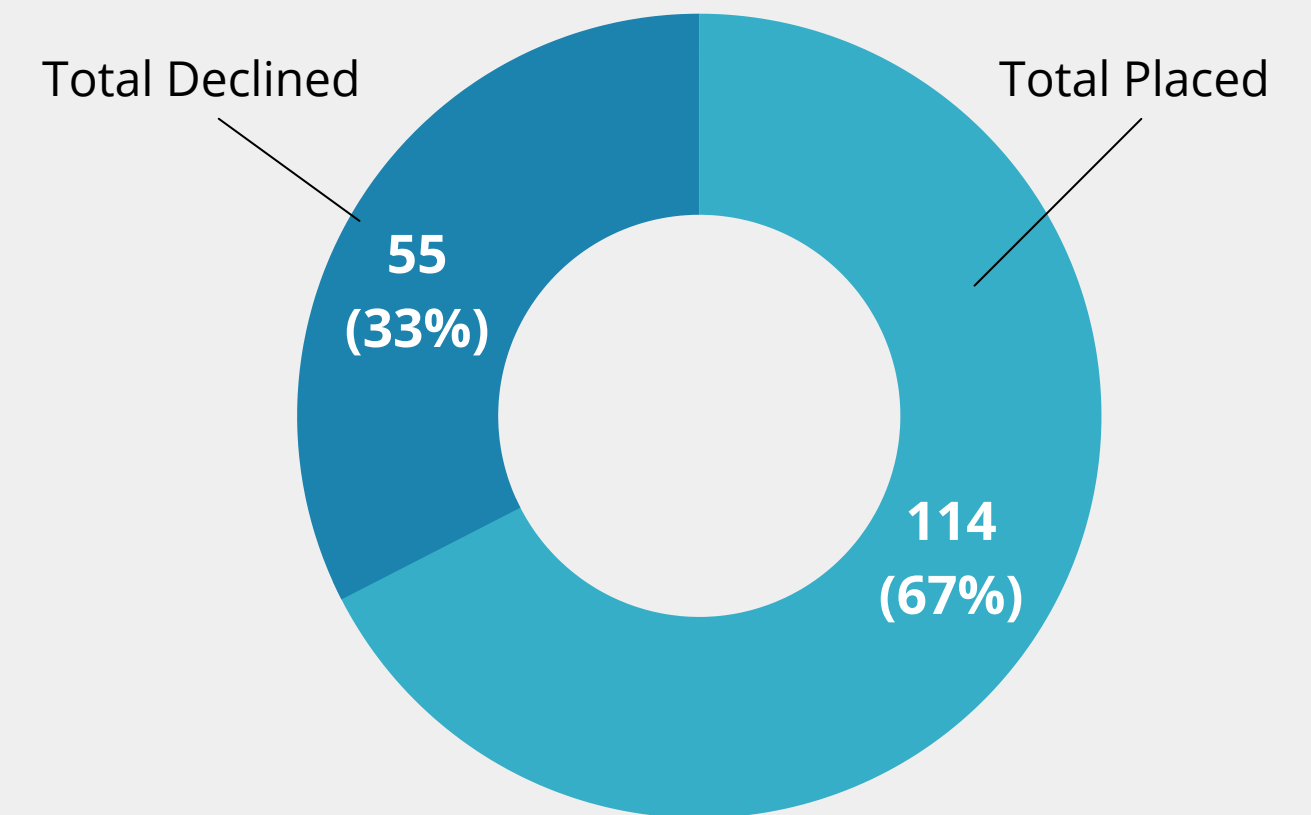
**CIO Leadership Live** - A video interview program series jointly produced by CIO.com and the CIO Executive Council that features today's top IT leaders. [Click here](#) for details.

**CIO Executive Council Point of View** - A technology and strategic opinion column authored by IT leaders or team members that explores a range of trending topics and challenges, ranging from IT culture and team management to data analytics and measuring the success of IT projects. Columns are formatted to educate and provide guidance to other IT executives and are published on CIO.com.

**CIO Executive Council Future Forward Podcasts** - A series of recorded conversations with top IT leaders on a variety of key topics. Sessions are edited to be presented in brief segments that allow you to get into the mind of executives who are dealing with some of the most pressing challenges in IT and business today. Recordings are posted on the Executive Network member portal and are made available publicly as well. [Click here](#) for examples.



## Brand Management Services Placements



169 Total Offerings - 67% Success Rate

The CIO Executive Council's Brand Management Services group presented 169 media and event opportunities to its Executive Network members in Q1/Q2 2021 and successfully placed 114 IT leaders – resulting in a 67.46% success rate.

## What Does the CIO Executive Council and Executive Network Mean to Me?

"It provides relevant content in context around current issues, and a platform to voice opinions and thoughts, and getting responses from the CIO community."

- *CIO for a national insurance group*

"It continues to bring groups together to discuss relevant topics and connects CIOs that are experiencing unique challenges."

- *CIO for a nationally-recognized public university*

"The peer-to-peer connections are amazing. We have also been able to leverage the Council's (development) programs over the years. My only challenge is finding the time to make use of all the great content."

- *CIO of a global real estate investment company*

The knowledge, insights, and best practices that are shared among Council members through Executive Network webinars, roundtables, one-to-one peer connections, leadership development programs, and relevant and useful content can be applied to both short-term functional challenges and longer-term strategic goals.

Translate your insights into action by joining a dedicated and passionate community of IT leaders and technology executives who regularly engage and learn from one another through a variety of networking events, high-level roundtable discussions, and one-to-one peer connections - all to share their experiences, knowledge and best practices for success.



To learn more about Executive Network membership, please contact:

**Eddy Long** ([elong@idc.com](mailto:elong@idc.com)), *Director of Client Operations*

For more information about joining the CIO Executive Council, visit [cioexecutivecouncil.com](http://cioexecutivecouncil.com). Follow the CIO Executive Council at @CIOEC and on LinkedIn.

