

ITAC

INFORMATION TECHNOLOGY
ASSOCIATION OF CANADA

ACTI

ASSOCIATION CANADIENNE
DE LA TECHNOLOGIE DE L'INFORMATION

ITAC Industry Insider Newsletter

February 5, 2019

The DNA of the Chief Strategy Officer: New thought leadership report from EY

EY Canada recently launched a new thought leadership report, *The DNA of the Chief Strategy Officer*, which might be of interest to ITAC's members.

In 2018, EY conducted a survey of senior strategy leaders from Canadian companies in various industries to gain insight into the role of the Chief Strategy Officer (CSO). According to the survey, most Canadian respondents consider the "upstream" side of strategy - planning and development - to be key contributor to their success. In comparison, strategy execution was on the bottom of their radar, seen as something that was the responsibility of other groups.

The report reveals key insights and provides strategic guidance that will position the CSO for success.

For more information, contact Gerri Karadjova-Stoev, Thought Leadership and Brand Specialist, Brand, Marketing and Communications, Ernst & Young LLP at Gerri.Karadjova-Stoev@ca.ey.com.

