

THE NEW CHIEFS OF COMMERCE IN THE DIGITAL ENTERPRISE

The New Role of CDOs and CIOs in Driving the
Digital Transformation of Enterprise Commerce

Executive Summary

Nothing will be as it is today in two years' time. Digital has changed everything. Which companies lead, and which stagnate – or fold – will largely depend on decisions about who's leading their digital transformation.

To truly transform, to change the internal mindset as well as everything customer facing, organizations are hiring rebels. Often with the title of Chief Digital Officer (CDO), these individuals have a limited life span; the best ones work themselves out of a job in 2-4 years.

In this first-of-its-kind research from commercetools, the driver of the digital transformation of commerce in the enterprise, we sought answers from billion-dollar enterprises about how they face complete organizational transformation. We asked who leads the charge, who executes the vision, and how the C-Suite has changed and adapted. Some organizations have it clearly handled while others seem to be struggling to get it right.

But in order to better understand how they transform, we knew we needed to understand why. Why do large enterprises blow apart long-standing organizational silos? Why do companies hire firebrand change agents to mollify mindsets? It turns out that although the customer is in fact the driving force for digital transformation, it's really about where, when and how the shopper becomes a buyer.

"That's both why I think most organizations have a digital organization, and why I think the digital portion will eventually blend into the rest of the business"








commercetools is a next generation software technology company that offers a true cloud commerce platform, providing the building blocks for the post web era. We combine the reliability and stability enterprise businesses need to thrive with the agility, flexibility, and speed that is essential for success in the digital industry. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands.

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