

9 Perspectives on the Role of the Chief Digital Officer

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Many companies hire a Chief Digital Officer (CDO) before completely defining the role. Below are a few perspectives on what the CDO is all about.

9 Perspectives on the Role of the Chief Digital Officer (Image Gallery)



Digital Consumer Experiences Chief

Olivier Naimi, a Web consultant and evangelist, says that the Chief Digital Officer (CDO) is responsible for digital consumer experiences across all business touch points. The CDO supervises all aspects of digital media, including strategic alignment with marketing plans and the core brand.