

ANDERSON WILLINGER EXECUTIVE SEARCH SUMMARY OF THE DIGITAL AND DATA MANAGEMENT EXECUTIVE ROLES IN CZECHIA 2023

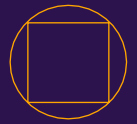
DIGITAL & OMNICHANNEL

- ▶ Digital director roles experienced a recruitment “peak” in 2022, when their need gradually increased from 2019. However, there has been a slowdown in 2023. Interestingly, in contrast to previous years where external recruitment was dominant (71%), this year, internal recruitment has taken over, with 71% of new Digital & Omnichannel Directors being promoted from within the company.
 - Over time, every part of digitization and data management is taken over by the Marketing, Sales, and Technology teams themselves, who naturally incorporate it into their practice.
- ▶ At the same time, compared to previous years, recruitment in Corporate companies dropped dramatically (from 56% to 14%). In 2023, the majority of new Chief Digital Officers filled a role in locally-owned, PE or state-owned companies.
- ▶ In 2023, the top recruitment sectors were Media, Financial Services, and Retail. There was a significant shift in larger engineering groups moving towards digital transformation. The majority of senior positions happened at the Director level. In contrast, during 2021 and 2022, Digital roles were also recruited by the Communication & Advertising sector.

DATA MANAGEMENT, BI, AI

- ▶ In 2023, the recruitment process focused mainly on filling Chief and VP level roles. These positions were in high demand within corporate companies operating in the Financial Services and Telecommunications sectors, with a turnover of over 10 billion CZK. Furthermore, in 2022, there was an increase in demand for such roles within Healthcare and Q-Commerce companies. Similarly, CDOs have a longer than average lifespan of 4 years, just like strategic roles.





We are Executive Search.

Business Intelligence is fully integrated into our operations and practices. We consistently monitor and analyze trends within our leadership community.

We are in the process of developing a tool based on Artificial Intelligence, designed to forecast the success of a leader in a particular role and business, aligning with the company's culture and values.

A crucial component of our operations involves comprehensive psychological testing, aimed at evaluating and enhancing leaders while facilitating their successful integration. Collaborating with colleagues from INSEAD, Anderson Willinger has identified vital areas, including personality traits, essential for navigating organizations amidst today's turbulent times, whether through external recruitment or internal promotion. Leveraging this insight, the AW team has curated top-tier global tools to discern the current status of both the company and its leaders, pinpointing critical areas for development.

We not only provide our clients with assistance in setting a strategy and selecting key executives; we also serve as partners in educating and inspiring top management about current global trends. In addition to our market research on Executive Education, here is a list of our premium workshops.

- AI, People Analytics, Data Analysis and use of ChatGPT for HR Directorship
- AI, People Analytics for CEOs
- Positive Intelligence Workshop
- Leader 's Shadows Workshop

