

The tech-driven CEO

Competitive advantage no longer comes from scale alone. It comes from leaders who harness technology as a growth engine.



Only
5.9%
of CEOs at the world's largest firms have tech experience

Experience isn't destiny. More leaders are now cultivating the knowledge to make bold bets, build conviction and push their organizations into new areas of growth.

The question for every CEO: Are you leading like a technologist—no matter your industry?

**1. They embrace technology personally**

Key question: Are you using evolving technologies daily to learn and improve the way you work?

The best CEOs experiment with new tools, learn how AI systems work and signal that continuous learning is a leadership responsibility.

**2. They reinvent business models with bold technology bets**

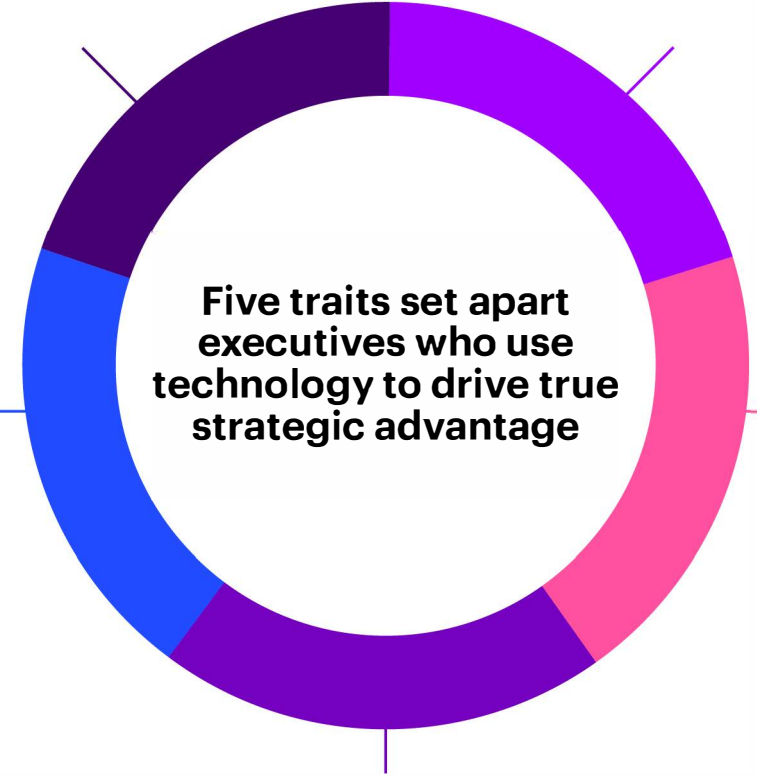
Key question: What are your top three strategic tech bets?

Go beyond optimizing the old model. Use technology to redefine value creation—to rethink how your business operates from the ground up.

**5. They engage and elevate their tech partnerships**

Key question: Do you have the same personal relationship with your top technology partners as you do with your top customers?

CEOs today lead ecosystems, not just enterprises. They co-develop solutions, co-invest in innovation and shape markets through deep external collaboration.



**3. They treat data as a strategic differentiator**

Key question: Can you identify your truly strategic data—and how you're accelerating its value?

Data is now a company's most powerful asset. The CEO must own the data vision, break silos and turn data into enterprise-wide intelligence.

**4. They become a tech talent magnet**

Key question: What is your personal role in hiring and retaining top tech talent?

The next generation of technologists want to build the future with visionary leaders. CEOs must recruit and engage them directly—positioning technology at the heart of decision-making.

Develop your tech-driven advantage

**Lead by example**
Learn, experiment and showcase curiosity.

**Bet big**
Identify three bold technology bets that redefine your business model.

**Own the data agenda**
Make it a CEO priority.

**Attract top talent**
Engage directly with high-impact technologists.

**Build ecosystems**
Treat partners as co-innovators, not vendors.

Ready to lead your company's reinvention?
Read the full article: [Five traits of tech-driven CEOs](#)