

# Go inside the minds of over 4,000 C-suite executives.

## C-suite Studies

### **Smarter business for a Smarter Planet:**

A decade ago, the IBM Institute for Business Value started the C-suite Study program. During that time, we have interviewed more than 18,000 executives and public sector leaders worldwide.

For the newest C-suite Study in 2013, we spoke with more than 4,000 C-suite executives in six different roles: Chief Executive Officers (CEOs), Chief Information Officers (CIOs), Chief Finance Officers (CFOs), Chief Marketing Officers (CMOs), Chief Human Resource Officers (CHROs) and Chief Supply Chain Officers (CSCOs). In this Study, executives will share their insights on the key opportunities and challenges ahead – both for themselves and their organizations.

### **A smarter business needs smarter thinking.**

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