

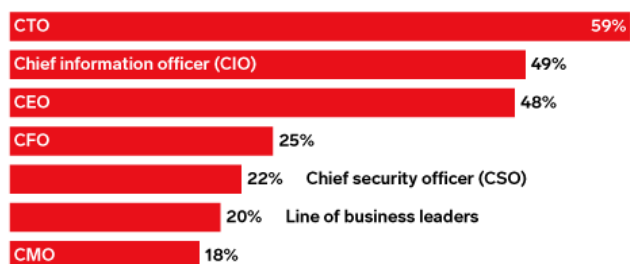
CTOs are responsible for driving generative AI strategy

Article



Leadership Position Responsible for Driving Generative AI Strategy According to Executives Worldwide, April 2024

% of respondents



Source: Google Cloud, "The ROI of Gen AI: A Global Survey of Enterprise Adoption and Value" conducted by National Research Group (NRG), Aug 8, 2024

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Key stat: 59% of executives worldwide say CTOs are the leaders responsible for driving generative AI (genAI) strategy, according to April 2024 data by Google Cloud and the National Research Group. Only 18% say it is a CMO responsibility.

Beyond the chart:

- AI technology-driven efficiencies are a business expectation coming from senior management and board members for 41% of CMOs worldwide, per Q1 2024 data by CMO Council Zeta Global.
- 57% of CMOs worldwide agree that genAI is the most valuable ROI-driving [marketing technology](#) investment this year, the same report found.

Use this chart: Members of leadership teams can use this chart to delegate AI responsibilities, while CMOs can advocate for more AI collaboration across teams.

Related EMARKETER reports:

- [The Role of Today's CMO](#) (Subscription required)
- [Unlocking the Power of GenAI](#) (Subscription required)

Methodology: Data is from the August 2024 Google Cloud report titled "The ROI of Gen AI: A Global Survey of Enterprise Adoption and Value" conducted by National Research Group (NRG). 2,508 executives were surveyed worldwide during February 23-April 5, 2024.

Companies with more than 100 employees and more than \$10 million in annual revenues were targeted. Respondents were either C-suite or vice president/director/department head. All

respondents were also at least interested in generative AI use cases. The survey was conducted in Australia, Brazil, Canada, China, France, Germany, India, Japan, the Nordics, Mexico, Singapore, South Korea, Taiwan, the UK, and the US.