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WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
April 02nd 2014: The Year of the Chief Digital Officer

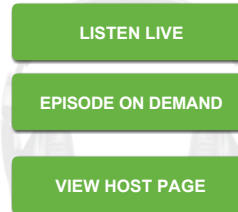
The word "digital" has expanded its definition to touch not just the Internet but mobile, social and local platforms, and the expectation is that digital business strategies must include everything digital. Who will be the agent of change in charge of the entire online business unit? Enter the Chief Digital Officer. Has the need for this role grown out of the conflict between the CIO and CMO? Is it possible these two roles will evolve and be impacted drastically before the year is up? And with such broad needs, what all should fall under the "digital" purview? How will companies successfully c

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