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# 3 Reasons Software Belongs in Your CEO's DNA

Competitive business advantage starts with people. And those with executives experienced in technology have an edge, according to a global market research survey† conducted before and during the COVID-19 pandemic. Want a more successful digital transformation (DX) and organization? Consider hiring C-suite leaders with app or software development backgrounds.

## 1 Organizations with software-minded leaders are more successful.

**85%** of respondents agree

Strongly agree

**65%** High-performing (HP) organizations*

**36%** Under-performing (UP) organizations*

**7% Increase** in agreement of those surveyed before vs during COVID-19**

## 2 Key business benefits of elevating software team members into leadership roles, according to high-performing organizations*

**43%** Improved efficiency across the business

**43%** Improved customer experience

**41%** Increased company performance

## 3 Involving people with varied technical skill sets is an essential part of DX efforts being successful.

**93%** of respondents agree

† Vanson Bourne survey, commissioned by VMware, of 5,000 developers, business decision makers, and IT decision makers during March and April 2020 across 17 countries globally. This graphic shows EMEA findings unless stated.

*High-performing organizations are those growing 15%+ per year and under-performing organizations are those growing -1% per year.
**US/UK only respondents (N=1050) answered the survey prior to and during pandemic shelter-in-place orders.

"Whether you're in healthcare, manufacturing or finance, there's a huge part of your business that is tech-enabled. And for that reason, often the best people to lead organizations today are those with a background in software and technology."

— PHARES KARIUKI, CEO
  NODE AFRICA

## Learn more

If your organization believes, as 80% of our responding IT decision makers and app developers do, that organizations will not be able to deliver a best-in-class end user experience without successfully modernizing app/software dev processes, look to your leaders' qualifications.

Software-minded leaders are delivering next-generation, digital-first experiences with modern apps, powered by VMware. Discover how at **vmware.com/radius/businesscontinues**