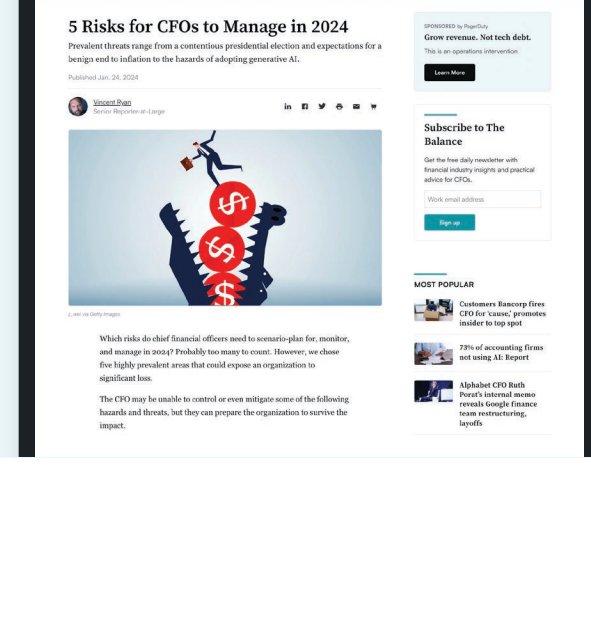


CFO Snapshot 2024

AUDIENCE INSIGHTS

CFO.com is a news publication designed for CFOs to dive deep into the most important trends, biggest challenges, and best practices for today and tomorrow. Across strategy, corporate finance, regulation & compliance, risk, human capital, and more, our journalists cover the issues that impact the role of the CFO.

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01 Audience

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of subscribers are
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02 Top-Performing Content

Today, CFOs are expected to navigate a complex and rapidly evolving business landscape.

With the utmost operational accuracy and a proactive leadership approach, they must strategically balance business priorities like risk management, cash flow, capital allocation, compliance, security, and digital transformation (especially in the wake of the AI revolution).

Let's take a look at what CFOs have been focused on most.

TOP 5 TOPICS

- People
- Strategy
- Corporate Finance
- Human Capital
- Tax

Top 10 stories on CFO.com

Finance Employee Defrauded for \$25M by Deepfake CFO

5 Risks for CFOs to Manage in 2024

6 Tips to Successfully Transition to a Small Business CFO Role

A CFO Action Plan for 2024

CFO Peer Audit: What Key Traits Make Finance Candidates a Must-Have Hire?

The CFO's Role in Navigating Change

The 6 a.m. CFO: How Lamborghini's Paolo Poma Starts His Day

8 New Workforce Terms CFOs Should Know in 2024

3 Ways to Optimize the Cost of Financial Reporting: Metric of the Month

Gen Z Pivots from Accounting, Pursues Creative Freedom and Entrepreneurship

Keywords resonating right now

key performance drivers

economic conditions

capital deployment

revenue per employee

IPO readiness

accountant shortage

new ESG regulations

AI adoption

03 Trend Analysis

An Evolving Risk & Threat Landscape

- Mitigating dangers surrounding AI (data bias, privacy, security, data accuracy, authenticity concerns, regulatory compliance challenges, etc.)

- Bracing for geopolitical and election-year tensions set to cause volatility across industries

- Safeguarding as ransomware attacks rise in scope, scale, and sophistication

Responding To Cultural Shifts

- Tackling finance talent crisis as fewer young people pursue careers in corporate finance due to poor industry reputation, shifts in work-life balance expectations, etc.

- Scope of the CFO role widens; now expected to be accountable for cross-functional teams (IT, strategy, risk management, M&A, ESG, etc.)

- Increased funds being allocated to upskilling/developing and retaining current talent

Hyper-Optimized Operations

- Increased pressure to leverage AI to automate existing processes/reporting and define organizational policies

- Implementing strategies to optimize the cost of financial reporting

- Need for nimble financial goals and budget forecasts as economic uncertainty persists

studioID Tip

The Game Changer: AI

AI and autonomous finance are rapidly transforming the financial department into a strategic hub for driving business performance, innovation, and growth.

Help financial leaders learn how to champion the transition — and value of — AI while also mitigating risks and improving implementation. CFOs must evangelize the AI migration. Leverage essential data feedback, map probabilities in dynamic environments, and enhance management efficiency and accuracy. Digital laggards face losing a competitive position and will lack the needed visibility for risk and compliance assessments.

studioID Tip

Priorities Change With The Landscape

Businesses evolve through cycles, and with each cycle comes a transformation of the curriculum.

Many CFOs may feel they are expected to do everything at once. As complexity multiplies, identify and deliver insight against the larger strategic moves that CFOs should be considering in a rapidly evolving business environment. Today, that means helping CFOs develop their technological fluency, management flexibility, decision-making abilities, proactive leadership, and communication skills.

studioID Tip

From 'Doers' To 'Operators'

As AI ushers in the next frontier of digitalization in business management, CFOs need to shift their approach.

The latest operational models and platforms are now capable of executing the in-the-weeds tasks and analysis that CFOs once did themselves. Leaders — and the entire finance team — must trade their 'doer' mindset for an 'operator' mindset to run these models with precision and strategic thinking. Educate CFOs on solutions that are appropriate for their company and industry, while encouraging leaders to monitor each module's success.

04 Marketing Insights

Devise an approach that's right on-the-money by reflecting the content preferences of over 45,000 CFO.com subscribers in your strategy:

Preferred Content Types

- Webinars/Virtual events
- Playbooks
- Trendlines
- Infographics

High-Impact Approach

Prioritize The Bottom Line

Managing cash balances remains the essential role of the CFO.

studioID Tip

Managing the day-to-day business operations of a company requires the CFO to play an elevated "chess game." Help CFOs make the most strategic moves by arming them with insights that improve forecasting, and even help them rethink organizational structures.

High-Impact Approach

Mold The AI Generation

AI's rapid arrival and fast phase-out of longstanding manual processes is creating a skills gap.

studioID Tip

Assist finance leaders in finding the appropriate talent — and developing their own skills — to most effectively integrate AI. CFOs will be on the hook for AI investments and called to take ownership of their company's AI strategy, its potential finance function, and how the company culture will need to change to adopt it. Help them understand where the competitive advantage of AI lies with tech roadmaps, quality control guidance, and success stories of implementation and adoption in action.

High-Impact Approach

Cultivate Culture

In this competitive environment, relationships and culture matter. And CFOs sit at the nexus of leading people-first policies.

studioID Tip

Provide financial leaders with applicable strategies for effective communication, transparent operations, and trust-building within their orgs. The CFO role requires thought leadership and developing people policies. Keep CFOs up-to-date on engaging policies that improve working environments, such as digital transformation, upskilling, flexible work policies, and instilling a culture of empathetic management.

studio/ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

