N² Nash Squared · Harvey Nash.

DIGITAL LEADERSHIP REPORT 2025
USA AT A GLANCE

214 US repondents
2,015 global respondents
62 countries

BUDGETS & GROWTH

58% expect tech budget growth

big jump in **operational efficiency** as a board priority

geopolitical uncertainty driving caution

AI

49% report **clear ROI**

BUT

24% **not upskilling** employees

38% now running **large-scale AI projects** (up from 10%)

Top use cases for AI
1. Management information
2. Helpdesk & service desk
3. Marketing

CYBERSECURITY BACK IN FOCUS

38% experienced a **major attack**

BUT

challenges **justifying investment in the invisible** remain

Organized cyber-crime remains **number 1 fear**

45% fear attacks from **foreign powers**

41% fear attacks from **insiders**

SKILLS & TALENT

Top 3 in-demand skills
1. AI
2. Cyber
3. Data

AI is the **fastest growing skills shortage in 16 years**

28% of tech hiring expected to be **fulfilled by AI** in the future

78% of digital leaders **prioritize AI skills** over experience

51% expect **outsourcing to grow**

HYBRID WORKING

mandated office days up

employee dissatisfaction up

ROLE OF THE DIGITAL LEADER

80% are on the **exec committee**

73% have **received a pay rise**

AI a key driver of **salary increases**

GOOD FOR THE WORLD?

60% have a **net-zero target** and expect to meet it

59% believe **tech will help** achieve **net zero**

BUT

28% believe **regulation** of big tech companies **not heading in the right direction**