

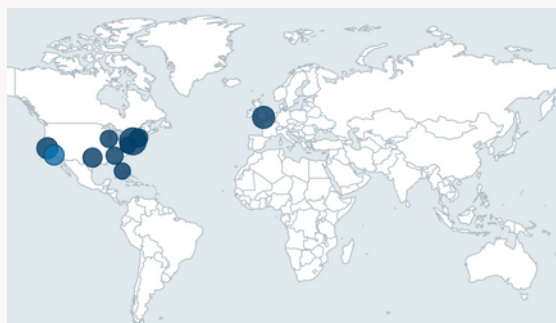
Leadership Insights: Chief Revenue Officer



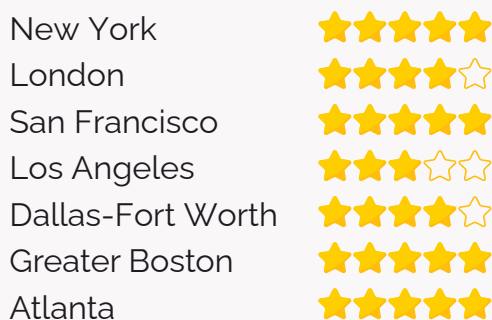
Executive Summary

There has been significant growth in the CRO role, particularly across the B2B tech landscape in Europe and North America. This evolution marks a major shift from siloed marketing and sales functions toward unified revenue leadership — where commercial outcomes are front and centre in the C-suite.

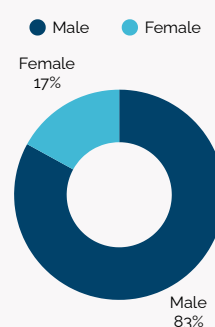
CRO Heat Map



Hiring Demand



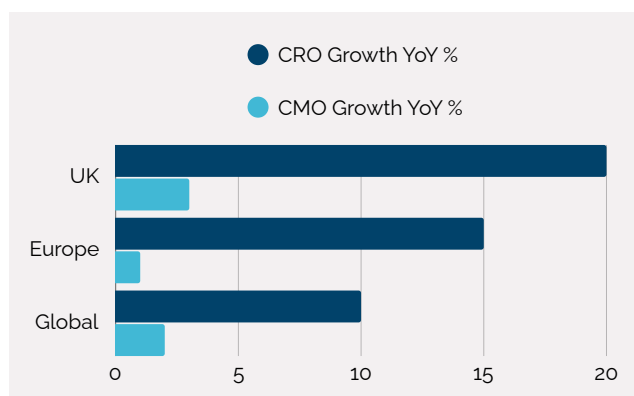
Gender Diversity



Average Tenure

The average tenure of CROs is just 1.8 years, suggesting both rapid uptake and high performance expectations.

The Headlines



- CRO roles in the UK have grown 20% YoY, vastly outpacing the CMO role at 3%
- The UK is leading the charge in Europe accounting for 40% of all European CROs
- London is home to over half the UK CROs with other UK hotspots in Manchester, Reading, Oxford and Leeds
- New York is the largest CRO talent pool in North America
- Gender diversity is notably poor with 83% of CROs being male
- With average tenure at just 1.8 years, this highlights how new the role is compared to other C-Suite positions.

Top Industries Hiring CROs

Software Development	4,156 professionals (12%+ YoY)
IT Services & Consulting	2,569 professionals (16%+ YoY)
Technology & Media	1,327 professionals (32%+ YoY)
Business Consulting & Services	1,172 professionals (25%+ YoY)
Financial Services	1,120 professionals (20%+ YoY)

Top Locations Hiring CROs

United States	10,741 professionals (9%+ YoY)
United Kingdom	1,431 professionals (20%+ YoY)
Canada	649 professionals (11%+ YoY)
Brazil	615 professionals (18%+ YoY)
India	549 professionals (13%+ YoY)