



Shaping the Future CIO: Go-to-Market Strategy & Execution Blueprint

Project study with Accenture in the winter semester 2025/26 (3 months full time)

Description:

Accenture is a global professional services company with more than 775,000 people, combining strategy, digital innovation and technology to reinvent organizations worldwide. At our Technology Strategy Practice, we support CxOs worldwide in making critical decisions - from digital business models to comprehensive transformation programs. Our approach: thinking of technology not only as an enabler, but as a strategic growth driver. As part of this project study, you will be part of a team tackling a particularly relevant challenge: developing/refining a go-to-market strategy for a consulting offering that supports CIOs in their first 100 days on the job.

What to expect:

The aim of the project is to develop a targeted and feasible market entry strategy for a consulting service aimed at tomorrow's CIOs - the executives who will shape the technological agendas of corporations and Fortune 500 companies in the coming years.

You will work in three consecutive phases:

- 1. Target Profiling:** Identification and segmentation of relevant target groups – who are the potential CIOs of tomorrow and beyond, how can they be systematically addressed, and what decision-making logic and career paths are emerging?
- 2. Strategy development:** Definition of the best channels and platforms for communication (e.g., thought leadership, LinkedIn, events, white papers) and development of a bottom-up approach for targeted positioning.
- 3. Content Creation:** Formulation of concise points of view (PoVs) - e.g., on the challenges of internal vs. external CIOs, typical pain points of first-time CIOs, or navigating political stakeholder landscapes.

Your Output: A clearly structured go-to-market roadmap including specific recommendations for action, as well as several publication-ready one-pagers with in-depth content - ready for LinkedIn, thought leadership, or direct client meetings.



What you need to bring:

- You are currently studying in a bachelor's/master's degree program in Management & Technology at TUM and have a strong interest in IT strategy, digitalization, and CxO enablement
- Prior knowledge of computer science or information technology - whether through a minor subject or personal interest - is welcome but not required
- You work analytically and in a structured manner and can summarize complex content in a clear and concise manner
- You want to generate real consulting output - practical, strategic, and closely aligned with current industry challenges

What we offer you:

- An opportunity to complete your project study in collaboration with Accenture
- Practice of relevant consulting skills
- Comprehensive and regular support from industry experts
- Possibility to work remotely or from home

Outlining conditions:

- Project start: Winter semester 2025/26 (start date to be determined after discussion)
- Duration: 3 months full-time
- Team size: minimum 3 / maximum 5 team members
- Language: All deliverables shall be prepared in English.
- Remote/hybrid work possible; coordination meetings take place regularly, either virtually or with the Accenture team on-site

Please submit application of your group (incl. CVs and Grades) to **I.ballof@tum.de**

