

Scott Damron explores YPO Global Pulse business impact report for 2018

Scott Damron uncovers key findings from this year's YPO Global Pulse business impact report

ATLANTA, GEORGIA, USA, November 27, 2018 /EINPresswire.com/ -- Focused on gathering understanding from chief executives across the globe on topics which influence businesses, impact, and leadership, the YPO Global Pulse report provides an almost unparalleled insight into the worlds of business and entrepreneurship, according to experienced executive [Scott Damron](#) as he uncovers key facts from this year's findings.

The latest report, released earlier this year, provides an inside look into the minds of successful chief executives from across the

U.S. and internationally. "The report centers around the ten most disruptive technologies currently attracting attention," explains [Damron](#), a serial healthcare and hospital sector entrepreneur from Atlanta, Georgia.

Conducted by YPO, the global platform for chief executives to engage, learn, and grow, the organization sought insight from over 800 of its members across almost 30 industry sectors and located in 15 different regions around the world. "Across the ten so-called most disruptive technologies upon which the organization reported, cloud computing and business intelligence were highlighted as those attracting the most widespread investment and attention from CEOs, both in the U.S. and internationally," reveals Damron.

The report found that over 65 percent of chief executives believed that cloud computing and business intelligence would be likely to impact them and their businesses within the next twelve months, with over 50 percent expecting to invest in one or both technologies during the same period. Cybersecurity was also highlighted as a particularly important and disruptive technology among chief executives.

"Cybersecurity is another technology which many CEOs are prioritizing, with more than half expecting it to impact their operations in some way, and a similar number suggesting that they are likely to invest to some degree in cybersecurity in coming months," explains Damron. "Interest in this area is likely the result of large-scale, high-profile consumer data breaches which have made the news recently," he adds.

"Widely talked about, artificial intelligence is also considered likely to impact many businesses, according to the YPO report," reveals Damron. However, he says, right now, chief executives are more likely to invest in other technologies. "Of the CEOs surveyed for the report, business intelligence, cloud computing, and cybersecurity were all deemed more worthy of immediate attention and thus posed more likely short-term investment opportunities," adds the executive and serial entrepreneur.



Also the source of much discussion and media attention, cryptocurrency and blockchain are not, however, technologies seen by the majority of CEOs as likely to imminently affect their business efforts, according to Damron. "The majority also suggested," he adds, "that they would be unlikely to invest in these technologies over the course of the next twelve months, with the exception of CEOs in the financial services industry."

"A reported 58 percent of chief executives in this area expect blockchain technology to have a direct impact on their business during the next year," he adds, wrapping up, "with more than a third also planning to make investments in this area during the same period."

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