# Chief Product Officers drive strategic innovation in AI era, says 2025 CPO Insights Report



Products That Count has released its 2025 CPO Insights Report as a free downloadable eBook, offering an in-depth analysis of the evolving role of Chief Product Officers (CPOs) amid rapid technological advancements, particularly in artificial intelligence (AI). Based on surveys and discussions with over 1,000 CPOs, the report identifies five critical shifts that are shaping the future landscape of product leadership.

Renee Niemi, Products That Count Resident CPO, emphasised the expanding influence of product leaders on corporate strategy, stating, “Product leaders are no longer just influencing business strategy, they're driving it. What we're seeing is a definitive turning point: CPOs who lean into change are positioning themselves not just as innovators, but as future CEOs.”

Key findings from the report highlight the following trends:

1. Accelerated pace of development driven by AI demands product leaders to manage diverse challenges such as shrinking budgets and market uncertainties in real time.

2. The rise of AI is dissolving traditional role boundaries, prompting CPOs to build agile teams composed of generalist “Super” Product Managers who can quickly adapt and operate across multiple domains.

3. Success metrics are evolving beyond revenue to include factors such as customer retention, time-to-value, and long-term user engagement.

4. CPOs are increasingly taking central roles in mergers and acquisitions (M&A), leveraging these activities as vital strategies for acquiring talent, technology, and scaling growth.

5. The product-centric business model is propelling more CPOs into top executive positions including CEO, COO, and board directorships.

The report projects that by 2030, companies without a Chief Product Officer will find themselves at a competitive disadvantage or obsolete. Supported by partners Capgemini and Mighty Capital, the publication provides frameworks and strategic insights tailored for leading product innovation in an AI-first era.

Products That Count is recognised as the world’s largest nonprofit community dedicated to product management professionals, engaging over 500,000 members including CPOs and product managers. The organisation focuses on enabling impactful product development and accelerating product leadership careers. Its alliances include major corporations such as Walmart, Ford, Cisco, and Johnson & Johnson.

Capgemini, a global business and technology consulting firm with over 340,000 employees across more than 50 countries, supports the report. The company specialises in helping organisations transition to digital and sustainable strategies, with extensive expertise in AI, cloud, and data technologies.

Mighty Capital, a Silicon Valley-based early-growth venture capital firm, also backs the initiative. The firm is known for investing in companies that combine strong product innovation with sound business models, such as Airbnb and Amplitude.

The full 2025 CPO Insights Report is available for download and provides exclusive data and expert perspectives from leading product executives worldwide. For more information or media enquiries, Emma Shirlin at Products That Count can be contacted via emma@productsthatcount.com or by phone at +1 828 702 0154.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://productsthatcount.com/2025-cpo-insights-report/> - This URL supports the release of the 2025 CPO Insights Report by Products That Count, which analyzes the evolving role of Chief Product Officers and their increasing influence on business strategy.
2. <https://www.prweb.com/releases/ai-is-changing-everything-products-that-count-releases-2025-cpo-insights-report-in-partnership-with-capgemini-and-mighty-capital-302435592.html> - This press release provides further details about the report, including its development in partnership with Capgemini and Mighty Capital, and its focus on AI-driven shifts in product leadership.
3. <https://www.prweb.com/releases/ai-is-changing-everything-products-that-count-releases-2025-cpo-insights-report-in-partnership-with-capgemini-and-mighty-capital-302435592.html> - Renee Niemi's quote highlighting the growing influence of CPOs as future CEOs is noted in this source, corroborating the trend of CPOs playing central roles in business strategy.
4. <https://www.capgemini.com/> - This URL provides information about Capgemini's global presence and expertise in digital transformation, AI, cloud, and data technologies, which supports their role in the report.
5. <https://www.mightycapital.com/> - This URL showcases Mighty Capital's focus on investing in companies with strong product innovation and sound business models, aligning with the report's emphasis on product-centric strategies.
6. <https://www.noahwire.com> - The mention of Noah Wire Services as a source indicates their involvement in distributing the information about the report, although specific details would need direct access to their content.
7. <https://news.google.com/rss/articles/CBMihAJBVV95cUxPRmVIbzU4eGlNcXV0ZHZiQVQxbzA0UkFOTlBuU2J5TzRJcWlGc25KQTBLNmE5ckZkVHlBWEdLSmN1XzVQWkxKWEtINEpSc2xOVTFkQ19pUUZDUmlKdm1ET01YRU1IZXZ5SzZzOHNCRU5fZWNWLWpNZGhneU9fZGQwejluTkF3R1VTMEpCS1Fja0xjdHJzMkRkRGI3N0dtXzNNQ1FYS1A0WnVqM1hnWDl6aHV0clFLUnZEaUNTNDdNcUp0ZGZKS3lFd0RQd0FDSkJxeF95RUZIN0Nlb29wdnFMMlpwWkEzSWxxMF94NUk4TDVEakxjZXdHeUhCTWoxaGlMc1ljbQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data