

Head of R&D Mission-Critical Priorities (MCPs)

MCPs

Accelerate Innovation Through AI-Enabled R&D

62% of CEOs in R&D-intensive industries say AI is the defining technology of the next business era

Lead R&D Through Operational Transformation

Nearly **50%** of R&D leaders anticipate GenAI will automate up to **25%** of their workflows within two years

Optimize the R&D Portfolio to Fuel Growth

Only **48%** of R&D leaders agree that their portfolio spending aligns with business strategy

Journey Steps

- Define the Front-End AI Opportunity
- Build a Growth-Based Business Case for AI Investment in R&D
- Integrate AI into Front-End Innovation Workflow

- Set a Vision for the R&D Function
- Redefine the R&D Leader Role
- Transform the Organization to Meet Future Needs

- Baseline the R&D Portfolio Strategy
- Build a Balanced and Aligned R&D Portfolio Strategy
- Communicate the Value of R&D Growth Opportunities