

2025 Executive Survey on GenAI Deployment and Data Security: Prerelease Document

Why We Commissioned The Study:

Generative AI is changing the way we do business. We are only now starting to see how companies may harness it. Organizations are replacing and transforming not just individual roles, but also developing revenue streams, transforming productivity, and even replacing or augmenting entire departments and organizational functions.

We wanted to glean a better understanding of current trends in GenAI deployment, and the views and opinions across industries. Thus, we commissioned this executive report on GenAI and the state of data security risk posture in general.

We hypothesized that, given the speed of AI development and deployment, there would be significant misalignment on objectives and release plans between various arms of companies, like IT versus Line-of-Business. We also hypothesized that the nature and depth of data security threats related to GenAI are misunderstood and minimized, unknowingly putting companies in peril.

We found these hypotheses to be largely accurate. Some nuances include generational and industry differences, and some surprising statistics on general data risk, views toward AI, and plans for deployment.

Check back with us at [Fortanix.com](https://fortanix.com) in November for the full report.

Contained in this prerelease document is the demographic information on the upcoming report.

Qualifying Demographic Info:

The survey was fielded in the late summer/early fall of 2024.



Role

We surveyed 1003 executives, across **Line-of-Business (401), IT (301), and Security (301)**. Line-of-Business titles spanned Sales, Marketing, Finance, Human Resources, Customer Service, Legal, etc.



Geography

All executives surveyed are **located in the United States**.



Revenue

Represented organizations with over **\$100M** in revenue, with **92%** over \$500M and **67%** over \$1B.



Breadth

Respondents were from a broad and statistically significant range of industries, age groups, and role types, with diverse gender representation. We intentionally **weighed more heavily on surveying technology companies**, given the subject of the report.

Below are highlights of the demographics of the respondents.



Gender:

Male (62%)
Female (38%)



Organizational Seniority:

President (13%)
C-Suite (34%)
Executive Vice President (11%)
Senior Vice President (8%)
Vice President (12%)
Director (17%)
Senior Manager (2%)
Manager (4%)



Industry :

Aerospace (7%)
Automotive (7%)
Banking and Finance (12%)
Government (2%)
Healthcare & Pharma (3%)
Hospitality (2%)
Manufacturing (7%)
Retail (5%)
Technology (44%)
Transportation & Logistics (1%)
Utilities (4%)
Energy, Oil, & Natural Gas (4%)
Other (2%)



Generation:

Gen Z & Millennial (60%)
Gen X & Baby Boomer (40%)



Organizational Revenue :

\$100M - \$500M (8%)
\$500M - \$1B (25%)
\$1B+ (67%)



Role :

Line of Business Executives (40%)
Security Executives (30%)
Tech/IT Executives (30%)