

# TECHNOVATION

with PETER HIGH

## By the Numbers

15+ years of broadcast  
825+ guests  
Top 1.5% of podcast  
1.6M downloads since 2019  
50,000+ monthly listens  
30,000+ social audience  
5.0 Star iTunes rating

## Profiles

### Listener Demographics

70% over 35 years old  
193 countries; 65% US

### Typical Listener

Tech CXO, IT decision maker, Tech professional

### Audience<sup>1</sup>

40% CXO, VP, Director, Manager, or above

### Company Sizes<sup>1</sup>

28% 10k+ employees  
16% 1k-9k employees  
35% <1k employees

Technovation is the premier independent podcast for technology CXOs and senior IT leaders, featuring conversations with top tech executives and influencers at the intersection of business, technology, and innovation.

Hosted by renowned CIO advisor, author, and Forbes columnist **Peter High**, each episode explores the technology trends that are transforming business, and the leaders driving digital change inside their organizations.

Since 2008, we've interviewed **825+ guests**, including more than 60% of **Fortune 100 CIOs, CTOs, and CDOs**, as well as leading startup founders, tech investors, authors, researchers, heads of state, and other influencers.

Our engaged audience of over **50K monthly listeners** gives sponsors the opportunity to share their message directly with thousands of **IT decision makers with purchasing power** inside their organizations.

## Key Benefits of Sponsorship

- Reach a highly engaged audience of CIOs and senior IT decision makers
- Align your brand with a trusted and influential voice in the IT community
- Position your company and CEO as a thought leader and help drive the conversation around technology's impact on business
- Influence potential customers through our personal and authentic sponsorship options

## Executive-Level Guests from Leading Companies



## Recent Sponsors Include



## Contact Us

We offer several sponsorship packages to meet your budget. To learn more, please contact us Brandon Metzger at [brandon.metzger@metisstrategy.com](mailto:brandon.metzger@metisstrategy.com)

## Recognition

Best CTO Podcasts of 2024 – [Full Scale](#)

16 Must-Listen Podcasts for CTO's & Technology Leaders 2023 – [The CTO Club](#)

20 Top Podcasts for CIOs – [CIO Insight](#)

8 Tech and Leadership Podcasts To Add To Your Playlist – [The Enterprisers Project](#)

16 Must-Listen Podcasts For IT/Tech Professionals – [BMC](#)

#1 Best Podcast For Top Tech Executives – [NomadsHQ](#)

8 Cybersecurity Podcasts You Need To Listen To In 2022 – [Transmit Security](#)

Top CIO Podcasts to Listen To in 2023 – [Full Scale](#)

The Best IT Podcasts of IT Professionals – [Invgate](#)

The Top 10 Tech Podcasts For CIOs In 2021 – [Focus Global Talent Solutions](#)

5 Podcasts For IT Pros – [Smartsheets](#)

10 Best Tech Podcasts For Non-Techies – [BestCompaniesAZ](#)

Our Favorite 11 Podcasts For CTOs – [Leocode](#)

7 Tech Podcasts To Ease Your Commute – [Mindsight](#)

45 Best IT Podcasts – [FeedSpot](#)

15 Best CIO Podcasts – [FeedSpot](#)

The Best Podcasts for CTOs in 2022 – [BugFender](#)

13 Podcasts Tech CEOs Should Be Listening To – [Fellow](#)

10 Best Engineering Podcasts for CTOs – [Better Stack](#)

## What Others Are Saying

### Audience Reviews

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"A **must-listen** for IT and tech executives!"

"Whether you're well established as a technology innovator, or just getting started as a catalyst for change - this is a must-listen podcast for you. **Highly recommend listening and subscribing!**"

"**Every episode has great nuggets of relevant knowledge** and I thoroughly enjoy each weekly episode."

"Some of the **best IT interviews around**. I look forward to every episode."

"I'm able to take this information and **apply what I learn to my organization** and my studies."

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### Industry Recognition

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"Technovation is perhaps the **best podcast series focused on CIOs and C-Suite thought leadership**" – *BMC*

"Technovation stands out as the **finest podcast in the arena with C-Suite thought leadership** and CIOs as the center of attention" – *NomadsHQ*

"It's safe to say that Technovation is one of **the most comprehensive podcasts for IT and technology professionals**. It features the most interviews with top CIOs, CTOs, and CDOs." – *Full Scale*

"Technovation is a great listen because you meet guests from all areas of expertise, like CTOs and CDOs, not just CIOs. They talk about **cutting-edge technology trends that might affect your workplace before long.**" – *CIO Insight*

"Technovation **delivers lot of value and ideas** for IT leaders of all kinds." – *InvGate*

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<sup>1</sup> Social audience