KPMG

2024 Chief Tax Officer Outlook Study
PRIVATE COMPANIES

Tax meets tech to meet tomorrow

With change all around, tax transformation steps forward

As we move through 2024, familiar issues remain in place, with significant uncertainty across all spheres of business: geopolitical, economic, legislative, regulatory, technological, and operational. Also unchanged is the vital need for tax functions that are strategic, collaborative, agile, resilient and data driven.

The 2024 KPMG Chief Tax Officer Outlook Study spotlights the transformations underway in the current tax department and the need for tax functions that are strategic, collaborative, agile, and resilient to navigate

the current wave of disruption—and the one that will undoubtedly come next.

Technology enablement is high on the agenda. Advanced tools for digesting data, making calculations, generating intelligence, and automating compliance are essential for tax to deal with a compliance and reporting burden that continues to escalate, driven by multiple factors including new global tax rules, a push toward greater tax transparency, and evolving geopolitical and macroeconomic risks.

Key findings for private companies
Leveraging innovation and technology is a top priority for CTOs.

Tax technology transformation

Steps tax functions are taking to leverage technology and automation:

Integrating or leveraging enterprise financial systems
53%

Using data and analytics and business intelligence tools for tax planning
49%

Implementing tax software solutions
43%

Evaluating current processes and identifying areas for automation
41%

Tax functions that use technology to free up tax professionals for strategic activities

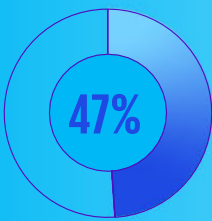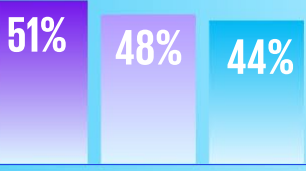|	
2024	39%
2023	55%

What's on the mind of CTOs at private companies?

Tax operations and talent

Greater stability is the top benefit CTOs expect to obtain from **shifting to greater outsourcing or co-sourcing.**
47%

Top ways tax functions will **respond to the evolving tax landscape** over the next three years.

51% **48%** **44%**

■ Implementing flexible/remote work
■ Redesigning job roles
□ Adopting new technology/software

Tax legislation, regulation, and administration

Significant challenges tax functions face in the current U.S. and international tax landscape:

Keeping up with complex and evolving domestic jurisdictions legislation and regulations
60%

Dealing with increased scrutiny and enforcement by tax authorities
53%

Business risks that pose the **most significant challenges** to the tax function.
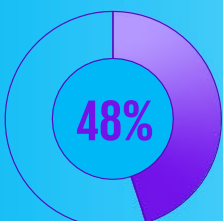
Geopolitical risk
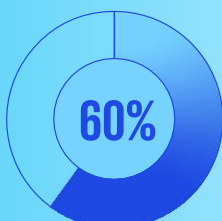**84%**

Regulatory risk
79%

Enterprise issues and growth

Geopolitical risk (48%) is the **greatest threat to organizational growth** from a tax perspective over next three years.
48%

60% of tax functions **work to limit existing tax exposures** and **identify new tax strategies** to **speed up M&A transactions.**
60%

Survey methodology

In Fall 2023, KPMG surveyed 300 Chief Tax Officers (CTOs) at large public and private U.S. companies across 22 industries about how they are leading their organizations' tax function through a period of vast change. Ninety percent of CTOs came from companies with revenue of $2 billion or more. 75 CTOs from private companies participated.

Click here to view the full 2024 KPMG Chief Tax Officer Outlook Study.

Visit **Kpmg.us/tax** to learn how KPMG Tax helps tax leaders embrace disruption, seize new opportunities, and drive greater value.

Visit **CTO Insights** for ways tax executives are addressing opportunities and challenges.

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