

Understanding the ServiceNow executive sponsor role

Questions addressed

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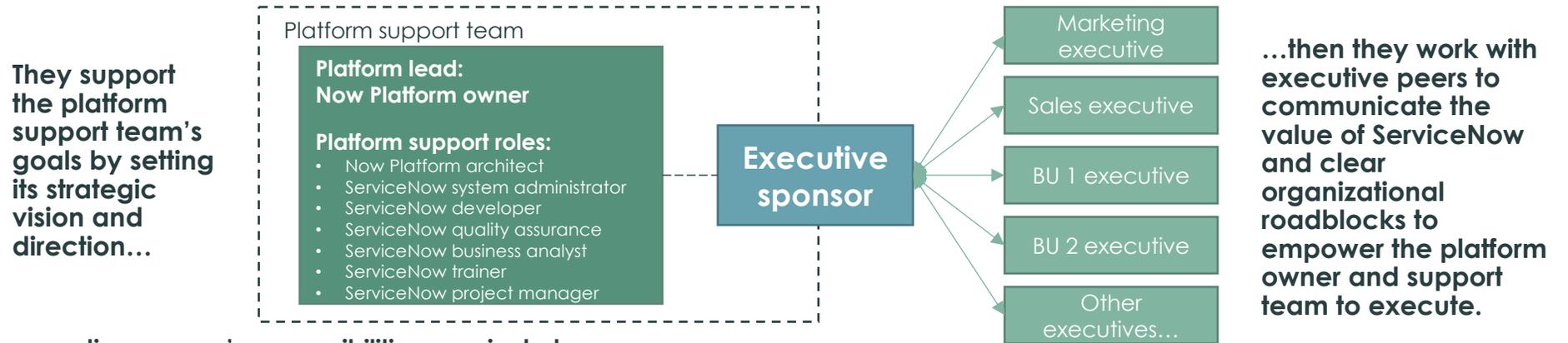
- What are an executive sponsor's roles and responsibilities?
- How does an executive sponsor engage with rest of the ServiceNow platform support team?

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- What do the best executive sponsors do?
- What training does an executive sponsor need?
- Whom should the executive sponsor help us work with?

The ServiceNow executive sponsor is a critical partner to any [ServiceNow platform support team](#)—the group responsible for establishing, maintaining, and extending ServiceNow as a strategic business platform—and they're key when it comes to establishing the relevance of the Now Platform to the rest of the enterprise.

The executive sponsor is a senior leader who assumes a part-time role on the platform support team with responsibility for overseeing the ServiceNow strategic roadmap and ensuring it aligns to measurable business outcomes. The best executive sponsors tend to be C-level leaders.



The executive sponsor's responsibilities may include:

- Creating and enforcing the vision and strategy for the program that manages the platform and aligning the vision with business issue resolutions
- Partnering with the platform support team to make sure the team and platform capabilities are aligned with the vision and strategy
- Understanding the capabilities of the platform owner and the platform team and, in partnership with the platform owner, supporting change and/or additions to the platform support team to improve their ability to execute the vision
- Leading and actively participating in governance meetings and activities to communicate the executive vision, align with the enterprise, and ensure that vision is executed
- Managing the ServiceNow budget and coordinating budget request prioritization
- Acting as the executive point of approval authority and the final point of escalation for all decisions and policies that govern the Now Platform

ServiceNow executive sponsor role (Continued)

What do the best executive sponsors do?

- Actively engage in setting the strategic direction for the ServiceNow team and contribute proactively
- Gain support by effectively communicating how ServiceNow solutions can solve their peers' business issues, citing success stories and value already captured by ServiceNow adoption
- Accelerate adoption of the platform in other parts of the enterprise where ServiceNow can solve issues
- Evangelize ServiceNow's potential to enable transformation across the enterprise
- Identify where and when to delegate tactical decision-making and approval responsibilities for ServiceNow governance in order to make time for strategic decisions and engage stakeholders

What training does an executive sponsor need?

The executive sponsor's role is not technical, but they need some familiarity with ServiceNow capabilities to be effective.

We recommend that new executive sponsors take the free [ServiceNow Foundations eLearning course](#) (six self-paced, online modules).

Whom should the executive sponsor help us work with?

This depends on which areas of your organization you're supporting (or working to support) with ServiceNow. Use this chart to identify the key stakeholders in each business area that your executive sponsor can engage.

All the potential stakeholders listed in this chart are in senior roles. **The executive sponsor should not spend much time engaging peers who aren't positioned to directly recognize and use ServiceNow as a solution to their business challenges.**

Business areas	Titles to engage
Human resources (HR)	<ul style="list-style-type: none">• VP or director, HR• VP or director, shared services
Customer service, customer support	<ul style="list-style-type: none">• VP or director, customer support• VP or director, client services• VP or director, customer success
Procurement	<ul style="list-style-type: none">• Director of purchasing• Global procurement manager
Facilities	<ul style="list-style-type: none">• Director, facilities
Finance	<ul style="list-style-type: none">• VP or director, finance
Legal	<ul style="list-style-type: none">• General counsel• Associate general counsel
Sales and marketing	<ul style="list-style-type: none">• Director, marketing operations• Director, sales operations
Security	<ul style="list-style-type: none">• Director, technology• Head, application security