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[Marcum Launches Quarterly CEO Survey, Middle-Market CEOs Optimistic](#)

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New York-based **Marcum** (FY16 net revenue of \$449 million) launched a new quarterly survey of middle-market company chief executives, in collaboration with the **Chief Executive Group**, publisher of the CEO Confidence Index. The new Marcum survey gauges CEOs' outlook on the current business environment and their priorities for the next 12 months.

The first quarterly Marcum CEO survey found that chief executives are strongly optimistic, with 99% of CEOs rating their business outlook between five (positive) and 10 (very positive), and 8% selecting the top rating.

Talent recruitment was the first priority among CEOs, with 36% saying their biggest investment will be in human capital. Technology was a distant second with 15%, and workforce training was third with 12%.

The most important influence for business planning over the next 12 months is availability of talent (31%).

The urgent need for access to talent is industry-agnostic, with CEOs in 14 of 16 categories saying this is the most important influence on their companies' near-term future.

"Clearly, human capital is the overriding concern of CEOs in virtually all industries, ahead of even technology as a driving force in how companies are preparing for the future," says **Jeffrey Weiner**, Marcum's chairman and CEO. "Our findings in the inaugural Marcum CEO survey are a barometer of market conditions, and it comes as no surprise that this population of entrepreneurial CEOs is remarkably optimistic about the current and near-future business environment. It's the nature of entrepreneurs to confront and overcome challenges. It will be very interesting to see how things might change over time as prevailing business conditions respond to economic shifts, political winds and world events."