

# Why Finance Professionals Are Struggling to Break Into Technology Companies and What Can Be Done About It



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The system changed. Most people didn't.

Most people in finance who try to transition into technology fail. They fail not because they are not smart or experienced. They fail because they are operating from the wrong assumptions. They bring the logic of finance into a system that does not recognize that logic anymore. That is the core issue. And it needs to be explained properly.

Finance used to be a system with clear rules. You joined a bank, built your credentials, climbed the ladder, and established your value through deals closed, capital managed, or risks priced. That playbook made sense when the industry was stable. That playbook made sense when firms were structured around experience and precedent. That playbook made sense when execution was slow, top-down, and linear.

But that playbook no longer applies in the world you are trying to enter.

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## The Problem Isn't You. It's the Frame. What Tech Is Actually Hiring For.

Technology companies do not hire based on credentials. They hire based on traction. They do not care about your background unless it solves a problem they have right now. The system they operate in is built on execution loops, not job titles. They are shipping code, running experiments, launching new products, integrating data systems, and learning from real-time feedback. Every day.

If you try to enter that world by showing your past, they will not know what to do with you. It is not because they are ignoring your accomplishments. It is because the way you frame them does not fit their operating model. You are speaking the wrong language to the wrong system.

Let me make this even more precise. The problem is not that you are coming from finance. The problem is that you are expecting finance rules to work inside a product-data-engineering system. And they do not. The technology ecosystem does not care about your pedigree. It does not care about your Excel models, your waterfall dashboards, or the size of the deals you have worked on. It cares about one thing only: Can you move the system forward from the inside?

The reason so many finance professionals end up frustrated is because they think of this transition as a job search. It is not a job search. It is a system insertion. And most people are trying to insert themselves using a resume. That does not work anymore. What works is proving, through real interaction, that you can reduce friction in a specific execution loop. And that is where the book comes in.

The book I wrote is called *Breaking Into Tech Companies: A Finance Professional's Playbook*. It is not a guide to getting interviews. It is not a motivational book. It is not a story of my career. It is a system. Specifically, it is a system that shows how finance professionals can reposition themselves inside technology companies without having to start over. It explains the real problem, which is not visibility. It is mis-alignment. If you are not being hired, it is because the system you are trying to enter does not understand how to interpret your signal. The book shows you how to generate the kind of signal that the system can actually respond to.

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## Reforge Cycle: The Execution Loop That Works

The core of the book is something called the Reforge Cycle. It is not a metaphor. It is not a brand. It is a description of how transitions actually work when they succeed. It includes five distinct phases. Each phase corresponds to a specific shift in how you think, how you communicate, and how you operate.

The first phase is System Disruption. This is when you recognize that your old models no longer work. You stop expecting recognition for your resume. You start seeing the disconnect between what you have done and what the system needs.

The second phase is Reframing Expertise. This is when you stop leading with your titles and credentials, and start describing your work in terms of what it actually enables. You begin translating your value in language that product teams, engineering leads, and founders actually understand.

The third phase is Execution Calibration. This is when you begin testing that new framing inside real environments. You show up in Slack groups, you offer insight in a founder forum, you write a one-page breakdown of how a company's capital structure could be improved. You are not networking. You are transmitting signal. You watch what gets ignored and what gets traction. Then you adjust.

The fourth phase is Embedded Execution. This is when you stop being a candidate and start becoming a contributor. You are no longer asking for permission. You are operating as a node inside someone else's execution loop. You are solving problems in motion. You are being integrated.

The fifth phase is System Impact. This is when the company starts changing because you are in it. People ask for your input before they make decisions. Product teams bring you into roadmap discussions. You do not have a title that gives you authority. You have signal density that makes you impossible to ignore.

This loop is not something you go through once. You go through it many times. Sometimes you are recalibrating framing. Sometimes you are stuck in iteration. Sometimes you are embedded, but the system is not responding to your execution. The loop tells you what to look at, where to act, and how to move again.

The book does not promise a result. It shows you what the system actually is. It gives you a way to interpret friction. It gives you tools to diagnose where your signal is being filtered out. And it gives you precise guidance on how to recalibrate. It is not about self-confidence. It is not about learning to code. It is about understanding systems and making yourself legible to them.

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## Who This Is For

Here is the part that matters most. If you are a finance professional and you are trying to enter a technology company, you are not competing with engineers. You are not trying to replace them. You are trying to complete the system they are building. You are trying to bring signal about capital structure, credit risk, compliance, or operational flow into a system that often does not understand how those things work. That is your value. But it only shows up when you describe it in the right terms.

Most professionals stay stuck because they wait for someone else to decode them. That will not happen. If you are not getting traction, it is not because you are not good enough. It is because the system cannot read your signal. It is not a reflection of your competence. It is a reflection of your framing.

The book is written for people who are ready to operate differently. It is written for people who are done with applying to roles and hearing nothing back. It is written for people who are tired of being qualified but invisible. It is written for people who are ready to calibrate their execution and move forward.

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## Beyond Career Transitions. This is about Creating Impact.

Seventy percent (70%) of the profits from this book are going to a program that equips children with the ability to write clearly, reason mathematically, and analyse complexity. That decision was not about charity. It was about alignment. The same skills that help you enter new systems as a professional are the ones that will allow the next generation to design the systems that come after.

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## Get the Book. Run the Loop. Don't Get Left Behind.

If you read it and you understand the loop, you will never apply the same way again. You will stop waiting for clarity. You will stop mistaking silence for rejection. You will start using feedback as signal. You will begin to understand why the system has not moved (and how to make it move). That is the real shift. That is what the book is for.

You are not reading a book. You are entering a loop. Once you are inside, the system will respond. But only if you execute.

Find it. Read it. Move.

If you are serious about getting inside a tech company, stop reading job posts and start reading this. Get the playbook now:

<https://followupagents.samcart.com/products/finance-to-tech>

This book costs less than what you spent on lunch today. But it could give you or someone in your circle a system they actually need to move forward.

If it is not for you, get it for someone who is trying to move. Someone who keeps hitting friction they cannot explain. Someone who needs this frame.

And remember, 70% of profits go to training kids in math and critical writing. This is not charity. It is system building. The same core skills this book is built on are the ones the next generation will need to create what comes next.

Take action now. There is a future we are building together, now!

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## Acknowledgements

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And to [Mohammed Alhamed, PhD](#), for anchoring the book as more than a career tool, and instead positioning it as a working structure that others can operate, run, and modify.

This book is a system. Your pressure made it legible.