

So You Want To Be A CTO?

There are only three types of companies



Enterprise



Consulting



Product

Product companies are technology companies with a product like Atlassian, Google, etc

CTO

VP Engineering

CIO



Technical Strategy
Face of Technology



Build
Manage people
Budgets

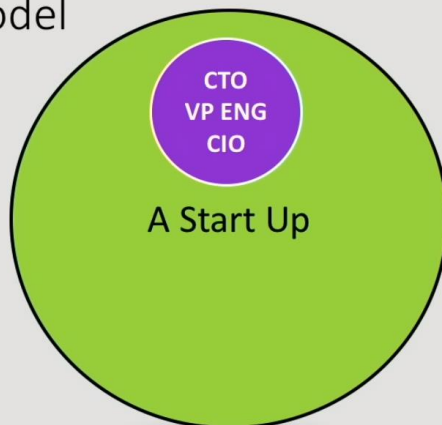


Laptops
Network
Internal systems

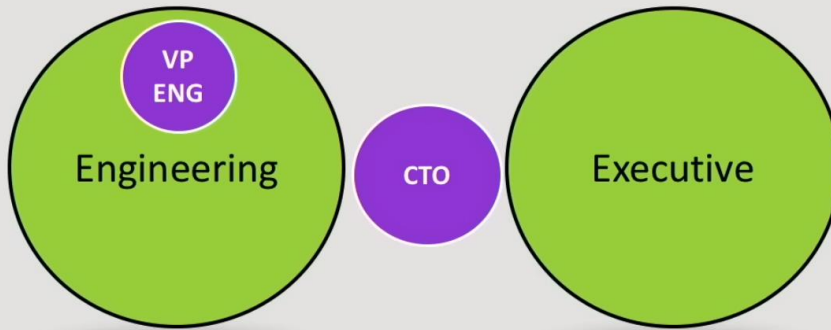
TCW!

The simple model

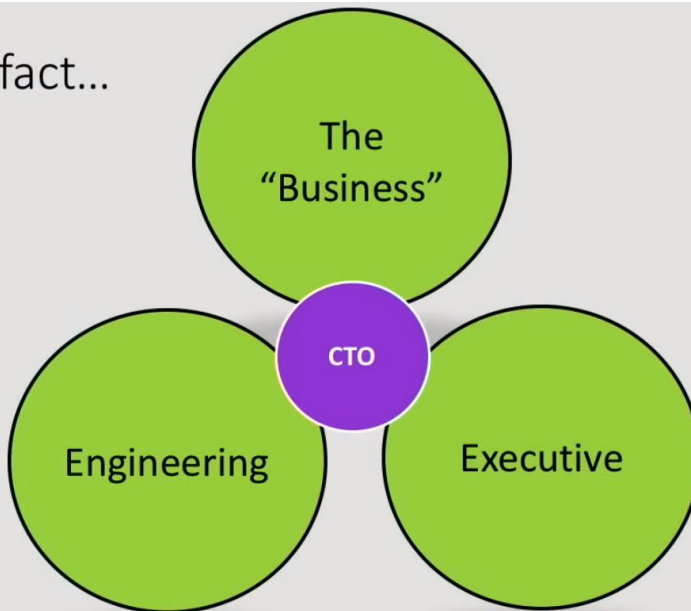
~~glory~~
hard work!



In a bigger company...

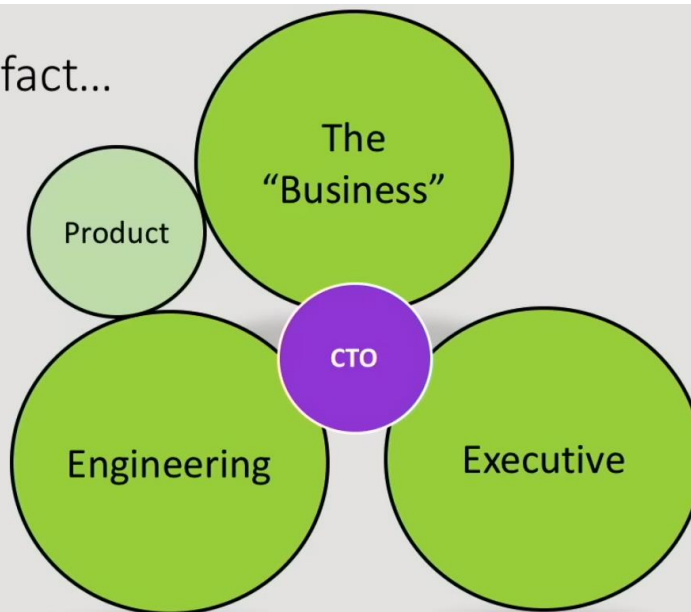


In actual fact...

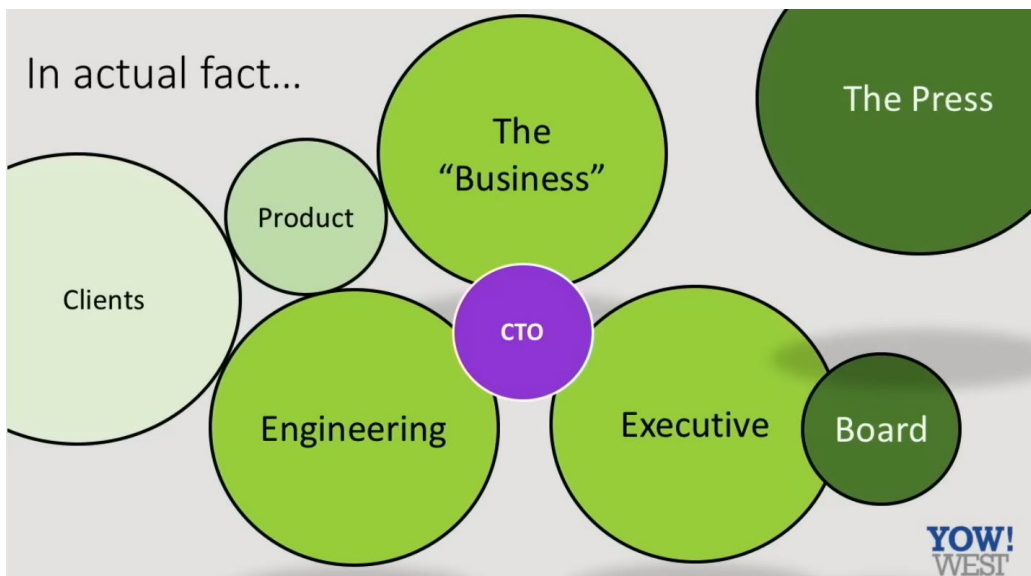
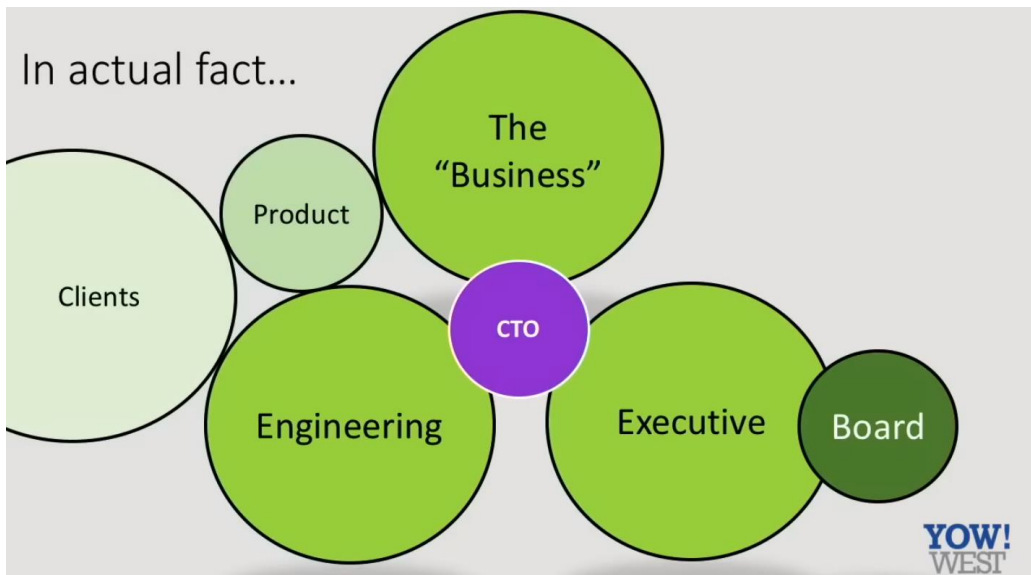


YOW!
WEST

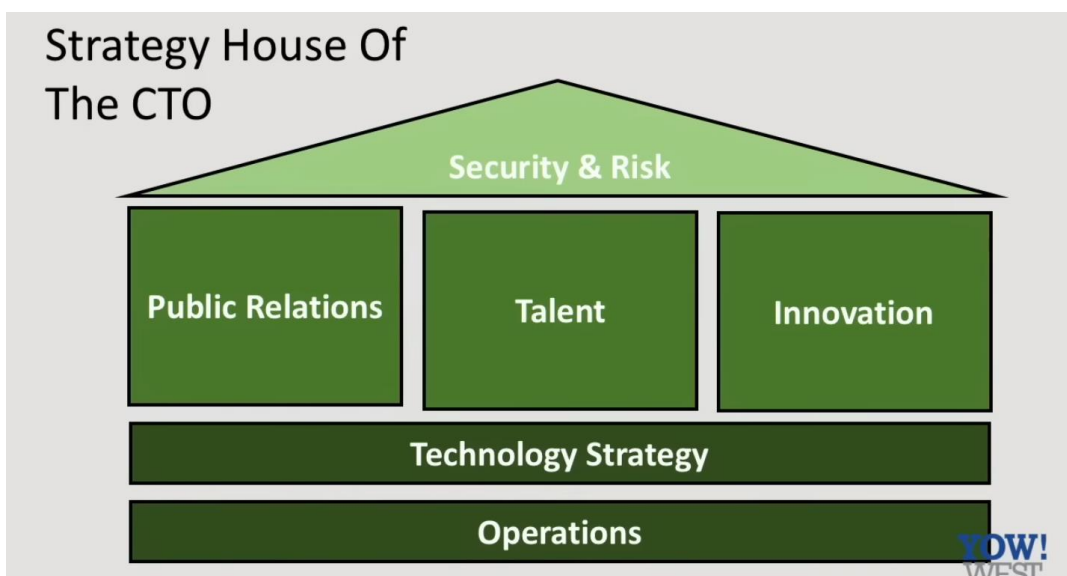
In actual fact...



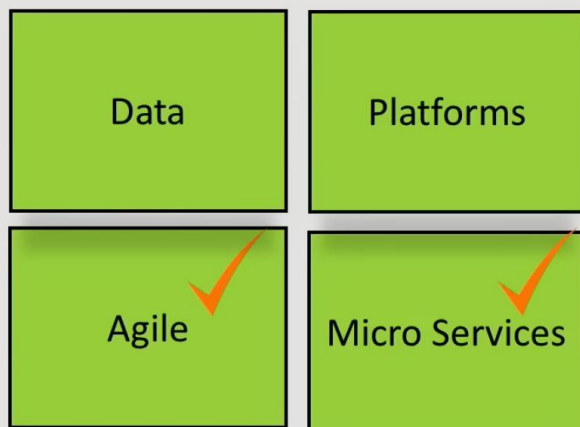
YOW!
WEST



How can you measure a CTO?

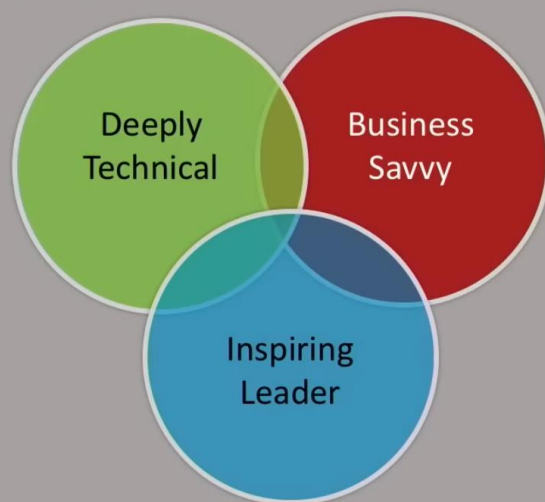


Meta-initiatives



YOW!
WEST

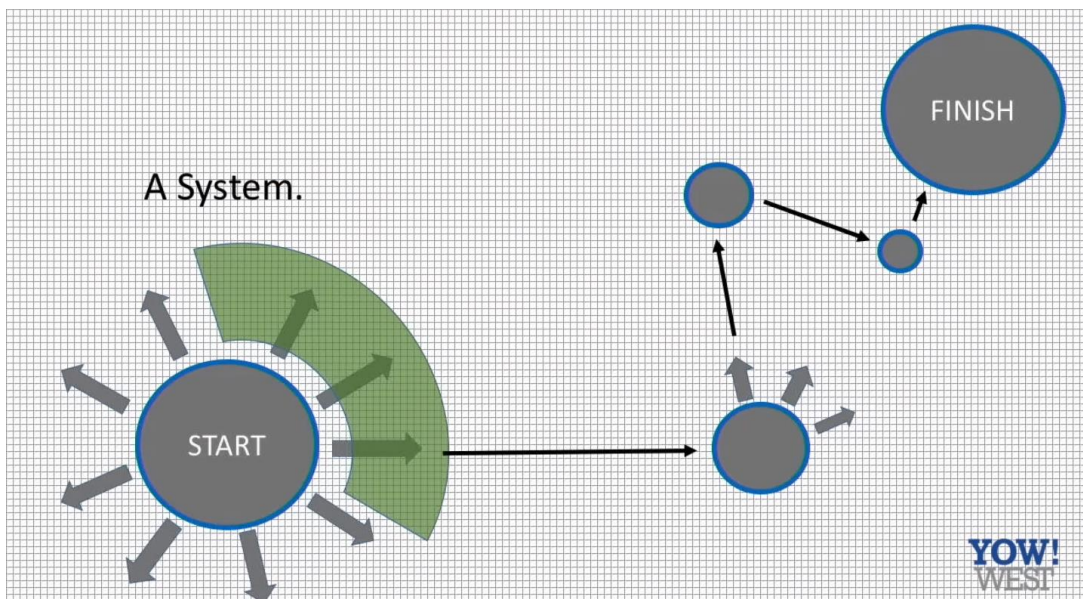
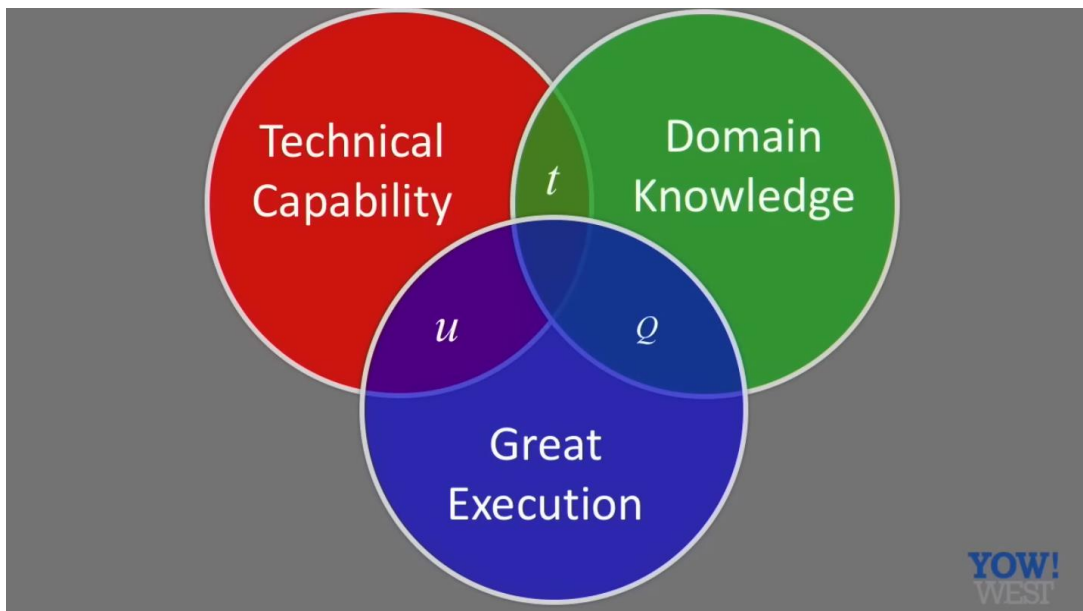
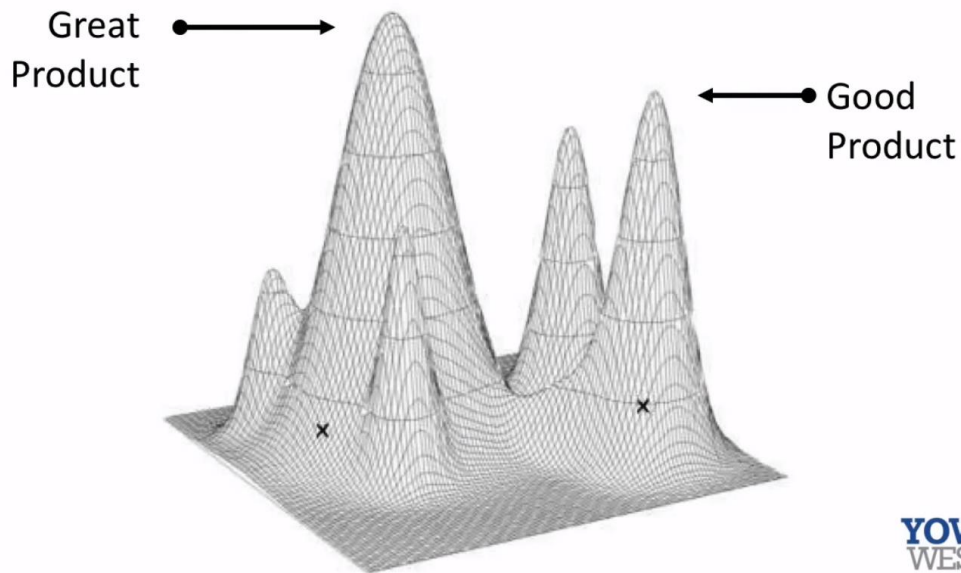
The essential CTO skills



YOW!
WEST

How to sum up the CTO Role?

*“Steer technology and strategy
towards the medium term view”*

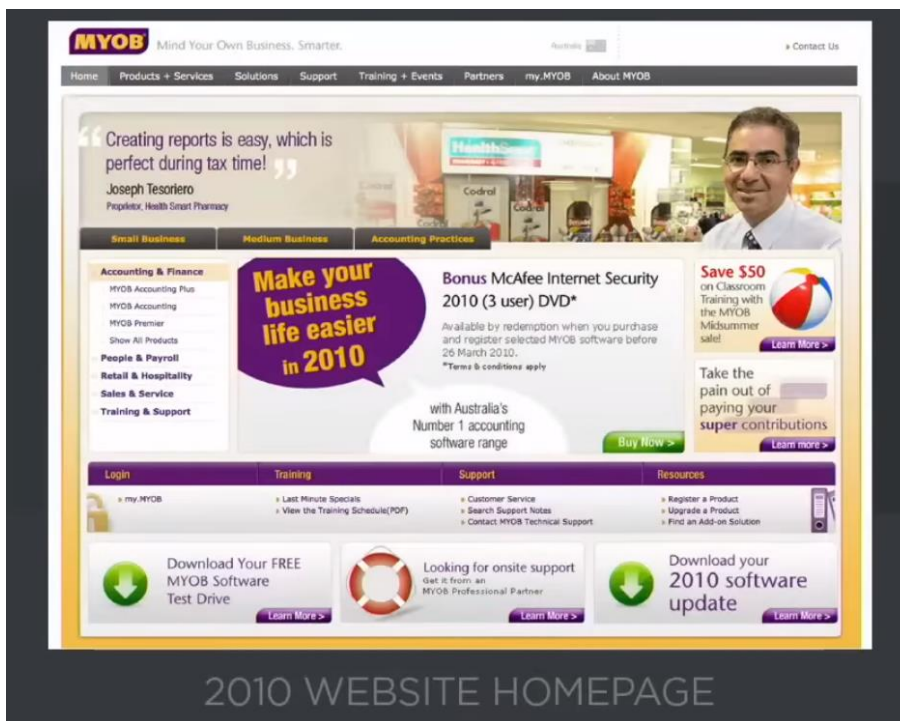


The formula for leverage.

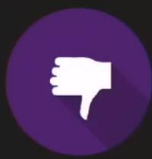
Logic + Data = Asset

Asset + API = Capability

***Capability = Product
+ Experience***



2010 WEBSITE HOMEPAGE



IGNORE

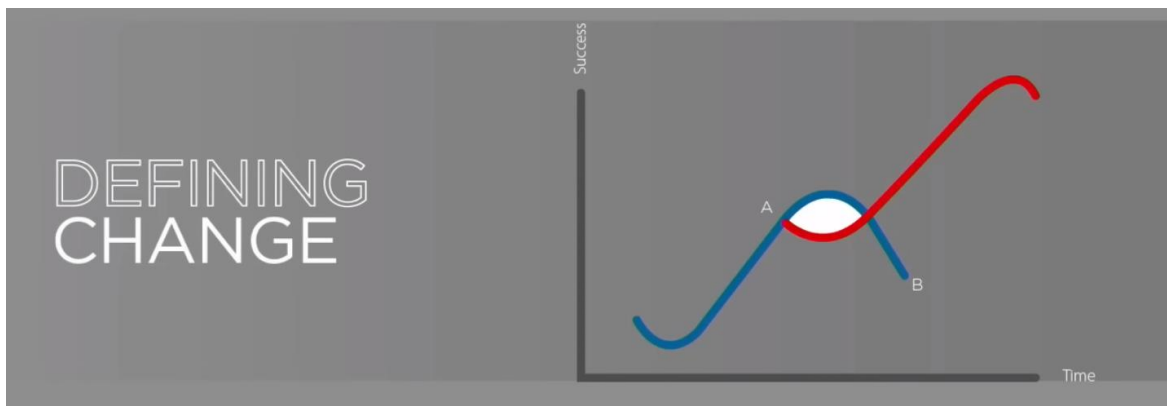


RESIST



EMBRACE

There are 3 possible response to disruption to your business



The CTO has to embrace change and guide the company to the other side.

Hindsight Manifesto

Heterogeneous over homogeneous
In-house development over external
Outcome driven over date driven
Autonomy over control
Platform capability over siloed products



How to guide 350+ engineers
to build a single platform?

PLATFORM MANIFESTO

medium term
decisions



over short
term thinking

nurture the
platform



over feature
delivery

existing
experiences



over different
variations

automation



over manual
repetition

capabilities
as services



over monolith
extensions

asynchronous
interactions



over synchronous
coupling

existing
assets



over new
development

stable
technologies



over the
unproven

the greater good



over individual objectives

YOW!