

HOW TO BREAK INTO A CAREER IN TECH



www.techfornontechies.co

Jason Goldstein



- London Business School MBA
- Worked at EY
- Wanted to transition into tech
- Didn't know the scope of opportunities

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Jason Goldstein

- Graduated from LBS
- Venture Capitalist at bio-tech fund
- Ran Tech & Media club at LBS
- While at LBS, volunteered with a biotech startup



A large blue circle containing a sky with white clouds is positioned in the upper left. A white ladder is shown at the bottom, extending upwards towards the circle. To the left of the ladder, there is a blue ring and a blue triangle at the bottom right corner of the slide.

THE OPPORTUNITY IS IN TECH

- More jobs
- More acquisitions
- More innovation

You might be just like me

- You're an action taker and you're resourceful!
- You don't have a tech background
- Tech feels impenetrable

I tried it all

- MBA from Chicago Booth (\$180,000!)
- New Venture Challenge
- Computer Science 101 from Stanford Online
- Product management courses on Coursera

And run a company in my spare time...wtf?!



How do I succeed
in tech without
totally retraining?

THEN THIS HAPPENED

Forbes

Feb 19, 2018, 09:32am EST

What Non-Technical Founders Really Need To Know About Tech



Sophia Matveeva Former Contributor ⓘ

Careers

Startup founder in retail tech.

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Forbes

5,695 views | Jan 26, 2020

Non-Technical Founders Can Build Great Tech Businesses, Investors Say

Some of the most successful tech companies, like Alibaba and Airbnb, were created by non-technical founders. Investors share their views on how non-technical should approach entrepreneurship and working with technical teams.



YOU COULD...

Retrain as a developer

Retrain as a data scientist

OR.....

BE A NON-TECHIE IN TECH!

The total number of “technology-oriented” jobs is predicted to increase from 41 million in 2020 to 190 million in 2025, almost 5x in 5 years, according to Microsoft.



Tech.

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5 CASE STUDIES

1. The Non-Technical Founder
 2. The Product Manager
 3. The lateral move
 4. Investing & acquisition
 5. Get tech clients
- 

THE YIN & YANG OF COMPANIES

Companies need people to MAKE the product and SELL the product.

Which one are you?

Figure out your skills and don't pretend to be something you are not.

THE EMPHASIS ON CODING HAS DECREASED

Now you also need:

- User experience design
- Community management
- Product strategy
- No Code tools

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**What do these jobs
have in common?**

CONCEPTS MATTER, SKILLS DON'T

Learn the basics, but you do not need to be a coder.



1: START-UPS

David Segura

- Founder, Giant Media
- Investor in 50+ startups
- Accelerator advisor

The journey

- Consulting
- Founder, Giant Media, sold to Adknowledge (TPG co)
- Investor



1: START-UPS

David Segura

- Sees opportunity while working at Comedy Network
- Build non-technical solution
- Once he gets some validation of the idea, hires tech team



”You should become fluent and knowledgeable of software trends and best practices - learn how to manage a technical endeavour from both a project and product standpoint, but **you will not get credit or a moral victory for becoming an average coder in a world that only values excellence.**



Lesson 1

Learn the basics of tech

Don't do a 6 month retraining course

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2: THE PRODUCT MANAGER

Juliet Eysenk

The Telegraph

- Journalist at The Telegraph
- Digital journalist
- Product manager

Lesson 2

Think from the user's perspective

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3: LATERAL MOVE

Sophie Seick

- PR at LinkedIn

The journey

- PR at agency
- PR at LinkedIn
- Took courses on data science and economics to work with data scientists



NETFLIX



David Wells

Lesson 3

Learn to co-create

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4: INVESTING & ACQUISITION

“The business strategies employed by highly successful start-ups and the career strategies employed by highly successful individuals are strikingly similar”

REID HOFFMAN

4: PERSON: VENTURE CAPITAL

Oksana Stowe

- Partner at Redrice Ventures

The journey

- Investment banking
- Angel investing on the side
- Principal at True Capital
- Partner at Redrice





COMPANY: LULULEMON & MIRROR

Lesson 4

Get involved while doing your day job

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5: GET TECH CLIENTS

Ronan Walsh, Founder of Digital Trawler

Founder of digital marketing company

Clients are Software as a Service companies

Booming sector during pandemic - success for Ronan

Lesson 5

You have many more options than you think

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IMPORTANT CONCEPTS

1. Circular vs Linear production
2. Back end vs front end
3. Product Management
4. User experience design (UX)
5. Cloud computing e.g. AWS
6. Product analysis
7. Algorithms
8. Basics of AI and Big Data

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BILL GATES

Information technology and business are becoming inextricably interwoven.

I don't think anybody can talk meaningfully about one without talking about the other.



**THE
TIME IS
NOW**

- LEARN basic tech concepts, but there is no need to retrain
- GET INVOLVED in digital initiatives now
- NETWORK with people working in tech companies

**Does the world feel more
open now?**



How to Speak Tech Masterclass For Leaders

www.techfornontechies.co/speaktech-class

You will learn:

1. The top mistake non-techies make when it comes to technology

www.techfornontechies.co/speaktech-class

You will learn:

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2. Design thinking & agile principles

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4. How tech decisions impact business goals

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