

The Tech Executive Operating System

Creating an R&D Organization That Moves the Needle

Leaders of tech organizations have to regularly adapt their strategies in an ever-changing market. Creating a culture that understands and supports both the technical and the nontechnical is a refined skill that can be difficult to master even for a leader with years of experience. The Tech Executive Operating System helps you apply your personal expertise and build a thriving R&D organization that moves the needle.

Tech companies spend an average of 15% of their revenue on R&D. As they grow, they find the return on this large investment decreases at a fast pace. Executives and leaders of companies big and small are at a loss and seeking guidance. Author Ben-Yosef expertly walks you through the need to set goals, translate business objectives to R&D terms, and establish the organizational structures and processes to create the biggest impact. *The Tech Executive Operating System* is a rare book that provides useful yardsticks to measure the progress and contribution of managers, teams, and individuals in your organization.

Tech executives, first-time startup founders, managers, CEOs, and other non-technical founders of startups who want to better understand a significant part of their organization all have invaluable knowledge to gain from *The Tech Executive Operating System*. Ben-Yosef's thorough research and real-world examples enhance the lessons and make your goals clear. Engineering organizations can be vastly improved by this multi-faceted approach, and the future of tech is calling for it.

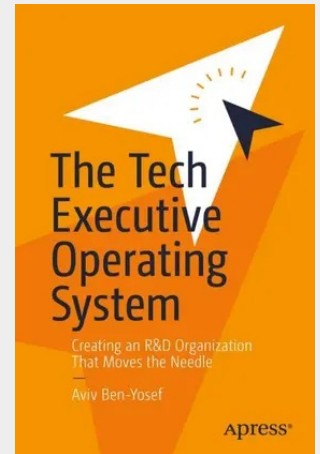
What You Will Learn

- Create a toolkit for your employees to put in place a remarkable engineering team
- Discover an impact-oriented approach to goal-setting that will be especially usefully for remote employees
- Turn the R&D department from a cost center to an innovation center

Who This Book is For

Tech executives and their direct reports, first-timer startup founders, junior leaders in tech organizations, middle-managers in big enterprises, CEOs and other non-technical founders of startups who want to better understand a big part of their organization and how best to address it.

1. What Does the Company Need You For? - 2. Executive Product Mastery - 3. First 100 Days - 4. Moving Upstream - 5. Your Executive Toolset - 6. Impact - 7. Driving Change - 8. R&D as the Innovating Organization - 9. Organizing the Organization - 10. Product Mastery - 11. Conclusion.



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