

# Three Tech CEOs Profiles

## RE-EMERGING TYPES REGARDING FINANCES

### SEE YOURSELF?

After engaging with hundreds of tech company CEOs, we have found three re-emerging types of CEOs when it comes to their business' finances.

In each case, the CEO has a blind spot or a persistent, nagging feeling that help is needed. The self-aware executive recognizes that expert financial management is a requirement for their business and financial expertise must be represented on their team.

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### The Discomforted

Less certain about company finances and controls than setting the vision, strategy, customer interaction or sales approach but feels they “should” be focused on finances



### The Bootstrapper

Totally hands-on and feel no one know their business like they do but may not be adept at fine points like raising capital or knowing what equity investors want



### The Ambivalent

Knows deep down that they are not the right person but have become the default finance executive because they don't see another way out.