



# Business (Non-Technical) Careers In High Tech

**ASHOK SWAMINATHAN**

# AGENDA

- ▶ Background
- ▶ Careers In High Tech
- ▶ How To Figure Out What Could Be A Good Fit

# High Tech Is A Growing Area



**You don't need to be a technologist to be in high tech...**

**You just have to think about these jobs differently ...**

# Background

- ▶ Started my career in engineering
  - ▶ Undergrad : IIT – Electrical Engineering
  - ▶ Masters: UMASS, Amherst – Computer Engineering
- ▶ Worked for 7 years before going to Business School – Wharton/UPenn
- ▶ Post Business School
  - ▶ Career In Consulting
  - ▶ Career in High Tech
  - ▶ Startup Experience
- ▶ Worked across most functional areas in High Tech

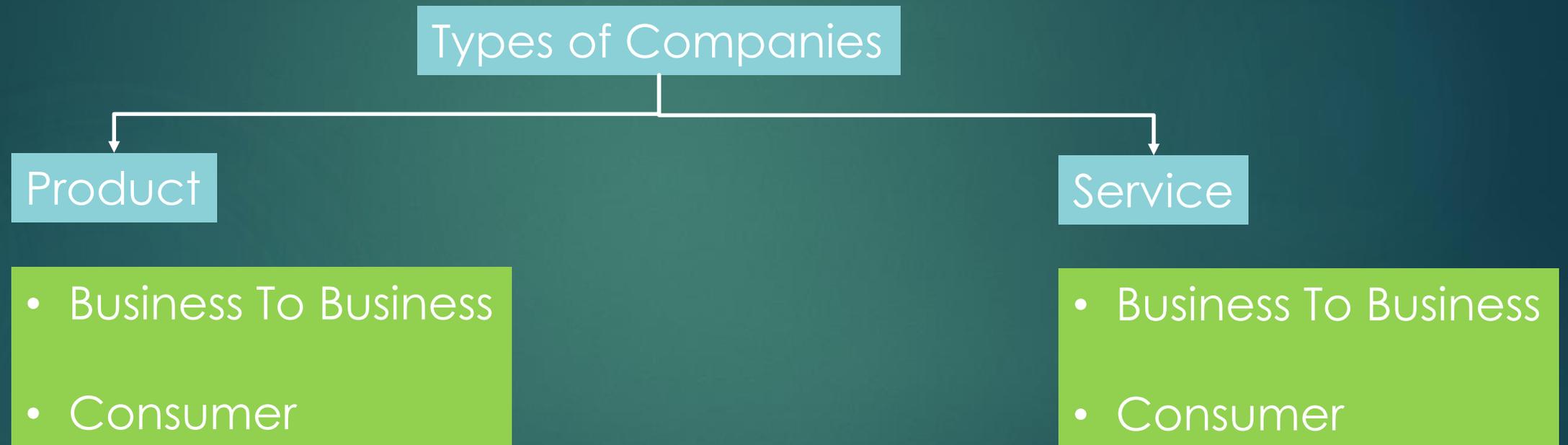
# High Tech Job Myths

- ▶ Do you need a technology degree to have a rewarding career in high tech ?
- ▶ High tech means companies like Google, Facebook, Oracle, SAP, Intel, etc
- ▶ Roles in high tech are traditional – engineering, marketing, sales, etc ?

# High Tech Is Evolving Rapidly

- ▶ Many of the roles in high tech do not require a technology degree
- ▶ Traditional companies are becoming hi-tech in many aspects
  - ▶ Vacuum Cleaner -> Robotics (iRobot)
- ▶ New roles are emerging
  - ▶ User Experience
  - ▶ Data Scientist
  - ▶ Digital Marketing

# One Way To Think About Business Careers In High Tech



# How To Think About Roles In A Typical High Tech Company

Develop the Product

**(Make)**

**(Enable)**

Sell the Product

**(Sell)**

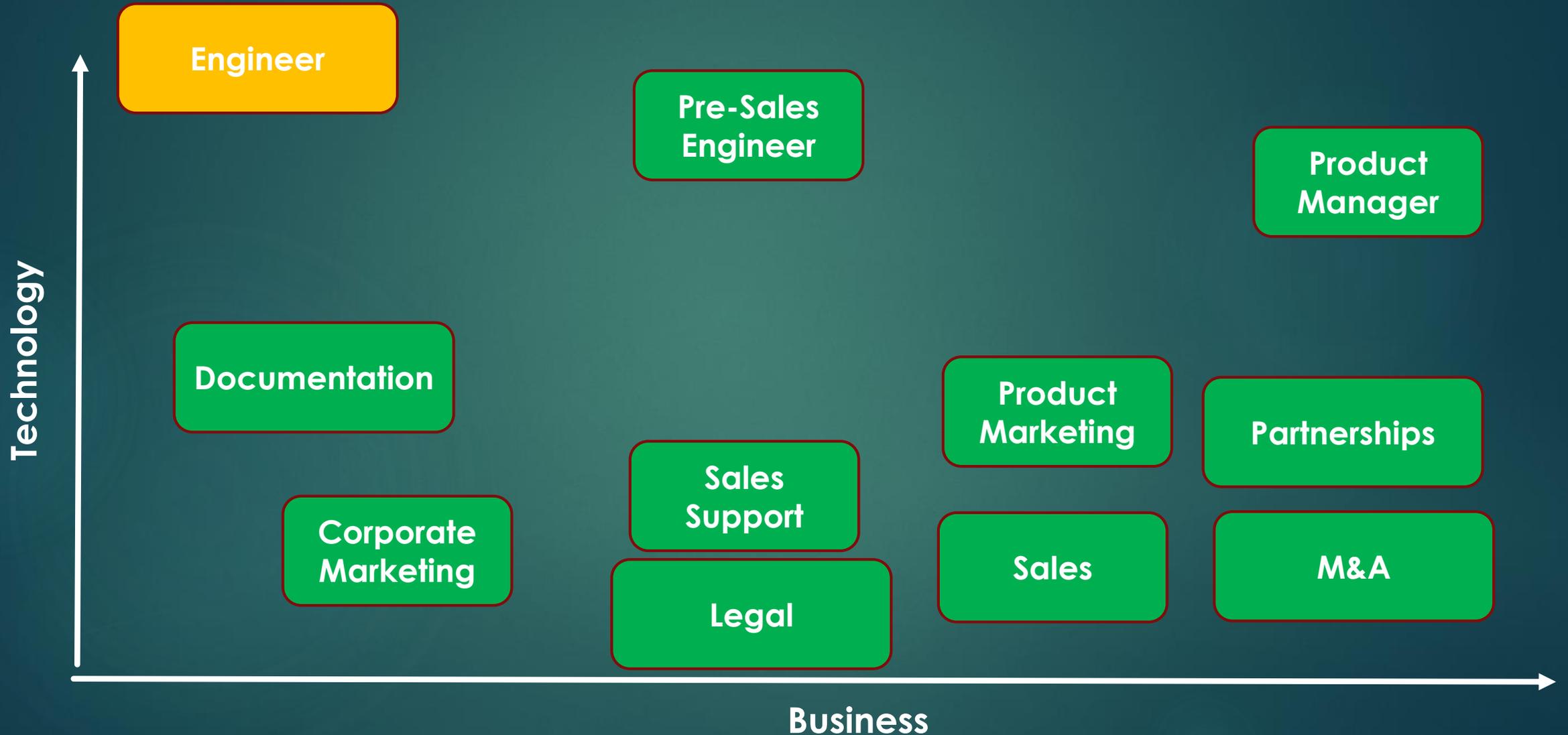
- Define the product
- Market the product
- Provide legal support
- Corporate Marketing
- Support sales process
- Support account manager

**NEW**

- User Experience
- Data Scientist

- Digital Marketing

# Some Common Roles in High Tech



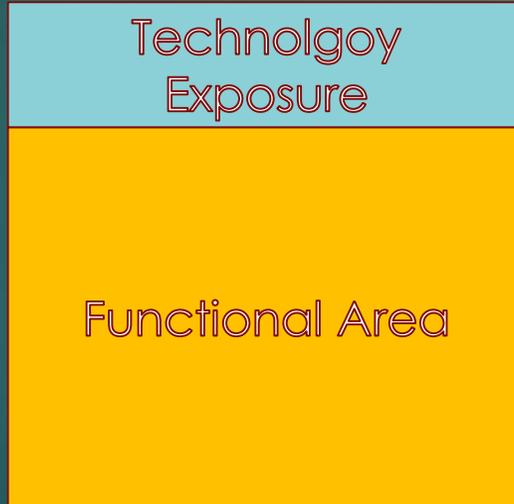
# Emerging Roles

- ▶ User Experience
- ▶ Data Scientist
- ▶ Social Media Marketing

# How To Prepare Yourself For An Entry Level Position

1. Identify the role you like

2. Top off your functional expertise with a bit of technology exposure



- Marketing, Accounting, Sales, Finance, Law, etc

3. Seek internships

# Contact

- ▶ Wishing you all good luck !
- ▶ In case you want further information:
  - ▶ Ashok Swaminathan
  - ▶ [asam2085@yahoo.com](mailto:asam2085@yahoo.com)
  - ▶ 925-997-6767