

Andrea Schulz on our 2024 Tech CFO survey results

In the tech industry, that mentality of growth at all costs has subsided. You just can't throw money at your talent anymore to retain them, because that's not what your investors are expecting. So, what can they actually dial up — which is bringing back a lot of that culture that tech firms are notable for, trying to increase the stickiness that way, because they don't want to go through the cost of losing that talent and having to source and find the right individuals in the market now. That's why culture is probably being dialed up now, because it's this refresh, and now it's, 'What can be our differentiation point without using money as the incentive?'