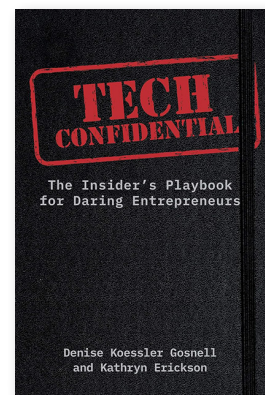


Executive Book Summaries®

Tech Confidential

The Insider's Playbook for Daring Entrepreneurs

by **Denise Koessler Gosnell and Kathryn Erickson**



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THE SUMMARY IN BRIEF

Silicon Valley is often portrayed as a meritocratic hub of innovation, yet the lived experience for many entrepreneurs reveals a far more volatile environment shaped by pressure, ego, and opaque power dynamics. The central problem addressed is how ambitious individuals can operate effectively and ethically within this system without compromising judgment, well-being, or values. Denise Koessler Gosnell and Kathryn Erickson argue that success in technology is not solely determined by talent or vision, but by the ability to navigate internal and external forces that influence decision-making and outcomes.

The authors present a structured framework that moves from individual self-mastery to team dynamics, product development, and competitive strategy. They emphasize managing ego, developing resilience, and recognizing burnout, while also outlining how to collaborate across diverse personalities and organizational functions. Practical tools, such as leadership communication models and behavioral frameworks, are used to explain how influence and alignment are achieved in complex environments.

The book extends these principles into company building, detailing how products are developed, launched, and scaled through repeatable systems such as S-curves and flywheels. It further examines market positioning, funding dynamics, and strategic partnerships, presenting a grounded view of how technology companies evolve within competitive ecosystems.

IN THIS EXECUTIVE BOOK SUMMARY

- Examine how unmanaged ego and burnout disrupt judgment and decisions
- Analyze team dynamics using frameworks to navigate power and behavior
- Apply S-curves and flywheels to build scalable, repeatable growth
- Evaluate funding, competition, and partnerships within tech markets

INTRODUCTION

There Be Dragons

What do you visualize when you read or hear the phrase “Silicon Valley”? Does it evoke images of sleek, glass-walled offices and the intoxicating scent of innovation wafting through the air? Are you convinced that Silicon Valley is the land of tech gods, goddesses, and unicorns, where the best and the brightest come together to conjure digital magic?

Silicon Valley is not Disneyland. It’s the Colosseum. It’s the latest gladiator arena where the battle is not just for success but for survival. Behind those glass office walls, it’s not all hoverboards and holograms. It’s blood, sweat, and tears, and not the inspiring, motivational-poster kind.

The myth of the tech utopia hides a reality where burnout is a badge of honor, ethical boundaries are blurry, and people are often treated as disposable assets.

We aim to provide you with a realistic view of the tech industry, including its challenges and pitfalls, and offer guidance on how to navigate this environment so you can succeed without compromising your health or your values.

LEVEL 1: PLAYING THE MENTAL GAME

CHAPTER 1

Dragon-Slaying 101

Ego is a common trip wire for building your career in tech and raging egos have ruined many opportunities that seemed great through the interview process. Taming your own ego before it becomes ungovernable, tanking that once-great opportunity, is the real inner game of Silicon Valley survival and success.

Recognizing that your ego can work against you is only the first step. The real work lies in untangling the traumas and insecurities that spark those “hormone darts.”

Gift yourself the opportunity for growth. Get an executive coach or therapist. A good coach will tell you when therapy will get you further. I have discussed high school with my coach zero times, but I have discussed how to confront challenges as what they are: challenges.

Being in tech is hard. Being a leader in tech is very, very hard. You don’t have to go through this alone, and you don’t have to learn all of these lessons the hard way.

CHAPTER 2

I Bet You Think This Chapter Is About You

I marched into my first leadership role with endless passion. I was referred to as the chief belief officer, and it doesn’t matter if the title was self-proclaimed; it stuck. What followed, me losing that role, was only a brief shock to my system. The lead-up to losing that role was absolute hell, and I spent years trying to figure out how it all fell apart so spectacularly.

There’s no single root cause and no single person to blame. So, while it might have been easier to villainize others, I needed to do the harder work of understanding how, when things got bad, I was able to make them so much worse.

What emerged from that process was not a single explanation, but a clearer pattern of missteps and blind spots—lessons that only became visible through time, reflection, and a more honest assessment of my own role.

Lesson 1: Nobody Gets to Measure You

The first book I bought after losing that leadership role was *Emotional Resilience* by Harry Barry. The answers I needed were in that book, but I was still asking all the wrong questions. There it was, a cliché as old as time: Failing does not make you a failure.

I highly recommend Barry’s three rules to prevent you from equating failing to failure:

1. Don’t rate yourself
2. Don’t let others rate you
3. It’s okay to rate your actions

Lesson 2: It’s Not About You

We interviewed Abby Kearns, a well-respected technology leader, and asked her what she wished young entrepreneurs and leaders knew. Without hesitation, she said, “I wish they understood that whatever is going on, it’s not about them personally. It might be about a decision they made, the company, or the market, but it’s almost never actually about them. They always think it’s about them, and that’s a blind spot.”

Lesson 3: Not All Passion Is Healthy

You have to have passion to be successful at a startup. There is, however, a type of passion that is unhealthy. Robert Vallerand is a social psychologist, academic, and author who published

You don't owe anybody your burned-out self.



seminal research on this topic. He and his team were able to prove that when the thing you're passionate about begins to define your self-worth, your self-esteem becomes too tightly associated with the success or failure of the passion.

CHAPTER 3

Nobody Knows

That's the big secret. Nobody really knows what is going to happen or knows every aspect of a topic or has the singularly correct point of view. In a universe where literally nobody knows everything, or anything with total certainty, curiosity is the only compass that really matters.

The actual smartest person in the room is the most curious person in the room. They use words for specificity and explanation, not gatekeeping. This is the difference between needing to show your mastery of a tiny blip of knowledge versus choosing to constantly expand it.

Learn to ask questions, learn to listen, and don't assume that just because you survived one tech battlefield, you know how every arena battle is fought. If you picked the wrong gig, you can still change course. You don't owe anybody your burned-out self.

Get curious, get clarity, and if you need to, get out.

CHAPTER 4

This Chapter Is About You

Sometimes, your passion can have such a strong hold on control that you get completely disconnected from reality. Be it your pursuit of success, recognition, or knowledge, your ego brushes off escalating warnings from loved ones that you need to slow down. Your ego ignores pleas from your body to change your situation.

Burnout

There are twelve widely recognized stages of burnout, originally penned by psychologist Herbert Freudenberger, whose research was informed in part by his own experience with stress and exhaustion:

1. **The compulsion to prove oneself:** Characterized by excessive ambition and a desire to prove one's worth
2. **Working harder:** Marked by pushing beyond limits and taking on increasing responsibilities
3. **Neglecting their needs:** Involves diminished self-care, including poor sleep, missed meals, and reduced social interaction
4. **Displacement of conflicts:** Defined by dismissing or ignoring problems due to perceived lack of time
5. **Revision of values:** Occurs as work becomes the primary focus and personal priorities lose importance
6. **Denial of emerging problems:** Reflected in intolerance and a tendency to blame others for stress and dissatisfaction
7. **Withdrawal:** Seen in increased social isolation and avoidance of interaction
8. **Odd behavioral changes:** Evident through cynicism, irritability, or aggression
9. **Depersonalization:** Involves detachment from oneself and treating others as objects or numbers
10. **Inner emptiness:** Characterized by a sense of meaninglessness and attempts to fill the void with unproductive habits
11. **Depression:** Marked by hopelessness, loss of purpose, and emotional decline
12. **Burnout syndrome:** Defined by physical and mental collapse requiring potential intervention

All too often, I see other people dismiss the warning signs of burnout, thinking, "I'll just push through." The valuable skill isn't in pushing yourself to the limit; it's in knowing when to stop, breathe, and honor your own limitations.

As you navigate your career, remember to listen to your body, be honest with what you want to do with your time, and find joy in those activities that let you let go.

Dr. Bessel van der Kolk's *The Body Keeps the Score* should be your first stop if you suspect burnout. It doesn't just tell you stress is bad. It explains how your nervous system hijacks you, why your body keeps receipts on every unresolved trauma, and why "just pushing through" is the worst possible strategy.

LEVEL 2: SQUAD GOALS

CHAPTER 5

Overclocked Misfits

Creating technology done well is a beautiful thing to experience. It is a high-speed, collaborative typing contest that is most similar to repaving a highway full of burning vehicles during rush hour.

No matter your role in shipping code, there seems to be a shared pride in building the next frontier alongside your fellow misfits. The term “misfits” was first introduced to me by newly acquired coworkers after my stint in academia. Over lunch on my first day, the crew boasted they were an “island of misfit toys,” as was evident in our office’s living room.

To proudly claim the label of “an island of misfit toys” really meant the team previously felt like outsiders and found camaraderie because of it. Your job in this world of overclocked misfits is to figure out who your allies are, stay away from the toxic culture sucker, and not become one of them yourself.

A team member who focuses on collaboration and understanding the bigger picture brings a different kind of energy than someone who sees every discussion as a chance to prove themselves. I’d rather work with a computer science intern eager to learn than someone who dismisses questions and steamrolls the conversation with their own vision. Skills can be taught. Processes can be learned. But character is far more difficult to change.

CHAPTER 6

Show Me What I’m Working With

I learned the hard way that most things aren’t about me after a tough conversation with a leader I deeply respect. He said, “The CEO is not responsible for your mental health. He is responsible for the success of the company, and if you want to destroy your mental health in support of his mission, he will let you.”

The idea of servitude is a difficult concept for the prideful. However, if you can accept that things are not about you, then the only logical conclusion is that they are about the product, the company, and empowering all of the overclocked misfits, ourselves included, to punch above their weight. I needed to know how to best serve this person that

I was following into battle every day. In this pursuit, I found the Social Styles Matrix.

The Social Styles Matrix

The problem with most of the popular frameworks is that they’re too complicated. The Social Styles Matrix is simple. It’s something you can read once and use for the rest of your career. It requires you to make just two simple, key observations about a leader:

1. **Ask versus tell:** When a decision is needed, do they start with gathering information or sharing their opinion or knowledge?
2. **Open versus closed:** In conversations, is it easy for them to share their feelings, or are they more reserved, even hidden?

Using this framework, you can determine if you’re working with an executive who’s a Driver, an Analytical, an Expressive, or an Amiable. Then, you just need to know how to work with them.

Drivers

Drivers are forceful and determined. They are action-oriented and want outcomes. You exist to provide options and a recommendation, but they will make the decision. The approach is, “Your two options are x and y, and I recommend x for this very concise reason.” Answer their follow-up questions with facts.

Analyticals

With Analyticals, the word “precise-ish” doesn’t exist. If you use it, you lose credibility. Their currency is information—*correct* information they *trust*. They are reserved but prefer to gather information before making a decision.

Expressives

The currency of Expressives is vision. Expressives don’t care if ideas crash and burn. They care that you can think big enough to have the conversation. Think big but also be curious. Do not make the mistake of thinking that your Expressive doesn’t have drive or a need for data. This person is often setting the three-to-five-year strategy for an organization; they know their stuff, but they understand the value of the creative process.

Amiables

Amiables are the diplomats. Trust is their currency, and they spend it ending wars and influencing big change. The Amiable is often the smartest person in the room, but they don’t need you to know that. Often, you’ll walk away feeling like

Leadership isn't about mastering every function; it's about understanding how they fit together.

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the victor while doing exactly what the Amiable wanted. They are, hands down, the best exec you'll ever work with, and in times of stress you should make every effort to channel their energy.

CHAPTER 7

Unsung Heroes

When you're secretly crying in the bathroom because the CEO shredded you in another meeting, remember that someone stocked that quilted two-ply toilet paper you're using to dab those tears.

When a potential customer wants to change their sales contract twenty-four hours before quarter-end and legal saves your ass, understand that they did not have to save your ass. When similar startups with better products and more funding are folding and y'all aren't, thank finance.

When anything at all gets done that requires two or more teams working together, thank ops. Actually, when anything gets done, thank the ops team.

If you want to develop as a leader, you have to step outside of your bunker or cubicle corner. Leadership isn't about mastering every function; it's about understanding how they fit together. You may not know much about marketing, operations, or finance, but you are all wearing the same jersey. The only way to improve, make better decisions, and lead effectively is to listen and engage.

LEVEL 3: LEARNING TO LEAD

CHAPTER 8

Unicorns Are Real

If someone really wants to learn to cook, they buy *Jacques Pépin's Complete Techniques*. Jacques starts by teaching you how to pick a knife. You then learn how to sharpen a knife, and once you've mastered that, he deems you ready to learn how to hold a knife.

We're going to take a step back and tell you which knives you need and how they work. At minimum, chefs need a chef's knife and a paring knife. At minimum, you need S-curves and flywheels.

Scarcity–Abundance S-Curves

There's a wave-generating tool called the scarcity–abundance S-curve. All software products start in the same place: Something is scarce, which is creating a problem that you want to solve. The software you develop to address that scarcity will make something else abundant, and that abundance will create a new scarcity.

S-curves aren't just how you start a company; they're how you keep it healthy in the long term. Great companies continue to feed the abundance of the first S-curve while executing on or acquiring the abundance of the second, and the third.

Flywheels: How to Grow a Company

Part 1: Momentum

Imagine that a merry-go-round is our flywheel. You approach the merry-go-round and give it a push. You then take a step back and the merry-go-round continues spinning for a few seconds. Every push on the merry-go-round represents part of your startup strategy. You realize it's not about maintaining speed; it's about accelerating it. The faster you can make your strategy flywheel spin, the easier it is to make it go even faster and faster.

Part 2: Self-Reinforcing Loop

The kids hop on the merry-go-round and at first, it's harder to push, but there's something about the extra weight from riders that causes it to go faster than before. You kind of remember something from school about more mass resulting in more momentum.

You marvel as the merry-go-round continues to spin and spin because more mass means more momentum which means the merry-go-round has more stored energy.

Similarly, if you build your strategy flywheel just right, it will become self-reinforcing.

CHAPTER 9

Build Products That People Want

Want to nail your product launch? You've got to start with the build. There are three critical components you need to get right before launch day.

Phase 1: Write down all your educated wishes

Building and launching a product is basically a wild guess. It's your hypothesis about what others need, how often, and at what value. Before you dive into building, do your future self a favor and write down your guess. Then refine your guesses with data. These documented guesses will be your lifesavers after launch, when things might not go as planned.

Phase 2: Design and build a new ride

This phase shifts from meeting-driven chaos to long, focused and uninterrupted work blocks—the lifeblood of our overclocked misfits. Half of this phase is figuring out your flywheel. *It's the customer journey that's fueling the flywheel.* Sketch it out, explain it in a document, and get your fellow leaders and colleagues to comment on it.

Phase 3: Set up ops

Once the ride's designed, it's time to make sure the whole thing can even run. Setting up operations is all about making sure the flywheel will spin and reporting on how well it does. The whole point of the flywheel is optimizing customer experience for patterns in product usage.

CHAPTER 10

Stick the Landing

A launch brings together everything discussed so far. The overclocked misfits, the opinionated leaders, and the unsung heroes all rally around addressing a scarcity, hoping to turn it into abundance and make money in the process. Launching a product is more than just making your code public. You get one shot at a launch.

Positioning

You've been building a product and solving a real-world problem with brilliant engineering. Now, the tech is airtight, the features are impressive, and the team is hyped.

Messaging is where most teams mess this up: They focus on what they built instead of why customers urgently need it. If you want to nail it, use the customers' exact words in your messaging, not yours.

Pricing

This is when engineering looks at you like you just asked them to put a price tag on their firstborn. And, don't forget that your Driver exec expects you to magically conjure up a pricing model that makes sense, drives adoption, and doesn't tank the business. Do your future self a favor and think about pricing while you're still building.

Naming

Naming a flagship product is different from naming a secondary product or feature which is either free with or charged as an add-on to the flagship product. Unless you're aiming to be the next Xerox, consider choosing something that reflects the vision of what the product does or what people are looking for when they find it.

Also, times change. If the name you choose has any association with a single group of people, abandon that name.

Testing

You aren't just launching a product; you're launching a flywheel. This is your first push of the merry-go-round, and if you didn't check the bolts before inviting users to hop on, don't be surprised when they're flung off at full speed.

History is littered with great products that failed spectacularly because someone skipped this step.

CHAPTER 11

Grow the Flow

What happens next after a launch is largely situational. If you're at an early-stage startup, this is your situation:

None of your initial hypotheses or wish-list items will survive contact with the market. You must now find repeatability and then optimize for it.

Repeatability means that people are adopting your product for the same three to five reasons and achieving the same outcomes over and over again. To succeed, you must constrain your value prop. You have to be willing to tell a customer "We don't do that" and lose the deal.

There is some aspect or capability of the product that users like. Iterate on that functionality to grow its value toward repeatability. You'll have to block the noise. You do not need x security feature or z latency. You need something people actually want.

If you build your strategy flywheel just right, it will become self-reinforcing.

”

Get Pull or Pivot

The right market pulls a good product. If your product isn't getting pull, it's probably in the wrong market. You need to pivot—and you may need to pivot a lot.

A strategist once advised me that “if the engine starts going sideways, let it.” Users might like a product for a variety of reasons. You must find the reason or positioning that offers differentiation from the rest of the market. Here it is again: Care about their words and not yours.

CHAPTER 12

Data Isn't People

When we start using data to actively inform our decisions in real time, we can turn things around, build trust, and drive companies to exist with data, not egos. Here are the six things we recommend for leaders who are ready to move from chaos to control:

1. Data is the grounding of a shared narrative

Data gives you a shared language. Without it, your meetings are just ego-fueled debates, and the loudest person in the room usually wins.

2. Watch for deadline heroics

You're going to set goals, and sometimes those goals will be missed. What you need to watch out for are the last-minute scrambles where someone suddenly manages to “save the day.”

3. Create a drumbeat

Imagine data as a steady rhythm that keeps your team in sync. It's like a drumbeat that sets the pace for everyone. You don't want frantic bursts of activity that burn everyone out. You want steady, reliable progress.

4. You can change it

If something isn't working, if the data is showing that you're not on pace to hit your goals, change the goal. Adjust. Pivot. Don't stick with a plan that's clearly leading you off a cliff just because it's what you wrote down three months ago.

5. Things get worse before they get better

Drops in metrics mean you are still perfecting the process.

The worst thing you can do is panic. Change takes time, even if the early signs make you sweat.

6. Two types of data, one way to use them

You've got operational data: the stuff that tells you what's happening day to day. And then there's strategic data: the information that helps you see where you're headed in the long run. The way you use them is *together*.

LEVEL 4: IT'S A JUNGLE OUT THERE

CHAPTER 13

Enemies, Friends, and Frenemies

It's easy to fall into the trap of seeing other companies as competition when there's overlap on secondary feature sets of your product. I was provided a framework for identifying the real competition. To be a competitor, all three of the following questions must be answered with a yes:

- Do you serve the same user?
- Do you serve the same core use cases?
- Do you share the same buyer?

As a leader, you must learn to appreciate the competition. Remember: To go fast, go alone. To go far, go together.

Your competition can become your partner. The best partners are simply other companies' products that your customers use alongside your products.

Only go after the partnership if they have something you want. Land the partnership by knowing what they need and showing how something you have can further their mission. Focus your energy on the narrow scope of mutual benefits.

CHAPTER 14

Get That Funny Money, Honey

Getting funding comes down to people, timing, and execution. If you're going to get funding, you're going to need to get tough. Here is a hit list of things you must know:

The people

Whether you're an extrovert or an introvert, the idea of pitching to VCs is either high-octane adrenaline pumping or high-octane adrenaline sucking. Either way, it's the ultimate test of your vision, your nerves, and your ability to sell not just a product, but a vision.

Cofounder dynamics

Folks usually think cofounders are a balance of tech and business savvy. I spoke to a serial founder, Matthias Broecheler, who had a different perspective, and I love it. He looks for a cofounder who is unreasonable in the best way. They don't take no for an answer. They don't think inside the box. They'll do whatever it takes to do whatever it takes.

Know your leverage

Venture funding isn't charity. What is your leverage? Are you a previous founder or industry influencer with a killer reputation and track record of success? If so, that's your leverage. Just send up a smoke signal and you should get funding quickly.

Educate yourself on VC motivations

Not all VCs are created equal. Some seek early exits; others invest in long-term growth. Some are swayed by technological innovation, while others prioritize business models. Aligning with a VC whose goals mirror your own can be the difference between a fruitful partnership and frustrating micromanagement.

Prepare for rejection

Securing VC capital is daunting. It involves numerous meetings, negotiations, and yes—rejections. Resilience is your single greatest asset. Learn from each pitch and continuously refine your approach.

Talk to other founders

I once went to a forty-five-minute conference session on VCs behaving badly, and my takeaway was that good founders want to pave the way for new founders. Just go talk to them.

Timing

You must leverage industry cycles. Understand the ebb and flow of your industry's funding cycles. There are times when money floods into certain sectors (think AI, blockchain, etc.) and times when it recedes.

Execution

Execution ultimately determines the extent to which funding opportunities convert into viable outcomes. The following elements define how effectively that execution is assessed and sustained.

- **Clarity is king:** Walking into a pitch with a muddled message is going to fail. Your value proposition should be crystal clear, and it should articulate exactly what your startup does, whom it serves, and why it matters.
- **Signal strength:** For new founders, your traction speaks louder than your projections. Traction can get you to the top of any VC's darlings list. This is why open source is your friend. You must shed your introversion to get your code seen.
- **The deal:** Many founders think that they are in the weaker position for negotiations. Flip this on its head. If a VC needs your innovation to enhance their portfolio, you wield the power. Use this to negotiate terms that favor your long-term vision over immediate gains, preserve your equity, maintain control, and minimize board interference. You're here to make a mark on the world, not just to do a deal.

CHAPTER 15

Piercing the Dark Veil of Acquisitions

You can't buy a company strategy, but you can accelerate one through an acquisition. If you're the buyer, you need stakeholder buy-in on what the goal of the acquisition is. If you're the seller, it's a good idea to decipher the buyer's strategy so that you can appeal to it and maximize your value.

Acquisition goals are usually some combination of the following strategic objectives:

- enhancing the product or filling a product gap
- moving into an adjacent market
- increasing your geographic reach
- consolidating the market
- acquiring talent
- playing the metrics game
- other reasons: tax purposes, refocus, diversification, etc.

Advice for Buyers

If growing your market means moving into adjacent tech areas, you must deeply understand the industry landscape of your market and the adjacent one. You need to understand who needs who, what areas make sense to expand into, and which technology your customers must use to get the most value out of your products. Knowing this is the key to going from understanding the corporate strategy to writing an acquisition strategy.

Advice for Founders (Sellers)

- **Be findable.** Make sure your company description is clear and straightforward.
- **Be prepared.** Have your financials, growth metrics, and vision well documented.
- **Be open-minded.** An acquisition offer isn't an insult to your entrepreneurial spirit. It's a potential opportunity.
- **Sell before growth stops.**

Better Together

When the prospect of an acquisition surfaces, it's all about how we can achieve more united than apart. If you don't see that potential, that's fine. Timing is everything.

But if our conversation ignites a spark, if we start envisioning a future where one plus one equals three, then we're onto something special. The right offer is one that pays ahead of a bunch of risk.

Whether you're a buyer seeking to accelerate your company's strategy or a founder contemplating an offer, the biggest predictor of future success is to what degree both parties believe that the shared vision will propel the combined teams forward.

CONCLUSION

Life's a Pivot

Maybe it was the athlete within me that made me reach for Silicon Valley. Or maybe it is the right fit for my blend of drive and quirk. Whatever the reason, stepping into this arena meant that I had to take a long, hard look at the most irritating, overclocked misfit and learn that I was looking at myself. Growth meant learning how to genuinely envision an Analytical's perspective and slow down around an Amiable.

I've always loved Drivers, though. Urgent decision-making and operations are our lifeblood. Stumbling upon a place where speed and bluntness are actually valued has been one of the most unexpectedly calming side quests I've completed in the arena.

Just as I got comfortable flooring it, I realized the real challenge was learning when to pump the brakes. And sometimes, self-awareness isn't just about realizing where you are the problem. It is also about resisting the urge to fix everything yourself. Growth means holding others around me accountable for what I see.

Here's the crazy part: Letting go of my need to know it all didn't mean I abandoned my big ideas. Quite the opposite. The moment I stepped off my ego pedestal, I saw the market crying out for a solution built on scarcity and powered by relentless flywheel momentum. In other words, we've got a golden opportunity to launch a merry-go-round that you will want to push, especially if we move fast and strategically.

Our experience taught us how to see the abundance of secret plays, insider baseball tips, and mental breakdowns as opportunity. We know how to fix merry-go-rounds. We know how to reconnect your flywheel to make it spin. We've faced enough competition to know who is friend or foe. We want to help you know these things, too.

But remember, the path ahead starts with fixing yourself.



Denise Koessler Gosnell is a technology executive, author, and educator known for navigating complex challenges in high-growth environments. She earned a PhD while leading NSF-funded innovations, experienced the highs and lows of startup life, and helped drive large-scale product launches at Amazon. Now the CEO of an AI education venture, she equips professionals with practical strategies to succeed in the tech industry without losing their perspective or well-being. Gosnell combines technical expertise with real-world insight to help others build resilient, sustainable careers while maintaining clarity, humor, and a strong sense of self in fast-moving environments.



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