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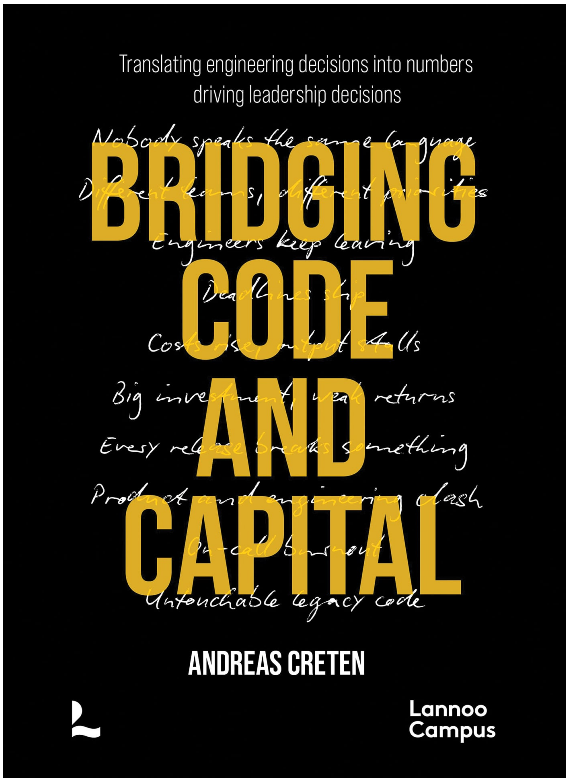

Bridging Code and Capital

Translating engineering decisions into numbers driving leadership decisions

Andreas Creten

ISBN	9789079967407
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Binding	Hardback
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- Translates engineering reality into the financial vocabulary of CFOs, boards, and investors for the first time, instead of siding with either camp
- Written by a fractional CTO and technical due diligence expert who has spent nearly twenty years observing hundreds of technical leaders and investors around the table
- A concrete thinking framework: readers learn how to quantify the hidden economic impact of bugs, poor hiring decisions, technical debt, and “quick rewrite” decisions
- Money got expensive: growth at all costs is over; engineering leaders who cannot justify their decisions economically lose budget and autonomy
- Fills the gap between technical books and abstract management books with concrete formulas, metrics, and benchmarks.
- The framework applies wherever software creates value
- A coherent framework for understanding the “hidden costs” of software: bugs, poor hires, technical debt, building the wrong product, premature optimisation, outsourcing, and rewrites
- Each chapter includes a relatable situation, a progressive formula, research-backed insights, and concrete “talk tracks” for difficult conversations
- Practical tools to explain in budget discussions why a €50,000 investment in tooling can generate €200,000 in returns, or why a bad hire can cost eight times their salary

The real competitive advantage? Tech and leadership speaking the same language. Engineers talk about velocity and technical debt. Executives talk about burn rate and runway. Boards talk about capital efficiency. Three languages, three parallel universes and between them, the best decisions get lost. ***Bridging Code and Capital*** is a translation guide: it makes the hidden economic impact of bugs, bad hires, technical debt, and building the wrong product measurable, not to run the company on numbers, but to finally get everyone speaking the same language.

Andreas Creten is CEO and co-founder of madewithlove, a company he founded in 2008 to support product organisations with technical leadership. He has nearly two decades of experience as a fractional CTO, advisor, and mentor, with a focus on technical due diligence for investors and interim leadership at scale-ups. He is also a frequently invited speaker at international conferences on the economics of software engineering.

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