



Growth Conference

MARCH 30, 2022



Pacific Beach Sunset by Melusina Creative

BANK OF AMERICA 



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TECH SAN DIEGO GROWTH CONFERENCE

MARCH 30, 2022

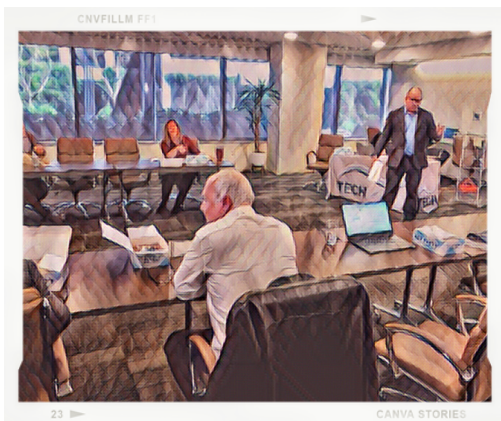
On March 30th, a group of senior technology executives joined Tech San Diego to discuss critical issues facing the Technology industry. For this pilot event, we chose to limit the attendance to executives that spanned the software and hardware industries. While the results are not statistically representative, we believe by utilizing the live-polling software and with the significant experience in the room, we have captured the general tech mindset.

The topics we polled and discussed touched on relevant issues such as talent recruitment and retention, benchmarking, inflationary pressures, and supply chain challenges.

“Personally, I was surprised by how positive an outlook most executives had considering all of the challenges over the last few years.” Kevin Carroll, Executive Director Tech San Diego.

It should also be noted that this event was held nearly 5 weeks after the Russian invasion of Ukraine, and some of the executives did express concerns about the future impact on the global economy. Even as they acknowledged the challenges of the current business environment, they seem to be working through those issues and thriving. This is a testament to the creativity and innovation of the regional tech community in San Diego.

We would like to thank all of the participants of the Growth Conference for their time and insight. On behalf of our sponsors, Moss Adams, Procopio, and Bank of America, we would like to share with you the results of our Growth Conference.



The Great Resignation triggered a revolution in the *culture of the office*, one of the biggest challenges has been 'to return to the office or not to return'

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Oliver Ratzesberger – As we try to “bring people together intentionally, in person, we realize there is no incentive for our team members to go back to the office. With this realization, we see that not as much office space is needed.”

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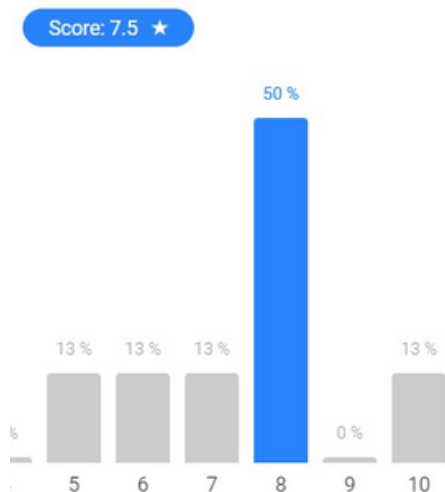


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Michael Zeller – “Across the board, we are seeing there is fierce competition globally to attract good talent, not just in San Diego”

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In the past 12 months, on a scale of 1-10, (1 being the easiest), how challenging has it been to recruit top talent compared to 2019?



89% Reported a hybrid workplace model

11% Remain Virtual

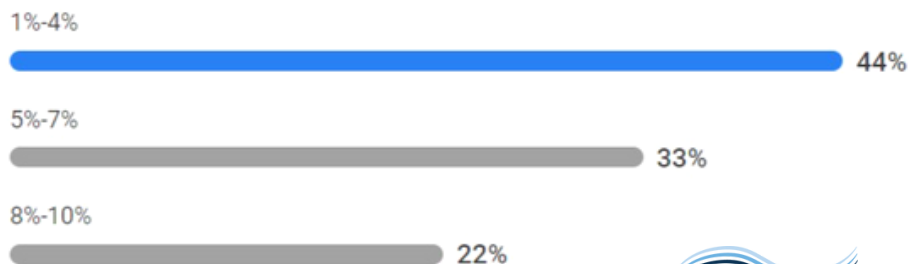
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Rick Johnson, Kyocera – As the “market has changed and opened up, a lot of companies are desperate to get talent in, the work-from-home environment makes it easier for companies to hire talent that reside outside of their headquartered location.”

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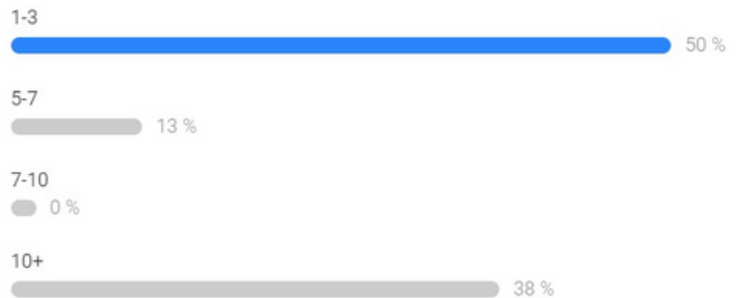


What was your average merit increase for 2021?

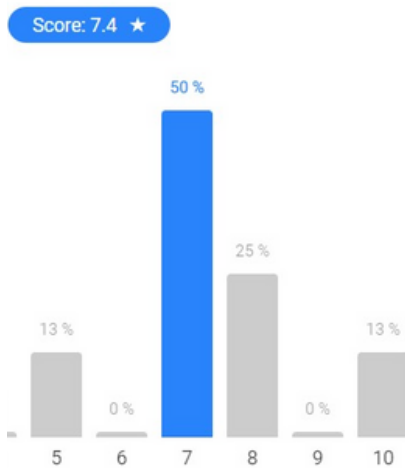




How many interns does your company employ in any given year?



In the past 12 months, on a scale of 1-10 (1 being easiest), how challenging has it been to retain top talent compared to 2019?



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Dan Squiller, Aquam – In an effort to retain talent, companies need to focus on culture. According to Dan Squiller “You can rent loyalty, but you can’t buy it.”

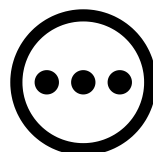
Return to Office Perks



Free Food
25%



Social Activities
38%

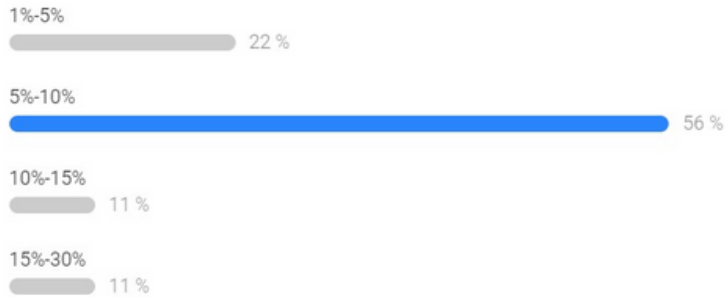


Other Perks
38%

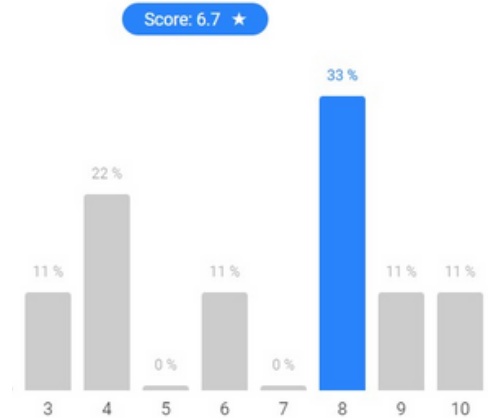
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TECH SAN DIEGO GROWTH CONFERENCE INFLATION AND SUPPLY CHAIN CHALLENGES

Do you anticipate an increase in prices on your core products in the next 12 months?



In the past 12 months, on a scale of 1-10 (1 least impact) how much impact has inflation had on your company's operations?



What is the most significant inflation impact?

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Greg Degeller, Quantum Design – Inflation is “impacting people emotionally. For example, with the prices of gas so high, the sentiment is “how can I get to work” and “why is my raise so low with the current inflationary environment”.

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Dan Squiller, Aquam – With the current supply chain issues, “we have been keeping more inventory on hand, due to uncertainty. This has also resulted in us buying from new sources and vendors, and designing alternative parts to accommodate and prepare for a shortage in supply.”

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Do you anticipate supply chain challenges improving in the next 6 to 8 months?



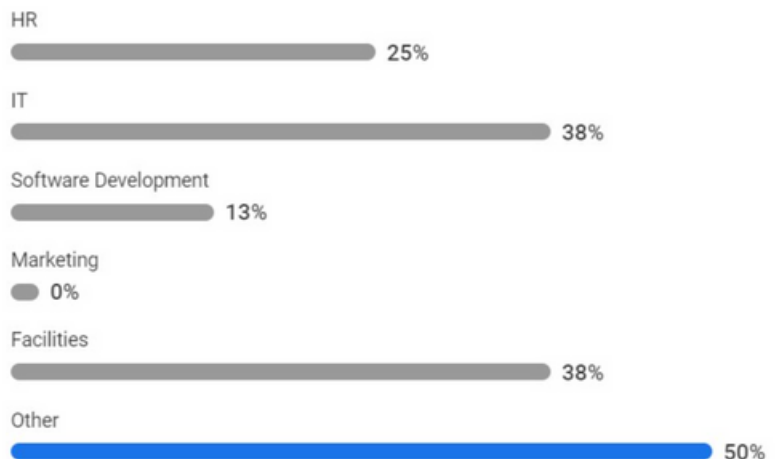
TRUE or FALSE: I understand how my company's performance compares relative to the performance of its industry peers?



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Oliver Ratzesberger – “If you want to build culture, you need to have culture all the way there. Culture starts in the boardroom, if you can't get the boardroom to be the example, it will only get worse.”

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Dan Squiller, Aquam – We “always looked at HR as one of the most strategic roles at the company, I always want HR to challenge the CEO. Worst thing a CEO can have is a leadership team who does not challenge the CEO.”

Questions? Contact us.



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The Growth Conference is an extension of Tech San Diego's CEO and Finance Roundtable. Both of these roundtables provide member company executives with peer executive education. The information from the growth conference will be fed back to the roundtables as future topics of discussion. If you are interested in one of our roundtables, please contact us at info@techsd.org. If you are a senior technology executive and would like to be considered for a future polling event contact us at info@techsd.org

We would also like to thank our sponsors. Tech San Diego has a limited number of service providers in our membership. We are confident that any of our service provider members can directly assist your business to remain competitive. Below is the contact information for the sponsors of the Growth Conference.

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This report was compiled by Sara Spiva, Tech San Diego, with the assistance of Phillip Graham, Moss Adams and Amanda Birdsong, Moss Adams



San Elijo sunset, photo by Melusina Creative