

From Job Titles to Archetypes: How AI Dissolves Classic Software Roles

MANAGEMENT SUMMARY & CORE TAKEAWAY

Engineering, Product, Design, and Data Science are merging into a new kind of role in software development. Boris Cherny, Creator of Claude Code at Anthropic, observes five archetypes replacing classic titles: Prototyper, Builder, Sweeper, Grower, Maintainer. The role follows the product phase, not the CV. For Swiss companies, this means: recruiting logic, vendor selection, and internal structures must be recalibrated—without jeopardizing governance and compliance.

CONTEXT & EXECUTIVE RELEVANCE

Boris Cherny, Creator and Head of Claude Code at Anthropic, made a public observation in summer 2026 that irritates many C-level decision-makers: Classic functions—Engineering, Product, Design, Data Science—are dissolving on his team. At Anthropic, everyone carries the same title: 'Member of Technical Staff'. The PM codes, the designer codes, even Finance codes. Cherny himself ships 20 to 30 pull requests per day and runs five parallel Claude Code instances simultaneously.

What remains when job titles vanish? Cherny identifies five archetypes no longer tied to disciplines but to product phases and working modes: Prototyper (generates many ideas, 80% are discarded), Builder (turns prototypes into production-grade products in days), Sweeper (simplifies code, removes features, optimizes performance), Grower (iterates on product for Product-Market Fit), and Maintainer (ensures scaling, security, reliability). These roles exist in parallel, not sequentially—and they rotate depending on phase.

CORE ACTION ITEMS

- 01 Don't ask about job titles, ask about prototyping velocity, shipping frequency, refactoring discipline
- 02 Evaluate portfolios not by tool lists but by phases: What did you build in which product phase?
- 03 Structure teams by product phase, not by discipline: Pre-PMF needs more Prototypers/Builders, scale needs more Sweepers/Maintainers

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

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