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2025

Tech Salary Guide

For Employers and Candidates

ATLANTA

The State of
Tech Employment

In 2025, the tech industry is poised for new growth and opportunities for both IT professionals and employers. Following four years of significant fluctuations, 2024 re-established a more stable foundation, setting the stage for steady growth in tech employment and demand across North America.

Key trends like artificial intelligence, machine learning, and cloud computing are more than just industry buzzwords; they are reshaping the fabric of technology across sectors and bringing broader awareness to their potential, making specialized talent in these areas more sought after than ever.

For IT hiring managers and professionals alike, understanding the market value of tech roles is essential for navigating the evolving employment landscape. This report is designed to help you make informed decisions in a competitive market—whether benchmarking compensation, identifying in-demand skills, or planning strategically. Backed by our specialized recruiting teams, we're excited to support you with the real-time data and expertise you need to stay ahead in 2025.

Matt Milano
President,
Motion Recruitment

## Contents

The State of
Tech Employment

Tech Employment Trends

When it comes to the future of the tech industry, there's little consensus on what lies ahead. However, the headline emerging from the data highlights a key trend: after four years of significant fluctuations, 2024 marks a year of growing stabilization in the tech sector, leading toward gradual but continuous growth.

According to this year's data, **average starting salaries for tech jobs rose by just 1%** compared to last year, continuing a trend of cautious increases year-over-year. This follows 2024's similar growth of 2% across tech roles, with certain sectors experiencing a decline both years as hiring needs fluctuated. This progression shows how starting salaries will grow steadily and sustainably, and it is unlikely to see a return to the peak levels experienced in 2021-2022 in 2025.

Tech Industry Layoffs Trends From 2020 to Now

Source: Layoffs.fyi
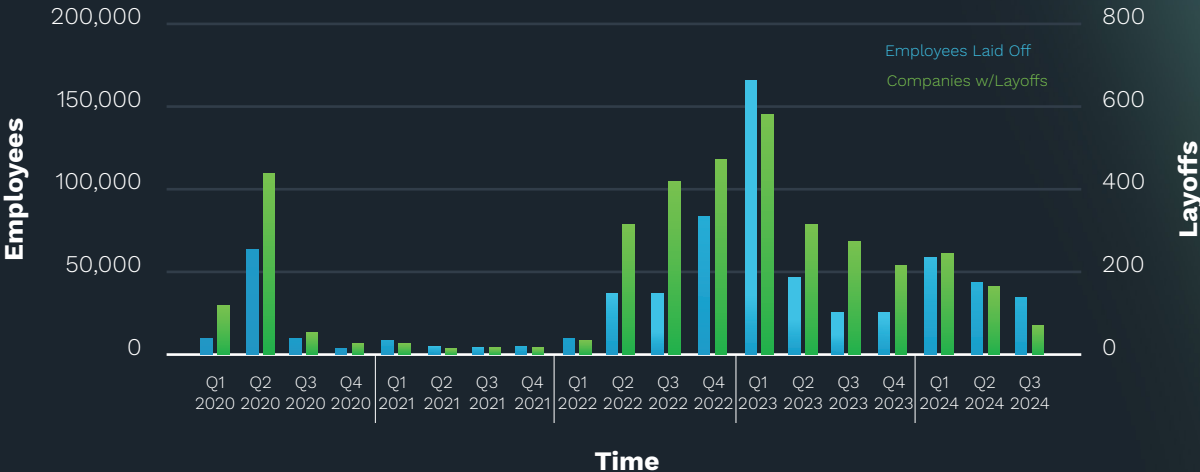
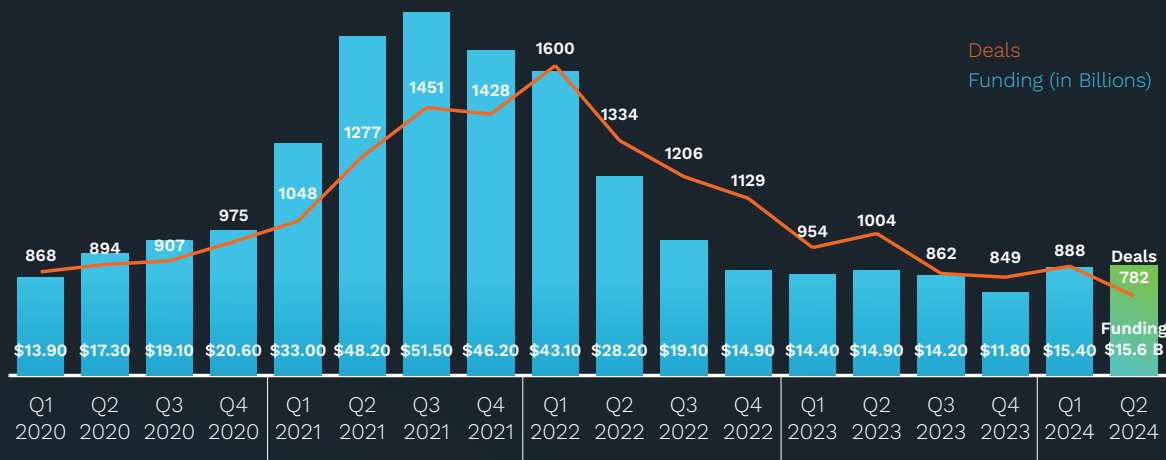This "return to normalcy" can be seen in the downward trend in the number and size of tech layoffs since the beginning of 2020. Prior to the pandemic's impact on the global economy, layoffs in the IT sector were infrequent but consistent. After the initial shock in mid-2020, layoffs all but halted for a year and a half, with most tech workers who lost their jobs quickly rehired as companies competed fiercely for available talent.

Fast-forward to mid-2022: Interest rates started to rise, the markets changed, and layoffs escalated as companies looked to "right-size" or otherwise adapt. However, the number of layoffs gradually declined to today's numbers. While layoffs continue, we expect to see a normal re-absorption of that technical talent within a few months. Even as the layoffs slow, investment funding ramp ups are expected to lift hiring demand.

From an investment standpoint, which directly influences employment trends, we have seen stabilization of VC funding in the tech market over the past four years. According to CB Insights, in the second quarter of 2024, funding reached $15.6 billion, slightly higher than the $13.9 billion recorded in the first quarter of 2020. A massive influx of cash was being invested in tech companies in 2021 and 2022 when interest rates were at or near zero.

Quarterly Equity Funding & Deals From 2020-2024

Source: CB Insights State of CVC Q2 2024

Deals
Funding (in Billions)

	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
Deals	868	894	907	975	1048	1277	1451	1428	1600	1334	1206	1129	954	1004	862	849	888	782
Funding	$13.90	$17.30	$19.10	$20.60	$33.00	$48.20	$51.50	$46.20	$43.10	$28.20	$19.10	$14.90	$14.40	$14.90	$14.20	$11.80	$15.40	$15.6 B

However, throughout the latter half of 2022 and most of 2023, the IT sector experienced a "rubber band" effect. Rising interest rates and concerns about inflation led to a massive drop-off in funding, prompting increased cost-cutting measures, including layoffs. **As of 2024, funding levels have normalized and are slightly higher on average compared to 2023.**

There is a similar story in terms of revenue growth for companies in the S&P 500. From mid-2019 through early 2020, growth remained steady at 3.5%. Upon hitting 2020 until 2023, the economy experienced sharp fluctuations, with quarterly highs reaching 25% and lows dipping to 0.9%, excluding the initial quarter of the pandemic.

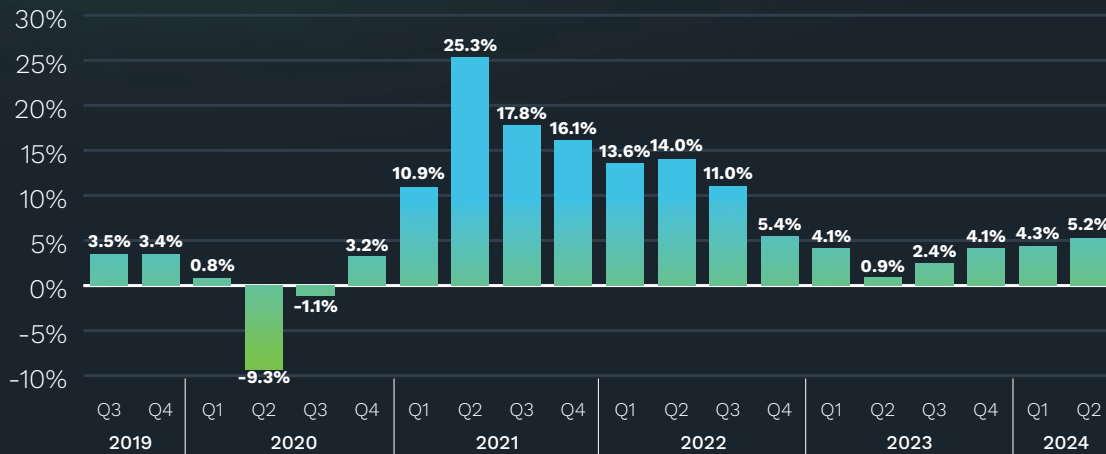**As 2024 progressed, growth stabilized at 5.2%, slightly above where the economy stood in 2020.**

Article: The Truth about Tech Layoffs in 2023 and 2024
READ NOW

S&P 500 Quarterly Revenue Growth

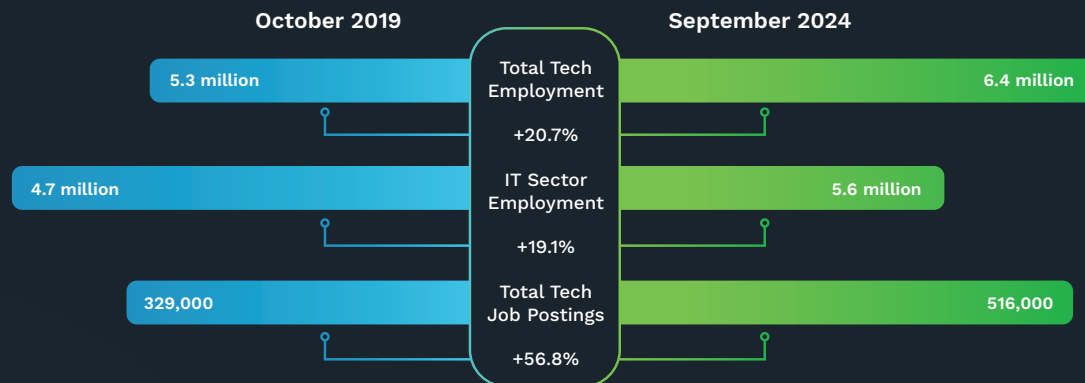Source: FactSet Earnings Insight, August 2024

In many sectors, there are signs that the tech world is in an even better position than it was before 2020.

In October 2019, there were approximately 330,000 total job postings for IT occupations (CompTIA). Although it falls short of the highs of 2022, when postings reached over one million, **the latest data shows a job posting volume of above 500,000 - well above pre-pandemic levels**.

Five Years of Tech Employment: October 2019 vs September 2024

Source: CompTIA Tech Jobs Report

October 2019		September 2024
5.3 million	Total Tech Employment	6.4 million
	+20.7%	
4.7 million	IT Sector Employment	5.6 million
	+19.1%	
329,000	Total Tech Job Postings	516,000
	+56.8%	

Looking at the bigger picture, evidence shows that the job market for tech workers is improving for both the tech industry and all tech-related jobs. In October 2019, IT sector employment was just over 4.7 million workers, with the total tech employment at just above 5.3 million. In 2024, IT sector employment has increased to 5.6 million, and total tech employment is nearly one million people higher. Demand as indicated by employer job posts is 56% higher.

Total employment numbers alone do not provide a complete picture. In November 2019, the tech unemployment rate dropped to 2.4%, but climbed as high as 3.7% in the summer of 2024. This increase stands out, especially when compared to the historic lows of just 1% during 2022 and 2023.

Most notably, **the tech unemployment rate has always been lower over the past five years than the national average,** offering IT workers greater job security compared to the broader U.S. economy.

20%

Tech Unemployment remains 20% lower than the National Unemployment rate as of Sept. 2024.

Unemployment Rate Trending

Source: CompTIA Tech Jobs Report, August 2024

National Unemployment Rate
Tech Unemployment Rate
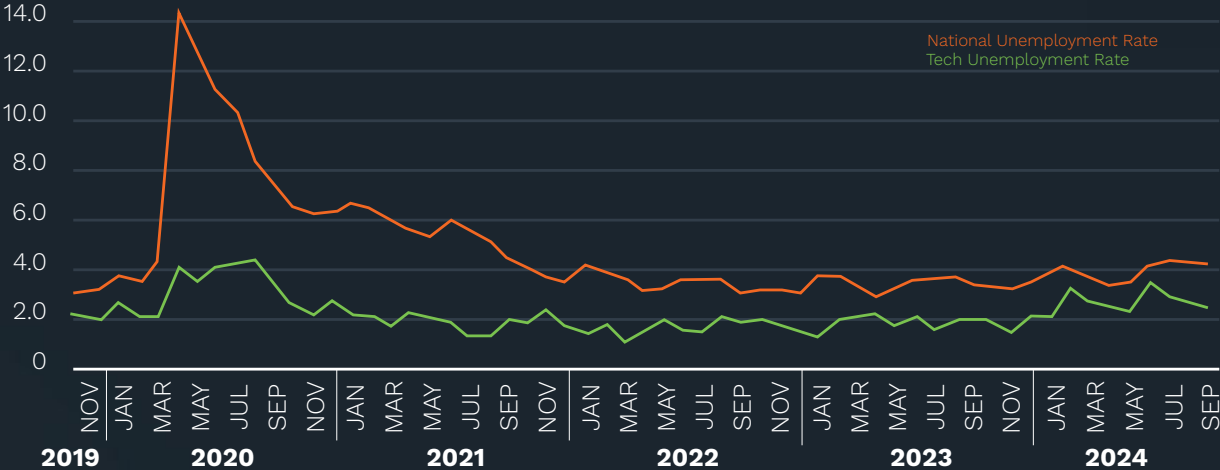
After five years of significant highs and justified concerns over dramatic lows, IT workers and hiring leaders can anticipate a more balanced equilibrium in 2025. But as we continue to discuss the "new normal," **what does that truly mean for hiring decisions?**

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Hiring Tech Talent?

Learn more about supply and demand **in your market by talking to a client success manager.**

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Looking Forward in 2025

A Tech Industry Still in Need of Talent

Although insight into macro trends in the tech industry is valuable long-term, it offers limited guidance for individuals seeking immediate next steps in their IT careers or businesses finalizing hiring strategies for 2025. Instead, understanding the current market landscape and effective navigation strategies is crucial.
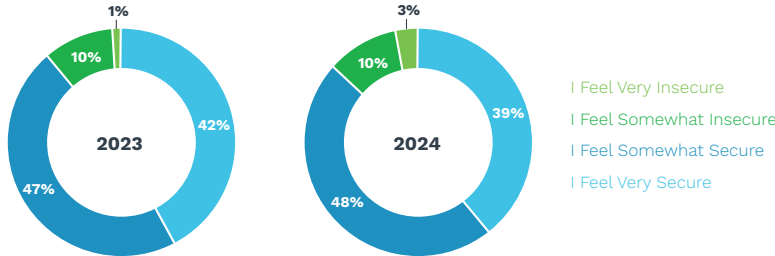
In 2025, there is considerable uncertainty about the future, with tech unemployment fluctuating, job postings falling from peak highs, and overall tech employment numbers declining over the last year. However, **87% of IT workers feel either very or somewhat secure in their current roles,** according to a recent survey. This suggests that despite market fluctuations, technologists remain confident.

Additionally, even with headlines about layoffs and a slower hiring market, a PwC global workforce survey shows that tech employees, on average, still have a higher rate of job satisfaction than all respondents.

How Would You Rate Your Current Job Security?

Source: CoderPad State of Tech Hiring in 2024
Data: InformationWeek survey of U.S. IT professionals

2023
- 1%
- 10%
- 42%
- 47%

2024
- 3%
- 10%
- 39%
- 48%

I Feel Very Insecure
I Feel Somewhat Insecure
I Feel Somewhat Secure
I Feel Very Secure

87%
feel either very or somewhat secure in their current job.

Are You Currently Satisfied with Your Job?

Source: PWC C-Suite Survey, June 2024

	Tech Workers	All Respondents
Satisfaction	64%	56%
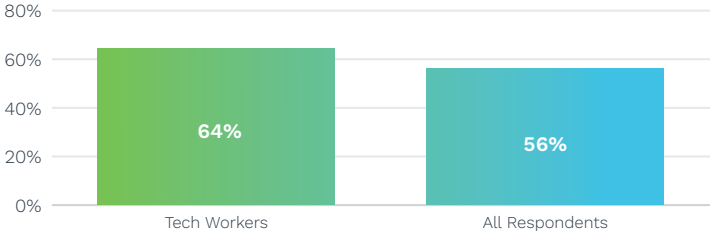
When surveying hiring managers and company leaders, one consistent fact emerges: there is still a significant tech talent gap. For every tech position that goes unfilled, companies miss out on potential revenue.

To address the increasing demand, the IT workforce in the United States is expected to grow at twice the rate of the overall workforce over the next decade. Meanwhile, a report by Deloitte reveals that 70% of tech workers actively seeking new opportunities have received multiple job offers, indicating a strong demand for talent in the tech sector.

As businesses hunt for tech workers, many hiring leaders cite that a major IT need is maintaining their current systems and clients. In a recent survey, while adopting new technology is a top concern for organizations due to the tech skills shortage, the next three priorities are all about maintaining the current status quo.
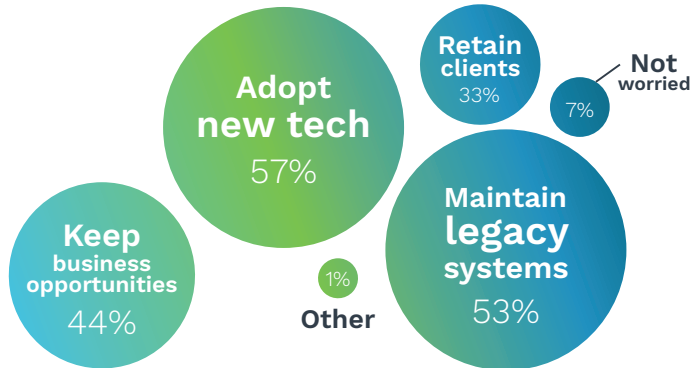
70%

of technical workers had multiple job offers when they took their most recent role.

Biggest Company Concerns Due to Tech Skills Gap

Source: Pluralsight 2024 Technical Skills Report

- Adopt new tech 57%
- Retain clients 33%
- Not worried 7%
- Maintain legacy systems 53%
- Keep business opportunities 44%
- Other 1%

Given this pressing need, **79% of organizations plan to increase their IT staffing levels this year.** For hiring managers and business leaders contemplating workforce expansion, it's crucial to focus on their specific circumstances and long-term goals rather than broader economic trends. Regardless of the industry, IT professionals are essential to a successful business strategy, and unfulfilled roles can hinder growth.

According to the global research analysts IDC, **two-thirds of North American IT leaders have reported that skills gaps have led to missed revenue growth targets, quality issues, and decreased customer satisfaction**. Globally, the shortage of IT skills has resulted in over $5.5 trillion in losses due to product delays, reduced competitiveness, and lost business opportunities. Expecting teams to "do more with less" without investing in talent is not a sustainable approach.

In the ever-evolving tech landscape, breakthroughs in machine learning, artificial intelligence, and large language models have dramatically reshaped the industry. While their full impact is still unfolding, it's vital that workers and leaders explore practical ways to leverage these technologies today to enhance productivity and drive innovation.

As for what both tech and non-tech companies are hiring for, one of the biggest job titles continues to be in software. Developers and engineers consistently top the charts regarding monthly job postings. Other individual roles with some of the highest job postings include Data Scientists, Tech Support Specialists, and Systems Analysts.

Tech Job Posting Activity: August 2024

Source: CompTIA Tech Jobs Report, August 2024
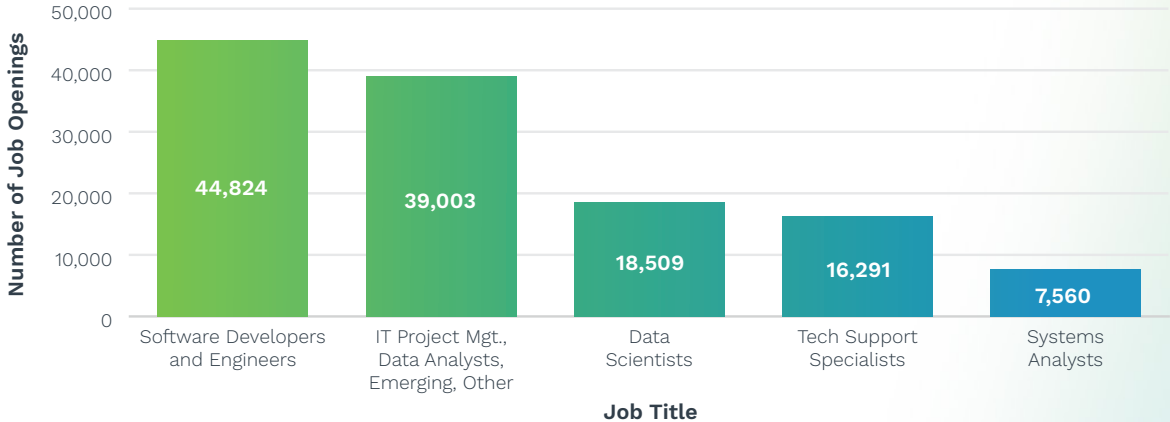
Year-Over-Year Change in IT Job Applications by Industry

Source: Handshake Job Posting Data, 2023-2024

140x
Increase in LinkedIn members adding AI skills to their profiles since 2022
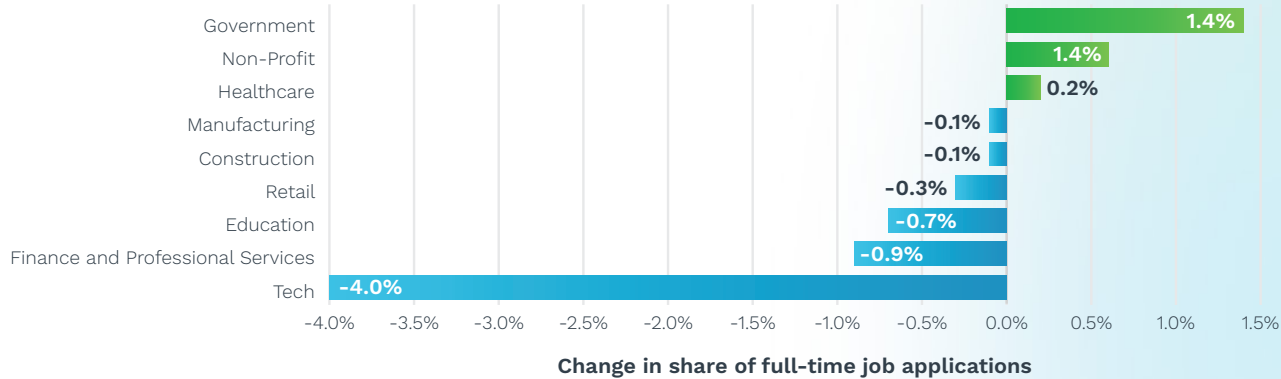
Artificial Intelligence's Continuing Impact on the Tech Economy

For the third consecutive year, AI and Machine Learning have remained central topics in the tech world, influencing the broader IT marketplace. As more professionals across the tech sector—and the workforce in general—gain hands-on experience with these tools, we are now beginning to see the true extent of AI's practical capabilities as well as its limitations in real-world applications.

When AI was first introduced to mainstream audiences, a major concern was that these technologies would completely replace workers. However, this fear has largely proven unfounded. In fact, various surveys have shown that AI and ML tools have contributed to the growth of job opportunities in the tech industry, serving as a catalyst for new roles rather than eliminating existing ones.

Impact of AI on Staffing

Source: 2024 InformationWeek US IT Salary Report

We've Added Personnel in IT
24%

We've Added New Dedicated Positions Related to AI
24%

Existing Staff Positions Have Been Shifted to Address AI
23%

Layoffs/Downsizing Within IT
13%

Layoffs/Downsizing Non-IT Departments
6%
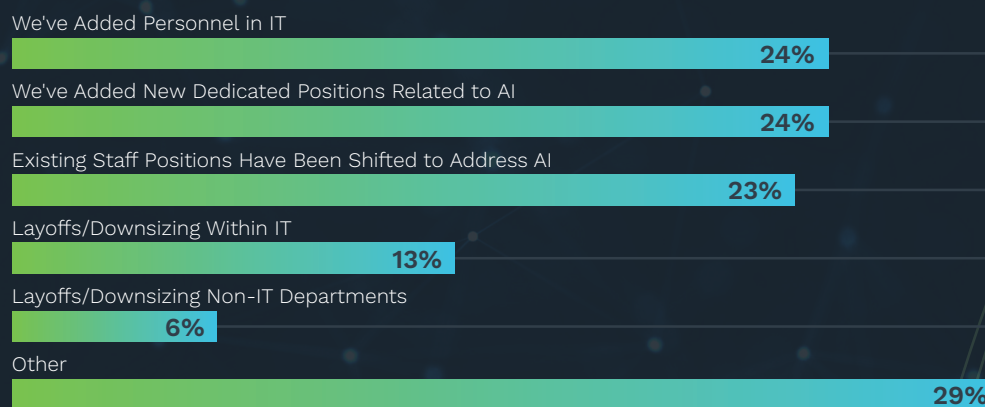
Other
29%

Note: Multiple responses were allowed.

48% of organizations say that they are adding personnel either inside or outside of IT due to the increase in AI tech, as opposed to only 19% looking to lay off or downsize. Furthermore, AI is transforming existing roles, with 23% having shifted existing staff positions into roles that directly address AI.

Further data shows that the need for AI skills goes well beyond tech-specific companies. According to a CIO Dive article, job postings directly related to generative AI skills have jumped by 267% year-over-year from 2023 to 2024. (While this is still an impressive number, it pales compared to the initial Generative AI boom from 2022 to 2023, where job postings rose an astounding 1,848%.)

When looking specifically at monthly tech job openings, there were months in 2024 when **more than 10% of all new tech job postings required associated AI skills**.

What Should Orgs Do to Use AI Tech Effectively

Source: Pluralsight 2024 AI Skills Report

Category	IT Professionals	Executives
Invest in Talent, Training, and Culture	38%	32%
Develop a Clear Strategy	12%	12%
Evaluate Partners and Solutions	5%	8%
Establish Clear Objectives and Measures of Success	16%	14%
Evaluate Risks and Compliance	10%	12%
Secure Funding and Resources	10%	8%
Stay Up to Date on AI Trends	3%	4%
Perform Test or Pilot Projects	3%	7%
Other	3%	

Businesses across North America are looking for AI talent, and research shows they are willing to pay top salaries to acquire it. Out of the current list of highest-paid skills in tech, half are related to artificial intelligence and machine learning, with generative AI taking the top spot. Even outside AI-specific roles, those who boast a skill set that includes these new programs can see large salary increases, with some seeing a 50% boost in compensation compared to those who lack AI skills.

An interesting new role that many companies are looking to hire for is "Head of AI" or similar titles. This role's primary objective is to establish a long-term vision of how AI and machine learning can be effectively integrated into the organization. This includes assessing the efficiency benefits of bringing in AI tools while managing employee training, privacy concerns, and transparency of using AI programs to customers.

A role like this could be crucial to bridge the gap between employers eager to incorporate AI and employees who feel they lack the time or resources to train and grow their AI knowledge. **Just 22% of developers say they are regularly given time for upskilling or learning.**
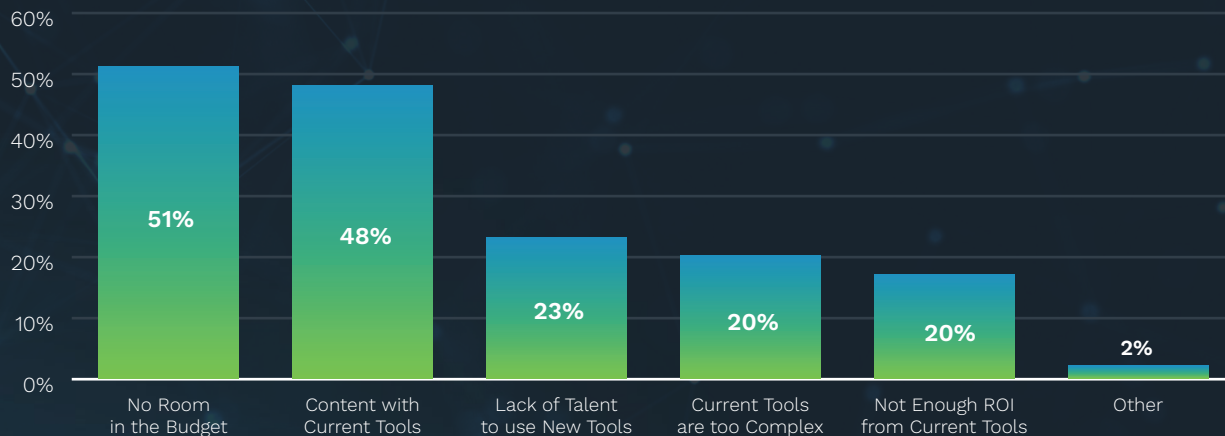
While there is currently a spending spree in AI and ML programs, concerns about the long-term profitability of the AI ecosystem are emerging. Arguably, the most well-known AI company right now, OpenAI, could reach a $5 billion loss in 2024 alone.

$240K

is the average pay for a Head of AI role. (Glassdoor Data)

Why Organizations Aren't Investing in AI

Source: Pluralsight 2024 AI Skills Report

No Room in the Budget	51%
Content with Current Tools	48%
Lack of Talent to use New Tools	23%
Current Tools are too Complex	20%
Not Enough ROI from Current Tools	20%
Other	2%

Some analysts are concerned about the absence of a "killer app" that would justify the significant expenses associated with developing and training machine learning programs. A report by Goldman Sachs highlights various factors affecting AI growth, pointing out that it may not impact short-term productivity or cost reduction as much as previously anticipated. Additionally, even in the long term, large language models may face challenges due to a chip shortage.

Additionally, while these tools continue to grow in popularity and usage, there is still hesitation and pushback. One in four organizations do not plan to deploy AI tools in any way, and on the employee side, a recent survey showed that only 14% of people are currently using AI-assisted technology tools in their organization.

GenAI Related Risks That Cause Negative Consequences for Organizations

Source: McKinsey State of AI in Early 2024

Category	Value
Inaccuracy	23%
Cybersecurity	16%
Explainability	12%
Intellectual Property Infringement	11%
Regulatory Compliance	10%
Personal or Individual Privacy	9%
Organizational Reputation	8%
Workforce Labor Displacement	7%
Equity and Fairness	7%
Physical Safety	4%
National Security	4%
Political Stability	4%
Environmental Impact	4%
None of the Above	39%
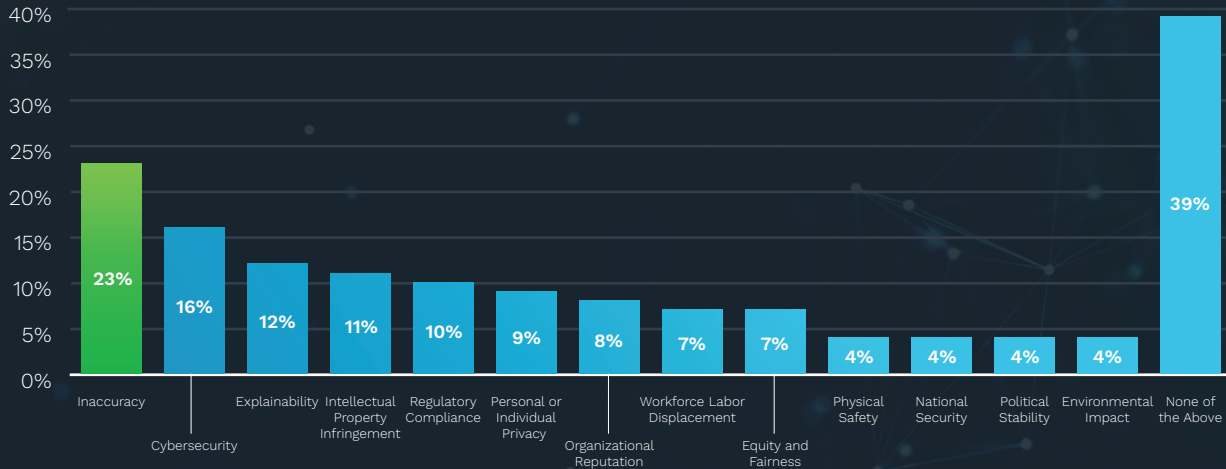
There are a multitude of reasons why companies aren't investing in AI currently. According to polls of hiring managers, the top three concerns for not investing are financial commitment, language models producing outdated or inaccurate information, and/or fears of proprietary data being fed into them.

How businesses implement AI and other Machine Learning programs into their workflow, along with the growth and profitability of these programs, will likely remain a key topic of discussion for the next decade. For now, IT professionals should focus on understanding how to effectively leverage AI programs in their fields, as this knowledge will enhance their resumes. It's evident that many tech companies are actively seeking to drive AI growth, making these skills increasingly valuable in the job market.

Even though AI is still the biggest buzzword in IT, other technological advancements are still on the forefront of leaders' minds. For companies that rely on selling hard products to consumers, optimizing the development cycle can be a make-or-break point for their success. More enterprises are looking at technologies like digital twins to cut costs in places like Research and Development while still making quality products.

75% of product development executives said that further digitization was their key priority.

3 Ways AI Will Disrupt Your Product Operating Model
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Growing Adoption of Digital Twin Technology

Digital twins are interactive digital clones of physical products that developers can test and improve far quicker than a physical prototype. These digital twins are already common in many businesses across North America. Over 70% of companies that adopted digital twin technologies have achieved medium levels of complexity. As these programs become more complex, so do the investments, as the global market is projected to reach almost $75 billion by 2027.

> The global market for digital twin technologies is forecast to grow at about 60% annually over the next five years, reaching $73.5 billion by 2027.

Manufacturing, automotive, construction, healthcare, and even retail are among the industries that could reap the biggest benefits of digital twins.

It's not just the private sector investing in the digital twin space. The United States CHIPS for America plan is looking to spend nearly $300 million on "a first-of-its-kind institute focused on the development, validation, and use of digital twins for semiconductor manufacturing, advanced packaging, assembly and test processes."

Sectors like electrification and renewables are another place where tech and manufacturing are coming together, with IT roles growing. Approximately $183 billion was invested in this area in 2023 and, according to McKinsey, it is one of the few areas that saw job posting growth year over year.

$183B

$183 Billion was invested in Electrification and Renewables in 2023

Investments in Clean Energy and Renewable Energy Technology

Jobs in the U.S. clean energy industry grew at double the rate of the overall job market, mostly due to the recent push of renewables as the government investments in space. The United States Inflation Reduction Act, the EU's Important Projects of Common European Interest, and the UK's Low Carbon Hydrogen Agreement, among others, have poured money into companies building out in this area or included consumer subsidies, like for electric vehicles, to drive growth.
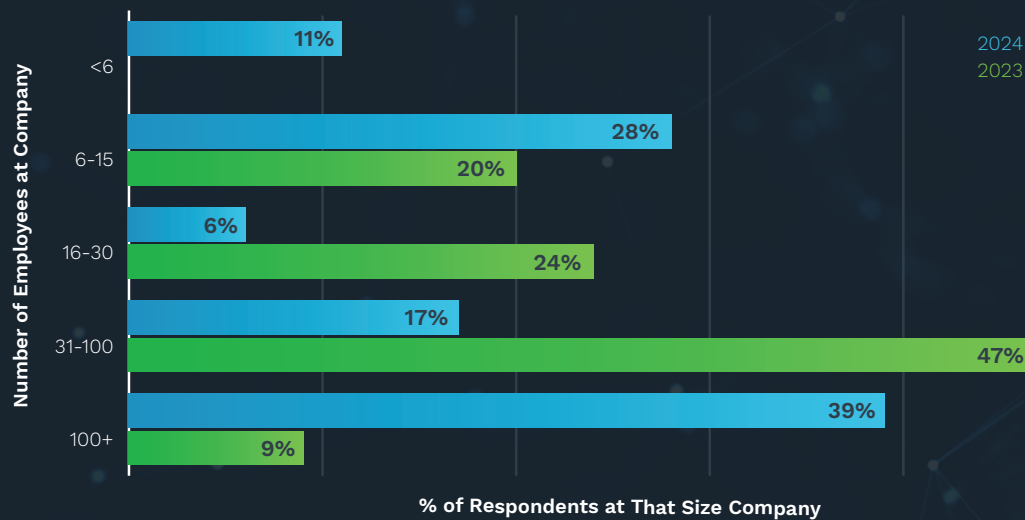
As companies look to scale their renewable-energy technologies, they need those on the ground in manufacturing, along with project managers and software engineers, to optimize these programs and reach their full potential.

Breakthroughs in Quantum Computing

Another sector primed for massive growth by a mix of private and government-funded investments is quantum computing and technology. With billions of dollars invested in space, quantum computing companies are rapidly hiring, with the number of 100+ employee firms growing 300% year-over-year in 2024.

Number of Employees in Quantum Computing Companies

Source: McKinsey Survey of Quantum Computing Industry Experts, 2023-2024

2024
2023

Number of Employees at Company	2024	2023
<6	11%	
6-15	28%	20%
16-30	6%	24%
31-100	17%	47%
100+	39%	9%

% of Respondents at That Size Company

Note: Figures may not sum to 100% because of rounding

Major companies like Alphabet are announcing important technological breakthroughs, reducing information errors and manipulation in the data. Because the technology is progressing faster than expected, the value of quantum technology is potentially trillions of dollars. Companies that are looking to build out and grow their programs are paying high salaries for quantum software engineers, researchers, data scientists, and systems engineers.

Cybersecurity Remains Critical for Company Success

While not exactly an "emerging tech trend," the continual need for cybersecurity workers is at the top of business leaders' minds across industries. According to Cybersecurity Ventures, there is a nearly 4 million global deficit of cybersecurity workers and around **750,000 open cybersecurity jobs on the market**, so companies are perpetually looking for security workers, no matter the sector.

One of the industries with the most pressing need for security workers is healthcare. Ransomware attacks are rising yearly, and the industry poses unique challenges to cybersecurity workers, like creating security software that's compatible with older equipment and systems.
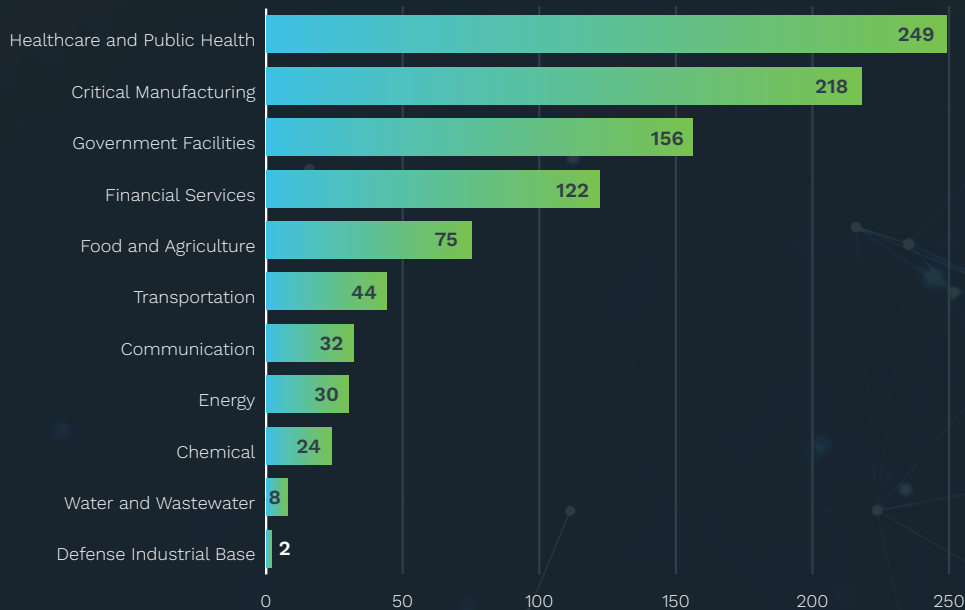
71%
of organizations have vacant cybersecurity roles globally.

Critical Infrastructure Sectors Impacted by Ransomware

Number of organizations filing ransomware complaints with the FBI, by sector.

Source: FBI Internet Crime Report, 2023

Sector	Number
Healthcare and Public Health	249
Critical Manufacturing	218
Government Facilities	156
Financial Services	122
Food and Agriculture	75
Transportation	44
Communication	32
Energy	30
Chemical	24
Water and Wastewater	8
Defense Industrial Base	2

Note: Data from FBI Internet Crime Report. The number of complaints is likely an underestimate of the true number of ransomware victims as many incidents go unreported to law enforcement.

Tech No Longer Top Industry For IT Workers

As seen above, many North American enterprises outside of tech are realizing the importance of their IT workforce. For the first time since CBRE began measuring this trend, non-tech industries hired the majority of tech workers (60%). This highlights a reoccurring theme of tech professionals shifting away from traditional tech hubs—both in terms of companies and locations. Instead, they are pursuing roles in established companies that offer more security over joining tech startups or conventional tech employers.

More IT Workers Employed by Non-Tech Companies For the First Time in Decades

Source: Scoring Tech Talent 2024, CBRE

| Industry	Share of the Total U.S. Tech Talent Workforce
High-Tech	40.00%
Professional, Scientific and Technical Services	12.10%
Financial, Insurance and Real Estate	8.70%
Other	8.40%
Management of Companies and Enterprises	6.70%
Government	5.50%
Transportation, Warehousing, and Wholesale	4.80%
Education	4.40%
Manufacturing	3.80%
Information	3.20%
Healthcare	2.50%

Workforce Trends

The Golden Generation in Tech

In the tech industry, as well as the broader U.S. economy, the workforce is seeing the largest growth in employees over 65 years of age, with those over 75 growing the fastest. While ageism has been a concern in tech, the desire of older generations to remain in the workforce presents companies with an opportunity to tap into a wealth of knowledge and experience, particularly through contract roles.

Tech Workers Really Are Younger

Source: S&P Global Market Intelligence, June 2024

	US Workforce	US Tech Workforce
Age 55-64	17%	14%
Age 45-54	28%	22%
Age 25-44	44%	56%
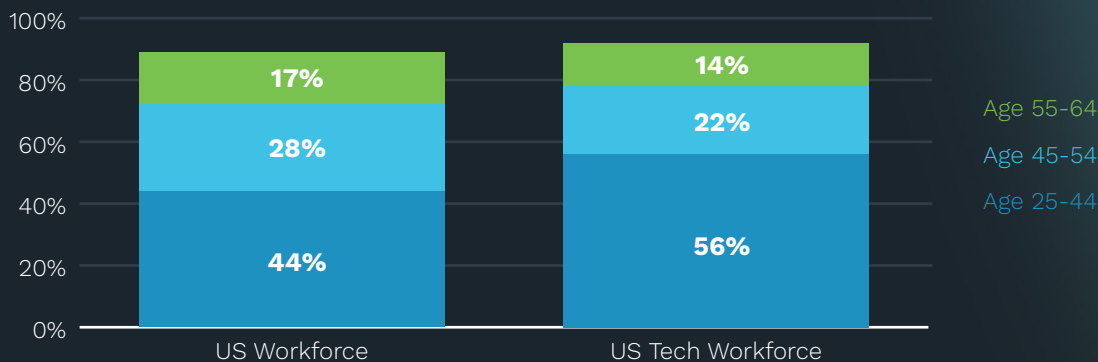
While the average U.S. tech worker is younger than the general workforce—34.6 years compared to 42.3 years—there remains a substantial number of older tech professionals, with around 900,000 aged 55 to 64. This group often faces challenges finding new employment after layoffs, with "culture fit" frequently cited as a key reason. However, this explanation is debated, as some experts suggest that older workers may also be more selective about roles and tend to seek higher salaries.

Despite companies' hesitation in hiring employees 55 and older, those who have employed this group have overwhelmingly positive things to say. 90% of managers say older workers performed as well or better than younger employees, and 86% say the 55–65-year-olds learned on the job as quickly or faster than those 54 and younger.

90%
of managers say older workers performed as well or better than younger employees.

Percentage of Workers that Prefer Remote Work by Generation

Source: Fiverr 2nd Annual Survey of "The Anywhere Workers," 2024

40%	32%	29%
Baby Boomers	Generation X	Millennials
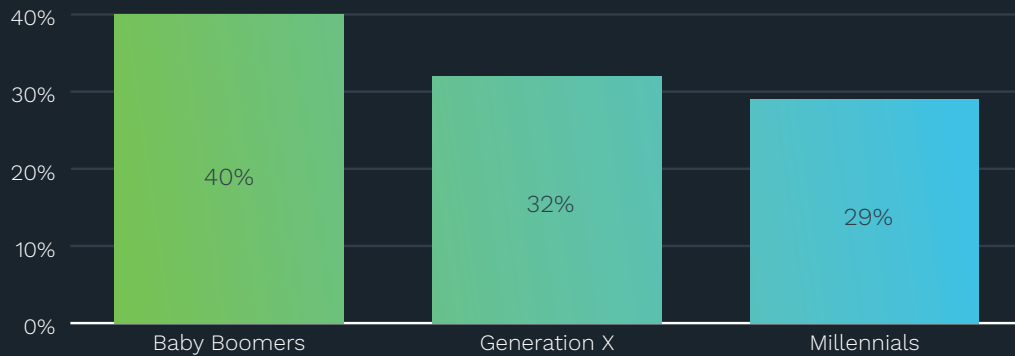
Traditionally, contractors have primarily been hired as individual contributors or experts. It's becoming increasingly common to bring in temporary team leads for projects, with 52% of free-lancers surveyed reporting that they have served in fractional team lead roles.

Contract roles can be a win-win for both companies and the 55+ workforce. Older tech workers can earn premium pay while choosing their preferred hours, whether full-time in a temporary senior leadership role or part-time as subject matter experts. In return, businesses benefit from the decades of experience these industry veterans bring, without the long-term commitment, hiring them only for the specific projects or programs they need.

Contract Workers in Leadership Roles

Source: Wripple's 2024 Team Up Report

93%	93%	76%	52%
Individual Expert for Short to Medium Term Project	Individual Expert to Cover a Variety of Responsibilities	Working with a Project Team of Freelancers	As a Fractional Team Lead
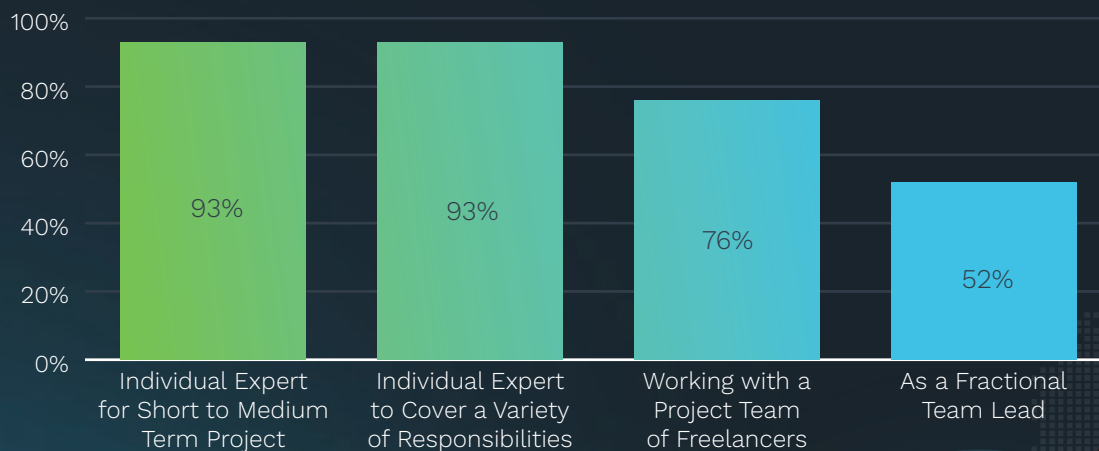
In Office, Hybrid or Remote? The Continued Workplace Debate
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The Skills (Based Hiring) that Pays the Bills

As tech companies aim to maximize workforce efficiency, many are shifting toward a skills-based hiring approach rather than relying solely on traditional education and experience. The majority of tech companies now use skills-based hiring in their recruitment process, with 89% of tech employers reporting satisfaction with the results.

93%

Skills-based hiring could solve tech's diversity problem: 93% of tech employers that use skills-based hiring have improved diversity.

88%

of tech companies are using skills-based hiring to recruit.

While pivoting to a skills-based hiring approach can be difficult to implement, many companies are pursuing it for long-term benefits. By focusing on current skills rather than outdated qualifications, tech companies can ensure they hire individuals with the up-to-date expertise required to tackle contemporary challenges.

This approach also expands the talent pool. Organizations can consider candidates from diverse backgrounds who may not have followed a traditional career path but have demonstrated their skills through alternative routes. This fosters a more inclusive workforce and helps uncover hidden talent. Moreover, skills-based hiring can boost employee retention, as individuals without degrees are 20% more likely to stay in their jobs compared to those with college degrees.

There are simple ways for hiring managers to incorporate this approach into their hiring strategies. Start by identifying the key qualifications required for the role, establish an internal skills-based promotion path before expanding to external hires, and adjust the interview process to focus on the specific proficiencies needed for success in the position.

Individuals without degrees are 20% more likely to stay in their jobs compared to those with college degrees.

Upskilling Remains Important, Even as Investments Stagnate

Over the past four years, both companies and workers have recognized the benefits of upskilling in the tech industry. Still, there appears to be a limit to how much businesses are willing to invest in employee development. In 2023, spending on training reached nearly $102 billion, a 23% increase from 2020. Yet, this shows minimal growth compared to the $101.6 billion spent in 2022.

Training Expenditures (in billions)

Source: The Industry Report, Training Magazine

Total Spent (in billions)

Year	Total Spent (in billions)
2020	83.5
2021	92.3
2022	101.6
2023	101.8
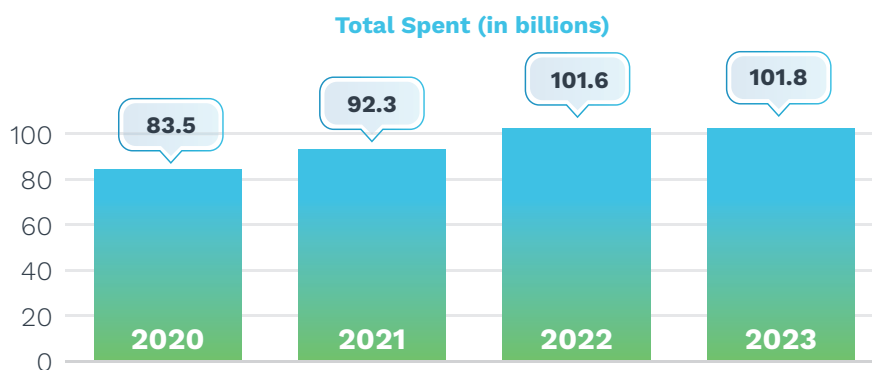
Despite the plateau in spending across the U.S. economy, upskilling remains a priority in tech at organizations. In fact, **98% of companies surveyed consider upskilling an important strategy to meet their technical talent needs**, with 74% rating it as extremely or very important.

How Important is Upskilling as a Strategy to Address Technical Talent Needs?

Source: 2024 State of Tech Talent Report, Linux Foundation

Extremely Important	Very Important	Important	Not Important at All
36%	38%	24%	2%
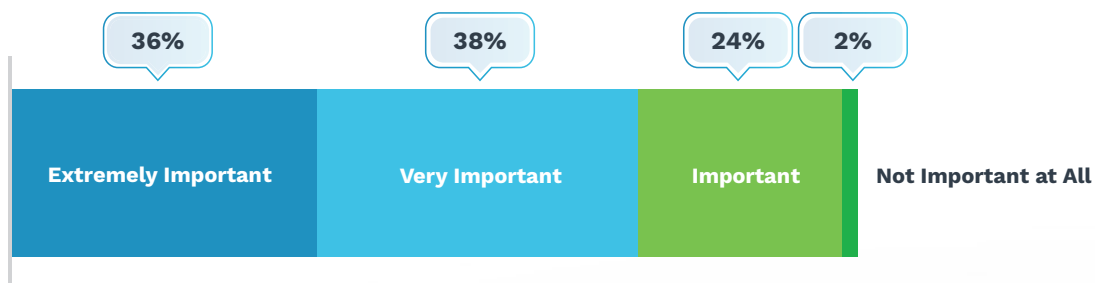
The importance of upskilling is a common theme across all tech sectors. Prioritizing the upskilling or cross-skilling of existing technical staff is often more beneficial than hiring new employees or consultants. Providing workers with upskilling opportunities benefits both the company and employees, as the timing and costs associated with upskilling are significantly lower than those of recruiting new hires.

Priorities in 2024 to Meet Organization's Needs (By Technology)

Source: 2024 State of Tech Talent Report, Linux Foundation

	Hire New Technical Staff	Upskill or Cross-Skill Existing Staff	Hire Consultants
Cloud, Containers and Virtualization	24%	54%	22%
DevOps, CI/CD and Site Reliability	28%	51%	21%
Cybersecurity	27%	47%	27%
AI, ML, Data and Analytics	32%	48%	20%
Web and Application Development	26%	49%	25%
Systems Engineering	26%	50%	23%
Cross-Technology	22%	53%	26%
Systems Administration	26%	52%	22%
Networking and Edge	23%	49%	29%
Privacy and Security	19%	51%	30%

	Hire New Technical Staff	Upskill or Cross-Skill Existing Staff	Hire Consultants
Linux Kernel	23%	50%	27%
Open Source and Compliance Best Practices	22%	50%	28%
Safety-Critical Systems	23%	48%	29%
IoT and Embedded	24%	46%	30%
Supply Chain	23%	46%	31%
Blockchain	30%	45%	25%
Visual Effects	24%	47%	29%
Open Source Program Offices	27%	45%	28%
Open Hardware	25%	40%	34%

Highest Priority → Order of Priority → Lowest Priority

Hire New Technical Staff   Upskill or Cross-Skill Existing Staff   Hire Consultants

Workers seeking to upskill are also reaping rewards, with 75% of those who completed an up-skilling program reporting positive career growth, according to Gallup. **Upskilling can often lead to promotions or salary increases, with an average rise of 8.6%, or around $8,000.** While upskilling needs and priorities may differ from one company to another, the most significant technical skills gaps currently involve cybersecurity, cloud computing, and software development.

Despite these benefits, upskilling—often referred to as Learning and Development programs—has not fully gained traction. In some cases, completion rates for these initiatives are as low as the single digits. Several factors contribute to these programs struggling. One major concern is the perceived lack of value or applicability of the courses to employees' roles. Ensuring that an upskilling program is genuinely worthwhile for employees is essential for its success.

Hiring Returns to Local Roots

Our conversations with hiring leaders reveal that companies are hesitant to offer fully remote positions, instead opting for hybrid or entirely in-office roles. Data supports this shift, showing that in-office attendance at major U.S. companies has increased from 1.1 days per week to 3.4 days per week—a rise of over 200%.

This trend presents a mixed scenario for tech workers. While two-thirds of employees still favor remote work, requiring regular in-office attendance limits the talent pool to those located in the company's city or those willing to relocate.

1.1 DAYS TO 3.4 DAYS

average days in office from 2021 to now.

Read more on the ongoing debate of in-office, hybrid or remote workplaces here.

Advice from the Experts for 2025

○ **For Job Seekers and Business Leaders:**

Reset Your Expectations:

Professionals in the tech industry need to recognize that the IT job market has changed significantly compared to the past few years. Job seekers should not rely on 2022 salary data and offers as indicators of the current market. However, those dissatisfied with their current positions should explore available opportunities. Our tech recruiting experts report that skilled workers are receiving multiple offers, indicating that jobs are indeed out there.

○ **"If hiring, company leaders should look to hire a candidate who they believe will make the biggest impact in three years, regardless of the cost."**

Chris Walek,
Philadelphia Executive Director of IT Staffing Solutions

Businesses and hiring leaders should heed this advice as well. Data shows that layoffs have decreased substantially, and unemployment in the tech sector is lower than the national average. Companies cannot expect to attract top-tier talent without paying market rates. Many organizations are considering hiring for tech roles but are delaying for various reasons; the enterprises that postpone hiring risk long-term challenges in pursuit of short-term savings.

Don't Hesitate:

Both parties in the tech job market must make prompt and informed decisions. We frequently see hiring leaders who secure the budget for a new role but, due to delays and indecision, lose that opportunity to another department with a more urgent need. While budgets have tightened compared to previous years, there's an uptick in hiring and spending compared to the layoffs of 2023. Establishing a quick and efficient hiring process is essential for successfully attracting top tech talent. A prolonged interview process that leaves job seekers in limbo can result in losing out on preferred candidates and missing hiring targets.

Job seekers also need to move quickly in this market. Being proactive during the interview process can help you stand out in a competitive landscape. For every job application, have a salary range in mind, and clearly define your priorities, distinguishing between "must-haves" and "want-to-haves."

Accept Hybrid Roles:

There has been a significant decline in fully remote job postings over the past year as companies push for employees to return to the office. For instance, Amazon has mandated that employees work in the office five days a week. However, our experts suggest that hybrid positions represent the best path forward for the tech industry.

Companies should trust their employees to complete tasks from home during the week, while tech workers should make an effort to come into the office occasionally to foster team building and mentorship. The key is to ensure that time spent in the office is meaningful. Higher-level managers must be available to connect with their teams, and all employees should actively engage with their workplace while on-site.

Remote job postings have dropped 23% year-over-year overall and 60% for jobs paying 250k or more.

For Job Seekers:

How to Stay Sane During Your Job Search
READ NOW

Use Your Network:

When searching for a new role, simply submitting an application may not be sufficient to secure the job. With hundreds of applications pouring in for each position, many hiring leaders increasingly rely on their networks to identify talent. Candidates should prioritize networking to expand their contacts. In the tech industry, there are numerous in-person and virtual opportunities available to connect with other professionals in the field.

Leveraging platforms like LinkedIn to establish your brand and amplify your voice as a thought leader in the tech industry can be highly beneficial. At the very least, make sure your profile and resume are up to date. Our experts have encountered numerous well-qualified candidates who possessed all the necessary skills for a role but were overlooked for interviews due to outdated resumes and LinkedIn profiles that contained easily fixable errors.

For Business Leaders:

Don't Let Perfect Get in the Way of Success:

There is no such thing as the "perfect candidate" in tech hiring. Even job seekers who seem to possess every required skill can be a risk, as they may become bored with the role and leave quickly, restarting the hiring cycle.

Companies and hiring leaders should act quickly and decisively during the hiring process. Prioritize candidates who meet your most critical skill requirements and demonstrate a strong cultural fit, rather than prolonging the search for someone who may not even be available within your desired salary range.

TECH IN MOTION

Join Tech in Motion's thriving community to enjoy free in-person and virtual events, along with opportunities to advance your career, expand your network, and learn from leaders and entrepreneurs shaping the future of technology.
LEARN MORE

Put Your 2025
in Motion

Services & Opportunity

The IT industry is poised for significant growth in 2025, with new technological advancements emerging daily and many businesses eager to expand their workforces. To make the best decisions for your career or company, having experts by your side is essential.

At Motion Recruitment, we stay attuned to the latest trends in the tech world, observing the innovative strategies that businesses and workers are using to stay ahead. As tech-specialized recruiters, we can help you make informed decisions for your business or job search in 2025 and beyond.

We hope the insights and salary data in our guide enhance your understanding of the ever-evolving tech industry. We are always eager to hear your feedback, discuss strategies, and collaborate on a roadmap to success for the year ahead. Visit our website to connect with a local expert and get started today.

HIRING MANAGERS: Contact one of our Recruiting Managers to request more information about local talent availability.

🔗 CONTACT A RECRUITER

JOB SEEKERS: Visit our website to find information about open roles in your local market.
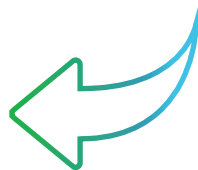
🔗 APPLY TO A JOB

Tech Salary
Ranges in Atlanta

This section outlines regional salary ranges by role in Atlanta. Find your tech sector and level on the following pages for salary ranges per role.

Mid: 2-5 Years of Experience/Abilities
Senior: 5+ Years of Experience/Abilities

PAGES 26-33

Tech Salary Ranges

Management & Executive

As described on page 26, salary averages in the pages following represent low ranges and high ranges of the two levels.

Management	MIN	MAX
Chief Security Officer	$206,135	$342,940
Chief Technology Officer	$197,833	$236,248
Chief Product Officer	$193,664	$230,121
VP of Engineering	$177,575	$218,082
Creative Director	$138,960	$203,729
Director of Engineering	$151,758	$186,649
Engineering Manager	$140,337	$172,233

Most In-Demand Tech Jobs in 2024

Source: Indeed

1. Systems Security Manager
2. Network/Cloud Architect
3. Applications Architect
4. IT Director
5. ERP Integration Manager
6. Big Data Engineer
7. Data Security Analyst
8. Data Scientist
9. DevOps Engineer
10. Network Security Engineer

CTO Salaries saw a 15.8% increase year-over-year.

The Three Fastest Growing Computer and IT Job Titles
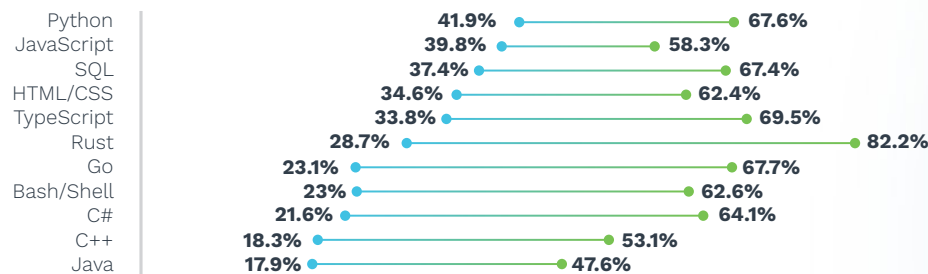
Source: U.S Bureau of Labor Statistics

1. Information Security Analysts (projected 32% growth from 2022–32)
2. Software Developers, Quality Assurance Analysts and Testers (projected 25% growth)
3. Computer and Information Research Scientists (projected 23% growth)

Software Development

	MID LEVEL		SENIOR LEVEL	
	LOW	HIGH	LOW	HIGH
Software	**$95,401**	**$123,230**	**$117,794**	**$146,698**
Back End	**$103,500**	**$132,788**	**$127,569**	**$157,051**
.NET Architect			$138,023	$189,032
.NET Developer	$90,596	$113,909	$109,407	$137,316
Application Developer	$84,864	$112,437	$112,746	$128,416
BackEnd Developer	$108,854	$146,757	$129,538	$162,590
C++ Developer	$99,580	$139,524	$135,323	$170,009
Golang Developer	$130,022	$168,028	$135,125	$176,348
Java Architect			$144,025	$171,029
Java Developer	$100,636	$127,625	$119,493	$150,151
Microservices Engineer	$99,467	$119,424	$117,110	$136,643
Node.js Developer	$107,418	$131,825	$124,345	$154,385
PHP Developer	$86,889	$107,393	$108,581	$125,459
Platform Architect			$154,505	$172,541
Platform Engineer			$129,279	$161,063
Python Developer	$110,666	$139,731	$127,175	$159,352
Ruby on Rails Developer	$115,476	$140,649	$128,863	$161,436

Most Desired and Admired Languages

Source: Stack Overflow

Language		
Python	41.9%	67.6%
JavaScript	39.8%	58.3%
SQL	37.4%	67.4%
HTML/CSS	34.6%	62.4%
TypeScript	33.8%	69.5%
Rust	28.7%	82.2%
Go	23.1%	67.7%
Bash/Shell	23%	62.6%
C#	21.6%	64.1%
C++	18.3%	53.1%
Java	17.9%	47.6%

Most Popular Skills in Respective Tech Stacks

Source: DevSkiller 2024 Report

Javascript		.NET/C#		Java		Python	
React	45.00%	.NET Framework	19.79%	Spring	50.19%	Python 3.x	50%
Node.JS	14.02%	ASP.NET	16.76%	QA	14.02%	Django	14.20%
Angular	12.93%	ASP.NET Core	13.52%	Junit 5	7.89%	Data Science	13.30%
Vue.js	10.24%	.NET Core	7.78%	Hibernate	6.39%	PySpark	9.17%
HTML	2.90%	WCF	2.11%	Selenium	5.88%	Machine Learning	5.11%

	MID LEVEL		SENIOR LEVEL	
	LOW	HIGH	LOW	HIGH
Front End	**$99,926**	**$124,688**	**$109,945**	**$145,102**
Angular Developer	$90,980	$113,162	$102,917	$144,849
Javascript Developer	$101,247	$126,241	$112,019	$143,524
React Developer	$107,552	$134,660	$114,898	$146,932
General	**$94,717**	**$128,639**	**$125,678**	**$155,135**
Full Stack Software Developer	$106,833	$133,574	$123,096	$151,380
Gaming Engineer	$77,579	$121,623	$128,596	$151,037
Robotics Engineer	$106,732	$156,883	$126,022	$175,301
Sales Engineer	$96,947	$121,071	$113,719	$134,182
Salesforce Developer	$82,063	$110,269	$116,120	$139,524
Solutions Architect			$129,772	$157,091
Software Architect			$147,025	$181,116
Software Developer	$98,147	$128,413	$121,074	$151,448
SAP Developer	$102,618	$115,682	$118,085	$137,675
Technical Writer	$99,795	$105,973	$112,090	$122,367
Control Systems Engineer	$94,294	$107,583	$119,843	$132,053
Embedded	**$94,757**	**$123,023**	**$118,746**	**$147,325**
Embedded Engineer	$94,718	$127,527	$115,835	$147,308
Firmware Engineer	$94,797	$118,520	$121,657	$147,341

Most Popular Web Frameworks and Technologies, Globally

Source: Stack Overflow, 2024 Survey

Technology	Percentage
Node.js	40.8%
React	39.5%
jQuery	21.4%
Next.js	17.9%
Express	17.8%
Angular	17.10%
ASP.NET CORE	16.9%
Vue.js	15.4%
ASP.NET	12.9%
Flask	12.9%
Spring Boot	12.7%
Django	12.0%
WordPress	11.8%
FastAPI	9.9%
Laravel	7.9%
AngularJS	6.8%
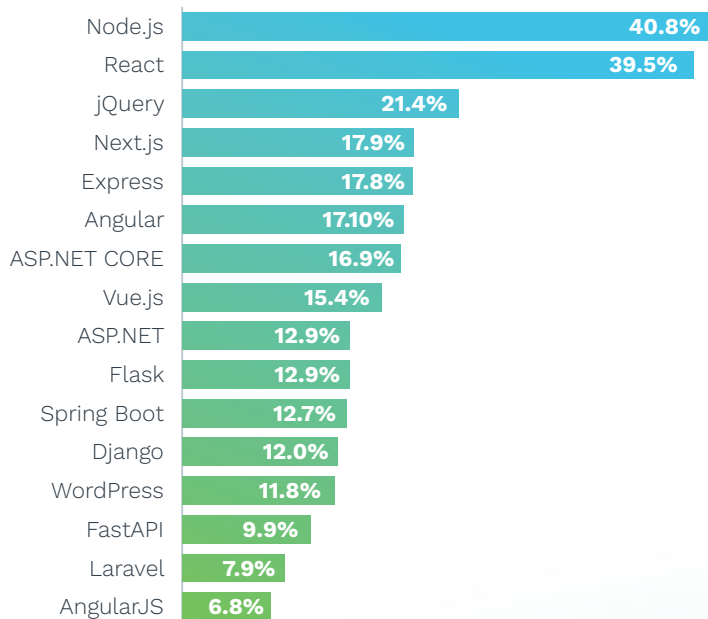
Percentage of Developers currently using and wanting to continue use of each technology

Product + UX, QA, Mobile

	MID LEVEL		SENIOR LEVEL	
	LOW	HIGH	LOW	HIGH
Product & UX	**$101,438**	**$128,120**	**$119,585**	**$147,184**
Product Designer	$104,163	$136,210	$132,296	$157,085
Product Manager	$111,261	$135,069	$123,292	$155,845
UI/UX Designer	$88,890	$113,082	$103,166	$128,623
UX Researcher	$87,519	$105,830	$102,855	$121,892

> Senior QA Automation Engineers saw up to a **5%** increase in salary on average year over year.

	MID LEVEL		SENIOR LEVEL	
QA	**$84,102**	**$107,011**	**$107,034**	**$128,879**
QA Analyst	$65,636	$88,890	$95,442	$107,305
QA Automation Engineer	$92,654	$112,463	$117,470	$136,148
QA Engineer	$77,826	$103,799	$101,845	$125,164
SDET	$100,293	$122,892	$113,378	$146,897
Mobile	**$114,033**	**$138,594**	**$125,747**	**$159,404**
Android Developer	$115,635	$146,794	$121,079	$162,595
iOS Developer	$111,195	$131,215	$133,038	$162,367
React Native Developer	$115,269	$137,773	$123,123	$153,251
Functional	**$93,218**	**$117,573**	**$97,691**	**$126,004**
Business Intelligence Analyst	$85,929	$114,707	$99,287	$128,227
Business Analyst	$81,889	$100,244	$82,299	$103,051
Product Owner	$108,199	$133,943	$112,519	$142,900
Project Manager	$96,857	$121,400	$96,659	$129,836
Program Manager	$107,010	$116,136	$127,267	$141,476
Project Coordinator	$77,958	$81,975	$86,211	$98,315

Top 6 Certifications for Product Development

1. Certified Scrum Master (CSM)
2. Project Management Professional (PMP)
3. Certified Manager Certification (CM)
4. Master Project Manager (MPM)
5. Certified Product Manager (CPM)
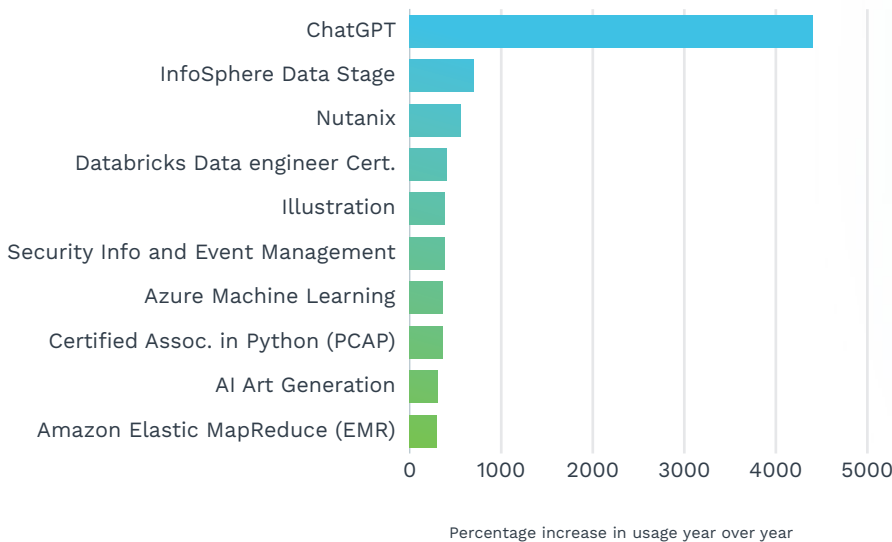6. Certified Scrum Product Owner (CSPO)

Data

	MID LEVEL		SENIOR LEVEL	
	LOW	HIGH	LOW	HIGH
Data	**$106,990**	**$135,296**	**$128,762**	**$159,832**
AI Engineer	$125,547	$156,579	$135,715	$191,456
Business Intelligence Developer	$84,014	$105,918	$115,931	$129,262
Computer Vision Engineer	$130,522	$167,756	$156,964	$196,909
Data Architect			$130,022	$168,028
Data Analyst	$84,847	$100,382	$115,819	$139,773
Data Engineer	$112,635	$141,524	$130,089	$159,588
Data Modeler	$83,085	$110,149	$112,871	$131,678
Data Scientist	$118,464	$157,971	$141,024	$182,454
Database Engineer	$105,563	$145,132	$119,789	$157,527
Machine Learning Engineer	$119,789	$163,239	$143,125	$189,726
SQL Developer	$94,408	$110,531	$106,037	$129,126
Data Warehouse Analyst	$112,987	$138,424	$135,242	$161,404
Data Warehouse Developer	$109,168	$133,746	$128,092	$153,134
Database Administrator	$109,844	$127,496	$131,954	$147,582

AI Engineers saw a 12.5% Growth in Salary YoY, with Mid-Level workers seeing a 20.5% raise.

Most Used Global Technology Skills

Source: DevSkiller 2024 Report

Skills (top to bottom):
- ChatGPT
- InfoSphere Data Stage
- Nutanix
- Databricks Data engineer Cert.
- Illustration
- Security Info and Event Management
- Azure Machine Learning
- Certified Assoc. in Python (PCAP)
- AI Art Generation
- Amazon Elastic MapReduce (EMR)

(x-axis: 0, 1000, 2000, 3000, 4000, 5000)

Percentage increase in usage year over year

Infrastructure

According to a worldwide survey of IT executives, the biggest barrier to further utilize emerging cloud-based technologies is the lack of workforce cloud skills. However, with many companies moving to a multi-cloud environment, cloud-based career opportunities will continue to grow.
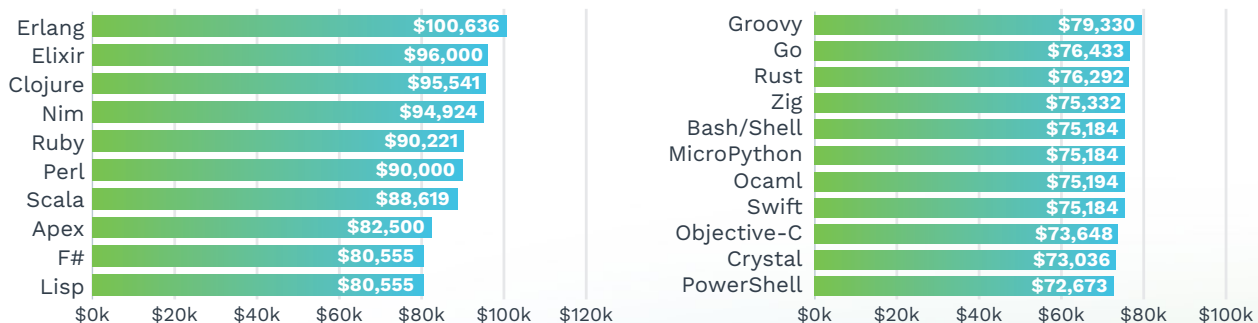
	MID LEVEL		SENIOR LEVEL	
	LOW	HIGH	LOW	HIGH
Infrastructure	**$83,264**	**$101,887**	**$112,563**	**$132,284**
Cloud Architect			$134,677	$159,027
Cloud Engineer	$110,036	$137,661	$123,678	$159,642
DevSecOps Architect/Coach			$152,909	$184,253
DevOps Engineer	$110,504	$138,452	$131,926	$156,258
Technical Support Analyst	$61,260	$75,263	$76,729	$82,202
Helpdesk Support	$48,496	$58,779	$65,261	$81,238
Infrastructure and Security Architect			$142,243	$151,860
Systems Administrator	$77,713	$104,117	$103,545	$108,820
Linux Administrator	$84,234	$93,741	$101,152	$124,558
Network Architect			$132,022	$156,026
Network Administrator	$72,831	$88,378	$100,223	$107,035
Network Engineer	$97,844	$110,580	$109,527	$132,905
Site Reliability Engineer	$112,708	$135,023	$130,882	$157,977
Support Engineer	$60,850	$76,315	$77,953	$101,087
Systems Architect			$135,023	$152,927
Systems Analyst	$74,552	$95,191	$93,515	$109,234
Systems Engineer	$88,140	$109,144	$102,298	$123,784

Agile

	MID LEVEL		SENIOR LEVEL	
	LOW	HIGH	LOW	HIGH
Agile	**$115,843**	**$125,554**	**$134,532**	**$148,690**
Agile Coach (Enterprise)	$98,566	$115,520	$117,218	$137,926
RTE/Release Train Engineer	$142,067	$148,129	$161,692	$175,465
Scrum Master	$106,896	$113,013	$124,685	$132,678

Top Paying Technologies, Globally

Source: Stack Overflow 2024 Report

Technology	Salary
Erlang	$100,636
Elixir	$96,000
Clojure	$95,541
Nim	$94,924
Ruby	$90,221
Perl	$90,000
Scala	$88,619
Apex	$82,500
F#	$80,555
Lisp	$80,555

Technology	Salary
Groovy	$79,330
Go	$76,433
Rust	$76,292
Zig	$75,332
Bash/Shell	$75,184
MicroPython	$75,184
Ocaml	$75,194
Swift	$75,184
Objective-C	$73,648
Crystal	$73,036
PowerShell	$72,673

Cybersecurity

Top 10 Cloud Platforms, in Order:

Source: SimpliLearn, July 2024 Stack overflow

1. Platforms
2. Amazon Web Services
3. Microsoft Azure
4. Google Cloud
5. Cloudflare
6. Firebase
7. Vercel
8. Digital Ocean
9. Heroku
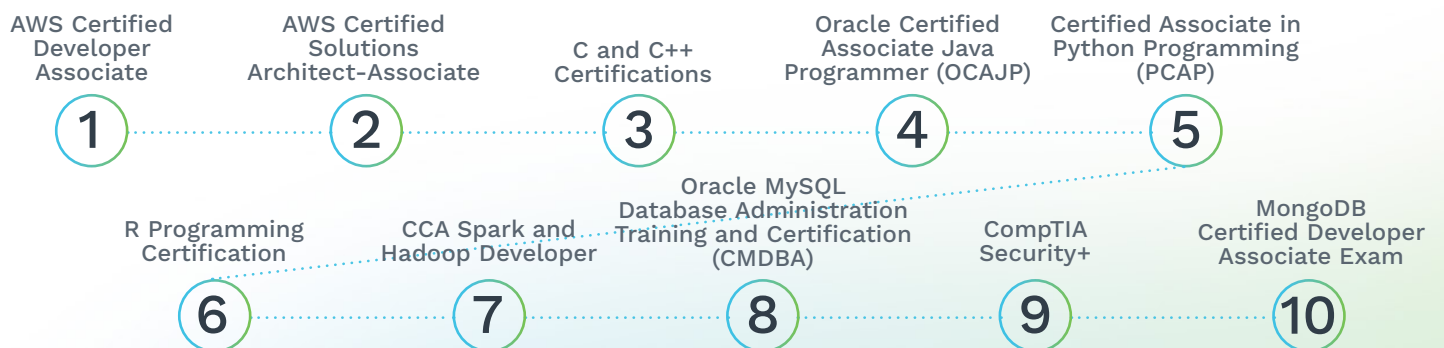10. Netlify
11. VMware

Cloud Engineer continues to be one of the most in-demand tech roles, with 5 job postings for every 1 qualified Cloud Engineer worker.

	MID LEVEL		SENIOR LEVEL	
	LOW	HIGH	LOW	HIGH
Security	**$106,592**	**$125,095**	**$123,232**	**$153,101**
Cybersecurity Architect			$125,191	$155,293
(Cyber)Security Engineer	$123,871	$132,900	$132,685	$148,923
Application Security Engineer	$112,358	$136,864	$131,464	$156,402
DevSecOps Engineer	$138,464	$166,793	$146,652	$182,280
Information Security Analyst	$89,669	$95,521	$97,640	$124,671
Information Security Engineer	$97,516	$126,067	$120,710	$144,882
Network Security Engineer	$105,922	$124,433	$124,221	$151,226
Security Architect			$139,823	$156,866
SOC Security Analyst	$81,798	$91,515	$96,085	$120,501
Pen Tester	$103,137	$126,664	$111,019	$147,520
Detection Engineer			$132,022	$197,733

10 Most Popular Programming Certifications

Here are the most popular certifications for a programmer, presented in no particular order.

Source: SimpliLearn, July 2024

1. AWS Certified Developer Associate
2. AWS Certified Solutions Architect-Associate
3. C and C++ Certifications
4. Oracle Certified Associate Java Programmer (OCAJP)
5. Certified Associate in Python Programming (PCAP)
6. R Programming Certification
7. CCA Spark and Hadoop Developer
8. Oracle MySQL Database Administration Training and Certification (CMDBA)
9. CompTIA Security+
10. MongoDB Certified Developer Associate Exam

MOTION
RECRUITMENT

Tomorrow is Waiting
Let's Go.

Motion Recruitment provides premier IT staffing solutions (Contract, Contract-to-Hire, and Direct Hire) across 23 North American markets: Boston, New York, Philadelphia, Washington DC, Atlanta, Chicago, San Francisco, Silicon Valley, Jacksonville, Los Angeles, Minneapolis, Orange County, Birmingham, Des Moines, Greenville, Houston, Charlotte, Phoenix, Raleigh, Fort Worth, Dallas, Seattle and Toronto and offers Guides for the top tech hubs.

Motion Recruitment offers a unique and deep expertise in finding and placing candidates with the highest in-demand tech skill sets, such as Cybersecurity, UI/UX, Software Engineering such as Open Source & Microsoft Development, Network & Infrastructure, DevOps, Mobile Development, Embedded Engineering and Robotics.

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Our high-touch, specialized and team-based recruitment model, paired with our deep networks and knowledge of our local technology markets, result in an exemplary track record spanning four decades. Motion Recruitment is also the proud creator of Tech in Motion, an international tech event series and community platform that connects more than 300,000 tech enthusiasts to meet, learn, and innovate.

DATA SOURCES
The data in this salary guide represents real market starting salary ranges derived from thousands of jobs across major cities in North America. The base compensation ranges are divided between Mid-level (2-5 years) and Senior-level experience levels (5+ years). Role ranges may vary by company size, industry and organization structure and do not include bonuses, equity, benefits, etc. All data is propriety to Motion Recruitment, validated by external sources and actual wage data. All data is subject to copyright and infringement protections. Contact Motion Recruitment for more detailed information based on your specific needs.

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