SODA®

MARKET GUIDE 2025

Market Insights. Salaries. Day-Rates.

Part of
Trinnovo Group

TABLE OF CONTENTS

Page 3 - 5	Executive Summary
Page 6 - 14	Technology
Page 13 - 16	Artificial Intelligence
Page 17 - 20	Tech in Regulated Sectors
Page 21 - 24	Government / Public Sector Tech
Page 25 - 26	Investment Landscape
Page 27 - 29	Nearshoring
Page 30 - 76	Salaries
Page 77	Part of Trinnovo Group

Executive Summary

The following market guide covers global talent and competitor analysis, but we have the ability to build bespoke reports down to the specifics of location, skillset and industry. If this is what you need, click here.

It's a tumultuous time for technology. The unpredictable labour market is showcasing its trademark disruption, and it's making for some very unusual hiring dynamics.

Between rising demand for cross-functional talent and the pressure to do more with less, teams are hiring, but they're being more selective.

Despite the prevailing sense of caution, tech jobs are still the fastest-growing across global markets.

Digital maturity is rising across every sector, not just the tech-native ones. In the last 12 months, cloud engineering roles have grown by 129% in education and 110% in healthcare, a clear sign of transformation in motion, and a reminder that opportunities are expanding beyond the scope of the usual suspects.

Throughout every region we service, we're seeing similar themes emerge:

- *AI is transforming modern workforce development, and organisations are struggling to define roles*
- *Increasing regulatory scrutiny is leading to new talent needs*
- *Infrastructural modernisation is surfacing hidden gaps in legacy systems and compliance frameworks*
- *Tech talent is being pulled into new spaces*

Executive Summary

Data professionals are moving into product, DevOps is morphing into platform management, and the AI hype is making way for measurable value. For hiring managers, pinpointing talent has never been so complex.

Combine this with geopolitical pressures, and you've got a global talent market that feels energised and unstable: full of movement, hard to read.

The coming months will test the adaptability of organisations and candidates alike.

Specialisation, not scarcity, is driving the world's tech recruitment. For all the layoffs, tech talent is still hard to find.

Those who can get specific about their hiring strategies, values, and company positioning without losing focus will have the advantage.

Did You Know...

The Full Cost of a Bad Hire = 3x the Salary

A poor hiring decision can quietly rack up costs in more ways than one:

- **Wasted Salary and Onboarding Costs**
  - Salary, benefits, equipment, training = sunk cost if the hire doesn't work out.
  - Estimated Cost: 30% of first year earnings
- **Team Disruption & Morale Impact**
  - Higher risk of attrition and disengagement in high-performing employees.
  - Estimated Cost: 200% of annual salary
- **Productivity Loss**
  - Unclear handoffs, engineering bottlenecks, burnout and churn.
  - Estimated Cost: $20k per bad hire
- **System and Feature Deployment**
  - Missed deadlines, slow rollouts, low-confidence releases.
  - Estimated Cost: $120k per team

Hiring Velocity Builds Momentum

Speed and Precision get the best candidates through the door. Top talent doesn't hang around – the average tenure in software engineering has shrunk to just 1.8 years, which means high-performers are in motion.

Hiring Velocity = the speed at which you move candidates through the recruitment process. It's usually measured as the average time to hire across open roles.

Hire Fast → Retain effectively → Ship Sooner

Best Practices:

- Try to keep stages to a minimum (2-3 max)
- Keep comms tight to speed up decisions
- Use pre-aligned scoring to avoid bottlenecks
- Get specific on your job descriptions

Companies that can hire in less than 30 days tend to see double the acceptance rate!

AI Can Do the Heavy Lifting

AI can provide you a serious competitive edge in the hiring space. Smart tools are being used to flatten out the speed bumps at key parts of the process, including candidate sorting, which takes up around 40% of a recruiter's time.

- **AI can reduce the time to hire**, with many businesses seeing the process speed up by around 50% by automating early-stage tasks like skill matching
- **Smart scheduling can be used to reduce dropout rates** and move candidates through the process before they disengage. Cognizant recently used AI-driven onboarding to reduce their dropout rate to just 8%.

We recommend:

- Automated feedback platforms (real time insight)
- First-pass AI screening for early filtering
- Pipeline health alerts
- Automated outreach sequencing
- Bias mitigation/job description optimisation tools
- Intake summary generation

TECHNOLOGY

From cloud transformation to workforce augmentation, the foundations of today's tech infrastructures are evolving, and many employers are stuck navigating competing pressures.

Cost Control vs. Capability Building

Budgets are tight, but tech investment is essential. Leaders are trying to reduce operational costs (often through AI) while still needing to invest in infrastructure, security, and talent. This tends to lead to a choice between short-term cost-saving measures and long-term strategic capability.

Innovation vs. Regulation

Nowhere is the innovation vs regulation debate quite so in-your-face as it is in the banking sector. In many cases, outdated legacy systems are a data privacy nightmare, and firms need a solution, yesterday.

Stability vs. Scalability

Startups and scale-ups are eyeing up growth avenues, but a foreboding sense of uncertainty is forcing a focus on resilience. Regulatory pressures are contributing to this, and delayed transformation projects and stricter hiring budgets are typical responses.

Risk vs. Adoption

The cyberthreat surface is broader than ever. Increasing vendor reliance has expanded this tenfold, and many organisations lack the internal capability to manage it efficiently as their tech adoption rate grows.

Talent Expectations vs. Organisational Flexibility

The eternal return to office debate shows no signs of cooling, but it is changing. It's not a candidate-led market in the traditional sense, although increasing demand for specialised talent, leader budgets, and a helping of decision paralysis make for a tricky hiring environment. An estimated 1 in 3 employers blame the push for a return on leasing agreements.

Macro Market vs. Micro Demand

Market sentiment isn't well aligned with current hiring trends. The recent turbulence from VC-backed startups and big tech is affecting the perception of all tech roles, not just data-focused ones. Simultaneously, digital transformation hasn't stopped, and a trend of quiet hiring is growing.

Contract Vacancies and Project-Driven Hiring

There's been a steady rise in open contract positions as project-based work allows for some much-needed flexibility. The UK, on the other hand, has been a positive outlier – January saw contract roles up by 24% on the previous year (ahead of permanent vacancies at 19%).

The call for greater talent flexibility is a global trend, and it's impacting the recruitment space in some interesting ways. The demand for consultancy and SOW (statement of work) services is increasing, and it's prominent in spaces like banking, where tech transformation projects have been hyper-focused on reducing operational costs.

An interesting phenomenon is happening in this space, in that smaller and more product-focused consultancies have a real opportunity to capture market share.

When it comes to consultancies, the biggest players are well-known for their operational scale and deep enterprise relationships, but they often lack the agility and sharp product thinking that today's AI-driven transformations demand.

Smaller firms, especially those with strong design and product DNA, can move faster, iterate closer to users, and embed with client teams in a way that enables quicker delivery and tighter alignment to outcomes.

In the Statement of Work (SOW) space, where specificity, speed, and tangible value matter, this agility becomes a competitive advantage. As companies shift from exploratory AI pilots to production-grade implementations, they're looking for partners who can ship, not just strategise.

The rise of Industry 4.0 has created renewed interest in onshore innovation, especially in advanced manufacturing and embedded infrastructure roles.

While nearshoring strategies are still a popular method of addressing local skill shortages, organisations are doubling down on domestic capabilities for tighter regulatory alignment, supply chain resilience, and deployment speed.

Data Infrastructure

Ten years ago, the benchmark for data maturity was building real-time data platforms. Five years ago, it was self-service analytics. Today, businesses want both, but inside models.

That's led to a stronger focus on the data feedback loop: how clean, actionable data moves between people and systems.

Some of the most in-demand roles now are a blend of analytics and engineering, which reflects the shift from passive reporting to active intelligence in the broader context of the business.

One of the current challenges with the data space is that much of the engineering and analytics space is still very manual. Data cleansing and standardisation play a big part in this, both areas that organisations are progressively seeking to either outsource or automate with LLMs.

We're seeing a gradual move toward designing systems that generate and test automatically (often via LLMs). Future data teams will likely be smaller, more strategic, and focused on prompt design and infrastructure governance.

Cloud, Costs, and Repatriation

While the cloud remains critical for innovation, businesses are re-evaluating their strategies in light of spiralling costs, performance mismatches, and compliance obligations. This doesn't mean the cloud space is shrinking; it's quite the opposite.

Switzerland's public cloud market is projected to grow by nearly 140% between 2024–2029, with Germany close behind at 124.7%. These high-growth figures reflect markets that are still scaling up adoption. In contrast, the UK (18.7%), US (17.7%), and Ireland (17.3%) show more modest growth, largely because they're further along the maturity curve.

As US trade policies introduce more friction into global tech supply chains (namely, the tariffs), European organisations that can offer built-in compliance, data localisation, and ESG transparency may find themselves in a stronger position to capture market share.

With that in mind, the US still boasts the biggest names in cloud computing, the most data centres, and plenty of the world's hottest hubs for data talent (with hidden gems like Chicago, Houston, and San Fransico's Bay Area).

Candidates with expertise in Azure Open AI are seeing a remarkable increase in demand, as well as multicloud candidates who can work on Azure and AWS simultaneously. A large driving force here is the number of companies using multiple providers to save on cost, which essentially means that professionals with cross-platform expertise are highly valuable, as they can deliver impact without getting caught on a steep learning curve.

Certifications in cloud engineering and architecture are a real nice-to-have, which includes Terraform. Currently, cloud professionals with proven experience in regulated industries are enjoying enhanced employability, particularly in Switzerland and the US.

A New Dawn for DevOps?

A continued focus on security and observability pipelines is pushing DevOps in a new direction, with AI and ML automation playing a more prominent role in key areas, including predictive analytics and automated testing.

This is largely driving the emergence of more strategy-intensive DevOps roles as the increased automation takes care of the routine.

Most notably, the gaps between platform engineering and DevOps are getting smaller. Teams are now working with an incredibly expansive set of tools and systems, which demand tighter collaboration, shared ownership of infrastructure, and a stronger focus on automation, reliability, and developer experience.

As responsibilities converge, particularly around CI/CD, observability, and cloud-native tooling. We're seeing these functions blend into more unified platform teams.

While the DevOps engineering market is fairly steady across the US and Europe, we're seeing pockets of pronounced hiring activity in critical industries (including hospitals and healthcare), where the US saw 113% growth in the last 12 months.

The need for ever more rapid deployment and the popularity of cloud-native architectures are key driving factors here, and competition for the top engineering roles - which often command salaries of over $195,000 - is heating up.

DevOps roles are evolving into more strategic positions. It is no longer just about pipelines and automation; DevOps engineers are now expected to contribute to developer experience, security and cross-functional alignment. The talent market is definitely favouring professionals who can blend technical depth with a strong understanding of business impact."

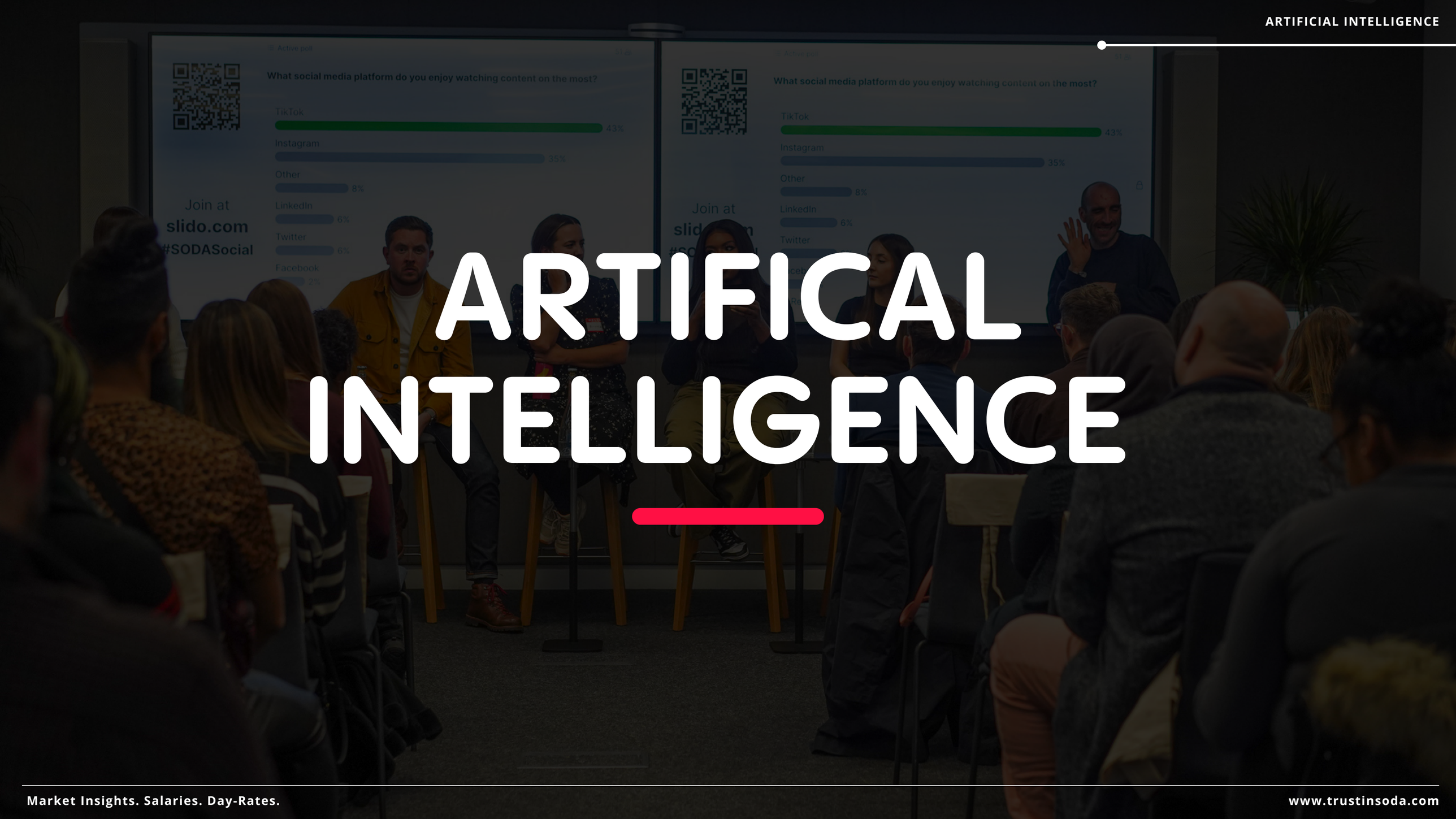
Radhakrishnan Krishna Kripa, Lead DevOps Engineer at Ansys

The Rise of Go-to-Market

Growth is under the spotlight, and organisations need to get creative about where to capture market value. This is naturally driving demand for sales-focused roles with a specific focus on business development.

Areas like product marketing are busy as the lines between sales, product, and customer success continue to get hazy. Companies are after people who can communicate and reshape value, a similar trend to what's going on in the data space.

Software development is experiencing major growth in go-to-market roles, especially those that connect products with customers. For example, the number of product marketing managers in the software sector across the US and Europe has grown by 31% in the past year.



ARTIFICAL INTELLIGENCE

Artificial Intelligence

Deep Tech has been busy dodging the global VC slump for the last few years. It's one of the biggest investment categories in the world, accounting for 24% of all European VC funding so far in 2025, according to data from Dealroom.

In the US, Dealroom data also shows that all of the top-funded VC segments are dominated by AI, with GenAI model maker and AI model layer securing $46.6 billion apiece.

AI and machine learning are the hottest topics in the world right now, and it's showing in the talent market.

The premium on AI expertise is real. In the US, it's common to see 5% salary and 10-20% equity uplifts. Expect to allocate more for AI/ML engineers, who are currently among the hardest candidates to attract, and harder still to retain.

Nearly 11,000 ML engineers and 10,000 AI engineers changed jobs last year. It's clear that traditional retention strategies are no longer enough to hold on to the best people.

If this sounds familiar, our sister brand and Deep Tech recruitment specialists, DeepRec.ai are equipped with the network and market expertise to help you connect with hardest-to-reach candidates. Check out their website here: DeepRec.ai.

With an average tenure for ML/AI engineers resting at just 9 months, companies are under pressure to create value quickly, which means developing meaningful retention incentives.

Compensation opens the door in this corner of the market, but it's culture and challenge that keep people where they are.

Equity packages are normalising (if there is such a thing). Founders generally offer less equity than they did back in 2021, but with better terms. For example, longer exercise windows and earlier access to secondary sales are becoming more common.

Perhaps nowhere is the AI, machine learning and data governance impact quite as visible as it is in financial services.

The AI Shift

Businesses are wrestling with what the AI shift means for their workforces, with some opting for heavy role automation in place of people, a decision that some are starting to regret. A similar move backfired for Klarna back in 2022, when it replaced 700 service employees with AI agents. The business recently announced that it's reversing the decision.

Similarly, Duolingo recently responded to waves of criticism regarding its AI-first approach to growth and workforce development. One of our speakers touched on this topic at our recent event, Accelerate and Protect Your Business with Ethical AI, when they said that:

Start with the people and the challenge. Businesses have been tripping up by thinking tech or business-first in the past few decades already. AI runs the risk of refuelling this by suggesting "AI first."

The Brief is Changing

Companies can't look for AI engineers anymore, they need individuals who can understand governance, ethics, cross-functional impact, and regulatory context. Hiring managers will need to adjust their role briefs to reflect this.

We're commonly hiring for roles that didn't exist five years ago, many of them being dual hat positions that blur the lines between prompt engineering, product management, and platform enablement.

Our core markets are showcasing these shifts. Cloud professionals are being pulled into multi-provider environments, data engineers are moving into strategy-first roles as companies shift from pipelines to platforms, and software engineers are building the connective tissue between legacy systems and bleeding-edge tools (under immense delivery pressures).

These roles aren't always easy to define as the lines between titles get blurry. Candidate expectations are changing too, with a growing preference for clarity and long-term value over rigid job specifications.

TECH IN REGULATED SECTORS

The Rise of RegTech

As organisations scramble to navigate a fractured regulatory environment, RegTech is evolving into a strategic enabler in critical sectors, which includes healthcare and education.

The core value hasn't changed (automated compliance, risk reduction, secure scaling), but what's new is the level of integration.

RegTech isn't only monitoring activity from the sidelines, it's embedded in decision-making frameworks. Organisations are moving towards continuous compliance models, often powered by real-time monitoring, regulatory APIs, and policy-aware automation that adapts to changing rulesets without slowing down delivery.

It's a shift with strong talent implications. Engineers who can bridge compliance and code are particularly valuable in high-stakes environments, namely FinTech, HealthTech, and EdTech).

According to our LinkedIn data, the fastest-growing skill among software engineers in financial services and healthcare is data pipelines - up 72% in the 12 months - which aligns neatly with the shift toward embedded compliance infrastructure.

At the same time, governance is surfacing as one of the weaker links in modern tech environments.

Despite the tech changing, plenty of organisations are still stuck in the same old conversations about data governance. New capabilities prompt a familiar question: 'How are we going to govern this?'

In reality, many of the controls businesses struggle to implement should've been in place all along. RegTech presents an opportunity to shore up the gaps in governance that legacy systems weren't built to handle.

The global RegTech market is expected to reach $82.77 billion by 2032, representing a CAGR or 22.8% – it's an indicator that compliance is becoming a technical safeguard that enables speed and trust in complex systems. In industries where the cost of non-compliance is existential, RegTech is the connective tissue between accountability and innovation.

Regulation

When it comes to AI regulation, the EU is your store-bought cake. In the UK, you've got to build each layer yourself.'

Shazia Khan, Fractional Senior Privacy Council

The regulation versus innovation debate is heating up. The landmark EU AI Act came into force back in August 2024, with most provisions set to apply in 2026.

It's a watershed moment for AI governance, one that shows how seriously Europe is taking the development and deployment of Ethical AI systems. It's already influencing compliance conversations across borders (similar to the effect of the UK's Consumer Duty Act).

This can be seen in Switzerland, a nation that's accustomed to self-regulation in critical industries, but mindful of global momentum. While the Swiss Federal Council has proposed a sector-by-sector approach, it's committed to implementing the Council of Europe's AI Convention into National Legislation (a complementary, principle-based treaty that shares the EU AI Act's focus on trustworthy and rights-based AI governance).

That said, Switzerland has notably decided to avoid adopting the EU AI Act, a divergence from a framework that it would historically have aligned with. The Federal Council has instead moved to implement a Swiss-built regulatory framework.

The increased autonomy could be a double-edged sword. Without mutual recognition, cross-border providers find it difficult to service some of their biggest European clients.

Sector-specific regulations are also adopted by the UK, where there are currently no plans to establish a centralised AI regulator. The Labour government's 'pro-innovation approach' to regulation aims for a middle ground, a lighter touch framework designed to preserve the UK's appeal as a hub for AI startups.

The US, meanwhile, is treading a different path. Instead of AI-specific laws at the federal level, we're seeing a patchwork of state-level rules and voluntary frameworks. Much of the implementation has been left to sectoral bodies and individual states.

Regulation

This regulatory divergence is more than a policy challenge for global businesses. Compliance can't be taken as a retrofit exercise, it needs to be built into the hiring strategy.

That means a growing demand for cross-functional talent who can help teams navigate local requirements without slowing down delivery.

The bar for regulatory literacy has been raised, and with it, the bar to entry for tech professionals in regulated environments.

As projects are increasingly shaped by compliance pressures, hiring managers are rethinking what qualified looks like. For candidates, it's a reminder that fluency in governance can be a competitive edge.

Headlines may be dominated by the EU AI Act, but there are plenty of changes and updates to consider, including:

- **EU – The Digital Services Act:** Already in force, this regulation places transparency obligations on digital platforms, including content moderation.
- **EU – Digital Operations Resilience Act (DORA):** DORA came into force in January 2025 and applies to a range of financial entities, including banks, asset managers, insurers, and ICT third-party providers. It's designed to ensure firms are equipped to withstand and respond to ICT-related disruptions.
- **US – State-Level AI Bills (California, Colorado)**: Certain states are rolling out AI-specific legislation with accountability and risk-assessment rules in areas like hiring and finance.
- **UK – Online Safety Act:** Recently updated to reflect evolving digital risks, the OSA places legal duties on tech platforms to reduce harm from user-generated content. While initially framed around social media, its scope has widened, which means tech firms with user interaction features must now build safety and moderation into product design from the start.

GOVERNMENT/ PUBLIC SECTOR TECH

Government

Public sector services have been historically slow to digitalise. Legacy systems and bureaucratic red tape have long prevented meaningful tech transformations in this space, although times are changing, and it's reflected in a bustling labour market.

As public infrastructures seek to modernise, cybersecurity shortcomings remain a key challenge, and hiring is picking up as a result. The UK civil service is a good example, whose cybersecurity engineer and analyst population grew by 13% in the last 12 months.

The ever-expanding threat surface encompasses a new generation of cybercrime, and the uptick in state-mandated attacks only exacerbates this challenge (as we've seen in both the UK and the US over the last few years).

Skill gaps persist, with some estimates placing the cybersecurity talent deficit at 225,200 in the US.

Moreover, Reports from the World Economic Forum claim 67% of companies have a moderate-to-critical skill gap in cybersecurity.

Government

Similar to what we're seeing in the financial services space, decision-makers are frequently turning towards contract or SOW-based work to plug their vulnerabilities.

The flexible, outcome-based alternative to permanent hiring represents a more cost-sustainable recruitment model, particularly when working on digital transformation projects that carry a significant security aspect.

For example, it's not uncommon to see government departments bring on contract-based cloud security engineers to migrate critical services from on-prem environments to secure, compliant cloud platforms (often AWS GovCloud or Azure Government).

These projects typically require expertise in containerisation (e.g. Kubernetes), infrastructure as code (Terraform), and zero-trust network architecture, all without the overhead of full-time recruitment.

AI Implementation

AI implementation projects are out in force as governments seek to partner with tech pioneers - Anthropic's recent collaboration with the UK's Department for Science, Innovation and Technology (DSIT) is a prime example.

Moreover, defence and space manufacturing are showing signs of increased hiring activity, where the talent pool for software engineers has grown by an impressive 67% in the last 12 months.

From the use of natural language processing (NLP) to enhance citizen-facing services, to predictive modelling in social care and benefits systems, government departments are increasingly experimenting with applied AI use cases.

From the use of natural language processing (NLP) to enhance citizen-facing services, to predictive modelling in social care and benefits systems, government departments are increasingly experimenting with applied AI use cases.

An era-defining shift toward AI-enabled workforce augmentation has already begun. As a result, hiring is expanding beyond model builders to include roles in AI risk and compliance, policy, and public engagement.

INVESTMENT LANDSCAPE

Investment

AI dominates 2025's investment space, a major focal point for many VCs looking to anchor their portfolios in domain-specific technology solutions. Healthcare, financial services, and advanced manufacturing are all undergoing vast tech transformations, attracting the lion's share of the funding.

Volume is down, but value is up. In the first quarter, global VC investment reached $120 billion, it's highest peak since 2022. It was driven largely by a monumental $40 billion funding round closed by OpenAI back in March, the largest private tech deal on record.

While investors rush to secure their space in the AI arms race, questions about 'AI window dressing' have been raised, suggesting bids simply append AI to sound competitive.

It means that Investors will need to get thinking about AI's long-term durability. Everyone has access to LLMs now; the real defensibility of an investment lies in its verticality. Founders who can embed AI into sector-specific workflows, backed by propriety data, will have the real edge. The bar is rising on AI, and generic pitches shouldn't make the grade.

The era of easy capital is long gone, but quality companies solving tangible problems will still attract funding. Take Synthesia, for instance: the London-based AI video platform secured a $180 million Series D in January, reaching a $2.1 billion valuation by deeply integrating AI into enterprise video creation. It's far beyond an LLM wrapper.

Climate tech, advanced manufacturing, and healthcare continue to draw interest for similar reasons – they tackle system-level problems that demand new solutions.

Across these sectors, investors are looking for disciplined founders who can navigate longer sales cycles while proving real-world traction, recognising that the next wave of returns will be driven by solutions that align impact with sustainable business models.

Transaction value in secondary markets is expected to reach $200 billion this year, setting a record as investors seek liquidity while holding exposure to high-impact sectors.

NEARSHORING

Nearshoring

Looking to cut personnel costs whilst retaining quality? Contact our team to find out how we support businesses with dependable nearshore talent solutions: Enquire here.

Companies face mounting pressure to scale their teams quickly while controlling costs and maintaining quality. Hiring talent in high-demand markets can be expensive, time-consuming, and unsustainable, especially for businesses aiming to stay agile and competitive.

With nearshore teams, businesses benefit from favourable salary structures, strong technical talent pools, and overlapping time zones that support seamless collaboration. It's a practical pathway to scaling teams with flexibility, aligning resources with project needs without compromising delivery. The growth of key global markets has transformed nearshoring into more than a tactical solution. It's now a gateway to innovation.

Eastern Europe

Eastern Europe is renowned for its exceptional tech talent, boasting some of the world's most sought-after engineers. Romania, Poland, and the Czech Republic are popular nearshore targets for their expansive talent hubs, common language proficiency, educational excellence, and favourable time differences. A popular nearshoring destination for businesses in the UK, Germany, and Switzerland, Eastern European talent hubs have been critical in closing skill gaps. Some hidden gem locations include Brno, Gdansk, and Iasi, providing lower churn rates and cost-effective alternatives to capital areas. Eastern Europe has solidified its tech stardom status in recent years through a host of unicorns and a burgeoning enterprise software market, making it top target for cross-border hiring projects and global R&D investment.

Latin America

Latin America's Burgeoning Tech Market is one of the world's fastest-growing sectors. Its digital transformation market alone is projected to grow at a CAGR of 17.9% between 2025 and 2030, which in a fragmented market with few dominant players, represents a wealth of scaling opportunities for Tech firms and international talent looking to establish early influence. Argentina, Mexico, Colombia, and Brazil all boast impressive growth forecasts in their IT markets, and they're home to some of the most competitive, cost-sustainable workforces globally. Particularly strong markets include DevOps, Full Stack Development, and Cloud Engineering. LATAM has emerged as a key player in global FinTech, eCommerce, EdTech, and HealthTech.

Iberia

Iberia has experienced profound growth in high-impact IT sectors in the last few years, including data and CleanTech. Spain and Portugal house key tech hubs, with the former's IT service sector revenue expected to grow to $28.7 billion in 2025.

Spain's shared language with Latin American nations provides access to a much larger market, and substantial investments from major tech firms (Including AWS and Microsoft) have positioned the nation for substantial growth. Portugal's Lisbon and Porto have become magnets for international talent and multinational startups, many of whom are attracted by favourable visa policies, government support for AI, and a thriving digital infrastructure.

Iberia is well-known for its engineering talent, but deep pockets of specialisations in areas like DevOps, Mobile Engineering, AI/ML, and Cybersecurity make it a top target for firms looking to build a world-class workforce for lower employment costs, talent access, and a better cost-to-quality ratio.

SALARIES

Salary Data

We know salary data can often feel abstract or outdated, particualrly if they're pulled from job boards. This guide aims to provide accurate, reliable data that reflect the real conversations happening in today's job markets, backed by the latest compensation trends, and grounded in live offers. **Our datasets are based on:**

- Conversations with 28,977 candidates
- 2,568 interviews
- 1,304 vacancies worked by our consultants
- Making 342 hires for 276 companies worldwide
- Our live candidate database of over 400,000 professionals

Salary benchmarks always come with a few important nuances, and compensation data will typically vary depending on:

- Hybrid and remote working arrangements
- Location and the cost of living
- Benefits, equity, and bonus structures
- Skills, experience, and role responsibilities
- Company size
- Industry and market specialisms

If you would like a custom salary guide that dives into these specifics, Trust in SODA can build one for you. Whether you need a breakdown by seniority, location, skill set or competitor activity, we can provide a personalised report of the talent landscape to support your unique hiring plans - tell the team what you need, and we'll provide the insights: Enquire here.

UK

UK

UK tech is in growth mode as an innovation-focused Labour government bets big on digitalisation. London, Oxford, and Cambridge are still the hotspots for bleeding-edge tech clusters, but regional investment has gained momentum, with Bristol, Manchester, and Edinburgh developing highly competitive ecosystems. Edinburgh in particular, is leading the pack when it comes to AI incubation.

Contrary to popular belief, the UK pays some of the highest tech wages in Europe, second only to Switzerland. The average median wage in 2024 across all occupations was £37,420, while software engineers earn an average of around £70,000, a substantial premium uplift for tech talent.

We're seeing a swathe of market movement in financial services, where the UK leads the world in cross-border banking. Digitalisation projects are commonplace in this area, and it's driving up demand for regulatory-savvy tech talent.

Candidate sentiment is mixed on the whole, likely due to the rise of underemployment, substantial changes to employment law (including the hike to the employer contributions of National Insurance), and lingering uncertainty around economic outlook.

That said, the broader labour market is showing signs of recovery, as the country is well-positioned to take advantage of growth opportunities in key sectors like FinTech and clean energy.

Challenges around talent mobility and wage pressures persist, but the UK's established global companies and scaling startups continues to create opportunities for tech professionals seeking impactful roles in an ambitious market. Data specialists, platform engineers, cybersecurity experts, and full stack developers are all currently experiencing a substantial increase in demand.

For employers, the UK's tech market in 2025 demands clarity and speed, with AI, data, cybersecurity, and platform engineering roles outpacing supply. Businesses that offer clear progression, flexibility, and a compelling value proposition will stand out in a competitive hiring landscape shaped by rising wages and strong regional clusters. For candidates, demand remains strong for those with adaptable, cross-disciplinary skills, especially where AI, cloud, and security intersect, making this a good market for those seeking stable roles, growth potential, and meaningful work with high-impact teams.

GO TO MARKET > SALES

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent
Role Title	UK GBP
SDR	35,000-45,000
Senior SDR	45,000-55,000
Enterprise SDR	55,000-65,000
BDR	35,000-45,000
Senior BDR	45,000-55,000
Enterprise BDR	55,000-65,000
Account Executive	50,000-70,000
Senior Account Executive	70,000-90,000
Enterprise Account Executive	90,000-110,000
Head of Sales	100,000-130,000
VP of Sales	130,000-160,000
Chief Revenue Officer	160,000-200,000

*Contract rates for these roles available on request

GO TO MARKET > MARKETING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	UK GBP	UK GBP
Marketing Executive	30,000-40,000	180-240
Senior Marketing Executive	40,000-50,000	240-300
Growth Marketing	40,000-55,000	240-300
Senior Growth Marketing	55,000-70,000	300-360
Product Marketing	45,000-60,000	270-330
Senior Product Marketing	60,000-75,000	330-390
Demand Generation	45,000-60,000	270-330
Senior Demand Generation	60,000-75,000	330-390
Head of Marketing	90,000-120,000	720-840
VP of Marketing	120,000-150,000	840-960
CMO	150,000-190,000	960-1140
Partner Manager	60,000-80,000	480-600
GTM Strategy Manager	80,000-100,000	600-720
Head of GTM	110,000-140,000	780-900

DEVOPS

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	UK GBP	UK GBP
DevOps Engineer	50,000-75,000	540-660
Senior	75,000-100,000	660-780
Principal / Lead / Staff	100,000-120,000	780-900
Platform Engineer	60,000-75,000	570-690
Senior	75,000-90,000	690-810
Principal / Lead / Staff	90,000-105,000	810-930
Head of DevOps	120,000-150,000	840-1020
DevSecOps Engineer	60,000-75,000	570-690
Senior DevSecOps Engineer	75,000-90,000	690-810
Principal / Lead / Staff DevSecOps Engineer	90,000-105,000	810-930
Head of DevSecOps	105,000-135,000	900-1080
Site Reliability Engineer	60,000-75,000	570-690
Senior SRE	75,000-90,000	690-810
Principal / Lead / Staff SRE	90,000-105,000	810-930
Head of SRE	110,000-140,000	960-1140

PRODUCT AND DESIGN

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	UK GBP	UK GBP
UI / UX Designer	40,000-55,000	360-480
Senior UI / UX Designer	55,000-70,000	480-600
Principal / Lead / Staff UI / UX Designer	70,000-85,000	600-720
Product Designer	45,000-60,000	390-510
Senior Product Designer	60,000-75,000	510-630
Principal / Lead / Staff Product Designer	75,000-90,000	630-750
Service Designer	50,000-65,000	420-540
Senior Service Designer	65,000-80,000	540-660
Principal / Lead / Staff Service Designer	80,000-95,000	660-780
UX Researcher	45,000-60,000	390-510
Senior UX Researcher	60,000-75,000	510-630
Principal / Lead / Staff UX Researcher	75,000-90,000	630-750
Head of Design	80,000-100,000	720-900
Chief Design Officer	110,000-140,000	960-1140
Product Owner	50,000-65,000	420-540
Senior Product Owner	65,000-80,000	540-660
Principal / Lead / Staff Product Owner	80,000-95,000	660-780
Product Manager	55,000-70,000	450-570
Senior Product Manager	70,000-85,000	570-690
Principal / Lead / Staff Product Manager	85,000-100,000	690-810
Head of Product	90,000-115,000	780-960
Chief Product Officer	120,000-160,000	1020-1200

CLOUD AND INFRASTRUCTURE

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	UK GBP	UK GBP
Cloud Engineer	50,000-65,000	480-600
Senior Cloud Engineer	65,000-80,000	600-720
Principal / Lead / Staff Cloud Engineer	80,000-95,000	720-840
Cloud Architect	65,000-80,000	540-660
Senior Cloud Architect	80,000-95,000	660-780
Principal / Lead / Staff Cloud Architect	95,000-110,000	780-900
Head of Cloud	100,000-130,000	840-1020

	Permanent	Contract
Role Title	UK GBP	UK GBP
Infrastructure Engineer	45,000-60,000	450-570
Senior Infrastructure Engineer	60,000-75,000	570-690
Principal / Lead / Staff IE	75,000-90,000	690-810
Infrastructure Architect	60,000-75,000	510-630
Senior Infrastructure Architect	75,000-90,000	630-750
Principal / Lead / Staff IA	90,000-105,000	750-870
Head of Infrastructure	95,000-125,000	780-960
Network Engineer	45,000-60,000	450-570
Senior Network Engineer	60,000-75,000	570-690
Principal / Lead / Staff NE	75,000-90,000	690-810
Network Architect	60,000-75,000	510-630
Senior Network Architect	75,000-90,000	630-750
Principal / Lead / Staff NA	90,000-105,000	750-870
Head of Networking	90,000-115,000	720-900
Systems Engineer	45,000-60,000	450-570
Senior Systems Engineer	60,000-75,000	570-690
Principal / Lead / Staff SE	75,000-90,000	690-810
Systems Administrator	40,000-55,000	420-540
Senior Systems Administrator	55,000-70,000	540-660
Principal / Lead / Staff SA	70,000-85,000	660-780

DATA

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	UK GBP	UK GBP
Data Analyst	45,000-60,000	450-570
Senior Data Analyst	60,000-75,000	570-690
Principal / Lead / Staff Data Analyst	75,000-90,000	690-810
Data Engineer	55,000-70,000	540-660
Senior Data Engineer	70,000-85,000	660-780
Principal / Lead / Staff Data Engineer	85,000-100,000	780-900
Data Architect	65,000-80,000	600-720
Senior Data Architect	80,000-95,000	720-840
Principal / Lead / Staff Data Architect	95,000-110,000	840-960
BI Developer	50,000-65,000	480-600
Senior BI Developer	65,000-80,000	600-720
Principal / Lead / Staff BI Developer	80,000-95,000	720-840
BI Architect	60,000-75,000	540-660
Senior BI Architect	75,000-90,000	660-780
Principal / Lead / Staff BI Architect	90,000-105,000	780-900
Head Of Data	110,000-140,000	960-1140
Chief Data Officer	140,000-180,000	1200-1440

SOFTWARE ENGINEERING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	UK GBP	UK GBP
Software Engineer	55,000-70,000	540-660
Senior Software Engineer	70,000-85,000	660-780
Principal / Lead / Staff Software Engineer	85,000-100,000	780-900
Mobile Developer	50,000-65,000	510-630
Senior Mobile Developer	65,000-80,000	630-750
Principal / Lead / Staff Mobile Developer	80,000-95,000	750-870
Frontend Developer	50,000-65,000	510-630
Senior Frontend Developer	65,000-80,000	630-750
Principal / Lead / Staff Frontend Developer	80,000-95,000	750-870
Backend Developer	55,000-70,000	540-660
Principal / Lead / Staff Backend Developer	85,000-100,000	780-900
Fullstack Developer	55,000-70,000	540-660
Principal / Lead / Staff Fullstack Developer	85,000-100,000	780-900
Founding Engineer	90,000-120,000	840-1020
Software Engineering Manager / Technical Lead	100,000-130,000	900-1080
VP / Head / Director of Engineering	120,000-160,000	1080-1320
CTO	150,000-200,000	1320-1560

USA

USA

Despite recent turbulence, the US tech market remains the largest in the world. Tech spending is expected to increase to $2.7 trillion in 2025, which aligns with the growing demand for talent and uptick in expansion projects.

Demand for specialised tech talent is pronounced in the US market, a reflection of its AI-led innovation in critical areas like financial services and healthcare. At the same time, this multi-sector demand raises the premium for top candidates, who now have more career options than ever before. Data from the BLS shows that IT occupations command a median wage of $105,990, over double the national average of $49,500.

Around 356,700 IT openings are expected to be added every year until 2033, outpacing most other markets in the US. This demand is largely driven by the expansion of AI capabilities and the critical need for cybersecurity across industries.

Interim vacancies are also on the rise as tech transformation projects take centre stage, with many companies turning to project-based hiring to maintain agility while managing costs.

Data-related roles play a big part here, as organisations rush to meet compliance deadlines and mine valuable insights from their growing data estates.

On the candidate side of the table, we're seeing a confidence crisis of sorts. Tech layoffs, which have impacted 84,640 people in 2025, are a contributor, as is a general sense of uncertainty around stability and the future of work.

In many cases, this leads to longer decision-making times and a greater reluctance to move, which causes scaling challenges for hiring managers operating in a market that thrives on good timing.

The layoffs don't paint the full picture. We're still experiencing a correcting market, and in practice, recruitment drives and layoffs are often happening side-by-side, a result of a market that's reshaping itself around priority areas rather than retreating.

For candidates, this reinforces the importance of aligning skills with areas where investment and growth are ongoing - in this case, AI, security, data, cloud infrastructure, and embedded engineering.

GO TO MARKET > SALES

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent		
Role Title	USD – West	USD – East	USD – Remote
SDR	75,000-105,000	65,000–90,000	60,000–85,000
Senior SDR	85,000-120,000	70,000–100,000	70,000–95,000
Enterprise SDR	100,000-130,000	85,000–110,000	80,000–105,000
BDR	75,000-105,000	65,000–90,000	60,000–85,000
Senior BDR	85,000-120,000	70,000–100,000	70,000–95,000
Enterprise BDR	100,000-130,000	85,000–110,000	80,000–105,000
Account Executive	110,000-140,000	95,000–115,000	90,000–110,000
Senior Account Executive	130,000-160,000	105,000–130,000	100,000–125,000
Enterprise Account Executive	140,000-200,000	115,000–165,000	110,000–160,000
Head of Sales	175,000-225,000	140,000–180,000	135,000–175,000
VP of Sales	180,000-250,000	145,000–205,000	140,000–200,000
Chief Revenue Officer	220,000-350,000	175,000–285,000	170,000–275,000

*Contract rates for these roles available on request

GO TO MARKET > MARKETING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent			Contract
Role Title	USD – West	USD – East	USD – Remote	US Dollar
Marketing Executive	70,000-90,000	65,000–75,000	60,000–70,000	300-360
Senior Marketing Executive	85,000-105,000	70,000–90,000	70,000–85,000	360-420
Growth Marketing	75,000-100,000	65,000–85,000	60,000–80,000	360-420
Senior Growth Marketing	105,000-135,000	90,000–110,000	85,000–105,000	420-480
Product Marketing	110,000-130,000	95,000–110,000	90,000–105,000	390-450
Senior Product Marketing	140,000-180,000	115,000–145,000	110,000–140,000	450-510
Demand Generation	90,000-120,000	75,000–100,000	70,000–95,000	390-450
Senior Demand Generation	120,000-160,000	100,000–130,000	95,000–125,000	450-510
Head of Marketing	140,000-180,000	115,000–145,000	110,000–140,000	960-1080
VP of Marketing	160,000-200,000	125,000–165,000	120,000–160,000	1080-1200
CMO	200,000-275,000	160,000–225,000	155,000–220,000	1260-1440
Partner Manager	100,000-120,000	85,000–100,000	80,000–95,000	720-840
GTM Strategy Manager	130,000-160,000	105,000–130,000	100,000–125,000	840-960
Head of GTM	200,000-240,000	160,000–195,000	155,000–190,000	1020-1140

DEVOPS

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	US Dollar	US Dollar
DevOps Engineer	90,000-105,000	780-900
Senior DevOps Engineer	105,000-120,000	900-1020
Principal / Lead / Staff DevOps Engineer	120,000-135,000	1020-1140
Platform Engineer	95,000-110,000	810-930
Senior Platform Engineer	110,000-125,000	930-1050
Principal / Lead / Staff Platform Engineer	125,000-140,000	1050-1170
Head of DevOps	150,000-180,000	1200-1380
DevSecOps Engineer	95,000-110,000	810-930
Senior DevSecOps Engineer	110,000-125,000	930-1050
Principal / Lead / Staff DevSecOps Engineer	125,000-140,000	1050-1170
Head of DevSecOps	155,000-185,000	1260-1440
Site Reliability Engineer	95,000-110,000	810-930
Senior SRE	110,000-125,000	930-1050
Principal / Lead / Staff SRE	125,000-140,000	1050-1170
Head of SRE	160,000-190,000	1320-1500

PRODUCT AND DESIGN

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent			Contract
Role Title	USD – West	USD – East	USD – Remote	US Dollar
UI / UX Designer	85,000-100,000	75,000–90,000	70,000–85,000	600-720
Senior UI / UX Designer	90,000-110,000	80,000–100,000	75,000–95,000	720-840
Principal / Lead / Staff UI / UX Designer	110,000-130,000	100,000–115,000	95,000–110,000	840-1020
Product Designer	85,000-110,000	75,000–100,000	70,000–95,000	630-750
Senior Product Designer	100,000-120,000	90,000–110,000	85,000–105,000	750-870
Principal / Lead / Staff Product Designer	120,000-150,000	110,000–135,000	105,000–130,000	870-1050
Service Designer	85,000-100,000	75,000–90,000	70,000–85,000	660-780
Senior Service Designer	105,000-120,000	95,000–110,000	90,000–105,000	780-900
Principal / Lead / Staff Service Designer	125,000-140,000	110,000–125,000	105,000–120,000	900-1080
UX Researcher	80,000-95,000	70,000–85,000	65,000–80,000	630-750
Senior UX Researcher	100,000-115,000	90,000–105,000	85,000–100,000	750-870
Principal / Lead / Staff UX Researcher	120,000-135,000	110,000–120,000	105,000–115,000	870-1050
Head of Design	150,000-180,000	135,000–160,000	130,000–150,000	1080-1260
Chief Design Officer	200,000-280,000	180,000-260,000	180,000-250,000	1320-1560
Product Owner	85,000-100,000	75,000–90,000	70,000–85,000	660-780
Senior Product Owner	105,000-120,000	95,000–110,000	90,000–105,000	780-900
Principal / Lead / Staff Product Owner	125,000-140,000	110,000–125,000	105,000–120,000	900-1080
Product Manager	90,000-120,000	80,000–110,000	75,000–105,000	690-810
Senior Product Manager	140,000-170,000	125,000–155,000	120,000–145,000	810-930
Principal / Lead / Staff Product Manager	180,000-225,000	160,000-210,000	160,000-200,000	930-1110
Head of Product	200,000-230,000	180,000-210,000	170,000-200,000	1140-1320
Chief Product Officer	250,000-350,000	210,000–250,000	195,000–240,000	1440-1680

CLOUD AND INFRASTRUCTURE

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent			Contract
Role Title	USD – West	USD – East	USD – Remote	US Dollar
Cloud Engineer	140,000-200,000	125,000–180,000	120,000–175,000	720-840
Senior Cloud Engineer	160,000-220,000	145,000–200,000	140,000–195,000	840-960
Principal / Lead / Staff Cloud Engineer	170,000-230,000	155,000–205,000	150,000–200,000	960-1080
Cloud Architect	120,000-180,000	110,000–160,000	105,000–155,000	780-900
Senior Cloud Architect	140,000-220,000	125,000–200,000	120,000–195,000	900-1020
Principal / Lead / Staff Cloud Architect	170,000-220,000	155,000–200,000	150,000–195,000	1020-1140
Head of Cloud	200,000-250,000	180,000–225,000	175,000–220,000	1200-1380

	Permanent	Contract
Role Title	US Dollar	US Dollar
Infrastructure Engineer	80,000-95,000	690-810
Senior Infrastructure	95,000-110,000	810-930
Principal / Lead / Staff IE	110,000-125,000	930-1050
Infrastructure Architect	90,000-105,000	750-870
Senior Infrastructure	105,000-120,000	870-990
Principal / Lead / Staff IA	120,000-135,000	990-1110
Head of Infrastructure	145,000-175,000	1140-1320
Network Engineer	80,000-95,000	690-810
Senior Network Engineer	95,000-110,000	810-930
Principal / Lead / Staff NE	110,000-125,000	930-1050
Network Architect	90,000-105,000	750-870
Senior Network Architect	105,000-120,000	870-990
Principal / Lead / Staff NA	120,000-135,000	990-1110
Head of Networking	140,000-165,000	1080-1260
Systems Engineer	80,000-95,000	690-810
Senior Systems Engineer	95,000-110,000	810-930
Principal / Lead / Staff SE	110,000-125,000	930-1050
Systems Administrator	70,000-85,000	660-780
Senior Systems	85,000-100,000	780-900
Principal / Lead / Staff SA	100,000-115,000	900-1020

DATA

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent			Contract
Role Title	USD – West	USD – East	USD – Remote	US Dollar
Data Analyst	100,000-120,000	90,000–110,000	80,000–100,000	690-810
Senior Data Analyst	110,000-130,000	100,000–120,000	90,000–110,000	810-930
Principal / Lead / Staff Data Analyst	130,000-150,000	120,000–140,000	105,000–125,000	930-1050
Data Engineer	120,000-180,000	110,000–165,000	95,000–145,000	780-900
Senior Data Engineer	140,000-220,000	130,000–200,000	115,000–180,000	900-1020
Principal / Lead / Staff Data Engineer	170,000-220,000	155,000–200,000	135,000–180,000	1020-1140
Data Architect	120,000-180,000	110,000–165,000	95,000–145,000	840-960
Senior Data Architect	140,000-220,000	130,000–200,000	115,000–180,000	960-1080
Principal / Lead / Staff Data Architect	170,000-220,000	155,000–200,000	135,000–180,000	1080-1200
BI Developer	80,000-95,000			720-840
Senior BI Developer	95,000-110,000			840-960
Principal / Lead / Staff BI Developer	110,000-125,000			960-1080
BI Architect	90,000-105,000			780-900
Senior BI Architect	105,000-120,000			900-1020
Principal / Lead / Staff BI Architect	120,000-135,000			1020-1140
Head Of Data	190,000-230,000	180,000-220,000	175,000-210,000	1320-1500
Chief Data Officer	225,000-300,000	210,000-275,000	200,000-260,000	1620-1860

SOFTWARE ENGINEERING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent			Contract
Role Title	USD – West	USD – East	USD – Remote	US Dollar
Software Engineer	120,000-180,000	110,000–160,000	115,000–170,000	780-900
Senior Software Engineer	140,000-220,000	125,000–200,000	135,000–210,000	900-1020
Principal / Lead / Staff Software Engineer	170,000-220,000	150,000–200,000	160,000–210,000	1020-1140
Mobile Developer	120,000-180,000	110,000–160,000	115,000–170,000	750-870
Senior Mobile Developer	140,000-220,000	125,000–200,000	135,000–210,000	870-990
Principal / Lead / Staff Mobile Developer	170,000-220,000	150,000–200,000	160,000–210,000	990-1110
Frontend Developer	120,000-180,000	110,000–160,000	115,000–170,000	750-870
Senior Frontend Developer	140,000-220,000	125,000–200,000	135,000–210,000	870-990
Principal / Lead / Staff Frontend Developer	170,000-220,000	150,000–200,000	160,000–210,000	990-1110
Backend Developer	120,000-180,000	110,000–160,000	115,000–170,000	780-900
Principal / Lead / Staff Backend Developer	170,000-220,000	150,000–200,000	160,000–210,000	1020-1140
Fullstack Developer	120,000-180,000	110,000–160,000	115,000–170,000	780-900
Principal / Lead / Staff Fullstack Developer	170,000-220,000	150,000–200,000	160,000–210,000	1020-1140
Founding Engineer	140,000-220,000	125,000–200,000	135,000–210,000	1200-1380
Software Engineering Manager / Technical Lead	170,000-220,000	150,000–200,000	160,000–210,000	1260-1440
VP / Head / Director of Engineering	200,000-350,000	180,000–315,000	190,000–330,000	1500-1740
CTO	250,000-400,000	225,000-350,000	240,000–330,000	1740-1980

SWITZERLAND

Switzerland

Switzerland's labour market, while one of the world's most attractive destinations for top talent, has taken a dip recently, with employment reaching its lowest point in three years. 2024 saw a 10% decline in job vacancies, a reflection of the economic downturn.

That said, pockets of industry have their resilience, fortifying Switzerland's position as a powerhouse in European tech. Crypto, cloud computing, quantum, and FinTech are all prime examples of Swiss sectors that continue to attract investment and talent, even as the broader market cools.

Record levels of surplus investment capital, business-friendly policies, high M&A deal values, and substantial CapEx investment places the alpine nation on solid footing for future growth. Switzerland's buoyant real estate market, characterised by high demand for Grade A office space in cities like Zurich and Geneva, continues to attract global firms seeking to establish or expand European headquarters.

This stability, paired with Switzerland's focus on innovation and compliance, keeps demand for specialised tech talent high, even as economic headwinds take their toll elsewhere.

Job competition is strong in Switzerland's small and highly specialised tech market, where you'll find some of the world's highest base salaries. Zurich and Geneva rank among the top 20 cities globally for ecosystem density in Dealroom's 2025 Global Tech Ecosystem Index, spotlighting Switzerland's concentrated hubs of innovation and talent. This density accelerates knowledge sharing, startup creation, and investment flow, but it also intensifies competition for skilled tech professionals.

Currently, employer caution and an ongoing skill shortage challenge is resulting in longer hiring cycles, and many recruitment initiatives are turning to nearshore hiring to compensate.

Employers and candidates are operating in a space that favours precision, cultural compatibility and language capabilities. The market is highly selective, and clarity around expectations remain essential for not only securing, but retaining the right talent.

GO TO MARKET > SALES

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent
Role Title	Swiss CHF
SDR	60,000-70,000
Senior SDR	70,000-80,000
Enterprise SDR	80,000-90,000
BDR	60,000-70,000
Senior BDR	70,000-80,000
Enterprise BDR	80,000-90,000
Account Executive	85,000-105,000
Senior Account Executive	105,000-125,000
Enterprise Account Executive	125,000-145,000
Head of Sales	140,000-170,000
VP of Sales	170,000-200,000
Chief Revenue Officer	200,000-240,000

*Contract rates for these roles available on request

GO TO MARKET > MARKETING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Swiss CHF	Swiss CHF
Marketing Executive	55,000-65,000	330-390
Senior Marketing Executive	65,000-75,000	390-450
Growth Marketing	70,000-85,000	390-450
Senior Growth Marketing	85,000-100,000	450-510
Product Marketing	75,000-90,000	420-480
Senior Product Marketing	90,000-105,000	480-540
Demand Generation	75,000-90,000	420-480
Senior Demand Generation	90,000-105,000	480-540
Head of Marketing	130,000-160,000	1020-1140
VP of Marketing	160,000-190,000	1140-1260
CMO	190,000-230,000	1320-1500
Partner Manager	100,000-120,000	780-900
GTM Strategy Manager	120,000-140,000	900-1020
Head of GTM	150,000-180,000	1080-1200

DEVOPS

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Swiss CHF	Swiss CHF
DevOps Engineer	95,000-110,000	900-1020
Senior DevOps Engineer	110,000-125,000	1020-1140
Principal / Lead / Staff DevOps Engineer	125,000-140,000	1140-1260
Platform Engineer	100,000-115,000	930-1050
Senior Platform Engineer	115,000-130,000	1050-1170
Principal / Lead / Staff Platform Engineer	130,000-145,000	1170-1290
Head of DevOps	160,000-190,000	1320-1500
DevSecOps Engineer	100,000-115,000	930-1050
Senior DevSecOps Engineer	115,000-130,000	1050-1170
Principal / Lead / Staff DevSecOps Engineer	130,000-145,000	1170-1290
Head of DevSecOps	165,000-195,000	1380-1560
Site Reliability Engineer	100,000-115,000	930-1050
Senior SRE	115,000-130,000	1050-1170
Principal / Lead / Staff SRE	130,000-145,000	1170-1290
Head of SRE	170,000-200,000	1440-1620

PRODUCT AND DESIGN

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Swiss CHF	Swiss CHF
UI / UX Designer	75,000-90,000	720-900
Senior UI / UX Designer	90,000-110,000	900-1080
Principal / Lead / Staff UI / UX Designer	110,000-130,000	1080-1260
Product Designer	80,000-95,000	750-930
Senior Product Designer	95,000-115,000	930-1110
Principal / Lead / Staff Product Designer	115,000-135,000	1110-1290
Service Designer	85,000-100,000	780-960
Senior Service Designer	100,000-120,000	960-1140
Principal / Lead / Staff Service Designer	120,000-140,000	1140-1320
UX Researcher	80,000-95,000	750-930
Senior UX Researcher	95,000-115,000	930-1110
Principal / Lead / Staff UX Researcher	115,000-135,000	1110-1290
Head of Design	140,000-160,000	1200-1380
Chief Design Officer	180,000-210,000	1440-1620
Product Owner	85,000-100,000	780-960
Senior Product Owner	100,000-120,000	960-1140
Principal / Lead / Staff Product Owner	120,000-140,000	1140-1320
Product Manager	90,000-105,000	810-990
Senior Product Manager	105,000-125,000	990-1170
Principal / Lead / Staff Product Manager	125,000-145,000	1170-1350
Head of Product	160,000-190,000	1260-1440
Chief Product Officer	200,000-240,000	1560-1740

CLOUD AND INFRASTRUCTURE

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Swiss CHF	Swiss CHF
Cloud Engineer	90,000-105,000	840-960
Senior Cloud Engineer	105,000-120,000	960-1080
Principal / Lead / Staff Cloud Engineer	120,000-135,000	1080-1200
Cloud Architect	100,000-115,000	900-1020
Senior Cloud Architect	115,000-130,000	1020-1140
Principal / Lead / Staff Cloud Architect	130,000-145,000	1140-1260
Head of Cloud	160,000-190,000	1320-1500

	Permanent	Contract
Role Title	Swiss CHF	Swiss CHF
Infrastructure Engineer	85,000-100,000	810-930
Senior Infrastructure Engineer	100,000-115,000	930-1050
Principal / Lead / Staff IE	115,000-130,000	1050-1170
Infrastructure Architect	95,000-110,000	870-990
Senior Infrastructure Architect	110,000-125,000	990-1110
Principal / Lead / Staff IA	125,000-140,000	1110-1230
Head of Infrastructure	155,000-185,000	1260-1440
Network Engineer	85,000-100,000	810-930
Senior Network Engineer	100,000-115,000	930-1050
Principal / Lead / Staff NE	115,000-130,000	1050-1170
Network Architect	95,000-110,000	870-990
Senior Network Architect	110,000-125,000	990-1110
Principal / Lead / Staff NA	125,000-140,000	1110-1230
Head of Networking	150,000-175,000	1200-1380
Systems Engineer	85,000-100,000	810-930
Senior Systems Engineer	100,000-115,000	930-1050
Principal / Lead / Staff SE	115,000-130,000	1050-1170
Systems Administrator	75,000-90,000	780-900
Senior Systems Administrator	90,000-105,000	900-1020
Principal / Lead / Staff SA	105,000-120,000	1020-1140

DATA

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Swiss CHF	Swiss CHF
Data Analyst	80,000-95,000	810-930
Senior Data Analyst	95,000-110,000	930-1050
Principal / Lead / Staff Data Analyst	110,000-125,000	1050-1170
Data Engineer	90,000-105,000	900-1020
Senior Data Engineer	105,000-120,000	1020-1140
Principal / Lead / Staff Data Engineer	120,000-135,000	1140-1260
Data Architect	100,000-115,000	960-1080
Senior Data Architect	115,000-130,000	1080-1200
Principal / Lead / Staff Data Architect	130,000-145,000	1200-1320
BI Developer	85,000-100,000	840-960
Senior BI Developer	100,000-115,000	960-1080
Principal / Lead / Staff BI Developer	115,000-130,000	1080-1200
BI Architect	95,000-110,000	900-1020
Senior BI Architect	110,000-125,000	1020-1140
Principal / Lead / Staff BI Architect	125,000-140,000	1140-1260
Head Of Data	170,000-200,000	1440-1620
Chief Data Officer	200,000-240,000	1680-1920

SOFTWARE ENGINEERING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Swiss CHF	Swiss CHF
Software Engineer	90,000-105,000	900-1020
Senior Software Engineer	105,000-120,000	1020-1140
Principal / Lead / Staff Software Engineer	120,000-135,000	1140-1260
Mobile Developer	85,000-100,000	870-990
Senior Mobile Developer	100,000-115,000	990-1110
Principal / Lead / Staff Mobile Developer	115,000-130,000	1110-1230
Frontend Developer	85,000-100,000	870-990
Senior Frontend Developer	100,000-115,000	990-1110
Principal / Lead / Staff Frontend Developer	115,000-130,000	1110-1230
Backend Developer	90,000-105,000	900-1020
Principal / Lead / Staff Backend Developer	120,000-135,000	1140-1260
Fullstack Developer	90,000-105,000	900-1020
Principal / Lead / Staff Fullstack Developer	120,000-135,000	1140-1260
Founding Engineer	140,000-170,000	1320-1500
Software Engineering Manager / Technical Lead	150,000-180,000	1380-1560
VP / Head / Director of Engineering	180,000-220,000	1560-1800
CTO	210,000-260,000	1800-2040

GERMANY

Germany

Germany's labour market - the largest in Europe - is characterised by its precision, quality, and complex employment laws. SMEs and industrial giants continue to drive industry 4.0, driving targeted tech hiring as the broader market suffers from stagnation.

Germany is the largest supplier of software in Europe, with its market increasingly focused on enterprise and B2B solutions that align with the needs of its automotive and financial sectors.

Unlike faster-moving markets, Germany's complex labour laws, co-determination structures (Mitbestimmung), and works councils add procedural layers to hiring, often extending timelines and requiring deeper internal alignment before offers can be made. This creates a landscape where hiring is deliberate rather than reactive, and candidates can expect structured processes.

Despite the recent introduction of the Bureaucracy Reduction Act IV, red tape is still a defining feature of the German market. Candidates looking to enter or move within the German market need to be prepared for structured, multi-stage hiring processes, with employers prioritising technical alignment and cultural fit over fast scaling.

For employers, 2025 will continue to reward those who can balance compliance with clear, proactive engagement strategies, ensuring they can secure the specialised talent needed to drive transformation while operating within one of Europe's most structured and respected tech ecosystems.

Germany's talent attractiveness rating has slipped in recent years, exacerbating the skill shortages faced by the nation's tech innovators. The recent release of the Opportunity Card is a bid to improve talent mobility by targeting third-country job seekers, allowing them to enter Germany and search for roles for up to 12 months without a prior offer.

Given the structured nature of Germany's hiring landscape and the ongoing need for flexibility, AÜG-licensed recruitment specialists are a practical choice for businesses looking to secure talent quickly while remaining compliant. This approach allows companies to access in-demand skills in areas like AI, cybersecurity, and engineering without being slowed by lengthy direct-hire processes. Find out more about our fully AÜG-licensed tech recruitment service at www.trustinsoda.com.

Looking ahead, Germany's tech market will continue to evolve at the intersection of precision and transformation. The country's commitment to increasing R&D spending and advancing digitalisation will drive large-scale hiring projects, particularly in the change and transformation space.

GO TO MARKET > SALES

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent
Role Title	German EURO
SDR	45,000-55,000
Senior SDR	55,000-65,000
Enterprise SDR	65,000-75,000
BDR	45,000-55,000
Senior BDR	55,000-65,000
Enterprise BDR	65,000-75,000
Account Executive	60,000-80,000
Senior Account Executive	80,000-100,000
Enterprise Account Executive	100,000-120,000
Head of Sales	120,000-150,000
VP of Sales	150,000-180,000
Chief Revenue Officer	180,000-220,000

*Contract rates for these roles available on request

GO TO MARKET > MARKETING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	German EURO	German EURO
Marketing Executive	40,000-50,000	240-300
Senior Marketing Executive	50,000-60,000	300-360
Growth Marketing	50,000-65,000	300-360
Senior Growth Marketing	65,000-80,000	360-420
Product Marketing	55,000-70,000	330-390
Senior Product Marketing	70,000-85,000	390-450
Demand Generation	55,000-70,000	330-390
Senior Demand Generation	70,000-85,000	390-450
Head of Marketing	110,000-140,000	840-960
VP of Marketing	140,000-170,000	960-1080
CMO	170,000-210,000	1140-1320
Partner Manager	80,000-100,000	600-720
GTM Strategy Manager	100,000-120,000	720-840
Head of GTM	130,000-160,000	900-1020

DEVOPS

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	German EURO	German EURO
DevOps Engineer	65,000-80,000	660-780
Senior	80,000-95,000	780-900
Principal / Lead / Staff	95,000-110,000	900-1020
Platform Engineer	70,000-85,000	690-810
Senior	85,000-100,000	810-930
Principal / Lead / Staff	100,000-115,000	930-1050
Head of DevOps	120,000-150,000	1020-1200
DevSecOps Engineer	70,000-85,000	690-810
Senior DevSecOps Engineer	85,000-100,000	810-930
Principal / Lead / Staff DevSecOps Engineer	100,000-115,000	930-1050
Head of DevSecOps	125,000-155,000	1080-1260
Site Reliability Engineer	70,000-85,000	690-810
Senior SRE	85,000-100,000	810-930
Principal / Lead / Staff SRE	100,000-115,000	930-1050
Head of SRE	130,000-160,000	1140-1320

PRODUCT AND DESIGN

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	German EURO	German EURO
UI / UX Designer	50,000-65,000	480-600
Senior UI / UX Designer	65,000-80,000	600-720
Principal / Lead / Staff UI / UX Designer	80,000-95,000	720-840
Product Designer	55,000-70,000	510-630
Senior Product Designer	70,000-85,000	630-750
Principal / Lead / Staff Product Designer	85,000-100,000	750-870
Service Designer	60,000-75,000	540-660
Senior Service Designer	75,000-90,000	660-780
Principal / Lead / Staff Service Designer	90,000-105,000	780-900
UX Researcher	55,000-70,000	510-630
Senior UX Researcher	70,000-85,000	630-750
Principal / Lead / Staff UX Researcher	85,000-100,000	750-870
Head of Design	95,000-115,000	900-1080
Chief Design Officer	130,000-160,000	1200-1380
Product Owner	60,000-75,000	540-660
Senior Product Owner	75,000-90,000	660-780
Principal / Lead / Staff Product Owner	90,000-105,000	780-900
Product Manager	65,000-80,000	570-690
Senior Product Manager	80,000-95,000	690-810
Principal / Lead / Staff Product Manager	95,000-110,000	810-930
Head of Product	110,000-135,000	960-1140
Chief Product Officer	150,000-190,000	1320-1500

CLOUD AND INFRASTRUCTURE

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	German EURO	German EURO
Cloud Engineer	60,000-75,000	600-720
Senior Cloud Engineer	75,000-90,000	720-840
Principal / Lead / Staff Cloud Engineer	90,000-105,000	840-960
Cloud Architect	75,000-90,000	660-780
Senior Cloud Architect	90,000-105,000	780-900
Principal / Lead / Staff Cloud Architect	105,000-120,000	900-1020
Head of Cloud	120,000-150,000	1020-1200

	Permanent	Contract
Role Title	German EURO	German EURO
Infrastructure Engineer	55,000-70,000	570-690
Senior Infrastructure	70,000-85,000	690-810
Principal / Lead / Staff IE	85,000-100,000	810-930
Infrastructure Architect	70,000-85,000	630-750
Senior Infrastructure	85,000-100,000	750-870
Principal / Lead / Staff IA	100,000-115,000	870-990
Head of Infrastructure	115,000-145,000	960-1140
Network Engineer	55,000-70,000	570-690
Senior Network Engineer	70,000-85,000	690-810
Principal / Lead / Staff NE	85,000-100,000	810-930
Network Architect	70,000-85,000	630-750
Senior Network Architect	85,000-100,000	750-870
Principal / Lead / Staff NA	100,000-115,000	870-990
Head of Networking	110,000-135,000	900-1080
Systems Engineer	55,000-70,000	570-690
Senior Systems Engineer	70,000-85,000	690-810
Principal / Lead / Staff SE	85,000-100,000	810-930
Systems Administrator	50,000-65,000	540-660
Senior Systems	65,000-80,000	660-780
Principal / Lead / Staff SA	80,000-95,000	780-900

DATA

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	German EURO	German EURO
Data Analyst	55,000-70,000	570-690
Senior Data Analyst	70,000-85,000	690-810
Principal / Lead / Staff Data Analyst	85,000-100,000	810-930
Data Engineer	65,000-80,000	660-780
Senior Data Engineer	80,000-95,000	780-900
Principal / Lead / Staff Data Engineer	95,000-110,000	900-1020
Data Architect	75,000-90,000	720-840
Senior Data Architect	90,000-105,000	840-960
Principal / Lead / Staff Data Architect	105,000-120,000	960-1080
BI Developer	60,000-75,000	600-720
Senior BI Developer	75,000-90,000	720-840
Principal / Lead / Staff BI Developer	90,000-105,000	840-960
BI Architect	70,000-85,000	660-780
Senior BI Architect	85,000-100,000	780-900
Principal / Lead / Staff BI Architect	100,000-115,000	900-1020
Head Of Data	130,000-160,000	1140-1320
Chief Data Officer	160,000-200,000	1440-1680

SOFTWARE ENGINEERING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	German EURO	German EURO
Software Engineer	65,000-80,000	660-780
Senior Software Engineer	80,000-95,000	780-900
Principal / Lead / Staff Software Engineer	95,000-110,000	900-1020
Mobile Developer	60,000-75,000	630-750
Senior Mobile Developer	75,000-90,000	750-870
Principal / Lead / Staff Mobile Developer	90,000-105,000	870-990
Frontend Developer	60,000-75,000	630-750
Senior Frontend Developer	75,000-90,000	750-870
Principal / Lead / Staff Frontend Developer	90,000-105,000	870-990
Backend Developer	65,000-80,000	660-780
Principal / Lead / Staff Backend Developer	95,000-110,000	900-1020
Fullstack Developer	65,000-80,000	660-780
Principal / Lead / Staff Fullstack Developer	95,000-110,000	900-1020
Founding Engineer	110,000-140,000	1020-1200
Software Engineering Manager / Technical Lead	120,000-150,000	1080-1260
VP / Head / Director of Engineering	140,000-180,000	1320-1560
CTO	170,000-220,000	1560-1800

IRELAND

Ireland

There's a quiet confidence in Ireland's tech market, underscored by its role as a European headquarters hub for major tech players and a growing cluster for high-growth startups. Ireland raised record tech venture capital in the first quarter of 2025, with 79 Irish companies raising a combined total of €634 million.

Ireland's tech sector thrives on global connections and world-class talent, defining features of the country's top innovation hubs: Dublin, Galway, Cork, and Limerick.

In 2024, 6.3% of Ireland's IT employees were specialists, well above of the EU average of 5%, but growth inside this talent pool is modest, showing a yearly increase of 0.1 percentage points compared to a 0.4 rise across the EU.

The slow and steady progress represents a demand and supply problem, an ongoing challenge that mirrors global trends in areas like AI and cybersecurity.

Ireland's strong FDI flows and record venture investment are keeping the market active, but the modest pace of talent growth means employers are often drawing from the same pools, intensifying competition for specialist skills.

As Ireland deepens its role as a European tech hub, the market will need to address this talent bottleneck to fully capitalise on its strong position within the EU and its ability to attract and retain high-value investment.

Skills in highest demand include cloud platform engineering (AWS and Azure), data engineering with Python and Scala, cybersecurity specialists with compliance experience, and AI engineers with applied machine learning expertise, particularly in MedTech, FinTech, and security startups.

Contract and project-based hiring remain active in these areas as companies seek flexibility while advancing transformation goals, while permanent roles are increasingly offered with hybrid and remote options to attract talent within Ireland's compact market.

GO TO MARKET > SALES

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent
Role Title	Ireland EURO
SDR	40,000-50,000
Senior SDR	50,000-60,000
Enterprise SDR	60,000-70,000
BDR	40,000-50,000
Senior BDR	50,000-60,000
Enterprise BDR	60,000-70,000
Account Executive	55,000-75,000
Senior Account Executive	75,000-95,000
Enterprise Account Executive	95,000-115,000
Head of Sales	110,000-140,000
VP of Sales	140,000-170,000
Chief Revenue Officer	170,000-210,000

*Contract rates for these roles available on request

GO TO MARKET > MARKETING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Ireland EURO	Ireland EURO
Marketing Executive	35,000-45,000	210-270
Senior Marketing Executive	45,000-55,000	270-330
Growth Marketing	45,000-60,000	270-330
Senior Growth Marketing	60,000-75,000	330-390
Product Marketing	50,000-65,000	300-360
Senior Product Marketing	65,000-80,000	360-420
Demand Generation	50,000-65,000	300-360
Senior Demand Generation	65,000-80,000	360-420
Head of Marketing	100,000-130,000	780-900
VP of Marketing	130,000-160,000	900-1020
CMO	160,000-200,000	1020-1200
Partner Manager	70,000-90,000	540-660
GTM Strategy Manager	90,000-110,000	660-780
Head of GTM	120,000-150,000	840-960

DEVOPS

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Ireland EURO	Ireland EURO
DevOps Engineer	60,000-75,000	600-720
Senior	75,000-90,000	720-840
Principal / Lead / Staff	90,000-105,000	840-960
Platform Engineer	65,000-80,000	630-750
Senior	80,000-95,000	750-870
Principal / Lead / Staff	95,000-110,000	870-990
Head of DevOps	110,000-140,000	960-1140
DevSecOps Engineer	65,000-80,000	630-750
Senior DevSecOps Engineer	80,000-95,000	750-870
Principal / Lead / Staff DevSecOps Engineer	95,000-110,000	870-990
Head of DevSecOps	115,000-145,000	1020-1200
Site Reliability Engineer	65,000-80,000	630-750
Senior SRE	80,000-95,000	750-870
Principal / Lead / Staff SRE	95,000-110,000	870-990
Head of SRE	120,000-150,000	1080-1260

PRODUCT AND DESIGN

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Ireland EURO	Ireland EURO
UI / UX Designer	45,000-60,000	420-540
Senior UI / UX Designer	60,000-75,000	540-660
Principal / Lead / Staff UI / UX Designer	75,000-90,000	660-780
Product Designer	50,000-65,000	450-570
Senior Product Designer	65,000-80,000	570-690
Principal / Lead / Staff Product Designer	80,000-95,000	690-810
Service Designer	55,000-70,000	480-600
Senior Service Designer	70,000-85,000	600-720
Principal / Lead / Staff Service Designer	85,000-100,000	720-840
UX Researcher	50,000-65,000	450-570
Senior UX Researcher	65,000-80,000	570-690
Principal / Lead / Staff UX Researcher	80,000-95,000	690-810
Head of Design	90,000-110,000	840-1020
Chief Design Officer	120,000-150,000	1080-1260
Product Owner	55,000-70,000	480-600
Senior Product Owner	70,000-85,000	600-720
Principal / Lead / Staff Product Owner	85,000-100,000	720-840
Product Manager	60,000-75,000	510-630
Senior Product Manager	75,000-90,000	630-750
Principal / Lead / Staff Product Manager	90,000-105,000	750-870
Head of Product	100,000-125,000	900-1080
Chief Product Officer	130,000-170,000	1140-1320

CLOUD AND INFRASTRUCTURE

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Ireland EURO	Ireland EURO
Cloud Engineer	55,000-70,000	540-660
Senior Cloud Engineer	70,000-85,000	660-780
Principal / Lead / Staff Cloud Engineer	85,000-100,000	780-900
Cloud Architect	70,000-85,000	600-720
Senior Cloud Architect	85,000-100,000	720-840
Principal / Lead / Staff Cloud Architect	100,000-115,000	840-960
Head of Cloud	110,000-140,000	960-1140

	Permanent	Contract
Role Title	Ireland EURO	Ireland EURO
Infrastructure Engineer	50,000-65,000	510-630
Senior Infrastructure	65,000-80,000	630-750
Principal / Lead / Staff IE	80,000-95,000	750-870
Infrastructure Architect	65,000-80,000	570-690
Senior Infrastructure	80,000-95,000	690-810
Principal / Lead / Staff IA	95,000-110,000	810-930
Head of Infrastructure	105,000-135,000	900-1080
Network Engineer	50,000-65,000	510-630
Senior Network Engineer	65,000-80,000	630-750
Principal / Lead / Staff NE	80,000-95,000	750-870
Network Architect	65,000-80,000	570-690
Senior Network Architect	80,000-95,000	690-810
Principal / Lead / Staff NA	95,000-110,000	810-930
Head of Networking	100,000-125,000	840-1020
Systems Engineer	50,000-65,000	510-630
Senior Systems Engineer	65,000-80,000	630-750
Principal / Lead / Staff SE	80,000-95,000	750-870
Systems Administrator	45,000-60,000	480-600
Senior Systems	60,000-75,000	600-720
Principal / Lead / Staff SA	75,000-90,000	720-840

DATA

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Ireland EURO	Ireland EURO
Data Analyst	50,000-65,000	510-630
Senior Data Analyst	65,000-80,000	630-750
Principal / Lead / Staff Data Analyst	80,000-95,000	750-870
Data Engineer	60,000-75,000	600-720
Senior Data Engineer	75,000-90,000	720-840
Principal / Lead / Staff Data Engineer	90,000-105,000	840-960
Data Architect	70,000-85,000	660-780
Senior Data Architect	85,000-100,000	780-900
Principal / Lead / Staff Data Architect	100,000-115,000	900-1020
BI Developer	55,000-70,000	540-660
Senior BI Developer	70,000-85,000	660-780
Principal / Lead / Staff BI Developer	85,000-100,000	780-900
BI Architect	65,000-80,000	600-720
Senior BI Architect	80,000-95,000	720-840
Principal / Lead / Staff BI Architect	95,000-110,000	840-960
Head Of Data	120,000-150,000	1080-1260
Chief Data Officer	150,000-190,000	1320-1560

SOFTWARE ENGINEERING

Can't see the role you are looking for? Contact the team for bespoke salary ranges.

	Permanent	Contract
Role Title	Ireland EURO	Ireland EURO
Software Engineer	60,000-75,000	600-720
Senior Software Engineer	75,000-90,000	720-840
Principal / Lead / Staff Software Engineer	90,000-105,000	840-960
Mobile Developer	55,000-70,000	570-690
Senior Mobile Developer	70,000-85,000	690-810
Principal / Lead / Staff Mobile Developer	85,000-100,000	810-930
Frontend Developer	55,000-70,000	570-690
Senior Frontend Developer	70,000-85,000	690-810
Principal / Lead / Staff Frontend Developer	85,000-100,000	810-930
Backend Developer	60,000-75,000	600-720
Principal / Lead / Staff Backend Developer	90,000-105,000	840-960
Fullstack Developer	60,000-75,000	600-720
Principal / Lead / Staff Fullstack Developer	90,000-105,000	840-960
Founding Engineer	100,000-130,000	960-1140
Software Engineering Manager / Technical Lead	110,000-140,000	1020-1200
VP / Head / Director of Engineering	130,000-170,000	1200-1440
CTO	160,000-210,000	1440-1680

WHO WE ARE

Trinnovo Group is a global provider of specialised recruitment and advisory solutions. Fully licensed across the UK, Ireland, Switzerland (SECO), Germany (AUG) and North America, our integrated recruitment brands support businesses with innovative, dependable, and ethical staffing solutions.

We are a certified B Corp, joining a growing network of impact-driven organisations that put people and the planet over profit.

Trinnovo Group's consultancies are:

Trinnovo Consulting: Specialises in digital transformation, launching new digital products, preparing your business for AI, selecting technology, optimising data strategies, or managing change.

Sorai: Combing the superpowers of a Design Studio and Business Consultancy, we deliver digital Products, strategies and ventures that are creative and valuable.

Our SuperPowers are:

Broadgate: Risk, Legal, Compliance & Financial Crime, Accounting, Sales and Relationship Management, Transformation & Change, Actuarial

DeepRec.ai: Research, GenAI, Machine Learning, NLP, Computer Vision, Embedded Engineering

Trust in SODA: Software Engineering, Go To Market, Cloud & Infrastructure, DevOps & Data

Trinnovo Group's communities are:

Ethnicity Speaks: Championing an equitable workplace for people of all ethnic backgrounds

Ex-Military Careers: Bridging the gap between the military and a meaningful civilian career

Pride in Tech: Creating a kinder and safer space for queer people in technology

Women in DevOps: Closing the DevOps gender gap and inspiring future leaders in tech

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