

2024

TECH SALARY GUIDE



Introduction

If you're responsible for hiring decisions in the tech space, you understand the importance of following trends—a task that can feel like a part-time job in and of itself. In order to stay competitive and find ideal professionals, it's important to keep up with the latest advancements and understand their implications and impact—no matter how quickly those advancements come.

Your organization doesn't have to be located in Silicon Valley or San Francisco to feel the pressure. Regardless of where your organization calls home, there's some degree of challenge in keeping up with tech, even in up-and-coming hubs like Nashville or Detroit.

At Conexess, we make it our business to not only keep our finger on the pulse of tech, but to offer a people-first approach to tech-savvy staffing. That means reaching out with a helping hand to hiring managers who find themselves overwhelmed by which tech trends to follow.

That's why we developed the 2024 Conexess Tech Salary Guide with these three objectives in mind:

01

We want you to be aware of the most impactful trends affecting the tech space

02

We want you to know what kind of talent can help you take advantage of these trends (and how much they expect to earn)

03

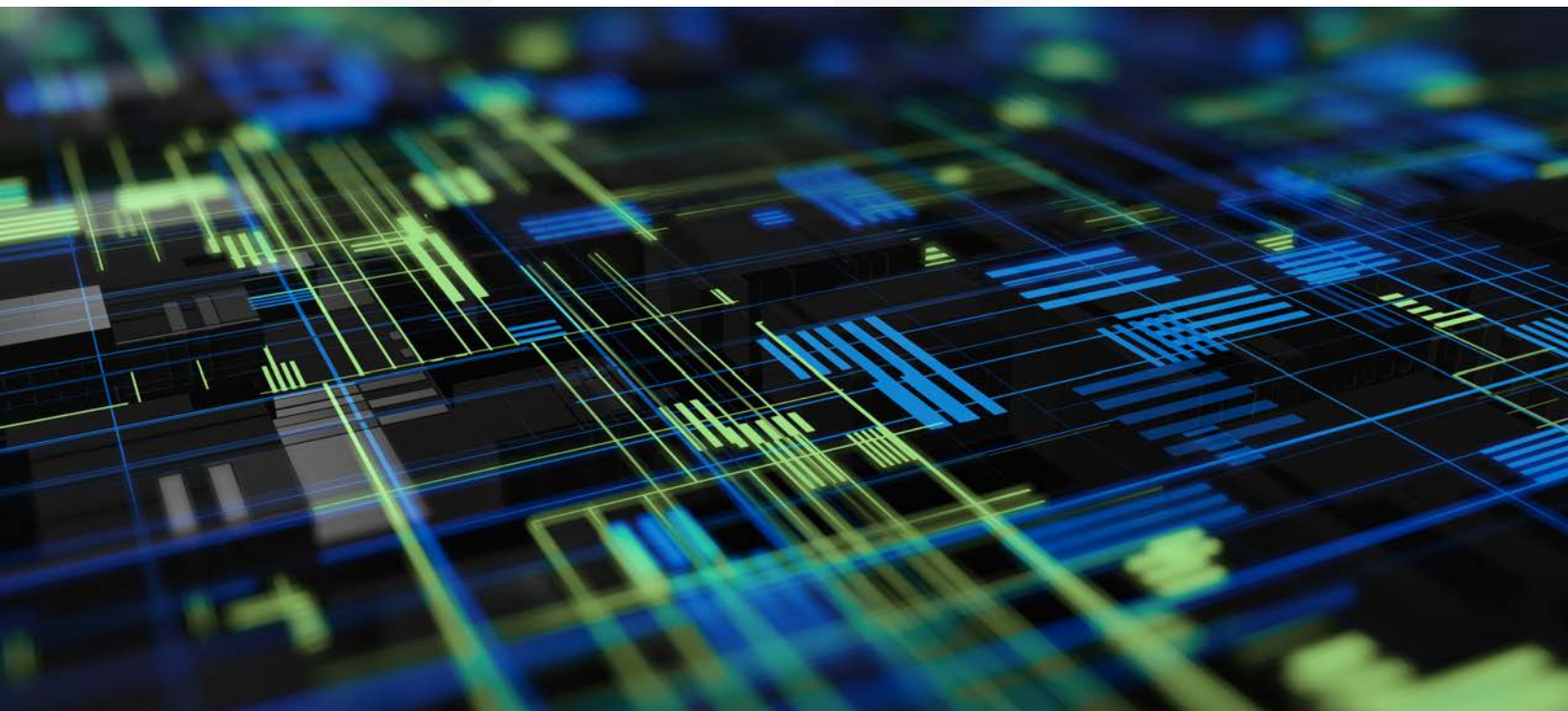
We want you to come away with a trusted partner who can help you find the support you need

Let's get into it.

NATIONAL TECH TRENDS: What's Truly Elevating High Tech?

Digital transformation is accelerating. Cybersecurity threats are becoming more sophisticated. And to top it off, the way we create and think about content—from presentation graphics to everyday emails— has been completely flipped on its head by generative AI.

We won't mince words: maintaining a roster of dynamic software developers, network administrators, and cybersecurity analysts has never been more critical. Let's look at the trends driving high tech even higher (and the experts you'll need to keep it all running).



AI & Machine Learning

This is the year generative AI went from pie-in-the-sky idea to tangible business tool. McKinsey & Company found that one-third of their global survey respondents were using generative AI tools in at least one of their business functions.ⁱ This may come as a shock, especially since the technology is still experiencing growing pains. We agree with Gartner's assessment that expectations for AI are incredibly high—perhaps even reaching their peak—and the way we work could be completely transformed within years.ⁱⁱ

As businesses increasingly integrate AI tools into their operations, there's a mounting need for experts who can design, implement, and maintain these systems. In fact, Upwork surveys are showing 49% of U.S. business leaders plan to hire full-time AI experts and 49% expect to work with AI consultants.ⁱⁱⁱ

Machine learning (ML), a subset of AI, is also seeing vast interest, especially in sectors like finance, healthcare, and retail. Chief among the technology's applications is image recognition, which has massive implications for helping us understand the world around us—from identifying plant species to streamlining medical diagnoses.^{iv} The ability of this technology to help organizations simplify real-time decisions, rein in expenses, and minimize manual efforts has made stakeholders eager to hire experienced ML professionals.

TOP ROLES IN MACHINE LEARNING

MACHINE LEARNING ENGINEER

Crafts algorithms that computers learn in order to make more accurate, data-based decisions.

DATA ENGINEER

Provides AI with the seamless, large-scale data processing it needs to function.

ROBOTICS ENGINEER

Gives form and function to the code behind AI, designing intelligent robots and automation systems.

EXPECTED AVERAGE SALARY

\$124,405

\$115,970

\$123,681

Cloud Computing

The shift to cloud platforms is undeniable. There's even been a new term coined for the sheer proliferation of cloud solutions: cloud sprawl.^v In another case of traveling too far, too fast with technology, this phenomenon occurs when organizations lose track (or control) of their cloud computing resources. No doubt a scary thought in today's business world. In light of this massive shift, companies are looking for experts skilled in mainstream platforms like AWS, Azure, and Google Cloud as well as those specific to their industries or functions.

Hiring these individuals helps businesses migrate to the cloud, ensuring scalability, resilience, and security. However, the prevailing cloud skills gap is holding businesses back from harnessing those benefits.^{vi} There have been movements to reskill parts of the workforce to be more cloud savvy, but these programs won't provide the immediate relief businesses need. In your search, well-established relationships might be the only way to find people for your next role or project.

TOP ROLES IN CLOUD COMPUTING

CLOUD ARCHITECT

Designs, manages, and oversees the infrastructure of cloud computing environments to optimize performance, security, and cost-effectiveness for businesses.

CLOUD ENGINEER

Deploys, manages, and monitors cloud services and infrastructure to ensure optimal operation, scalability, and security for organizational applications and data.

CLOUD SECURITY ENGINEER

Designs, implements, and manages security protocols, tools, and practices to safeguard cloud-based assets and infrastructures from potential threats and vulnerabilities.

EXPECTED AVERAGE SALARY

\$142,886

\$159,704

\$152,157

Cybersecurity

Unsurprisingly, with the rise in cyber threats, cybersecurity remains a top concern for organizations, and every business is a potential target. MGM Resorts, T-Mobile, and other corporations stand as proof that these attacks are only growing bolder.^{vii viii} Healthcare systems, school districts, and even government agencies are also subject to attack as hackers hope to obtain lucrative data to sell on the dark web.

Professionals who can safeguard digital assets against increasingly sophisticated threats are in high demand. Yet the demand surpasses the available talent. The (ISC)² Cybersecurity Workforce Study emphasized the need for organizations to bypass the 3.4 million worldwide cybersecurity worker gap if they are going to remain competitive and protect mission-critical data and systems.^{ix}

Naturally, with more and more enterprises migrating to the cloud, the nature of cybersecurity roles has become increasingly cloud-based, resulting in some overlap between the top roles for these two trends.

TOP ROLES IN CYBERSECURITY

CYBERSECURITY ENGINEER

Builds and maintains secure digital environments for organizations, which involves creating information security systems, monitoring the security of data and networks, and protecting against unauthorized access and cyberattacks.

CLOUD SECURITY ENGINEER

Specializes in securing cloud-based systems and services. They design, implement, and maintain robust security protocols for cloud infrastructures, and ensure regulatory compliance.

CLOUD SOLUTIONS ARCHITECT

Designs and orchestrates cloud-based infrastructure, optimizing performance, ensuring scalability, and facilitating cost-effective cloud solutions.

EXPECTED AVERAGE SALARY

\$165,000

\$152,157

\$156,093

Data Science & Analysis

Data-driven decision-making isn't just for tech elites. As innovation quickens the pace of business, tapping into complex information to make smart decisions has become table stakes for every company. And don't forget the importance of governing that data to make sure everyone in your organization is on the same page. There's no way around it: data is the driving force behind each of the previously discussed trends. Data experts are critical to creating the foundation for insightful artificial intelligence, effective cloud platforms, and airtight cybersecurity strategies.

It's no wonder that experts who can gather, analyze, and draw actionable insights from vast amounts of data are essential for businesses aiming to gain a competitive edge. Though we've seen growth in the talent pool, a survey from Anaconda shows 62% of respondents are moderately concerned or more about the impact any data talent shortages will have on their business.^x

TOP ROLES IN DATA SCIENCE & ANALYSIS

DATA SCIENTIST

Provides actionable insights from data, which entails collecting and interpreting large sets of complex information, using statistical and machine learning techniques to identify patterns and trends in data, and making predictions to inform business decisions.

BUSINESS INTELLIGENCE ANALYST

Helps organizations make data-driven decisions through analysis and interpretation. They use a variety of tools and techniques to extract insights and present this information in a clear and actionable format to decision-makers.

DATA ENGINEER

Designs and builds the infrastructure and systems that support data collection, storage, and analysis. They manage and maintain large data sets and databases, ensuring information is accurate, accessible, and secure.

EXPECTED AVERAGE SALARY

\$102,988

\$88,600

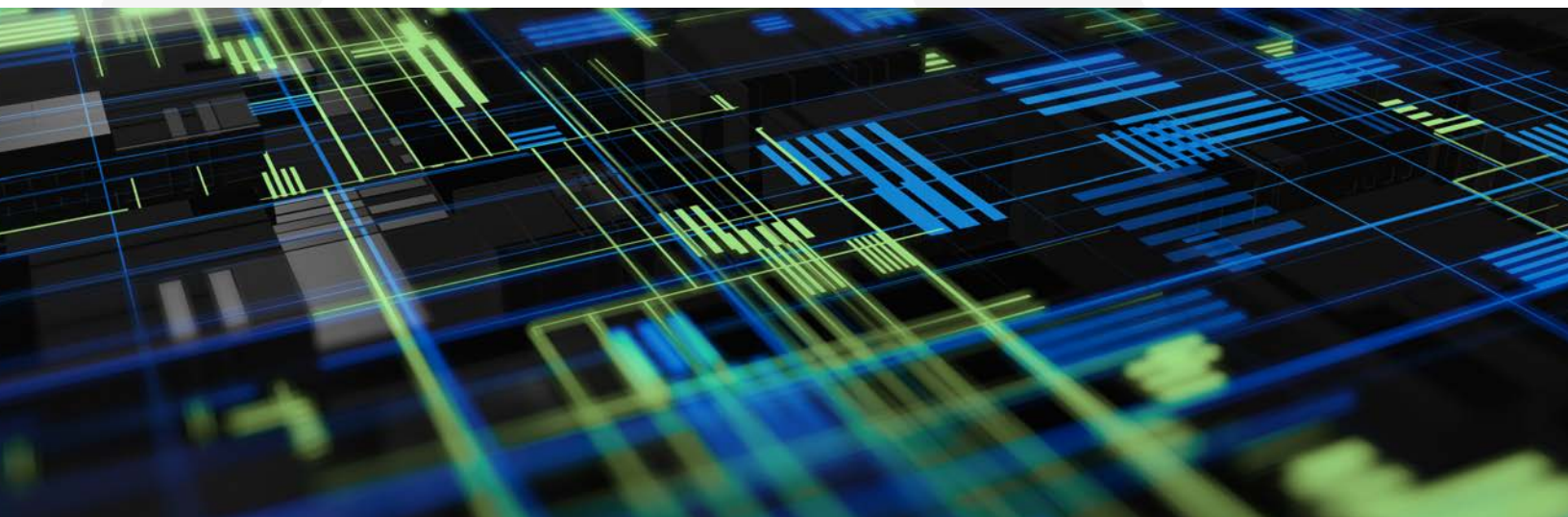
\$115,000

FROM MACRO TO MICRO: Tech Trends in Nashville & Detroit

When you close your eyes and think of a “tech hub,” what do you see? For most of us, this term likely conjures visions of foggy San Francisco mornings or Silicon Valley sunshine. It may even suggest Denver’s picturesque view of the Rocky Mountains. Some of us might not see anything at all, instead tasting the Texas barbecue at a joint right outside Austin’s burgeoning “Silicon Hills.”

At Conexess, it’s our job to know tech and understand the ideal conditions for its creation. So when we chose locations for our offices, we decided on two up-and-coming tech hubs you may not have considered: Nashville and Detroit.

Whether you live and work in these places or are considering a move there, we think it’s important to understand what makes a great tech hub happen. In the following pages, we’ll break down the reasons these cities are quickly becoming technology destinations —along with the hottest trends and jobs.



Nashville: Music City Turns Tech

Nashville has become a premier destination for tech talent, with significant growth in both its tech sector and its millennial population.^{xi xii} In fact, the city has witnessed a substantial growth rate of 15% to 20% in tech jobs annually, partially propelled by Oracle's presence in the area (though the company did recently lay off a significant number of employees).^{xiii xiv}

Nashville was ranked third in tech jobs growth among U.S. metropolitan areas from 2010 to 2021, following only San Francisco and Silicon Valley. By the year 2030, some experts believe tech jobs will be up 96.4% compared to 2010.^{xv}

The city's appeal as a tech hub is supported by its affordability and accessibility (there are numerous direct flights to other major tech cities), making it an attractive relocation option. Additionally, Nashville's robust educational infrastructure, encompassing 18 higher education institutions, ensures a consistent influx of skilled talent into the tech sector.^{xvi}

One Local Trend to Watch: Healthcare Tech

Without question, the hottest tech trend to watch in Nashville revolves around healthcare, the city's number one employer. The industry contributes a whopping \$68 billion and 333,000 jobs to the local economy.^{xvii} It's no surprise, then, that Nashville is at the forefront of healthcare technology, with numerous companies in the area developing HR, payment, search, and software solutions to streamline patient care.^{xviii}

NASHVILLE TOP TECH JOBS

IT AND INFORMATION SECURITY SPECIALISTS

Key for ensuring secure and effective collaborative innovation.

AI AND MACHINE LEARNING SPECIALISTS

Crucial for automating processes and deriving insights from data.

CLOUD ENGINEERS

Essential for helping companies transition to cloud-based solutions and manage cloud infrastructures.

DATA ANALYSTS & BUSINESS INTELLIGENCE ANALYSTS

Important for companies to understand their customers better and make informed decisions.

Detroit: The Importance of IT in “The D”

After emerging from one of the worst municipal bankruptcies in history, Detroit has bounced back to become the top location for startup ecosystems on a global scale.^{xix xx} No less than five unicorn companies have set up shop here, including Duo Security, Llamasoft, Rivian, OneStream, and StockX. In fact, Michigan was the top state for venture capital growth from 2016 to 2020, boasting a staggering growth rate of 886% during that time.^{xxi}

And let’s not forget the established tech players who have called Detroit home for some time: Google, Microsoft, Apple, Amazon, IBM, and Rocket Mortgage have all set up shop in the Metro Detroit area, taking full advantage of the third best region in the U.S. for tech talent cost vs quality.^{xxii}

The city appears to be reclaiming the entrepreneurial spirit that put it on the map in the 20th century. Numerous innovators in the automotive space from California, Spain, Israel, and elsewhere look to tap into the spirit of Henry Ford, making Detroit their new base of operations.^{xxiii} When examining the tech trends that make Detroit tick, you can’t overlook the industry that gave the Motor City its moniker.

One Local Trend to Watch: Automotive Technology

The “Big 3” automotive manufacturers in the area—Ford, GM, and Stellantis—are massive organizations with considerable resources. As such, it’s no surprise that the biggest tech trends and top jobs stem from automotive R&D. Detroit will remain a key hub for automotive technology and smart mobility for years to come, with events like AutoTech: Detroit hosting discussions on automotive technology convergence.^{xxiv}

DETROIT TOP TECH JOBS

AUTOMOTIVE SOFTWARE ENGINEERS

Essential in developing software solutions for cars that are quickly transitioning from mere modes of transportation to four-wheeled mobile entertainment centers decked out in smart sensors.

AUTONOMOUS SYSTEMS ENGINEERS

Though controversial to some, the march toward autonomous vehicles continues, placing serious demand on these specialists.

ELECTRIC VEHICLE ENGINEERS

EVs remain the ideal solution to our fossil fuel-burning woes, and as the shift towards their adoption continues, engineers specializing in EV technology are crucial.

Conclusion

We hope you've enjoyed reading the 2024 Tech Salary Guide from Conexess. In such a rapidly changing landscape, having the right tech talent to drive your initiatives forward is essential. Conexess recognizes the importance of a highly skilled IT team in your organization's success and can provide comprehensive IT staff augmentation services to help you stay ahead of the curve. By working with us, you gain access to top talent in the industry in the form of temporary, temp-to-perm, or permanent placements—all of which can be tailored to your unique business needs.

If the trends outlined in this guide leave you feeling overwhelmed, we urge you to reach out to us today to experience a people-first approach to tech-savvy staffing. It's the principle our company was founded on, and we look forward to serving your tech talent needs in 2024 and beyond.

Thanks for reading.

Need help with your technology hiring?

Discover a people-first approach to tech-savvy staffing.



Nashville: 615-242-1014

Detroit: 734-667-4126

www.conexess.com

**Reach out to
Conexess today!**

About Conexess Group

Conexess Group is a staffing and consulting solutions provider that combines the technology you need with relationships you can trust. We understand that one size never fits all, which is why we work with our clients to develop specialized solutions that fit their organizations, coupled with responsive service that ensures we get the job done right.

By getting to know our clients on a deeply personal level, we unlock the potential of our elite technical knowledge and talent network, granting access to game-changing consultants and concierge-level service. And our 80 years of combined experience enables us to attract only the best specialized talent, whom we always treat with the utmost respect and professionalism. In fact, many of our consultants have come to view Conexess as a career counselor, providing constant updates on the latest opportunities.

Our culture and values reflect our innovative approach toward attracting and retaining the most talented experts and producing consistent results for our Fortune 500 and mid-cap clients. Known for our technological leadership and entrepreneurial passion, our firm has been delivering value to our clients by providing solutions to their most complex challenges. Whether you're in need of specialized talent or a boost to your career, we look forward to working with you.



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