MARKET INTELLIGENCE

Technology Talent Report

HIRING, CAREERS & COMPENSATION

USA

2025

- ◆ Salaries, bonuses & benefits
- ◆ Career motivations
- ◆ Flexible working
- ◆ AI talent trends

Contents

Introduction

After a highly turbulent few years, the USA's technology industry is settling, and is ready for growth once again. Companies across every field imaginable are investing heavily in digital tools, software, and data analysis to stay ahead of competitors, and the country's technology market is predicted to grow from USD 391 billion in 2025 to USD 723 billion in 2032[1].

This is bringing a host of opportunities, from launching new online services to streamlining operations, but it also heightens exposure to risks. Cybersecurity incidents are on the rise, laws governing data use are tightening, and the rapid roll out of new systems is exposing gaps in expertise.

Employers must guard against the dangers that come with understaffed teams or insufficient skill sets – while a single talented engineer can prevent a costly data breach, a critical shortage of expertise could expose a firm to irreparable harm. The complexity of today's technologies means that hiring decisions have far-reaching implications for growth and resilience, and firms must navigate a talent market that has changed significantly since the early 2020s.

This report is designed to help organizations make those decisions with confidence, as well as allow technology professionals to compare their compensation against industry averages. Drawing on a nationwide survey of over 200 technology professionals, it provides detailed benchmarks for base pay, bonuses, benefits and flexible working, as well as insight into the factors that impact career decisions the most.

For employers, these findings can inform your reward strategy and help shape an employee value proposition that resonates in today's market by understanding what your competitors are offering and what candidates value. Armed with this information, professionals can also negotiate more confidently, prioritize the elements of a job offer that matter most to you, and make choices that support both your career goals and personal fulfillment.

SURVEY RESULTS:

Base Salaries

Base Salaries

Base Salary Value

The chart below offers a snapshot of salaries across the whole of the USA's technology industry. Most technology roles command salaries well above national averages, but the majority of respondents fell into mid-range salary bands between $75,000 and $175,000.

With such a vast range of specialist roles and expertise needed, and some skills being in shorter supply than others, having accurate, up-to-date salary data for your niche is essential for making well-informed decisions in such a fast-moving market.

If you would like bespoke compensation benchmarks for a specific technology role or location, please don't hesitate to reach out to the Glocomms team.

» **What is your current annual base salary in USD? (Not including benefits, on-target earnings, bonuses, or any other monetary contributions)**

Salary Band	Percentage
<$49,999	11%
$50,000 - $74,999	11%
$75,000 - $99,999	13%
$100,000 - $124,999	16%
$125,000 - $149,999	9%
$150,000 - $174,999	13%
$175,000 - $199,999	11%
$200,000 - $224,999	7%
$225,000 - $249,999	2%
$250,000 - $274,999	3%
$275,000 - $299,999	1%
>$300,000	3%

Base Salaries

Base Salary Increases vs Expectations

Just under half (48%) of the technology professionals we surveyed reported a pay rise over the past year, with the significant majority of those raises being 5% or under, while a notable 18% have seen their salary decline.

Expectations are similarly on the smaller side. When asked how much of a pay increase respondents would seek in a new role, a combined 41% said they would be satisfied with a jump between 0-10%, rather than the bigger double-digit leaps that characterized the market just a few years ago. Giancarlo Hirsch, Managing Director at Glocomms USA, explains why:

> **"Money is not really driving our market right now like it did between 2020-2022 where people would leave just for salary increases. Right now, stability, work-life balance, flexibility, and having a stake in the business are much more impactful. People are only really looking to leave if those are their problems, and are even willing to take compensation decreases from what I see compared to years prior."**

With this in mind, although base pay of course still needs to be competitive, employers should consider how to position their opportunities around purpose, stability, and work–life balance instead of relying solely on salary to attract top talent. When it comes to retaining teams, recognizing individual contributions through merit-based adjustments will help reduce attrition among high performers, as long as they are feeling happy in other aspects of their role.
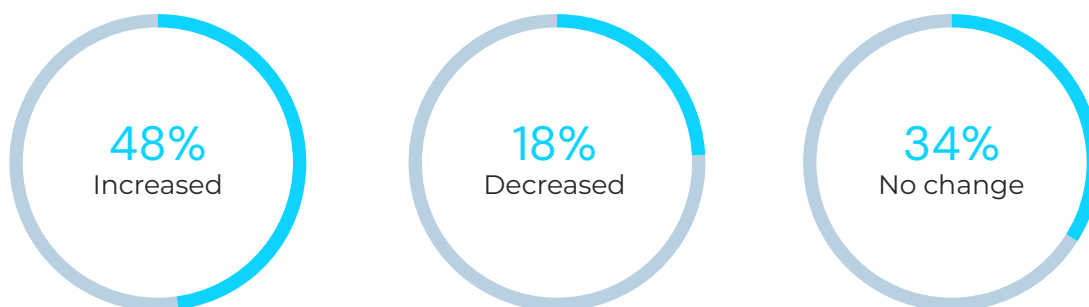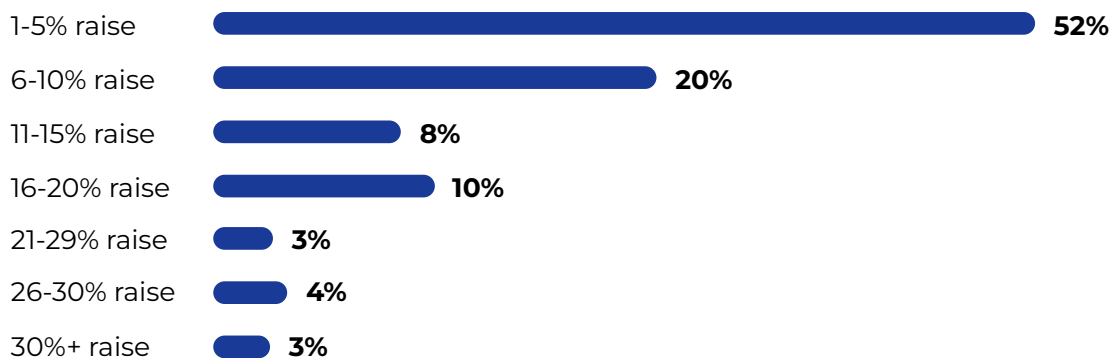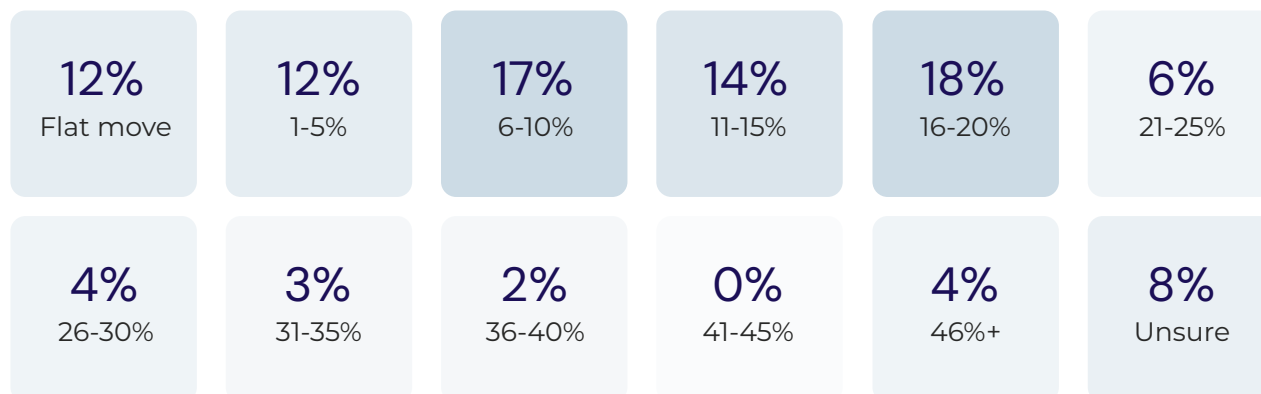
Base Salaries

Base Salary Increases vs Expectations

▶▶ Has your base salary changed in the last year?

48% Increased	18% Decreased	34% No change

▶▶ How much has your salary increased in the last year?

Raise	Percentage
1-5% raise	52%
6-10% raise	20%
11-15% raise	8%
16-20% raise	10%
21-29% raise	3%
26-30% raise	4%
30%+ raise	3%

▶▶ How much of a pay raise would you look for in your next role?

12% Flat move	12% 1-5%	17% 6-10%	14% 11-15%	18% 16-20%	6% 21-25%
4% 26-30%	3% 31-35%	2% 36-40%	0% 41-45%	4% 46%+	8% Unsure

SURVEY RESULTS:

Bonuses

Bonuses

Receiving a Bonus

Bonuses are by no means guaranteed in the current technology market. Only 37% of survey respondents received a bonus in the last year and, for most, rewards amounted to 20% or less of their base salary value.
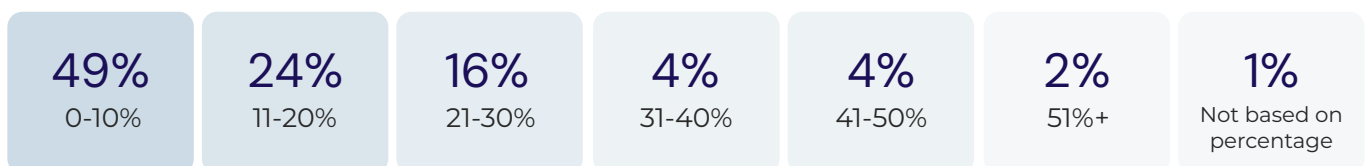
For the 19% who were eligible for a bonus but did not receive one, economic implications was by far the most common reason cited for missing out, followed by negative company performance. During periods of economic uncertainty, bonus budgets tend to be among the first cost lines to be cut. Whether this is the case at your firm or not, it's vital to always communicate eligibility criteria clearly so that employees understand how their performance and company results will translate into bonuses.

Over a third (35%) were not eligible for a bonus, reflecting the diversity of compensation structures across the industry. For example, start-ups and early-stage companies often substitute equity for annual bonuses, while more mature firms may reserve bonuses for sales or leadership roles.
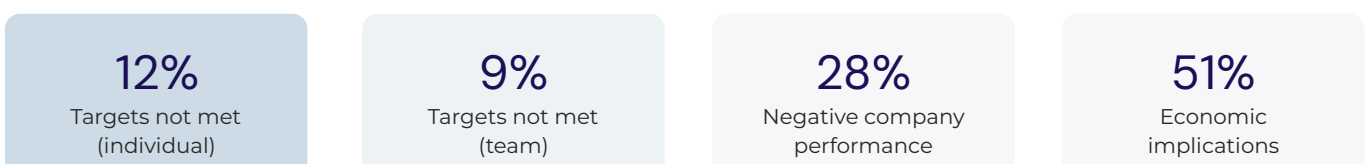
Have you received a bonus in the last year?

37%	19%	9%	35%
Yes	No	Not confirmed yet	Not eligible to receive a bonus
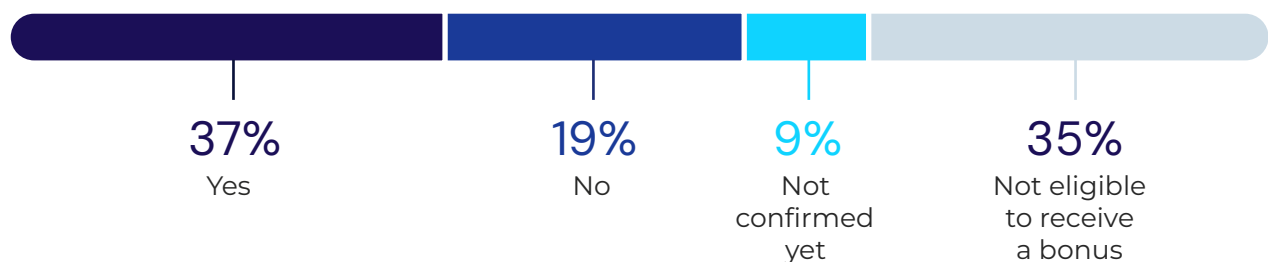
If yes, what was the value of the bonus you received, as a percentage of your salary?

49%	24%	16%	4%	4%	2%	1%
0-10%	11-20%	21-30%	31-40%	41-50%	51%+	Not based on percentage

If no, why did you not receive a bonus? Select all that apply.

| 12%	9%	28%	51%
Targets not met (individual)	Targets not met (team)	Negative company performance	Economic implications

Bonuses

Bonus Expectations & Motivations

Despite the limited availability of bonuses, expectations are relatively high. Bonuses did not meet expectations for two-fifths of respondents, over half (59%) said that a reduced bonus would prompt them to look elsewhere, while 76% would move for a package with better bonus potential. Giancarlo recommends leveraging signing incentives as part of the solution:

> **"Sign-on bonuses, usually a lump sum payment in a professional's first paycheck, could be a highly effective way to snag talent in this market – especially considering that such a high proportion of talent would leave their company for higher bonus prospects."**

In practice, well structured one-off bonuses can help employers secure sought-after specialists without permanently raising salary bands. Beyond this, consider offering retention bonuses tied to milestones to attract top candidates and encourage loyalty. Ensure bonus criteria are transparent and aligned to business performance so employees feel fairly rewarded even during economic headwinds.
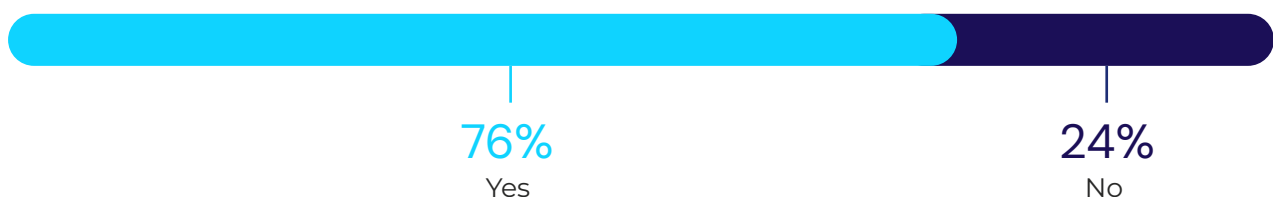
▶▶ **Was your bonus package in line with your expectations?**

60% Yes 40% No
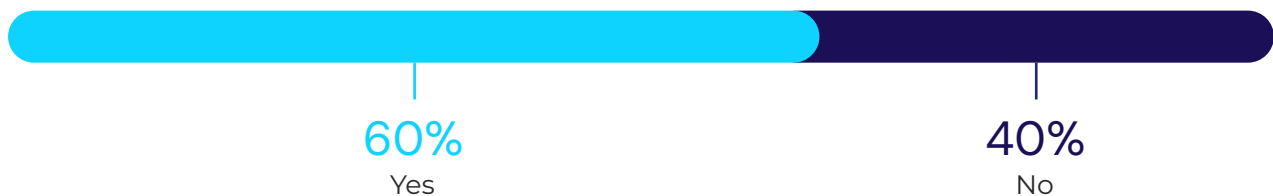
▶▶ **Could a reduced bonus be a contributing factor towards looking for a new role?**

59% Yes 41% No
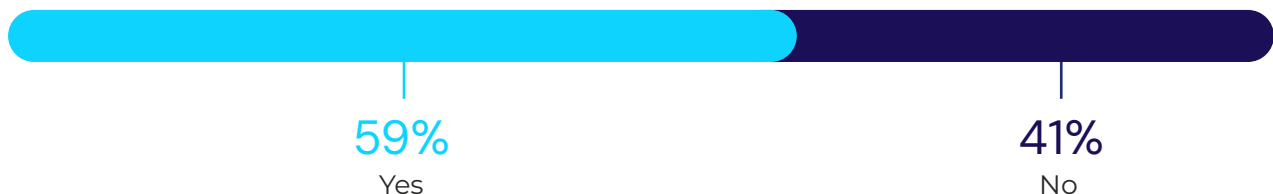
▶▶ **Would a higher bonus potential be a reason to accept an offer from a new company?**

76% Yes 24% No

SURVEY RESULTS:

Benefits

Benefits

Health coverage and retirement savings are the foundations of benefits packages for today's technology professionals, according to our survey results. 79% of respondents said they have medical insurance in their current role, 70% enjoy dental coverage, while 59% participate in an employer-sponsored retirement plan.

Beyond these, benefit offerings thin out quickly: only a minority report extras like staff discounts, tuition reimbursement, equity, or additional holidays for events like birthdays. Notably, 15% of survey participants receive no benefits at all.

Organizations looking to stand out should consider broadening their benefits portfolio, particularly around equity plans, education support, and perks that support employee wellbeing, which all appeal to senior and specialist technologists. If you're struggling to attract talent and feel your benefits may be letting you down, Glocomms can offer custom competitor analysis and support with optimizing benefits packages.

Benefits

▶▶ **Do you receive any of the following benefits as part of your current package? Select all that apply.**

Medical coverage
79%

Dental coverage
70%

Employer-sponsored retirement plans (e.g. 401(k))
59%

Extra holiday on top of your paid time off (such as charity days, birthdays, anniversary leave, etc.)
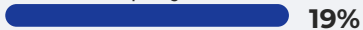**27%**

Staff discount schemes (gym, wellbeing, retail, entertainment discounts, etc.)
21%

Tuition reimbursement
20%

RSUs / Equity
19%

Social security benefits
17%

Travel allowance (including parking allowance, gasoline, flights, or train fares)
16%

None
15%

Relocation coverage
10%

Additional pension
7%

Education sponsorship
7%

Company car
4%

Childcare allowance
4%

Housing allowance
3%

School allowance (for your children)
3%

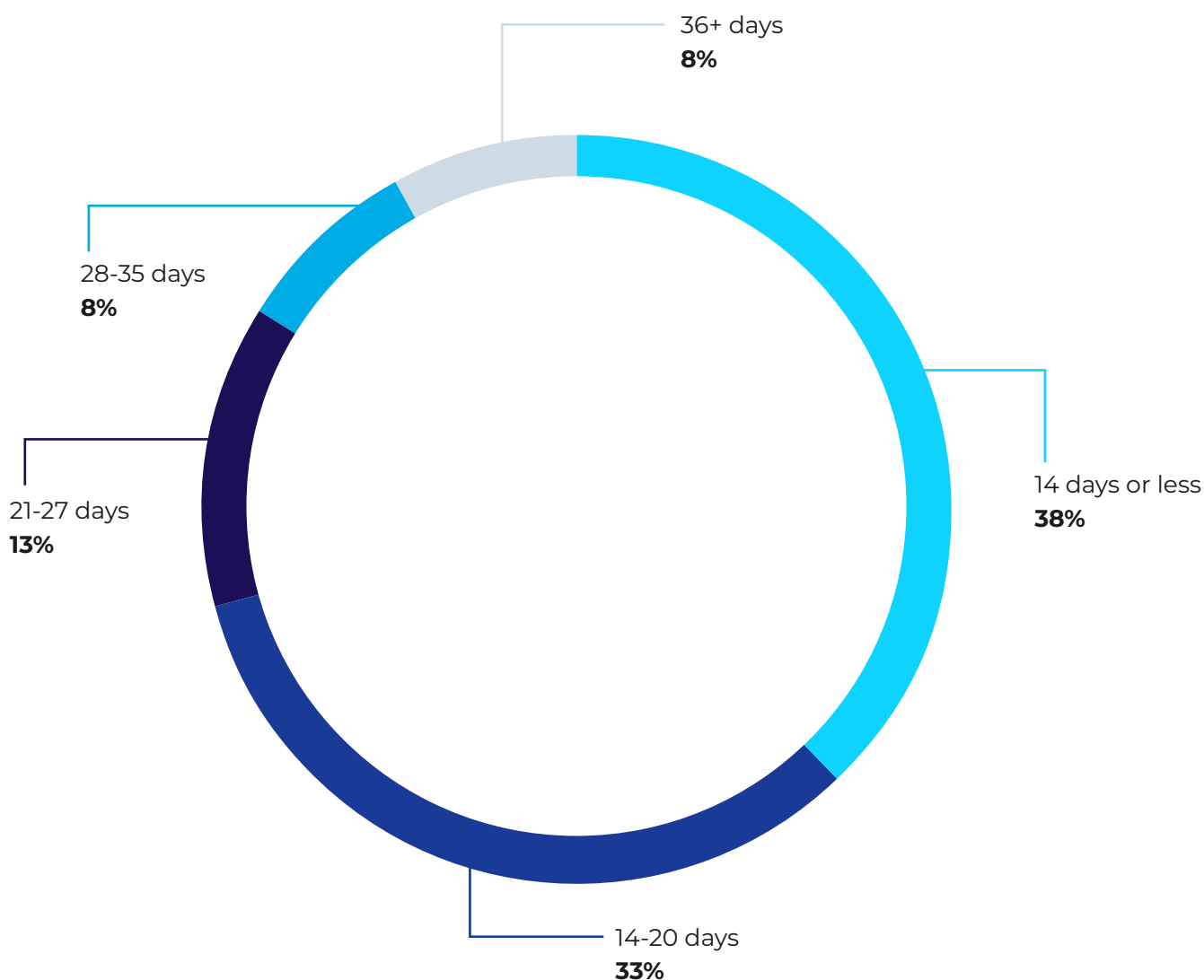SURVEY RESULTS:

Annual Leave

Annual Leave

Paid time off entitlements are low across much of the technology industry, but this also reveals an opportunity for firms to stand out positively among competitors.

Nearly three quarters (71%) of respondents said they received 20 days off per year or less, and only 16% received at least 28 days. Because poor work-life balance is the leading reason technology experts consider leaving their company (as explored later in the Career Motivations section of this report), employers should review vacation policies as well as look for ways to prevent burnout. Offering additional leave days, encouraging employees to take time off, and supporting flexible holiday scheduling can all help to improve happiness, productivity, and ultimately retention within your teams.

▶▶ How many days of paid time off (excluding public holidays and weekends) do you get in your current package?

36+ days
8%

28-35 days
8%

21-27 days
13%

14 days or less
38%

14-20 days
33%

SURVEY RESULTS:
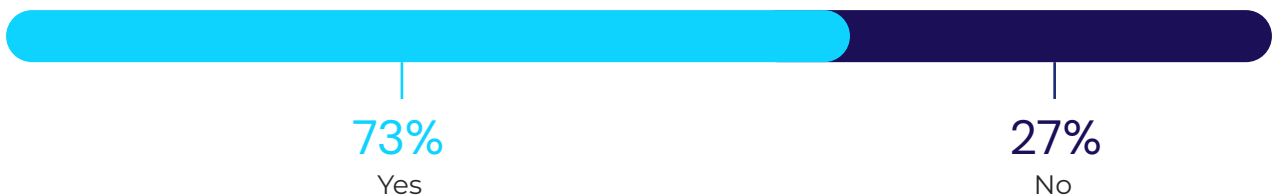
Flexible Working

Flexible Working

Flexible working has become a standard practice in the technology industry, even as many companies across the USA encourage a greater return to the office. Most survey respondents said they have both flexible hours and the ability to work remotely in their current role for at least part of the week, if not fully.

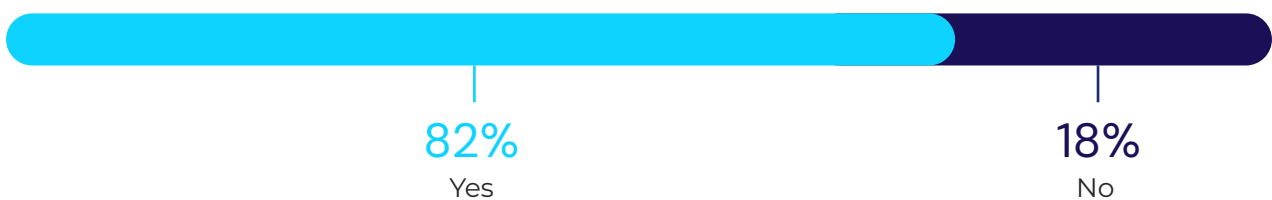Remote or hybrid options are now a prerequisite for most tech candidates, Giancarlo advises:

"We're seeing a huge number of firms returning to the office or increasing their in-office presence, but offering two or three days of flexibility is a really important aspect of how you can attract talent. As our results show, the significant majority of tech professionals are used to remote working and would be reluctant to give up such a valuable benefit."

While in-person collaboration still holds much value, it's important not to forget the benefits flexible working can bring to both employees and employers. A recent study by Personnel Psychology showed that remote workers are more satisfied with their jobs, more committed to their organization, and less likely to want to leave it[2].
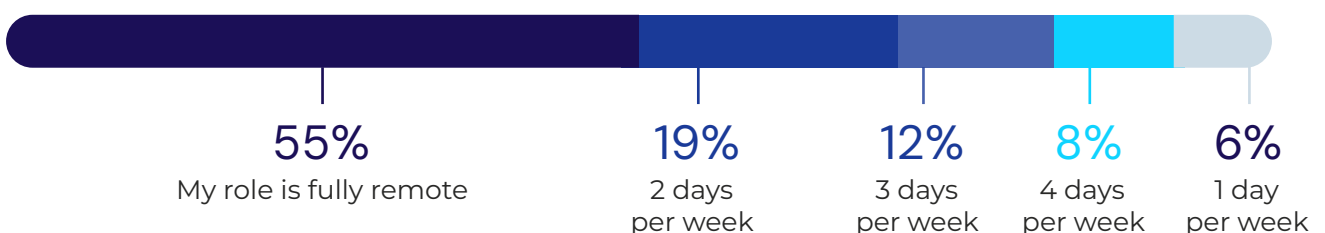
▶▶ Are your working hours flexible in your current role?

73%
Yes

27%
No

▶▶ Do you have flexibility to work remotely in your role?

82%
Yes

18%
No

▶▶ On average, how many days per week can you work remotely?

55%
My role is fully remote

19%
2 days
per week

12%
3 days
per week

8%
4 days
per week

6%
1 day
per week

Flexible Working

Flexible Working Expectations

When assessing new career opportunities, an overwhelming 90% of technology professionals rated flexible working as important or very important, and 40% would reject a role that required them to be in the office full time. Giancarlo stresses that employers cannot afford to treat flexibility as an afterthought, as in his words:

"If you're not offering flexibility, you're potentially losing 40% of your talent pool."

In short, building flexibility into roles by default is essential. Provide clear hybrid working policies, invest in collaboration tools, and trust employees to manage their time. Demonstrating this flexibility during the recruitment process will also increase numbers of interested candidates and help convert offers.

How important is flexible working when considering a new opportunity?

Very unimportant
1%

Unimportant
9%

Important
30%

Very important
60%
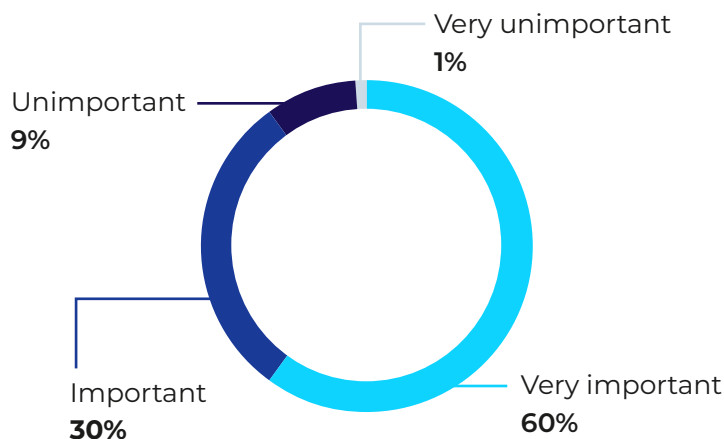
Would you accept a new job offer if the role required you to come into the office full-time?

60% Yes

40% No
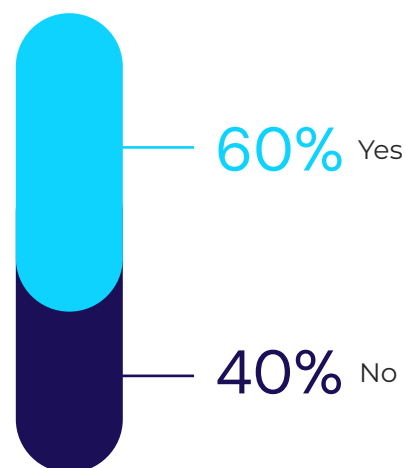
SURVEY RESULTS:

Career Motivations

Career Motivations

▶▶▶ Push Factors

The top reasons that would influence technology professionals to leave their current company:

1 **Poor work-life balance**
65%

2 **Low base salary**
60%

3 **Negative workplace culture**
54%

4 **High stress levels**
46%

5 **Low / no bonus**
45%

◀◀◀ Pull Factors

The top reasons that would attract technology professionals to a new company:

1 **Good work-life balance**
77%

2 **Higher base salary**
76%

3 **Flexible working / work from home policies**
56%

4 **Exciting projects to work on**
52%

5 **Leadership / a good manager**
51%

Survey participants were clear about what drives them away from an employer and what draws them towards a new one. Although dissatisfaction with compensation can frequently initiate job searches, our results suggest it is broader issues such as poor work-life balance or company culture that ultimately spur technology professionals to leave. It's also interesting to see that pull factors promising better compensation and workplace environments are stronger drivers than simply being discontent in a current role. Giancarlo elaborates on some of the underappreciated factors that shape candidates' career decisions:

> **"Offering a bonus is a really attractive reward that tech companies don't always utilize enough. They think it's either a company standard or not, but it makes a big difference for candidates weighing up competing offers. It's also no surprise that leadership and workplace culture are highly influential factors, as they hugely impact day-to-day job satisfaction."**

Overall, these findings highlight the need for employers to remain competitive on pay while investing in leadership and culture to ensure that the overall employee experience gives people a reason to stay. This will have a deeper impact on talent attraction and retention than any single component of the reward package.

AI Talent Trends in Technology

AI Talent Trends in Technology

No report on tech talent in 2025 would be complete without addressing the influence of artificial intelligence. With the rise of AI and machine learning across the industry, we examined how tech professionals are upskilling and what impact this is having on their careers.

Upskilling in AI

Just over half of survey respondents (53%) have participated in some form of AI skills training in the past year, reflecting the widespread recognition that AI is becoming integral to many tech roles.

Interestingly, among those who did upskill, only 27% reported receiving a pay increase as a direct result. This suggests that, for now, many are investing in AI expertise for career development or future opportunities rather than expecting an instant raise. Employers may not have broadly adjusted compensation just for AI knowledge yet – unless it's part of a specialist new role or promotion – but pressure is building. As more firms look to fill critical AI skill gaps, they will need to respond with competitive pay.

▶▶ Have you received any AI skills training in the past year?

53%
Yes

47%
No

**▶▶ Did you receive a pay increase as a result?**

27%
Yes

73%
No

AI Talent Trends in Technology

Perceived Career Impact

Unsurprisingly, technology professionals overwhelmingly believe that AI will be critical to their future in the tools they use, the projects they work on, and the products they build. This sentiment spans not just AI specialists but also software engineers, data analysts, product managers, and beyond – reflecting AI's expansion into all facets of technology work.

As the demand for AI-related skills rises further across all industries, those who have advanced, proven expertise are already starting to command a premium. To avoid this intense competition for talent, organizations may need to invest in upskilling their existing teams to grow AI expertise in-house.

▶▶ Do you think AI is/will be important to your technology career?

85%	9%	6%
Yes	No	Unsure
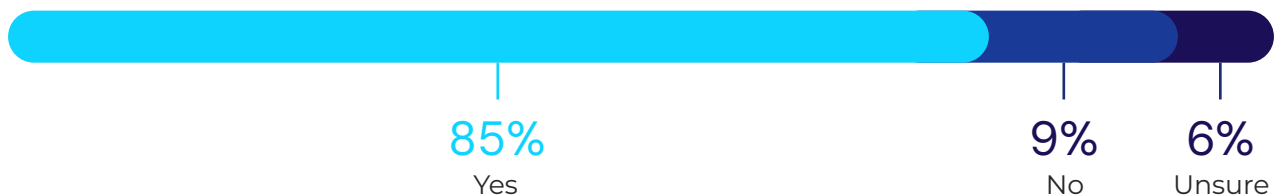
In summary, AI upskilling is in full swing among tech talent, driven by a forward-looking mindset. While not everyone who learns an AI skill today gets a raise tomorrow, AI proficiency should now be a core component of talent development. In the long run these capabilities will pay off – for individuals and companies alike – as artificial intelligence transforms how we all work.

Summary

In 2025, the USA's technology talent landscape is being defined by a rebalancing of priorities and a desire for better understanding and communication between employers and professionals. Tech companies must contend with a workforce that, while still valuing compensation, is increasingly motivated by stability, flexibility, and personal wellbeing. What ultimately makes people stay or go is a blend of tangible and intangible elements.

Success in attracting and retaining top tech talent will come to those who offer both competitive pay and show genuine care towards their employees – providing a workplace that promotes balance, recognizes contributions (financially and otherwise), provides room to grow, and makes people feel part of a positive mission and culture. By aligning with these evolved expectations, employers can build the strong, motivated teams needed to drive innovation and growth in the years ahead.

Whether you are looking to attract exceptional tech talent or seeking your next opportunity, Glocomms is here to support you with data-driven insights and personalized advice as a leading technology talent partner. Our consultants work with employers to benchmark compensation, design attractive benefits packages, and build supportive working environments to help them secure the specialists they need. For technologists, we provide honest guidance on market rates, career planning and negotiation, ensuring they make the best choices for themselves and their career.
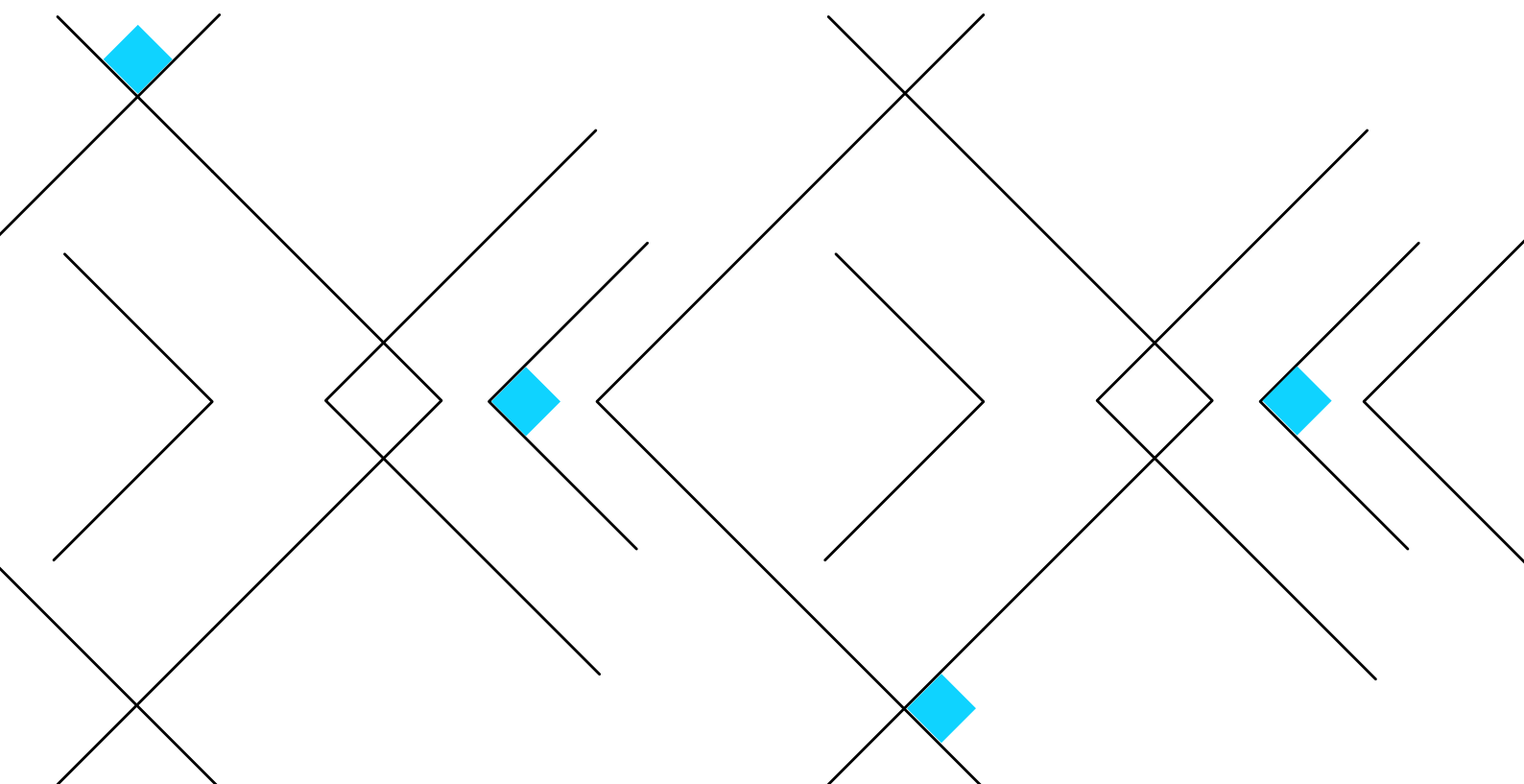
About Glocomms

It has never been more imperative to make smart hiring decisions in the technology industry.

Cybersecurity attacks have reached an all-time high, with networks now increasingly complex and businesses often leaving traditional systems and migrating towards cloud infrastructure. Having top talent in place to mitigate these threats is therefore absolutely critical to any business.

Specializing in solving hiring challenges for the world's largest big tech firms and data providers to innovative tech start-ups, we pride ourselves on engaging with top talent worldwide and supporting businesses with the right people, exactly when they're needed.

OUR SPECIALISMS

◆ Cloud & Infrastructure

◆ Commercial Services

◆ Cybersecurity

◆ Software & Analytics

◆ Enterprise Solutions

Solving your talent challenges since 2013

Nothing should stand in the way of your growth ambitions. Whether you're scaling a cybersecurity team, expanding cloud infrastructure, driving innovation in AI and machine learning, or optimizing enterprise software solutions, we are committed to solving your technology talent challenges. With our expertise and dedication, we're here whenever you need us.

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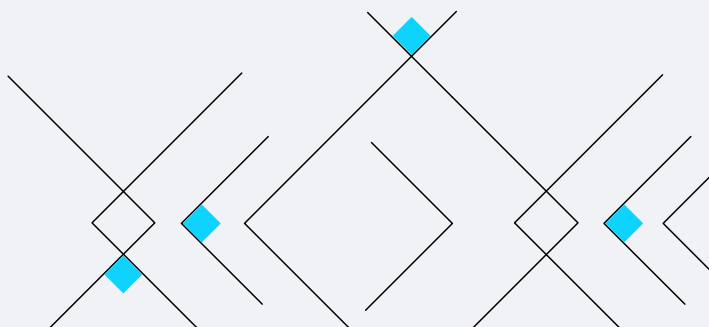on the ground locations across 3 continents

3,000+
candidates placed

1,000+
satisfied businesses we've hired for

Learn more ›

Contact Glocomms

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For general inquiries or to discuss your hiring needs, please reach out to:

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About the Respondents

220 US technology professionals from our database participated in this survey.

- **Location:** The five states with the most respondents were Texas (12%), California (11%), Florida (7%), New York (6%), Massachusetts (6%)

- **Sector:** The largest percentage of respondents said they worked in Software & Analytics (34%), followed by Cybersecurity (24%) and Enterprise Solutions (14%)

- **Seniority:** 34% of respondents said they were individual contributors. 21% were in management-level roles, while 14% were directors

- **Experience:** 23% said they had 11-20 years of work experience, 21% had 21-30 years, while 18% selected 6-10 years.

References

[1] Data Bridge Market Research, February 2025 – U.S Technology Market Size, Share, and Trends Analysis Report

[2] Newsweek, June 20 2025 – Tech Companies Double Down on Remote Work As America Returns to the Office

Please note, survey responses are rounded to the nearest 1%.