

TALENT INTELLIGENCE REPORT

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# Technology

## Labor Market Trends

Q3, 2023

The need for talent intelligence based on solid labor market data has never been this high. HR leaders are confronted with disruptive work and rewards practices and need to differentiate fact from fallacy.

WTW's Talent Intelligence research team delivers human capital intelligence to organizations across the globe, enabling critical strategic decisions to be backed by data, analysis and cutting-edge narratives.

# Table of Contents

<b>Executive Summary: Navigating the Technology Talent Market</b>	<b>2</b>
<hr/>	
<b>Introduction and Reference Market</b>	<b>4</b>
<hr/>	
<b>Overall Findings</b>	<b>6</b>
<hr/>	
Jobs and Skills in Demand	7
Exploring Regions	
Spotlight on Data	9
Comparing Industries	
Decoding Soft Skills in Demand	11
Top Skills in Demand for a Software Engineer	12
Bridging the Gap	
Spotlight on Commercial and Designer Jobs and Skills	14
Emerging Jobs and Skills	16
Future Technology & Digital Trends	18
<b>Conclusion</b>	<b>19</b>
<hr/>	
<b>Contact Us</b>	<b>20</b>
<hr/>	



# Executive Summary

## Navigating the Technology Talent Market

Despite layoffs in the Technology industry, talent availability has not surged. Hiring activity is outperforming the number of layoffs, maintaining intense competition for skilled talent. With various macro headwinds ahead, organizations continue to seek the right talent to strengthen their core operations and accelerate progress in emerging technology fields.



In this report, we explore the *Jobs in Demand (JiD)* and *Skills in Demand (SiD)* data in the Technology industry, which reveals a resilient demand for Software Engineers and Application Developers. Despite stories highlighting significant layoffs, they represent only a small fraction of new hires over the same period. In the last six months, there has been increased demand for talent proficient in Algorithm Design, Data Structures, and Cloud Application Development.

Organizations are focusing on the transformative potential of generative AI, with its rapid adoption gaining momentum. This is evident through persistent recruitment needs for Data Scientists and Data Engineers, as well as the growing demand for the job of AI Engineer in 2023.

The Technology industry, often viewed as the most innovative, carefully balances the need for niche technical skills with the importance of soft skills. The top *Soft Skills in Demand (SSiD)* for the Technology industry include Leadership, Learning Agility, and Adaptability. These attributes are essential for success in a dynamic industry and for fostering a work environment that encourages teamwork and collaboration, creative thinking, and problem solving.

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**By staying informed about the unique jobs and skills in demand in each region, Technology organizations can leverage those insights to create adaptable and future-proof HR strategies that cultivate a thriving workforce. This approach sets them apart from the norm and elevates their standing in the industry.**

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Amidst the decline in many Technology stocks since the peak in 2021, we observe a renewed focus on commercial operations in order to meet shareholders' expectations. Account Managers and Business Development Representatives (BDRs) are in high demand, along with a need for commercial skills such as Commercial Forecasting, Commercial Reporting, and CRM Systems, to ensure disciplined tracking and organizational alignment throughout the sales process.

Furthermore, where the pandemic accelerated the adoption of remote work and flexible work arrangements, we now see several leading companies rethink their office space requirements. Some large Technology companies have even announced implementing a minimum number of days that employees are expected to be in the office again, which has brought increased importance to the job of Facilities Manager. Such developments, alongside an increased focus on data-driven decisions for hiring and organizational design practices, has also led to emerging interest for the job of Workforce Analyst.

As job and skill requirements in the Technology industry evolve on a continuous basis, skills such as Innovation Management and Learning Agility are contributing to the strength of the overall industry.

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**For HR professionals, keeping a close eye on detailed labor market insights will be a critical component in spotting the industry trends that will help guide the organization in the right strategic direction.**

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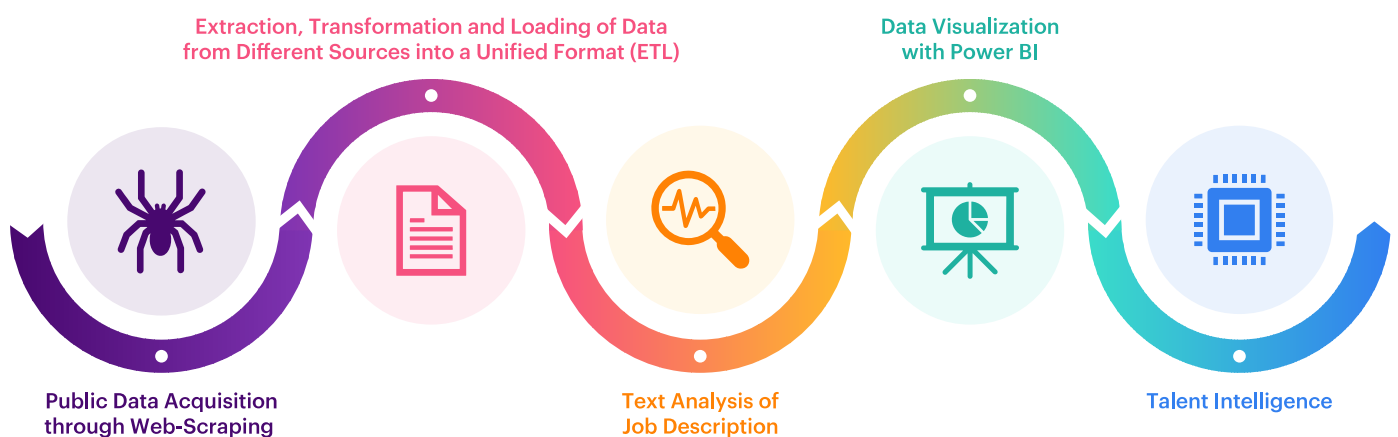
# Introduction

The global talent market moves at such great speed, that capturing a true understanding of what is happening at any given time, provides many organizations with a great challenge.

To provide HR leaders with the most up-to-date talent intelligence, WTW leveraged artificial intelligence technologies to mine publicly available sources of human capital data.

This edition of the talent intelligence report (TIR) focuses on the global Technology industry and includes an analysis of job descriptions from leading organizations across the globe. The data collected reflects the industry and labor market trends of the first half of 2023 (January to July) and leverages WTW's proprietary taxonomy of skills.

In the following section, we will explore the current state of the Technology labor market by presenting the top 20 *Jobs in Demand (JiD)* and *Skills in Demand (SiD)*. We will then take a closer look at the jobs and skills in demand in the Data job group across Europe, North America and the International region (representing all regions excluding Europe and North America, with the data primarily focused on Asia-Pacific and Latin America), before reviewing the skill requirements across industries. In specific, we will zoom in on the *Soft Skills in Demand (SSiD)* in the Technology industry and compare those against the Financial Services and Retail industries and then take the role of Software Engineer as an example to review the top technical skills in demand. Furthermore, we will compare two high in-demand Technology jobs and illustrate how their job focus impacts the required skillsets. Finally, we will review the jobs and skills that have seen the biggest growth in H1, 2023 and some of the upcoming technology trends.



# Reference Market

This report focuses on the leading Technology organizations across the globe in diverse subindustries, including but not limited to Software Products and Services, Semiconductors, Hardware, Media and Entertainment, E-Commerce, Telecommunications and Consulting. Below we highlight the company characteristics and the proportion of listed job descriptions per job group.

Figure 1

## Number of FTE Employees

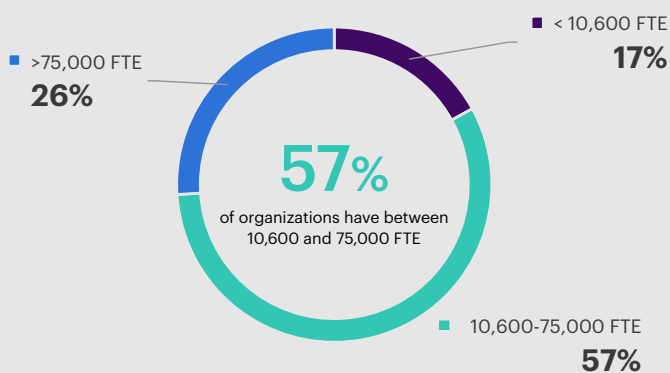


Figure 2

## Total Annual Revenue



Figure 3


## H1, 2023 Job Posting Distribution Across Job Groups

**43%** **Technology Specific**



includes jobs such as Software Engineer, Application Developer, Solution Architect, Test Engineer and Business Systems Analyst.

**6%** **Corporate**



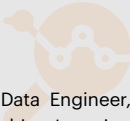
includes jobs such as Financial Analyst, HR Generalist, Finance Manager, HR Business Partner and Payroll Specialist.

**15%** **Sales, Marketing and Customer Service**




includes jobs such as Account Manager, Business Development Representative, Technical Support Engineer, Customer Service Representative and Retail Store Associate.

**5%** **Data**



includes jobs such as Data Scientist, Data Engineer, Business Analyst, Data Analyst and Machine Learning Engineer.

**10%** **Product**




includes jobs such as Program Manager, Product Manager, IT Project Manager, Scrum Master and Product Owner.

**5%** **Engineering**



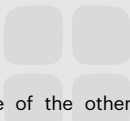
includes jobs such as Design Engineer, Manufacturing Technician, Process Engineer, Electrical Engineer and Laboratory Technician.

**7%** **Consulting**



includes jobs such as Technology Consultant, Business Consultant, Solution Consultant, Implementation Consultant and Business Process Consultant.

**9%** **Other**



includes jobs that do not fall in one of the other categories.



# Overall Findings

The Technology industry is slowly coming out of the turbulent times that inevitably follow a period of significant layoffs. The era of unlimited growth and success that we have seen leading up to 2021 has dissipated, and Technology organizations are slowly finding themselves in calmer waters. Behind those calmer waters however, a new storm may be brewing!



In the rapidly evolving landscape of the Technology industry, recruitment activities are continually shaped by dynamic market forces. Despite recent layoffs impacting specific sub-industries, we continue to see persistent demand for talent across all job groups.

As the Technology industry has always been a talent magnet for Software Engineers and Application Developers, it comes as no surprise that this trend continues, with these jobs consistently ranked as the top *Jobs in Demand (JiD)*. The high demand for talent in these jobs is necessary to fuel the constant need for innovation, enabling companies to compete in a crowded playing field and meet the demands of customers.

With interest in generative AI technology gaining momentum, Technology organizations are now evaluating how it might impact their operations and business models. Technological advancements such as generative AI, like other past innovation, such as cloud computing and computer vision, tend to open up what seems to be limitless possibilities for business improvement. To make the most of the opportunities presented by this technology, the expertise of talent in Data Scientist and Data Engineer jobs is crucial. Both roles are key to building robust data infrastructures, facilitating seamless AI implementation, and extracting valuable insights for data-driven decision-making.

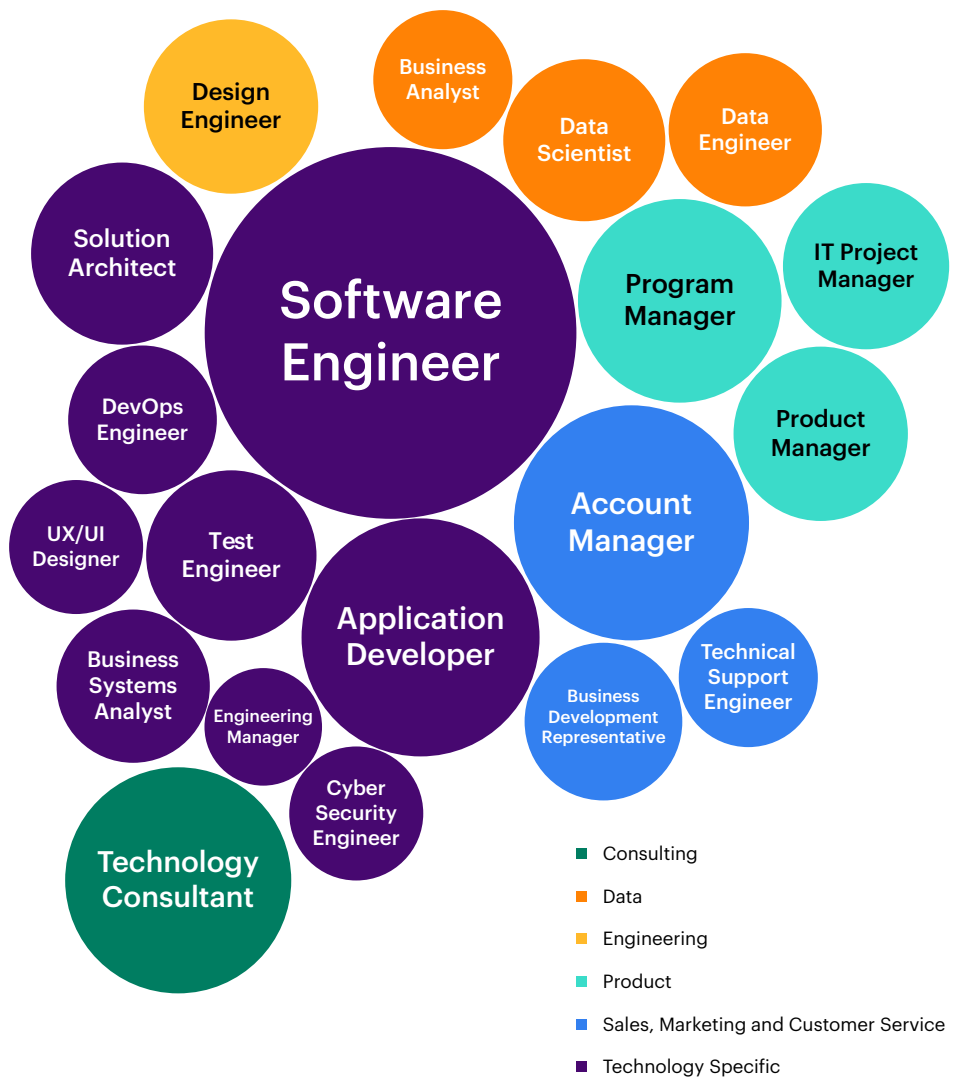
Despite these technological advancements often taking the spotlight, the core operations of Technology organizations appear to revolve around a strong commercial aspect. The top 20 jobs in demand indicate a significant need for Account Managers and Business Development Representatives (BDRs) responsible for nurturing client relationships and identifying new business opportunities to drive revenue growth.

Regardless of the specific field a Technology organization operates in, there is consistently high demand for Cyber Security Engineers. As technology becomes increasingly pervasive in our lives, the rising number of sophisticated cyber threats poses significant risks to sensitive data, intellectual property, and overall infrastructure integrity. Cyber Security Engineers play a critical role in mitigating these risks, thereby ensuring that the trust and confidence which customers and other stakeholders place in Technology organizations on a daily basis remains well-placed.

Figure 4

### Top 20 Jobs in Demand

1.	Software Engineer
2.	Application Developer
3.	Account Manager
4.	Technology Consultant
5.	Program Manager
6.	Solution Architect
7.	Product Manager
8.	Design Engineer
9.	Test Engineer
10.	IT Project Manager
11.	Data Scientist
12.	Business Development Representative
13.	Data Engineer
14.	Business Systems Analyst
15.	DevOps Engineer
16.	Technical Support Engineer
17.	Business Analyst
18.	UX/UI Designer
19.	Cyber Security Engineer
20.	Engineering Manager



While Programming/Scripting remains a cornerstone skill of the Technology industry, the increasing allure of data has seen the Data Analysis skill reach increased prominence. Technology organizations now seek talent who can decipher large datasets, extract meaningful patterns, and transform raw information into valuable insights. The strong demand for Data Analysis skills underscores the industry's continued journey towards a data-driven approach, empowering business leaders to make informed decisions and leverage data to defend their industry position or draw ahead of the competition.

Simultaneously, the persistent demand for Agile Methodologies and Continuous Improvement skills illustrates the continued embedding of accepted industry standards when it comes to ways of working in the Technology industry. Agile practices, which emphasize collaboration, adaptability, and iterative improvements, have become the go-to guiding principles for Technology organizations to follow in order to remain responsive in an increasingly fast-paced business environment.

Furthermore, the pursuit of exceptional Project Management capabilities has intensified. Companies seek proficient talent who are capable of orchestrating complex tasks, managing resources, and ensuring seamless execution.

In this context, the role of project manager takes center stage, facilitating efficient teamwork and the successful realization of goals across diverse projects.

Moreover, in the quest for efficiencies and market fit, we see the skills of Automation, Innovation Management, and Customer Experience Management represented in the top 20 *Skills in Demand (SiD)*. These inter-related skills highlight how organizations prioritize creativity and customer-centricity as essential components of their growth strategies. These skills have emerged as critical pillars in navigating the ever-evolving landscape of the Technology industry.

Figure 5

### Top 20 Skills in Demand



# Winsight

For HR professionals, keeping a close eye on the skills and jobs in demand in the industry is not just a matter of staying informed but is a strategic imperative. In today's competitive business landscape, the demand for specific skills is constantly evolving. New technologies, market trends, and changing customer preferences are reshaping the talent requirements of organizations.

By staying up to date with the skills and jobs in demand, HR professionals can align their talent acquisition and

development strategies accordingly. They can proactively identify skill gaps within their organization and design targeted training and development programs to upskill their workforce. Moreover, being aware of the latest job trends allows HR professionals to craft more compelling job descriptions which attract top talent that possess the most sought-after skills.

Keeping track of skills and jobs in demand empowers HR professionals to make informed decisions that strengthen their organization's internal talent pool, drives innovation, and ensures long-term success in talent acquisition and retention.



# Exploring Regions

## Spotlight on Data

As the global landscape continues to be shaped by data-centric developments, Technology organizations have an opportunity to lead the way. When we zoom in on the recruitment activities of Technology organizations in the Data job group, we observe some interesting findings for the Jobs and Skills in Demand across regions.

Data Engineers and Data Scientists stand out as the most sought-after jobs in all three regions. Their expertise in handling and analyzing complex datasets, extracting valuable insights, and driving data-centric innovations makes them highly desirable talent for organizations when it comes to navigating a complex data-driven landscape. Their universal appeal underscores the fundamental importance of data-driven decision-making.

Closely following behind in terms of demand in all regions are Business Analysts, who play a crucial role in bridging

the gap between technical data teams and business strategies. Their ability to translate data into actionable recommendations equips businesses with the insights needed to refine and optimize their operations. As organizations continue to harness the power of data to gain a competitive edge, the demand for skilled Business Analysts remains consistently significant.

The prominence of the Machine Learning Engineer reflects the growing emphasis on artificial intelligence and machine learning technologies across the globe. This job plays a vital role in developing and implementing machine learning algorithms, paving the way for modern applications. Interestingly, we find that Machine Learning is also a top Skill in Demand, but only in Europe and North America. This indicates that Machine Learning is swiftly transitioning from a relatively niche skill, into a key skill across various Data related jobs in these regions.

Figure 6

### Top 10 Jobs in Demand – Data (By Region)

Europe	International	North America
1. Data Engineer	1. Data Engineer	1. Data Scientist
2. Data Scientist	2. Data Scientist	2. Data Engineer
3. Business Analyst	3. Business Analyst	3. Business Analyst
4. Data Analyst	4. Data Analyst	4. Data Analyst
5. Machine Learning Engineer	5. Big Data Engineer	5. Machine Learning Engineer
6. Business Intelligence Engineer	6. Machine Learning Engineer	6. Product Analyst
7. Product Analyst	7. Database Engineer	7. Business Intelligence Engineer
8. Business Intelligence Analyst	8. Business Intelligence Analyst	8. Database Engineer
9. Big Data Engineer	9. Data Management Specialist	9. Business Intelligence Analyst
10. Database Engineer	10. Business Intelligence Engineer	10. Big Data Engineer

Note: International represents all regions excluding Europe and North America.

In line with this finding, it is no surprise to see Cloud Computing as a core skill in demand in Europe and North America, whilst the International region places a stronger emphasis on Extract, Transform, Load (ETL), and Automation skills. This aligns with the greater demand for Data Management Specialists in this region. It will be interesting to see if this pattern is reflective of the

International region currently focusing on setting a solid data foundation, and whether over the coming months and years, we will observe an increase in hiring for Machine Learning Engineers and the Machine Learning skill, in order to best leverage these datasets to unlock their commercial value.

Figure 7

### Top 10 Skills in Demand – Data (By Region)

Europe	International	North America
1. Machine Learning	1. SQL	1. Python
2. SQL	2. Business Intelligence Reporting	2. SQL
3. Python	3. Python	3. Business Intelligence Reporting
4. Business Intelligence Reporting	4. Big Data Processing	4. Machine Learning
5. Cloud Computing	5. Documentation & Records Management	5. Statistical Analysis
6. Apache Spark	6. Extract, Transform, Load (ETL)	6. Documentation & Records Management
7. Automation	7. Innovation Management	7. Data Visualization
8. Java	8. Apache Spark	8. Cloud Computing
9. Statistical Analysis	9. Continuous Improvement	9. Database Management
10. Big Data Processing	10. Automation	10. Algorithm Design

Note: International represents all regions excluding Europe and North America.

# Winsight

Data is more in focus now than ever before, and business leaders have an increasingly better understanding of its value (or at least potential value). This presents Technology organizations with a valuable opportunity to drive innovation around data in order to maximize identified opportunities. By proactively examining the similarities and differences in jobs and skills in demand across various regions, organizations can gain valuable insights to effectively inform their HR strategies.

Understanding the specific talent trends and preferences related to data-driven jobs in different regions enables organizations to customize their talent attraction,

development, and retention efforts. As the supply and demand for specialized technology skills may vary by region, aligning an organization’s HR and location strategy with regional nuances empowers organizations to remain competitive and responsive in an increasingly data-oriented world.

By staying informed about the unique demands in each region, Technology organizations can leverage those insights to create adaptable and future-proof HR strategies that cultivate a thriving workforce. This approach sets them apart from the norm and elevates their standing in the industry.



# Comparing Industries

## Decoding Soft Skills in Demand

The Technology industry is often looked at as the frontrunner in the area of innovation, drawing attention from other industries who seek inspiration for best practices. As technological advancements reshape the entire global landscape, organizations across all industries are recognizing operations and customer experience as two areas that will experience significant impact. How organizations react to this impact, will be driven in part by the soft skills existing within their talent pools.

Upon reviewing the *Soft Skills in Demand (SSiD)* within the Technology industry, it comes as no surprise that Leadership stands out as a top skill. With rapid advancements and disruptions, effective leadership becomes instrumental in guiding teams and projects through ambiguity and challenges, towards success. Moreover, to drive organizational resilience, skills like Learning Agility and Adaptability are core requirements for talent across all job groups. The faster the pace of technology change, the greater the imperative for talent to embrace self-improvement and to be the change they wish to see in the organization.

Comparing the SSiD across industries, we observe that the Financial Services industry focuses on similar soft skills but with different prioritization. Analytical Thinking is for example more desirable by Financial Services organizations, being a cornerstone for their operations. On the other hand, analysis of soft skills in the Retail industry paints a significantly different picture. Adaptability is a critical skill in demand for talent in Retail organizations, which aligns with the necessity of pivoting operating models in the aftermath of the pandemic and respond to changes in consumer demands. What stands out most, however, is the strong focus that the Retail industry has on human-interaction skills, ranging from Verbal Communication to Interpersonal Sensitivity, and from Influence and Persuasion to Building Inclusivity.

When hiring talent from outside their own industry, Technology organizations can choose to emphasize the acquisition of certain soft skills that might be less prevalent within their existing teams. As the world becomes increasingly complex, and the number of risk factors increases accordingly, a diversity of soft skills has the potential to boost resilience and accelerate progress in organizations in ways that might not always have been obvious.

Figure 8

### Top 10 Soft Skills in Demand (By Industry)

Technology	Retail	Financial Services
1. Effective Communication	1. Effective Communication	1. Effective Communication
2. Leadership	2. Adaptability	2. Analytical Thinking
3. Time Management	3. Integrity	3. Teamwork and Collaboration
4. Teamwork and Collaboration	4. Leadership	4. Leadership
5. Analytical Thinking	5. Taking Ownership	5. Time Management
6. Strategic Thinking	6. Verbal Communication	6. Taking Ownership
7. Learning Agility	7. Interpersonal Sensitivity	7. Strategic Thinking
8. Problem Solving	8. Influence and Persuasion	8. Problem Solving
9. Adaptability	9. Building Inclusivity	9. Adaptability
10. Creativity and Innovation	10. Learning Agility	10. Learning Agility



# Comparing Industries

## Top Skills in Demand for a Software Engineer

In the pursuit of top talent, leading Technology organizations strategically target their recruitment efforts for both industry-specific and industry-agnostic jobs. Traditionally, organizations have a good understanding of their talent competitors for industry-specific jobs, and often favor candidates from direct competitors due to their relevant domain expertise.

However, when it comes to demand for industry-agnostic roles, we observe that the jobs within the Corporate job group always have a significant presence. Over the last decade, we have seen that the technology and digital job landscape has evolved to become increasingly industry-agnostic. While this opens up the talent market and makes recruitment easier for organizations across all industries, it also introduces complexities for talent attraction, retention, and training efforts, particularly for Technology organizations that are frequently targeted for their technology and digital talent.

In the previous section, we explored how Soft Skills in Demand can vary across industries. In Figure 9, we delve

into the top *Skills in Demand (SiD)* for the job of a Software Engineer, one of the hottest jobs in the market, yet one which presents itself in a variety of forms depending on specific uses cases, and therefore, skill requirements. While the skill profile of a Software Engineer may differ significantly within and across industries, due to the specific technology stacks which organizations are utilizing, we can draw interesting insights from the overall top skills in demand.

Given the Technology industry’s emphasis on innovation and scalability, we observe a stronger focus on skills like Algorithm Design, Data Structures, and Automation. These skills are crucial for Software Developers in Technology organizations as they often tackle complex optimization tasks, requiring efficient algorithm design and data structures to build scalable applications and optimize computational performance. On the other hand, we also see a significant overlap in the skills in demand between industries, indicative of the Technology industry’s far-reaching impact on the wider skill requirements.

Figure 9

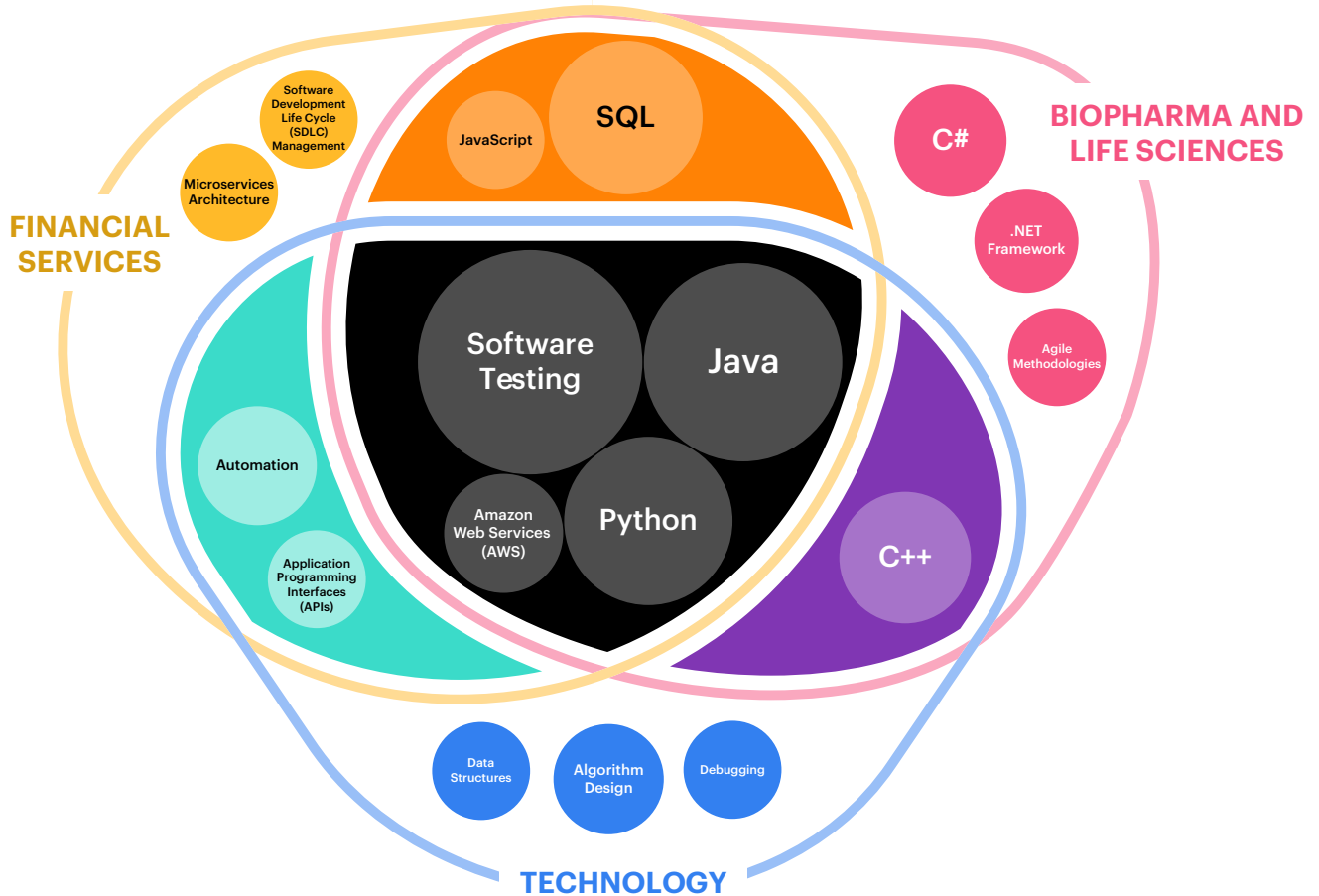
### Top 10 Skills in Demand – Software Engineer (By Industry)

Technology	Biopharma and Life Sciences	Financial Services
1. Java	1. Software Testing	1. Java
2. Software Testing	2. Python	2. Software Testing
3. Python	3. C#	3. SQL
4. C++	4. SQL	4. Amazon Web Services (AWS)
5. Algorithm Design	5. .NET Framework	5. Automation
6. Debugging	6. Java	6. Microservices Architecture
7. Data Structures	7. C++	7. Software Development Life Cycle (SDLC) Management
8. Automation	8. JavaScript	8. Application Programming Interfaces (APIs)
9. Application Programming Interfaces (APIs)	9. Agile Methodologies	9. JavaScript
10. Amazon Web Services (AWS)	10. Amazon Web Services (AWS)	10. Python



Figure 10

### Top 10 Skills in Demand – Software Engineer (By Industry)



## Winsight

One of the key advantages of cross-industry talent demand analysis is the identification of overlapping skill requirements. As data-driven jobs become increasingly vital across various industries, both supply and demand for specialized skills often transcend industry boundaries. Recognizing the common skill demand allows HR professionals to tailor their hiring approaches to be more competitive against non-traditional talent competitors and to design retention strategies to withstand poaching by organizations in other industries.

Capitalizing on the talent strengths of other industries and leveraging emerging opportunities enables Technology organizations to better meet the demand for high demand talent. By building flexible and adaptive HR strategies that tap into diverse data-driven sources, HR professionals can position their organization attractively for top talent, ensuring long-term success and resilience in the face of future challenges.



# Bridging the Gap

## Spotlight on Commercial and Designer Jobs and Skills

The job of Software Engineer served as an example of how organizations can assess their talent market to fill skill gaps and understand overlapping skills across industries to determine effective employee onboarding programs. In figure 11, we illustrate the *Skills in Demand (SiD)* for the roles of Account Manager and Business Development Representative (BDR) within the Technology industry.

By reviewing the skill requirements of similar or adjacent jobs, organizations can identify potential skill gaps and devise effective strategies to address them. For the Account Manager role, there is a strong emphasis on cultivating existing relationships, with skills such as Account Management and Account Planning being in strong demand. On the other hand, the top skills for the BDR reveal a stronger focus on prospecting, with skills such as

Business Development and Field Sales Management. This distinction is also evident in the Product Marketing skill for an Account Manager, which often includes upselling new solutions and features to existing clients, compared to the Marketing Campaign Management skill for a BDR, which is focused on lead generation and acting as a door-opener with prospects.

Despite the differences, both jobs share significant overlap in skill requirements, as they both contribute to the organization's revenue growth. Six out of the top ten skills in demand are common to both roles, including Sales Management, CRM Systems, and Demonstration/Presentation, highlighting their fundamental importance in commercial jobs.

Figure 11

### Top 10 Skills in Demand – Account Manager and Business Development Representative



Account Manager

Business Development Representative

■ Unique Skills  
■ Overlapping Skills



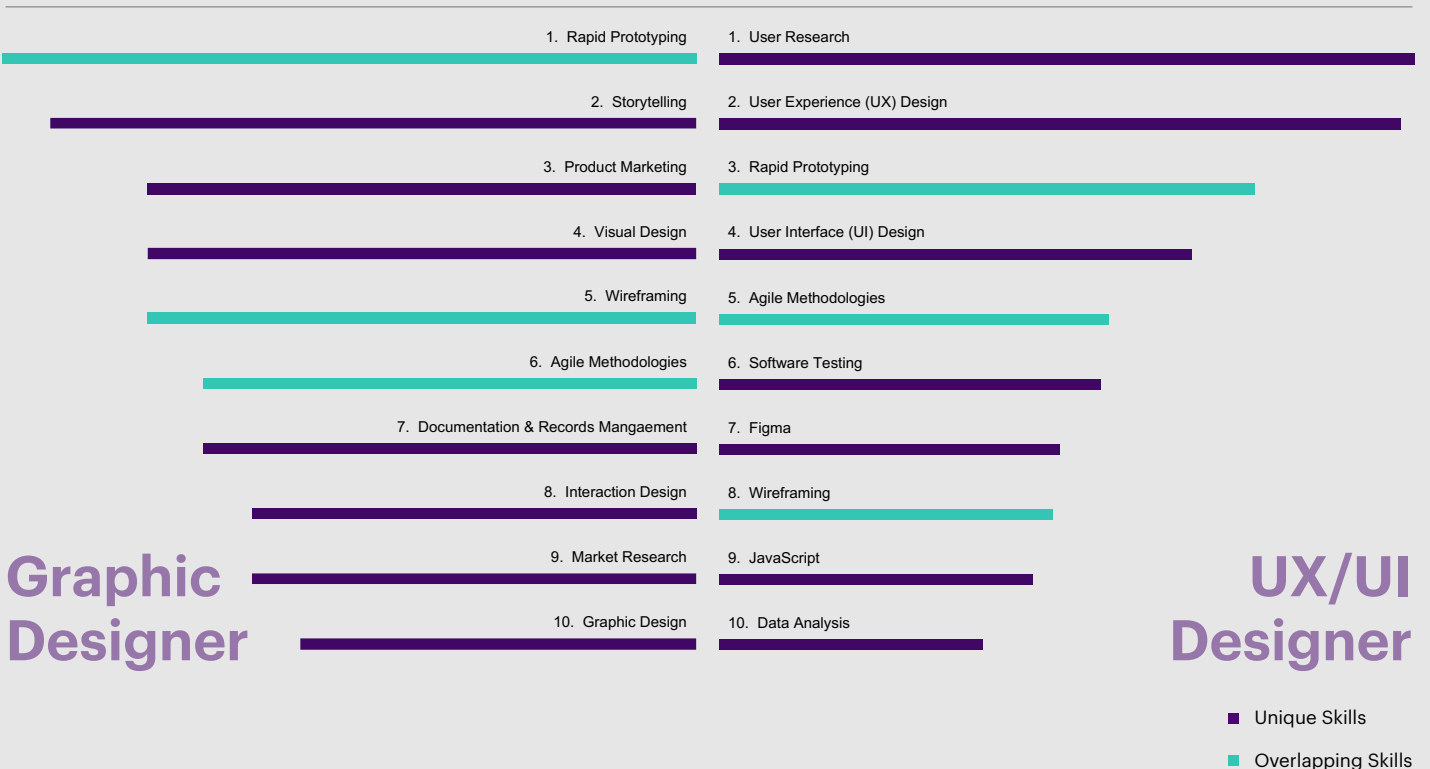


Shifting our focus to figure 12, we can compare the skills in demand for a Graphic Designer and a UX/UI Designer. Here, we observe only three overlapping skills, and the jobs show distinct focuses in skill requirements. A Graphic Designer is expected to possess broad Graphic Design, Interaction Design, and Visual Design skills, while the UX/UI Designer concentrates on User Experience (UX)

and User Interface (UI) Design. The UX/UI Designer is responsible for conducting user research, whereas the Graphic Designer’s emphasis lies more in market research to ensure the design aligns with or stands out among other products in the market. Additionally, the UX/UI Designer places a stronger emphasis on technology with skills such as Software Testing, Figma, and JavaScript.

Figure 12

### Top 10 Skills in Demand – Graphic Designer and UX/UI Designer





## Emerging Jobs and Skills

The talent market evolves on a continuous basis, and although the jobs and skills that are core to the Technology industry are not changing overnight, we identified a number of areas where change is happening more quickly. In Figure 13 and 14, we have listed the top jobs and skills in the Technology industry that have shown the largest relative growth against the previous six months.

By reviewing these emerging jobs and skills, we can see a number of important themes appear indicating how the Technology industry is responding to market needs and demands, as well as societal trends.

The pandemic accelerated the adoption of remote work and flexible arrangements, leading companies to rethink their office space requirements. In the aftermath of the pandemic, organizations continue to reevaluate their ways of working to achieve optimal results and employee satisfaction. Interestingly, some large Technology companies have announced implementing a minimal number of days employees are expected to be in the office again, which has brought increased importance to the role of Facilities Manager.

Furthermore, due to restructuring activities in many Technology organizations and a stronger focus on costs, there is now a stronger need for data-driven decisions for

hiring and organizational design. While the Technology market experienced a boom in 2021, which caused hiring practices to struggle to keep up with business and market demands, organizations are now placing greater emphasis on strategic workforce planning. As a result, the job of Workforce Analyst has become essential to informing data-driven decision-making and has consequently witnessed a surge in demand.

Another core trend that has generated excitement is the emergence of technologies such as generative AI. These technologies show significant potential in democratizing access to technology and impacting society as a whole, leading to a heightened demand for AI Engineers in the Technology industry.

From an emerging skills perspective, we observe an increased focus on the recruitment efforts for Cloud Application Modernization and Cloud Application Development. This heightened emphasis underscores Technology organizations' acknowledgment of the significance of cloud computing in transforming their IT landscapes. As the industry increasingly embraces cloud adoption and digital transformation, staying competitive and agile requires optimizing and building new cloud-native solutions.

Figure 13

### Top 10 Emerging Jobs in Demand



- 
1. Environmental, Health & Safety Specialist
  2. Data Protection Officer
  3. Facilities Manager
  4. Workforce Analyst
  5. Incident Response Analyst
  6. AI Engineer
  7. Technical Support Specialist
  8. E-Commerce Specialist
  9. Financial Analyst
  10. Continuous Improvement Lead

Figure 14

### Top 10 Emerging Skills in Demand

- 
1. Technical Engineering
  2. Cloud Application Modernization
  3. Marketing Automation
  4. Identity Access Management
  5. Cloud Application Development
  6. Search Engine Optimization (SEO)
  7. Agile Release Management
  8. Hazardous Waste Management
  9. Network Integration
  10. Mobile Application Security Management

# Winsight

Organizations must be agile and forward-thinking to stay ahead of the competition. From an HR perspective, staying abreast of emerging jobs and skills is paramount in shaping a successful talent strategy. The demand for specialized skills and jobs is constantly changing, driven by technological advancements, market shifts, and evolving customer needs. HR professionals must keep a close track of these trends to ensure their recruitment, talent development, and reward strategies are aligned with the dynamic market demands.

Embracing emerging jobs and skills can give HR professionals a competitive edge in attracting top talent. As new jobs emerge, there is often a scarcity of talent with the required expertise, making it a candidate-driven market. HR professionals need to be proactive in identifying these emerging jobs and skills in order to win the talent game.

Furthermore, keeping track of emerging trends allows organizations to be future-ready. The skills that are in high demand today may eventually become obsolete due to technological advancements or changing business needs. By staying up to date with the latest insights, HR professionals can anticipate future skill requirements and plan for talent development and reskilling initiatives accordingly.

While change does not happen overnight, proactive monitoring of emerging jobs and skills provides HR professionals with valuable data to build a representative and sustainable talent strategy. Advanced analysis and data-driven approaches can uncover patterns and trends that inform key decisions, such as workforce planning, talent acquisition, and performance management.

# Future Technology & Digital Trends

## Generative AI Adoption

The adoption of Generative AI is rapidly gaining momentum as organizations harness its transformative potential to automate, augment, and expedite various work processes. With an increasing number of organizations recognizing the immense value of Generative AI in streamlining workflows and creating unique content experiences, its adoption continues to grow, shaping the future of work and innovation in the digital era.

### Related Key Skills:

AI Ethics, Artificial Intelligence (AI), Cloud Computing, Machine Learning, User Experience (UX) Design

## Data Fabric

A data fabric provides a unified and holistic approach to data integration, breaking down data silos and enabling seamless access to diverse data sources. By offering scalability and agility, organizations gain access to a flexible data architecture that can handle growing data volumes and diverse data types, making it easier to accommodate future expansion and evolving data landscapes.

### Related Key Skills:

API Integration, Data Modelling, Data Governance, Data Management, Real-Time Data Processing

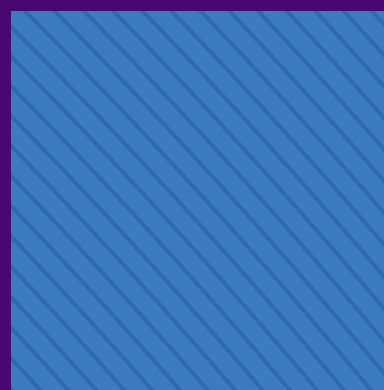
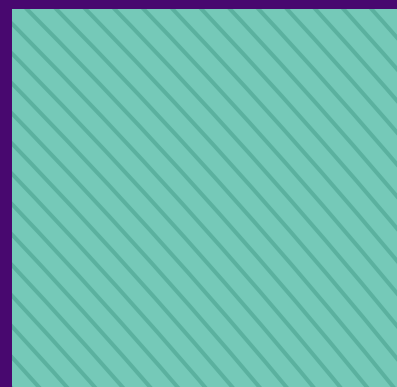
# Conclusion

Although the majority of news articles dedicated to the Technology industry over the first half of 2023 have highlighted the layoffs, these only represent a small fraction of new hires over the same period. Technology organizations continue to have a high demand for technology talent, although their specific areas of focus might have shifted due to market developments.

The rise of generative AI and the attention it has generated has made every Technology organization ask themselves the question about the role that this innovation can play in their organization. How might it impact their business model? How will it impact employees? Waiting for wider adoption and proof of value is the less risky approach that Technology organizations could take. However, as with any true innovation, a first mover advantage can often be a critical advantage in order to beat the competition.

The surge in demand for AI Engineers shows us the approach that the Technology industry is taking, as they embrace the challenge of leveraging generative AI, just as the surge in demand for Cloud Computing skills highlights how organizations are continuing to transform their business models and adopt a cloud-first mindset.

As the Technology industry continues to act as a role model for innovation, the decisions it makes will undoubtedly spill over into other industries. These industries are unlikely to be content with simply leveraging ideas and best practices. Instead, they are eagerly on the look out to recruit the best talent with the desired skills from the Technology industry in order to execute on these ideas and best practices in order to meet their own business goals. This publication looks forward to following this intriguing game of cat and mouse between Technology organizations and other industries, hoping that in the end, the real winner is innovation and progress.



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