

DIGITAL

REPUBLIC

Market Leader in Data Driven Digital Recruitment

2022 Salary Guide - US Edition

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The low, average & high salaries for New York, Los Angeles, San Francisco, Chicago, & Austin.

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The low, average & high salaries for New York, Los Angeles, San Francisco, Chicago, & Austin.

Programmatic

The low, average & high salaries for New York, Los Angeles, San Francisco, Chicago, & Austin.



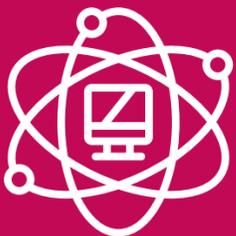
SALARY GUIDE INTRODUCTION 2022



**CLOUD
COMPUTING**



**DATA
SCIENCE**



**DATA
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PROGRAMMATIC

Welcome to Digital Republic Talent's annual Salary Guide. Inside, you'll find an overview of average salaries of the most common job titles within the following markets; Cloud Computing, Data Science, Digital Analytics and Programmatic. The cities we focused on during our data collection are as follows, New York, Los Angeles, San Francisco, Chicago, & Austin. You'll also find an analysis of hiring trends and key insights into popular workplace topics surrounding hybrid working, interview processes and most popular incentives. Salaries for each role have been broken-down into low, average and high band salary brackets.

Throughout the course of 2022, we have compiled our data from various independent sources, these include:

- Our independent survey completed by people across the United Kingdom and United States.
- Analysis of all our placements and screens at Digital Republic Talent.
- Analysis of various online sources including roles advertised on job boards.

SALARY GUIDE DIRECTORS COMMENTS

A WORD FROM THE MANAGING DIRECTOR

Firstly, I would like to extend my thanks to the operations and sales teams who were instrumental in compiling this salary survey and to the 3,000 industry practitioners across the UK, US, and Mainland Europe who also lent their expertise, experience, and perspective to what turned out to be a pretty exhaustive process by the parties involved in the team. We took insights from the respondents mentioned above, data from the 200 + placements successfully made in the year, and cast an eye the information provided by some of the major job boards and industry commentators such as LinkedIn and Indeed. What I am able to say is that the methodology employed allowed us to take what I believe is a pretty comprehensive look at the market and provide you with a credible look at the digital sector job market focusing on Data Science, Cloud, Analytics and Programmatic.

What started as an exercise primarily about salary became more all-encompassing and about a number of other topics including working practice, company culture, diversity, training, skills, and employer/employee alignment. We always knew that the challenges faced by the employer and the employee experience were more than just about salary but what has become apparent is how prevalent the other topics now are.

Sticking with the primary subject matter the year has been extraordinary in terms of wage inflation. We first, asked practitioners what they felt was a reasonable pay rise in today's market and over 50% felt that an increase of 20% or more was fair. Looking at our internal placement data, we have seen salaries increase in some cases between 15-25%, this appears to be true. When we take a look at the reasons for the upward pressures on salary it's important to recognise this is not mainly down to the cost of living but actually a combination of factors including increased investment in digital after Covid, geopolitical events like Brexit, a focus on indigenous labour in some countries and significant supply side problem which has been an issue for many years within the digital sector. Basically, the industry does not produce enough Analysts, Data Scientists, and Strategists and so anyone who thinks the sharp increase in compensation is a temporary problem has underestimated the challenge faced in terms of securing the best talent.



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SALARY GUIDE DIRECTORS COMMENTS CONT.

A WORD FROM THE MANAGING DIRECTOR

We were also able to gain some interesting insights into the economic outlook and perceived effects on the sector which was somewhat surprising given the significant turbulence we have witnessed this year. When we asked industry leaders and practitioners what the outlook for hiring/ being hired was for 2023 we were surprised by the significant optimism there was in the employment market. 50% of respondents said they expected the sector to actually be more positive than 2022 with only 21% predicting more negative consequences in terms of the job market. Interestingly, employers have a more optimistic view of what the employment market will look like next year with 41% of them predicting it will be easier to hire but I should note that they have still 59% who feel it will be harder, no different or aren't sure if it will be easier to hire staff in 2023 (See 'Key Findings' for results data). What is clear is that the employment market will be tricky next year but it will perhaps not be dire as some predictions suggest, and as such there will be lots of work to do if you are an employer but you should also take some comfort if you are a practitioner concerned about your medium-term career prospects.

We also asked our network how they felt about diversity in the workplace now with it being such a major topic in the last couple of years and here we yielded some interesting insights. Responding to the question asking if the workplace had become more diverse in the last year or so 43% provided a positive response with the rest of the respondents feeling it had not improved or has actually become worse. The fact that nearly half of the respondents feel there has been some progress is a testament the great strides being made but it still feels like there is work to do in this area.

I really hope you find this guide as useful and insightful as we found it putting it together, and I hope you are able to use the data to steer your decision-making around the job market over the coming year. You may well have questions about how the data was compiled or what it means to you or your business specifically, you might be wondering how to tackle some of the impacts of this data in a positive way. You may have data that contradicts what we are suggesting in our document or you might want answers to a specific question next time around. Indeed, if this is the case I would welcome you reaching out and have put time aside over the course of January to speak to as many people as possible. Drop us a note at info@digitalrepublictalent.com with details of your query and we will be in to follow up asap.



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SALARY GUIDE KEY FINDINGS 2022

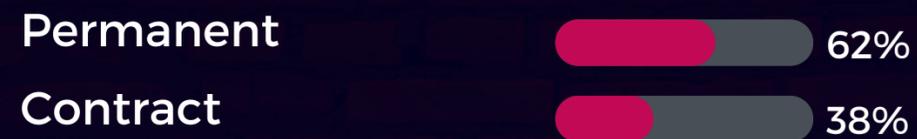
At Digital Republic Talent, we understand there are several contributing factors when qualifying if a job opportunity is the right fit for an individual. Although, undoubtedly the salary is an incredibly important factor, there are various other aspects of the job and company to take into account. All of which are important and shouldn't by any means be overlooked.

Throughout the course of 2022, we asked our LinkedIn audiences a series of polls surrounding different workplace topics. The results of these are presented in the following pages:

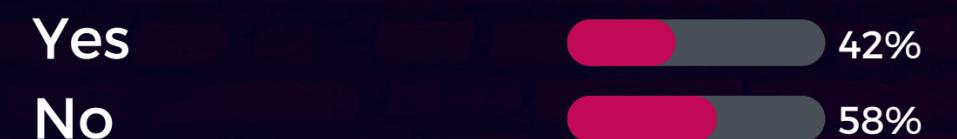
Are you considering a job switch due to concerns of a slowing economy?



Are you currently working as a Permanent member of Staff or are you Contracting?



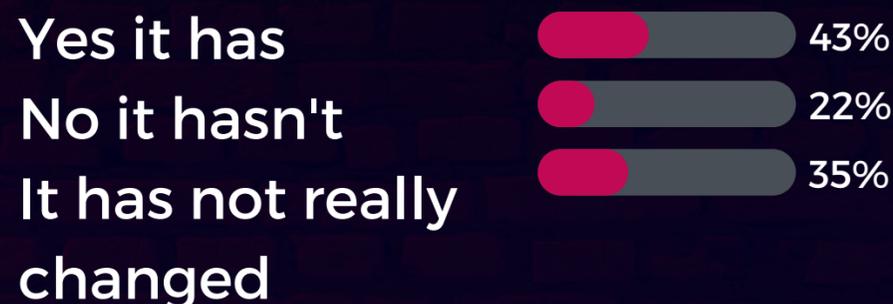
Have you ever quit a new job within a year?



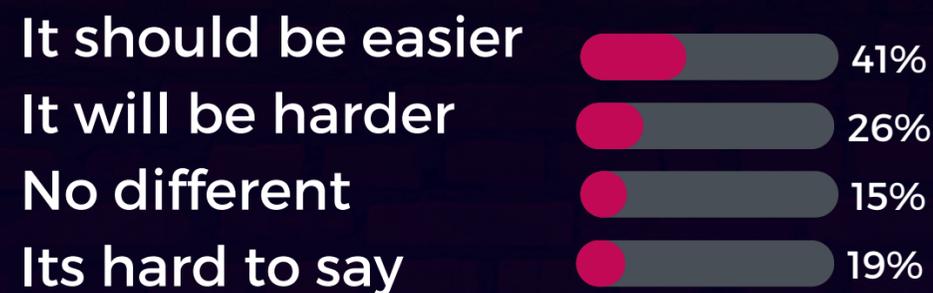
SALARY GUIDE KEY FINDINGS 2022

The digital sector is continuously evolving, opening up new opportunities every day. We asked audiences various questions surrounding diversity, current market conditions, and predications for 2023. The results for these can be found below:

Has the workplace within the digital sector become more diverse in the last couple of years?



As an employer of cloud, data science, programmatic and analytics staff what effect will the uncertainty have on the ability to hire talent?



How do you think the job market for digital practitioners is likely to be in 2023



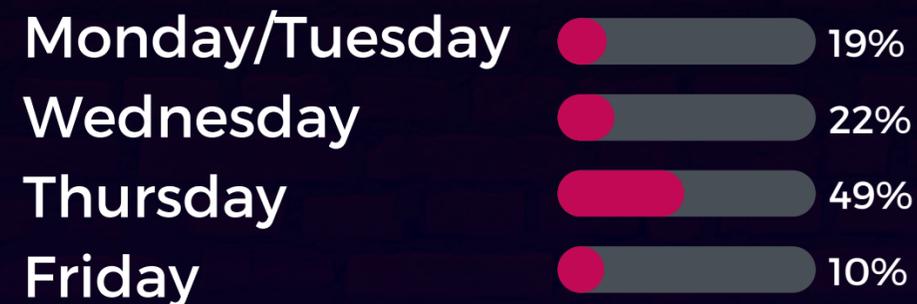
SALARY GUIDE KEY FINDINGS 2022

According to a survey by The Office of National Statistics (2022), 84% of employees who had to work from home due to the Covid-19 pandemic, said they planned to carry out a mix of working at home, and in their place of work. As the data suggests **Hybrid Working** is here to stay, we asked our audiences various questions surrounding hybrid and remote working.

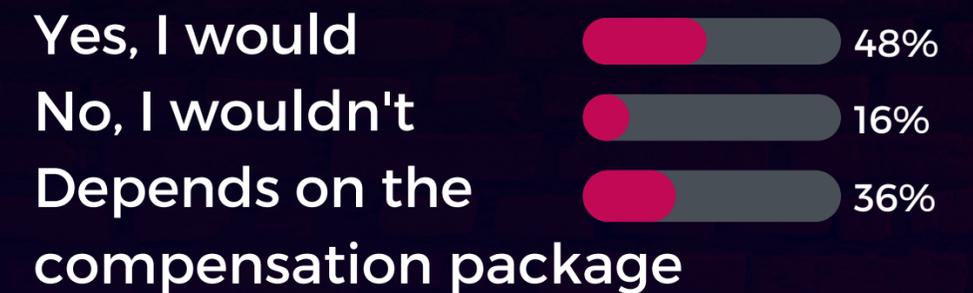
When 'Hybrid Working', how many days per week do you think should be required to come into the office?



With the rise of 'Hybrid Working', what is your favourite day of the week to come into the office?



Would you leave your current role if there was a lack of remote working opportunities?



SALARY GUIDE KEY FINDINGS 2022

Facilitating a toxic environment will always lead to people leaving and this is true of nearly half of the people we surveyed, who said it was the most prominent reason behind their decision to leave their last job. We also found that a two-interview process is the most favourable and makes the most sense to both the candidate and employer. Two stage interviews give you the opportunity to shine, ask more questions, meet more people and for both candidate and employer to get a better sense of what each can offer.

What challenges are people having in the workplace. What is the primary reason you have left your last few jobs?



What is the best incentive employers can offer to employees to come into the office?



In the modern age what is the ideal length of interview process from an employer and interviewee perspective?



SALARY GUIDE **DATA SCIENCE**

DATA SCIENCE NEW YORK 2022

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$100,667	\$125,736	\$166,333
Senior Data Scientist	\$106,000	\$140,579	\$162,500
Data Science Manager	\$115,000	\$158,737	\$177,000
Head of Data Science	\$165,100	\$190,071	\$210,000
Data Analyst (Python/SQL)	\$90,000	\$102,725	\$165,500
Advanced Analytics Manager	\$103,000	\$128,200	\$176,000
Machine Learning Engineer	\$109,000	\$132,582	\$162,200
Data Science Director	\$175,033	\$206,837	\$223,000
VP of Data Science	\$190,800	\$229,780	\$275,000
Chief Data Scientist	\$219,498	\$240,456	\$300,997

Annual Base Salary - \$ (USD) - New York, United States

DATA SCIENCE LOS ANGELES 2022

PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$97,667	\$124,121	\$146,333
Senior Data Scientist	\$111,500	\$135,405	\$155,500
Data Science Manager	\$107,000	\$139,834	\$162,000
Head of Data Science	\$155,000	\$183,650	\$201,000
Data Analyst (Python/SQL)	\$82,000	\$96,760	\$123,000
Advanced Analytics Manager	\$95,000	\$121,815	\$155,000
Machine Learning Engineer	\$101,000	\$124,101	\$151,000
Data Science Director	\$165,000	\$196,234	\$215,000
VP of Data Science	\$188,000	\$215,250	\$263,000
Chief Data Scientist	\$199,439	\$232,232	\$283,111

Annual Base Salary - \$ (USD) - Los Angeles, United States

DATA SCIENCE SAN FRANCISCO 2022

PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$106,000	\$142,634	\$184,333
Senior Data Scientist	\$124,500	\$154,357	\$179,000
Data Science Manager	\$138,000	\$168,920	\$184,000
Head of Data Science	\$165,000	\$174,977	\$217,000
Data Analyst (Python/SQL)	\$89,500	\$108,835	\$137,500
Advanced Analytics Manager	\$113,000	\$142,389	\$174,000
Machine Learning Engineer	\$114,000	\$138,872	\$175,000
Data Science Director	\$190,598	\$214,024	\$235,000
VP of Data Science	\$205,078	\$242,230	\$289,994
Chief Data Scientist	\$239,478	\$293,145	\$320,339

Annual Base Salary - \$ (USD) - San Francisco, United States

DATA SCIENCE CHICAGO 2022

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$85,387	\$118,030	\$144,000
Senior Data Scientist	\$120,500	\$150,831	\$167,500
Data Science Manager	\$137,000	\$140,942	\$160,000
Head of Data Science	\$156,000	\$161,819	\$185,000
Data Analyst (Python/SQL)	\$74,000	\$93,903	\$120,500
Advanced Analytics Manager	\$115,000	\$131,056	\$157,000
Machine Learning Engineer	\$101,000	\$121,798	\$154,000
Data Science Director	\$150,000	\$171,089	\$185,000
VP of Data Science	\$163,299	\$181,567	\$220,092
Chief Data Scientist	\$179,993	\$202,222	\$254,000

Annual Base Salary - \$ (USD) - Chicago, United States

DATA SCIENCE AUSTIN 2022

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$79,333	\$114,780	\$139,666
Senior Data Scientist	\$116,000	\$145,300	\$163,000
Data Science Manager	\$129,000	\$134,071	\$155,000
Head of Data Science	\$150,000	\$164,296	\$175,000
Data Analyst (Python/SQL)	\$69,500	\$91,919	\$115,500
Analytics Manager	\$109,000	\$124,580	\$146,000
Machine Learning Engineer	\$100,000	\$120,465	\$142,000
Data Science Director	\$145,000	\$161,500	\$175,000
VP of Data Science	\$155,404	\$175,001	\$202,956
Chief Data Scientist	\$169,334	\$192,993	\$232,000

Annual Base Salary - \$ (USD) - Austin, United States

SALARY GUIDE **DIGITAL ANALYTICS**

DIGITAL ANALYTICS NEW YORK 2022

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$85,000	\$105,781	\$140,000
Analytics Engineer	\$95,000	\$120,201	\$169,500
Analytics Developer	\$87,000	\$102,063	\$149,000
Analytics Manager	\$104,000	\$127,203	\$157,500
Senior Analytics Manager	\$133,000	\$163,767	\$205,000
Head of Analytics	\$150,954	\$165,623	\$287,000
Director of Analytics/Insight	\$155,000	\$214,799	\$357,000

Annual Base Salary - \$ (USD) - New York, United States

DIGITAL ANALYTICS LOS ANGELES 2022

PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$80,000	\$93,575	\$137,000
Analytics Engineer	\$86,000	\$117,478	\$158,500
Analytics Developer	\$74,000	\$96,873	\$165,000
Analytics Manager	\$96,500	\$124,210	\$159,500
Senior Analytics Manager	\$116,000	\$145,100	\$181,000
Head of Analytics	\$157,000	\$179,345	\$221,000
Director of Analytics/Insight	\$165,000	\$185,894	\$304,000

Annual Base Salary - \$ (USD) - Los Angeles, United States

DIGITAL ANALYTICS SAN FRANCISCO 2022

PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$95,000	\$120,956	\$155,000
Analytics Engineer	\$108,000	\$140,223	\$192,500
Analytics Developer	\$104,000	\$125,000	\$165,000
Analytics Manager	\$125,500	\$142,292	\$176,000
Senior Analytics Manager	\$134,000	\$164,442	\$205,000
Head of Analytics	\$153,000	\$177,195	\$238,000
Director of Analytics/Insight	\$190,000	\$227,087	\$365,000

Annual Base Salary - \$ (USD) - San Francisco, United States

DIGITAL ANALYTICS CHICAGO 2022

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$78,000	\$85,644	\$120,000
Analytics Engineer	\$90,500	\$122,362	\$173,000
Analytics Developer	\$101,000	\$105,449	\$159,000
Analytics Manager	\$97,500	\$124,037	\$180,000
Senior Analytics Manager	\$134,000	\$164,795	\$211,000
Head of Analytics	\$146,000	\$166,258	\$235,000
Director of Analytics/Insight	\$180,000	\$215,695	\$361,000

Annual Base Salary - \$ (USD) - Chicago, United States

DIGITAL ANALYTICS AUSTIN 2022

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$74,000	\$81,762	\$115,000
Analytics Engineer	\$94,000	\$120,945	\$173,000
Analytics Developer	\$85,000	\$106,405	\$147,000
Analytics Manager	\$110,456	\$122,807	\$183,000
Senior Analytics Manager	\$126,000	\$155,783	\$195,000
Head of Analytics	\$136,000	\$159,326	\$225,000
Director of Analytics/Insight	\$144,001	\$171,074	\$247,000

Annual Base Salary - \$ (USD) - Austin, United States

SALARY GUIDE **CLOUD COMPUTING**

CLOUD COMPUTING NEW YORK 2022

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$143,000	\$152,745	\$199,000
Cloud Engineer	\$119,000	\$142,039	\$183,000
Lead Cloud Architect	\$154,000	\$181,569	\$192,000
Lead Cloud Engineer	\$154,000	\$181,562	\$191,000
DevOps Engineer	\$116,989	\$124,223	\$163,000
Site Reliability Engineer	\$110,000	\$145,476	\$177,000
Director of Data Engineering	\$163,000	\$184,000	\$235,000
VP of Data Engineering	\$189,000	\$223,400	\$266,000
Chief Technology Officer	\$250,010	\$305,190	\$337,000

Annual Base Salary - \$ (USD) - New York, United States

CLOUD COMPUTING LOS ANGELES 2022

PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$131,000	\$146,646	\$186,000
Cloud Engineer	\$111,000	\$132,201	\$174,000
Lead Cloud Architect	\$144,000	\$162,372	\$182,000
Lead Cloud Engineer	\$142,000	\$161,097	\$178,000
DevOps Engineer	\$110,000	\$120,543	\$152,000
Site Reliability Engineer	\$106,000	\$137,571	\$169,000
Director of Data Engineering	\$153,000	\$171,000	\$215,000
VP of Data Engineering	\$177,000	\$218,000	\$241,000
Chief Technology Officer	\$270,000	\$295,000	\$317,000

Annual Base Salary - \$ (USD) - Los Angeles, United States

CLOUD COMPUTING SAN FRANCISCO 2022

PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$153,000	\$167,659	\$208,000
Cloud Engineer	\$123,000	\$148,636	\$190,000
Lead Cloud Architect	\$164,000	\$186,575	\$205,000
Lead Cloud Engineer	\$165,000	\$198,194	\$201,000
DevOps Engineer	\$120,000	\$131,909	\$170,000
Site Reliability Engineer	\$116,000	\$150,830	\$181,000
Director of Data Engineering	\$183,000	\$198,726	\$257,000
VP of Data Engineering	\$199,000	\$232,000	\$274,000
Chief Technology Officer	\$286,000	\$313,000	\$356,000

Annual Base Salary - \$ (USD) - San Francisco, United States

CLOUD COMPUTING CHICAGO 2022

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$141,000	\$179,038	\$236,000
Cloud Engineer	\$110,000	\$122,039	\$184,000
Lead Cloud Architect	\$143,000	\$167,083	\$186,000
Lead Cloud Engineer	\$112,000	\$140,939	\$186,000
DevOps Engineer	\$105,000	\$114,812	\$134,000
Site Reliability Engineer	\$104,000	\$125,529	\$154,000
Director of Data Engineering	\$153,588	\$165,019	\$215,000
VP of Data Engineering	\$166,000	\$192,815	\$202,000
Chief Technology Officer	\$201,000	\$240,877	\$303,177

Annual Base Salary - \$ (USD) - Chicago, United States

CLOUD COMPUTING AUSTIN 2022

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$136,000	\$169,560	\$207,000
Cloud Engineer	\$103,000	\$111,941	\$164,000
Lead Cloud Architect	\$141,000	\$168,114	\$184,000
Lead Cloud Engineer	\$140,000	\$167,000	\$182,001
DevOps Engineer	\$101,000	\$108,219	\$134,000
Site Reliability Engineer	\$98,000	\$122,273	\$155,000
Director of Data Engineering	\$149,000	\$161,275	\$211,000
VP of Data Engineering	\$156,000	\$191,000	\$206,000
Chief Technology Officer	\$199,108	\$243,543	\$300,000

Annual Base Salary - \$ (USD) - Austin, United States

SALARY GUIDE **PROGRAMMATIC**

PROGRAMMATIC NEW YORK 2022

PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$60,000	\$75,000	\$95,000
Programmatic Manager	\$85,000	\$100,000	\$115,000
Programmatic Associate Director	\$97,000	\$122,849	\$140,000
Programmatic Account Manager	\$65,000	\$98,790	\$126,000
Programmatic Account Executive	\$65,000	\$85,000	\$130,000
Director of Programmatic	\$130,000	\$150,000	\$180,000
VP of Programmatic	\$150,000	\$180,000	\$220,000
Chief Revenue Officer	\$200,000	\$270,000	\$404,000

Annual Base Salary - \$ (USD) - New York, United States

PROGRAMMATIC LOS ANGELES 2022

PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$54,000	\$67,500	\$85,500
Programmatic Manager	\$76,500	\$90,000	\$103,500
Programmatic Associate Director	\$87,300	\$110,564	\$126,000
Programmatic Account Manager	\$58,500	\$88,911	\$113,400
Programmatic Account Executive	\$58,500	\$76,500	\$117,000
Director of Programmatic	\$117,000	\$135,000	\$162,000
VP of Programmatic	\$135,000	\$162,000	\$198,000
Chief Revenue Officer	\$180,000	\$243,000	\$363,600

Annual Base Salary - \$ (USD) - Los Angeles, United States

PROGRAMMATIC SAN FRANCISCO 2022

PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$67,000	\$80,000	\$100,000
Programmatic Manager	\$90,000	\$110,000	\$125,000
Programmatic Associate Director	\$110,000	\$125,000	\$156,000
Programmatic Account Manager	\$75,000	\$105,000	\$126,000
Programmatic Account Executive	\$80,000	\$100,000	\$130,000
Director of Programmatic	\$140,000	\$160,000	\$190,000
VP of Programmatic	\$160,000	\$190,000	\$230,000
Chief Revenue Officer	\$250,000	\$300,000	\$430,000

Annual Base Salary - \$ (USD) - San Francisco, United States

PROGRAMMATIC CHICAGO 2022

PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$47,500	\$66,500	\$76,000
Programmatic Manager	\$71,250	\$80,750	\$85,500
Programmatic Associate Director	\$92,150	\$104,500	\$114,000
Programmatic Account Manager	\$61,750	\$76,000	\$104,500
Programmatic Account Executive	\$61,750	\$90,250	\$114,000
Director of Programmatic	\$104,500	\$123,500	\$142,500
VP of Programmatic	\$123,500	\$171,000	\$190,000
Chief Revenue Officer	\$190,000	\$237,500	\$332,500

Annual Base Salary - \$ (USD) - Chicago, United States

PROGRAMMATIC AUSTIN 2022

PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$50,000	\$70,000	\$80,000
Programmatic Manager	\$75,000	\$85,000	\$90,000
Programmatic Associate Director	\$97,000	\$110,000	\$120,000
Programmatic Account Manager	\$65,000	\$80,000	\$110,000
Programmatic Account Executive	\$65,000	\$95,000	\$120,000
Director of Programmatic	\$110,000	\$130,000	\$150,000
VP of Programmatic	\$130,000	\$180,000	\$200,000
Chief Revenue Officer	\$200,000	\$250,000	\$350,000

Annual Base Salary - \$ (USD) - Austin, United States

DIGITAL REPUBLIC TALENT GET IN TOUCH TODAY

We hope you've found our 2022 Salary Guide useful. Should you require any further information, please feel free to contact us via any of the channels listed.

If you are interested in a new role or hire, contact our friendly team who are fully equipped with market intel. Visit our Advice Hub on our website for various resources to support your job seeking and hiring needs.

For further information on our products and services, or if you have any questions on the content of our Salary Guide, please contact us at info@digitalrepublictalent.com



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