

DIGITAL

REPUBLIC

2026 TEXAS SALARY GUIDE

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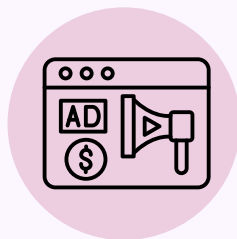
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Introduction

Welcome to Digital Republic Talent's 2026 Texas salary guide

Following the incredible response to our annual US and UK Salary Guides, we are now expanding our analysis to provide in-depth insights into the Texas market. We are excited to present an updated overview of average salaries for the most common job roles in the following markets: Data Science, Cloud Computing, ML, AI, Analytics and Programmatic.

Our methodology involved independent surveys, internal analysis, online sources and data consolidation to ensure accurate salary insights. For this edition, we focused on the following cities during our data collection: Austin, Dallas, Houston, Plano and San Antonio.

In addition to the average annual salary figures, we provide key talent statistics, analysis of hiring trends, valuable insights into popular workplace topics, as well as key market predictions for the second half of 2026.

By utilizing these resources, we aim to provide you with the most accurate and up-to-date salary information in the industry. We hope that this guide proves valuable in your understanding of the current market landscape and assists you in making informed decisions regarding compensation.

Director's comments

Richard Manso, Founder & Managing Director of Digital Republic Talent

Executive Summary – 2026 Tech and Digital Hiring Outlook

As we move through the second half of 2026, the outlook continues to suggest cautious optimism in tech hiring. While economic headwinds persist, businesses continue to re-invest in key digital and data capabilities, particularly in AI, cloud and analytics, driven by innovation needs and competitive pressure. Flexible, value-led hiring models continue to dominate, with an emphasis on specialist talent that can deliver measurable impact.

Generative AI is reshaping job scopes and driving demand for hybrid skill sets, while psychometric-led hiring is improving retention by ensuring stronger cultural alignment. The market is polarising, with specialists in high demand and generalists facing increased competition. Texas continues to be a key tech hiring hub, and in digital media, hiring remains strong despite consolidation, with flexible models gaining traction across both sectors.

The outlook for 2026 suggests cautious optimism in tech hiring. While economic headwinds persist, businesses are expected to gradually re-invest in key digital and data capabilities, particularly in AI, cloud and analytics, driven by innovation needs and competitive

pressure. Flexible, value-led hiring models will continue to dominate, with an emphasis on specialist talent that can deliver measurable impact.

Job Market Overview in Texas

Texas remains a high-growth market for AI, Machine Learning, Analytics, Data Science and Digital Media roles, with Austin and Dallas ranking among the top 10 US cities for tech hiring. Salaries for mid-level Data Scientists and ML engineers in Texas now average between \$125,000–\$150,000, with senior roles exceeding \$180,000.

Demand is particularly strong in energy, healthcare and enterprise consulting, where AI and data applications are driving operational efficiency and product innovation. Digital media talent is also in demand, especially those skilled in programmatic, performance analytics, and CDPs. While some firms have slowed permanent hiring, flexible models such as contract, freelance or subscription-based are gaining traction to meet project needs without long-term headcount risk.



Director's comments

Richard Manso, Founder & Managing Director of Digital Republic Talent

General Outlook

Throughout 2026, the US tech job market has continued to see strong salary growth, particularly in data science and machine learning, with mid-level professionals earning \$130,000–\$160,000 and senior or niche ML specialists often exceeding \$200,000. Roles in AI infrastructure, cloud engineering, and data architecture continued to command premium compensation, with salaries influenced by region and company size. Tech hubs such as Austin, New York and San Francisco led on pay, while remote roles helped level compensation nationally and reinforced the importance of competitive offers.

Why Some Companies Are Slowing Hiring Amid Economic Uncertainty

Across both markets, hiring has become more selective as organisations respond to tightening budgets, cautious client demand, and increased investor pressure to improve operational efficiency. Rather than rapid scaling, firms are prioritising business-critical and ROI-driven roles, particularly where automation and AI

enable leaner teams to deliver more with less.

Combined with budget constraints and the need for agility, many organisations are delaying permanent headcount expansion and increasingly turning to flexible, project-based or contract talent to maintain delivery without long-term cost commitments.

The Surge in Demand for AI/ML, Cloud & Cybersecurity Talent

The surge in demand for AI/ML, cloud, and cybersecurity talent is being driven by accelerated digital transformation, competitive innovation, growing security threats, and the need to improve workforce efficiency. Organisations adopting AI for automation, personalisation and data-driven decision-making require specialists in ML, MLOps and LLM engineering. Cloud adoption continues to expand as companies migrate infrastructure and scale services, while cybersecurity has become a top hiring priority. With these technologies now sitting at the core of modern business operations, demand for deeply specialised professionals who can drive strategy, build secure systems and ensure performance at scale remains at an all-time high across both regions.



Director's comments

Richard Manso, Founder & Managing Director of Digital Republic Talent

How Psychometric-Led Hiring Is Improving Retention

Psychometric-led hiring is playing a growing role in reducing attrition and improving retention by ensuring stronger alignment between candidates and company culture, values, and working styles beyond technical skills alone. By assessing behavioural traits, motivation, emotional intelligence, and team compatibility, employers are identifying candidates more likely to stay engaged and succeed long-term. This data-driven approach is proving especially valuable in competitive fields such as AI, data and cloud, and in hybrid or remote-first environments where cultural alignment is critical.

How Generative AI Is Reshaping Job Scopes and Skills

Generative AI is reshaping job scopes by automating routine tasks, accelerating content creation and transforming how data is applied across functions. Demand is shifting from purely technical execution toward roles that blend domain expertise with AI fluency, including prompt engineering, LLM optimisation, AI governance and human-AI collaboration. As traditional roles continue to evolve, professionals who can leverage GenAI to drive efficiency and strategic value will be in the highest demand throughout the second half of 2026.

The Polarisation of the Job Market

The tech labour market has become increasingly polarised, with strong demand for specialised talent and growing competition for more generalist roles. As businesses prioritise measurable outcomes and leaner teams, investment is focused on niche experts who can deliver immediate, high-impact solutions. In contrast, generalist candidates face increased competition, particularly as automation reduces the need for broad, non-specialised roles. This shift is encouraging professionals to upskill, specialise and build deeper domain expertise to remain competitive.

Hiring in Digital Media and Flexible Talent Models

Hiring across the digital media and agency sector remains active but more selective as organisations respond to shifting client budgets and consolidation. Despite restructuring in some areas, demand remains strong for programmatic, paid media, analytics and performance-driven talent. Across the UK and US, agencies and in-house teams are increasingly favouring flexible hiring models, including contract and freelance, to scale delivery and manage costs.

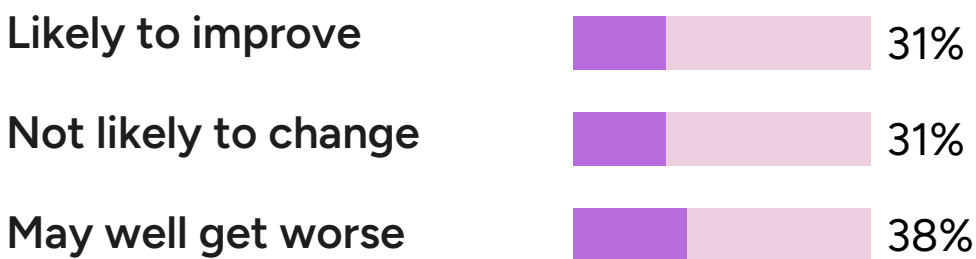


Insights

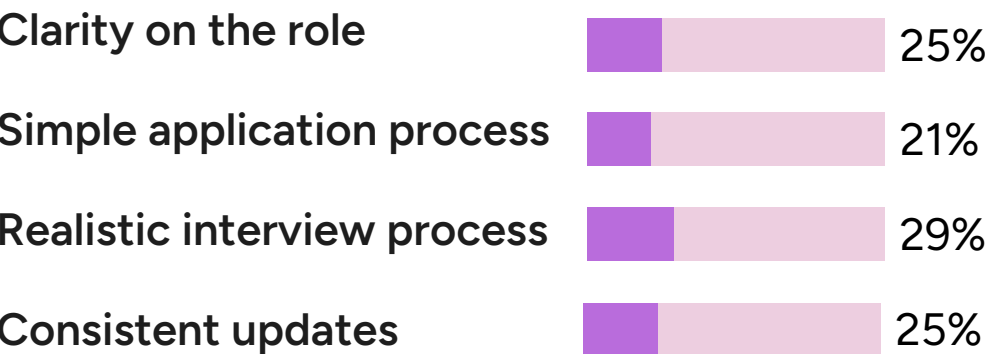
2026 digital hiring landscape and candidate insights

The following polls capture real-time sentiment from digital and technology professionals across AI, Data, Cloud, Analytics and Programmatic markets. They provide a snapshot of current expectations around the job market, growth areas, hiring success factors and candidate priorities. The results offer valuable context to the charts below, highlighting the key themes shaping both hiring and career decisions.

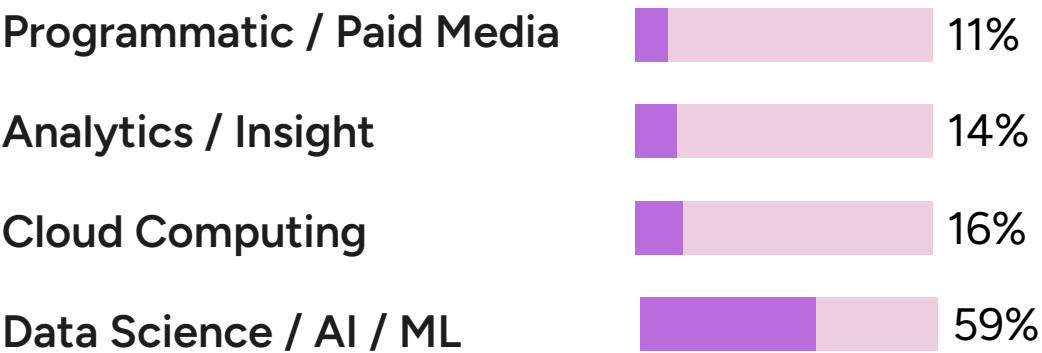
What are your thoughts on the job market for 2026?



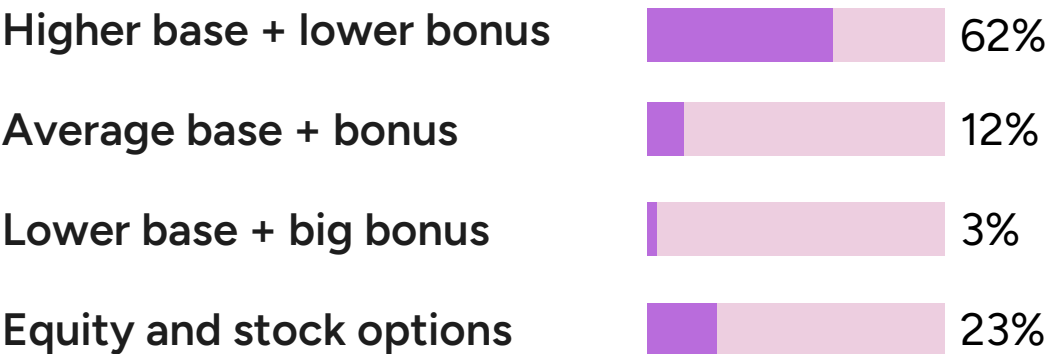
What matters most to you when applying for a role?



Which of the following markets do you think will experience the most growth in 2026?



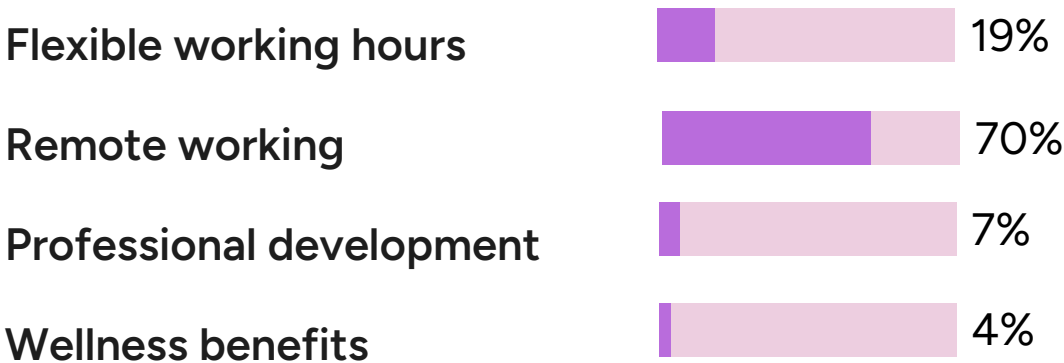
If you could choose, which type of compensation structure would you prefer?



Which factor has the biggest impact on long-term success when hiring technical talent?



What's the biggest perk an employer can provide?



Data science AI / ML

Data science / AI / ML - Austin

Average annual permanent salary - Austin, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	\$91,908	\$120,652	\$170,939	\$215,280
Machine Learning	\$85,398	\$126,645	\$163,582	\$208,824
AI	\$83,219	\$127,856	\$164,541	\$229,762
Deep Learning	\$89,315	\$126,895	\$162,175	\$209,070
Computer Vision	\$97,952	\$129,795	\$168,149	\$226,530
MLOps	\$87,068	\$130,656	\$163,239	\$217,459
Natural Language Processing	\$85,222	\$130,925	\$164,520	\$212,865

Data science / AI / ML - Dallas

Average annual permanent salary - Dallas, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	\$88,400	\$128,702	\$167,720	\$208,988
Machine Learning	\$84,240	\$131,164	\$169,346	\$207,240
AI	\$82,160	\$132,964	\$172,035	\$218,400
Deep Learning	\$85,998	\$130,336	\$160,160	\$213,569
Computer Vision	\$98,477	\$125,420	\$169,520	\$222,444
MLOps	\$83,529	\$127,254	\$160,966	\$212,342
Natural Language Processing	\$89,871	\$131,040	\$165,452	\$206,012

Data science / AI / ML - Houston

Average annual permanent salary - Houston, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	\$82,715	\$122,599	\$163,193	\$207,222
Machine Learning	\$80,144	\$123,840	\$161,197	\$202,821
AI	\$81,335	\$121,006	\$159,558	\$203,731
Deep Learning	\$87,860	\$124,167	\$160,137	\$205,615
Computer Vision	\$90,174	\$123,914	\$162,080	\$206,003
MLOps	\$84,991	\$121,720	\$159,893	\$204,602
Natural Language Processing	\$85,550	\$122,694	\$157,144	\$205,790

Data science / AI / ML - Plano

Average annual permanent salary - Plano, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	\$81,397	\$119,931	\$158,021	\$198,843
Machine Learning	\$78,406	\$118,134	\$159,304	\$196,966
AI	\$80,413	\$117,010	\$161,918	\$198,016
Deep Learning	\$86,610	\$123,060	\$158,262	\$200,938
Computer Vision	\$88,137	\$123,798	\$162,963	\$203,081
MLOps	\$84,154	\$120,926	\$157,040	\$204,605
Natural Language Processing	\$83,528	\$118,295	\$161,850	\$206,856

Data science / AI / ML - San Antonio

Average annual permanent salary - San Antonio, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Data Science	\$78,336	\$116,258	\$151,772	\$194,297
Machine Learning	\$77,616	\$112,889	\$148,887	\$187,370
AI	\$77,228	\$113,643	\$148,134	\$192,931
Deep Learning	\$84,181	\$114,814	\$153,633	\$194,660
Computer Vision	\$85,738	\$114,000	\$152,105	\$197,013
MLOps	\$83,392	\$114,610	\$154,043	\$196,751
Natural Language Processing	\$79,648	\$115,488	\$151,278	\$195,763

Market overview and talent insights

Data science / AI / ML

The data science and AI/ML market is expected to continue growing in 2026 as organisations operationalise GenAI and invest in modern analytics, machine learning and MLOps platforms. The data science platform market is forecast to reach approximately \$204B in 2026, while worldwide AI spending is projected to exceed \$2.0T, driven by AI software, infrastructure, and enterprise adoption across sectors including software, banking, retail and healthcare. “AI-ready data” is emerging as a key constraint, with 63% of organisations lacking adequate data management practices for AI, reinforcing the premium on specialist talent as demand continues to outstrip supply.

• 2,701,174	• 42%	• 497,960	• 17,679	• 1.3	• 63% / 37%
Professionals within the US talent pool on LinkedIn	Growth in professionals with AI & ML skills in the US	Professionals in the US changed jobs during the past year	Full-time open job posts in the US	Median length of service in the US	Male / female split in the US
• 156,458	• 47%	• 30,764	• 4,578	• 1.3	• 67% / 33%
Professionals within the Texas talent pool on LinkedIn	Growth in professionals with AI & ML skills in Texas	Professionals in Texas changed jobs during the past year	Full-time open job posts in Texas	Median length of service in Texas	Male / female split in Texas

Analytics

Analytics - Austin

Average annual permanent salary - Austin, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	\$82,455	\$124,126	\$145,775	\$190,982
Conversion Rate Optimisation	\$85,488	\$121,529	\$151,249	\$189,338
Insight	\$85,347	\$126,952	\$138,069	\$188,030
Product	\$95,307	\$136,957	\$159,684	\$201,239
Implementation	\$90,820	\$133,245	\$153,510	\$198,045

Analytics - Dallas

Average annual permanent salary - Dallas, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	\$77,777	\$122,974	\$142,206	\$189,593
Conversion Rate Optimisation	\$81,637	\$120,699	\$140,915	\$183,755
Insight	\$83,090	\$121,634	\$136,162	\$185,678
Product	\$85,898	\$129,523	\$148,086	\$193,369
Implementation	\$85,268	\$127,457	\$143,347	\$189,707

Analytics - Houston

Average annual permanent salary - Houston, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	\$76,565	\$122,086	\$140,352	\$184,206
Conversion Rate Optimisation	\$75,923	\$119,513	\$138,599	\$182,028
Insight	\$72,477	\$118,030	\$134,882	\$178,974
Product	\$84,214	\$127,693	\$144,932	\$189,520
Implementation	\$82,024	\$123,824	\$142,635	\$187,611

Analytics - Plano

Average annual permanent salary - Plano, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	\$72,370	\$121,198	\$138,406	\$182,438
Conversion Rate Optimisation	\$72,290	\$119,342	\$136,044	\$178,986
Insight	\$71,364	\$119,067	\$133,177	\$176,819
Product	\$82,322	\$125,205	\$142,892	\$187,285
Implementation	\$80,599	\$122,533	\$140,094	\$184,307

Analytics - San Antonio

Average annual permanent salary - San Antonio, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Web Analytics	\$69,327	\$117,710	\$134,616	\$178,194
Conversion Rate Optimisation	\$69,870	\$115,650	\$135,446	\$174,113
Insight	\$69,137	\$116,868	\$131,782	\$173,207
Product	\$80,717	\$123,669	\$142,469	\$183,032
Implementation	\$78,901	\$121,697	\$139,525	\$180,564

Market overview and talent insights

Analytics

Predictive and real-time analytics, GenAI-enabled BI, and IoT/edge data are accelerating Analytics investment in 2026. The global data analytics market is projected to grow from \$82.23B in 2025 to \$402.70B by 2032 (25.5% CAGR), with real-time and edge-driven use cases among the fastest-growing segments. Gartner expects 75% of new analytics content to be contextualized via GenAI by 2027, pushing augmented, self-service analytics to more business users. As a result, demand is rising for talent who can pair analytics engineering with business-facing storytelling, governance and responsible AI.

• 866,331	• 8%	• 153,209	• 1,893	• 1.8	• 56% / 44%
Professionals within the US talent pool on LinkedIn	Growth in professionals with Analytics skills in the US	Professionals in the US changed jobs during the past year	Full-time open job posts in the US	Median length of service in the US	Male / female split in the US
• 139,689	• 12%	• 20,915	• 2,401	• 1.9	• 57% / 43%
Professionals within the Texas talent pool on LinkedIn	Growth in professionals with Analytics skills in Texas	Professionals in Texas changed jobs during the past year	Full-time open job posts in Texas	Median length of service in Texas	Male / female split in Texas

Cloud computing

Cloud computing - Austin

Average annual permanent salary - Austin, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	\$88,232	\$138,674	\$174,908	\$211,666
Data Architecture	\$89,703	\$134,788	\$168,194	\$202,710
Data Engineering	\$87,499	\$129,757	\$162,644	\$198,290
Cloud Training	\$81,508	\$132,108	\$159,635	\$191,683
DevOps	\$89,256	\$130,413	\$161,557	\$199,834
Site Reliability Engineering	\$91,291	\$128,815	\$162,589	\$200,965

Cloud computing - Dallas

Average annual permanent salary - Dallas, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	\$87,550	\$134,771	\$171,123	\$211,024
Data Architecture	\$89,394	\$133,263	\$166,107	\$200,041
Data Engineering	\$85,985	\$126,880	\$161,473	\$196,278
Cloud Training	\$81,018	\$128,940	\$156,648	\$190,555
DevOps	\$88,162	\$128,752	\$159,374	\$196,506
Site Reliability Engineering	\$90,241	\$127,901	\$159,860	\$196,845

Cloud computing - Houston

Average annual permanent salary - Houston, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	\$87,056	\$132,366	\$170,882	\$206,475
Data Architecture	\$87,613	\$130,389	\$164,827	\$199,677
Data Engineering	\$85,130	\$125,184	\$160,211	\$194,360
Cloud Training	\$77,379	\$123,147	\$154,479	\$185,421
DevOps	\$87,183	\$128,108	\$157,531	\$194,095
Site Reliability Engineering	\$90,017	\$124,758	\$158,303	\$192,095

Cloud computing - Plano

Average annual permanent salary - Plano, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	\$85,214	\$129,403	\$165,085	\$205,851
Data Architecture	\$86,911	\$128,193	\$163,204	\$197,981
Data Engineering	\$84,100	\$124,300	\$159,421	\$193,077
Cloud Training	\$74,459	\$118,862	\$150,048	\$185,143
DevOps	\$85,309	\$127,702	\$157,013	\$193,089
Site Reliability Engineering	\$87,953	\$123,435	\$156,457	\$190,276

Cloud computing - San Antonio

Average annual permanent salary - San Antonio, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Cloud Infrastructure	\$83,155	\$124,234	\$159,660	\$200,769
Data Architecture	\$85,686	\$126,976	\$157,743	\$196,078
Data Engineering	\$82,040	\$123,013	\$153,683	\$191,915
Cloud Training	\$70,095	\$112,147	\$144,277	\$183,278
DevOps	\$83,643	\$124,882	\$154,852	\$191,029
Site Reliability Engineering	\$87,020	\$121,774	\$154,509	\$188,298

Market overview and talent insights

Cloud computing

The Cloud market stays in high-growth mode in 2026 as enterprises scale AI workloads and modernize core applications. IDC expects public cloud services spending to double by 2028 (19.4% CAGR), underscoring continued momentum into 2026. Gartner projects end-user public cloud services spending in Europe to grow 24% in 2026 and that public cloud will exceed 45% of enterprise IT spending by 2026. Hybrid remains the default, with 90% of organizations are expected to run hybrid cloud by 2027, driving demand for secure, governable IaaS/PaaS and integrated AI platforms.

• **3,343,822**

Professionals within the US talent pool on LinkedIn

• **13%**

Growth in professionals with Cloud skills in the US

• **406,675**

Professionals in the US changed jobs during the past year

• **17,650**

Full-time open job posts in the US

• **2.0**

Median length of service in the US

• **75% / 25%**

Male / female split in the US

• **247,306**

Professionals within Texas talent pool on LinkedIn

• **16%**

Growth in professionals with Cloud skills in Texas

• **28,834**

Professionals in Texas changed jobs during the past year

• **9,290**

Full-time open job posts in Texas

• **2.1**

Median length of service in Texas

• **77% / 23%**

Male / female split in Texas

Programmatic

Programmatic - Austin

Average annual permanent salary - Austin, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	\$69,955	\$99,567	\$144,594	\$184,196
Trading	\$70,668	\$113,982	\$143,031	\$183,192
Media Buying	\$63,979	\$105,962	\$138,259	\$174,396
Sales / Business Development	\$66,463	\$107,296	\$139,063	\$178,837
Ad Ops	\$61,626	\$97,705	\$133,011	\$170,688

Programmatic - Dallas

Average annual permanent salary - Dallas, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	\$67,391	\$97,635	\$138,207	\$174,251
Trading	\$66,609	\$96,361	\$142,107	\$177,259
Media Buying	\$61,805	\$91,862	\$133,549	\$172,845
Sales / Business Development	\$64,294	\$97,250	\$135,085	\$173,516
Ad Ops	\$61,298	\$93,273	\$137,230	\$168,840

Programmatic - Houston

Average annual permanent salary - Houston, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	\$64,281	\$96,163	\$132,783	\$169,756
Trading	\$65,760	\$94,065	\$138,218	\$173,815
Media Buying	\$61,676	\$90,649	\$132,334	\$171,479
Sales / Business Development	\$63,243	\$91,950	\$131,477	\$167,708
Ad Ops	\$60,898	\$90,933	\$125,938	\$164,093

Programmatic - Plano

Average annual permanent salary - Plano, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	\$64,082	\$95,767	\$128,078	\$163,464
Trading	\$64,337	\$91,010	\$132,619	\$169,637
Media Buying	\$60,610	\$86,631	\$127,632	\$166,352
Sales / Business Development	\$64,240	\$87,052	\$127,285	\$163,983
Ad Ops	\$58,293	\$89,208	\$124,409	\$160,920

Programmatic - San Antonio

Average annual permanent salary - San Antonio, United States

Market	Entry Level	Mid Level	Manager / Lead / Principal	VP / Head of / Director
Account Management	\$62,042	\$92,333	\$121,525	\$158,820
Trading	\$59,241	\$86,733	\$127,337	\$163,554
Media Buying	\$56,433	\$81,954	\$122,798	\$159,630
Sales / Business Development	\$61,415	\$85,883	\$123,652	\$157,524
Ad Ops	\$56,808	\$85,394	\$120,990	\$156,500

Market overview and talent insights

Programmatic

Programmatic advertising remains the engine of digital display growth in 2026, with US programmatic display spending projected to surpass \$200B. Globally, programmatic is expected to deliver nearly all net-new display growth, accounting for ~96% of new display ad dollars in 2026. AI-driven bidding, audience modeling and creative automation continue to improve performance, while budgets consolidate into more data-rich, curated environments (including retail media and private marketplaces). Connected TV keeps gaining share, with ~\$37.7B in US CTV ad spend projected for 2026 on the way to \$46.9B by 2028.

• 1,361,029	• 35%	• 232,676	• 879	• 1.9	• 53% / 47%
Professionals within the US talent pool on LinkedIn	Growth in professionals with Programmatic skills in the US	Professionals in the US changed jobs during the past year	Full-time open job posts in the US	Median length of service in the US	Male / female split in the US
• 110,834	• 12%	• 17,581	• 876	• 1.8	• 51% / 49%
Professionals within the Texas talent pool on LinkedIn	Growth in professionals with Programmatic skills in Texas	Professionals in Texas changed jobs during the past year	Full-time open job posts in Texas	Median length of service in Texas	Male / female split in Texas

Digital Republic Talent

Get in touch today

We hope you've found our 2026 Texas 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 average hourly and daily rates, please check our 2026 Texas Contract Rate Guide.

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 2026 Texas Salary Guide, please contact us at info@digitalrepublictalent.com.

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