</> CodersLink —

Tech Salaries Report

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CHAPTER 1

About CodersLink

Your trusted partner in bridging the gap between global companies and top tech talent in Mexico.

At CodersLink, our mission is to empower companies like Pinterest, Zapier, and Particle by helping them build strong and innovative tech teams efficiently to drive their technological progress. **We make collaboration seamless and efficient with synced US-aligned time zones.**

And because we understand the value of your time, our technical screening process is designed to streamline the hiring journey, reducing the hours spent sifting through profiles and conducting interviews.

Lastly, our scalable talent solutions and deep market insights ensure that as your technology roadmap evolves, your team does too, enabling you to focus on what you do best - innovating and growing your business.

Welcome to CodersLink.
Where your tech team's future begins.

30,000 +
Skilled Tech Professionals

We're more than just an IT recruitment solutions company

We pride ourselves in our:

Rigorous Candidate Vetting:
Our process includes thorough technical screening and background checks.

Customized Talent Solutions:
We align our talent solutions with your business needs for the best market fit.

Scalable Solutions:
Our services offer scalable and cost-efficient staffing solutions to support your company's growth.

Our approach is multifaceted, ensuring that each partnership is tailored to specific needs:

Recruitment
We enhance your recruitment capabilities with experienced LATAM-dedicated recruiters.

Nearshoring
Our BOT (Build-Operate-Transfer) model is designed to recruit, manage, and scale your tech teams efficiently.

Staffing
By leveraging our extensive tech community, we build specialized teams that seamlessly integrate with your operations.

Employment of Record
We manage your LATAM team, providing them with the best benefits and ensuring a seamless integration into your global operations.

Mexico has a **thriving tech talent pool** of over **700,000 professionals** concentrated in hubs like Mexico City, Guadalajara, and Monterrey.

CHAPTER 2

Bottom Line Up Front: Mexico's tech sector is thriving!

Key insights for C-level executives and decision-makers:

✅ Competitive Landscape:

- **Data Specialties Commanded Premium Salaries:** Data expertise is increasingly valuable, with data-related roles offering top compensation.

- **Emerging Tech Pays More:** Stay ahead of the curve – roles involving emerging technologies come with higher median salaries.

- **Big Companies, Big Salaries:** Tech giants attract top talent with competitive offers, boasting the highest median and maximum salaries.

- **Smaller Firms Need Perks:** Smaller companies have a narrower salary range, but can compete through strong company culture, growth opportunities, and benefits.

- **Location Matters:** Salaries are lower outside major tech hubs due to a less competitive environment.

✅ Language Skills Drive Compensation:

- **English Proficiency Earns More:** Tech professionals with strong English skills (especially for leadership or client-facing roles) can expect higher salaries.

- **Individual Exceptions:** Someone professionals with a lower level of English proficiency could still have a high salary due to other skills or experience.

✅ Remote Work is King:

- **Remote Work Pays More:** Tech professionals in Mexico with remote work arrangements earn the highest salaries on average and at the 75th percentile.

Tech Skills in Demand:

- **High Demand, High Pay:** Languages like JavaScript and Python are in high demand, translating to competitive salaries.

- **Niche Expertise Pays Well:** Less common languages like Go and Rust offer even higher average salaries.

Educational Background:

- **Bachelor's Degrees Rule:** The majority (59.6%) hold Bachelor's degrees, forming the core of the workforce.

- **Engineering Expertise is Strong:** A significant portion (32.4%) possess Engineering degrees, indicating strong technical skills.

- **Advanced Degrees on the Rise:** A growing segment (6.7%) holds Master's degrees, suggesting a commitment to continuous learning.

Bridging the Language Gap:

- **Challenge:** Limited English Proficiency: Nearly half (42.6%) lack English proficiency, hindering global opportunities and communication.

- **Opportunity:** Invest in Training: Bridge the gap by investing in English language training to unlock access to this affordable workforce.

Employment Trends:

- **Robust Job Market:** A large portion (76.9%) of the workforce is full-time employed.

- **Freelancing on the Rise:** A significant segment (7.6%) works freelance, suggesting a growing preference for flexible work arrangements.

- **Developer Focus:** 47.5% identify as developers, highlighting the expanding tech talent pool.

- **Certification Matters:** The tech industry emphasizes certifications, with nearly half the workforce possessing at least one.

Key Takeaway?
Significant Cost Savings

Mexico offers significant cost savings in tech talent acquisition compared to the US, with an **average difference exceeding 65%** across various roles.

This presents a compelling opportunity for companies considering nearshore or offshore development strategies.

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UNITED STATES

- **Talent Pool Size**
  5,600,000+
- **Annual Tech Graduates**
  111,269
- **Top Tech Roles Specialties**
  Software Engineering, Data Science, AI and Machine Learning, Cybersecurity, Cloud Computing.

Vancouver
Seattle
Silicon Valley
Edmonton
Calgary
Montreal
Toronto
New York
Boston
Austin
Monterrey
Guadalajara
Mexico City

CANADA

- **Talent Pool Size**
  1,370,000+
- **Annual Tech Graduates**
  10,830
- **Top Tech Roles Specialties**
  Software Engineering, Data Science, AI and Machine Learning, Cybersecurity, Cloud Computing, Network.

COSTA RICA

- **Talent Pool Size**
  45,000+
- **Annual Tech Graduates**
  2,040
- **Top Tech Roles Specialties**
  Software Development and IT Outsourcing.

San José

MEXICO

- **Talent Pool Size**
  700,000+
- **Annual Tech Graduates**
  130,000
- **Top Tech Roles Specialties**
  Software Development, Cloud Computing, IT Services and Electronics Manufacturing.

BRAZIL

- **Talent Pool Size**
  750,000+
- **Annual Tech Graduates**
  54,595
- **Top Tech Roles Specialties**
  Software Development, Data Analytics and Fintech.

Bogotá
Cali
Medellín

COLOMBIA

- **Talent Pool Size**
  150,000+
- **Annual Tech Graduates**
  2,959
- **Top Tech Roles Specialties**
  Software Development, Mobile App Development and IT Services.

CHAPTER 3

Tech Talent Market in LATAM Compared to the North America

The tech talent market in Latin America is expanding and becoming a **key player in the global IT industry.**

Belo Horizonte
São Paulo
Río de Janeiro

ARGENTINA

- **Talent Pool Size**
  115,000+
- **Annual Tech Graduates**
  20,000
- **Top Tech Roles Specialties**
  Software Development, IT Services and E-Commerce.

CHILE

- **Talent Pool Size**
  61,000+
- **Annual Tech Graduates**
  4,834
- **Top Tech Roles Specialties**
  Software Development, IT Services and Fintech.

Santiago
Buenos Aires

📍 = Key Tech Hubs

Mexico as Premier Tech Nearshoring Hub

Mexico offers **diverse nearshoring opportunities for technology development**, with each region in the table below providing unique advantages like strong educational institutions and vibrant tech ecosystems.

Region	Key Industries	Major International Companies	Tech Talent Pool	Educational Institutions	Nearshoring Activity & Investment
Mexico City	• Fintech • E-commerce • Software Development	Amazon, Facebook, Microsoft, Google, SAP	225,000+ developers; Focus on software engineering, AI, biotech.	- Universidad Nacional Autónoma de México (UNAM) -Instituto Politecnico Nacional (IPN) -Tecnológico de Monterrey	Home to 184 software development companies; a strong ecosystem of incubators, accelerators, and venture capital firms.
Guadalajara	• Software Development • AI (Artificial Intelligence) • Biotechnology	Oracle, Intel, HP, IBM	150,000+ developers; 94 software development firms.	-Universidad Autonoma de Guadalajara (UAG) -Universidad de Guadalajara (UDG) -Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO) -Tecnológico de Monterrey *Strong university support*	Recognized as Mexico's Silicon Valley; significant investment in tech infrastructure.
Monterrey	• Fintech • Edtech • Healthtech	Amazon, Facebook, Microsoft	130,000+ developers; 54 software development companies; Emerging startup ecosystem.	Tecnológico de Monterrey *Various coding academies*	Thriving tech ecosystem with a focus on manufacturing and innovation.
Tijuana	• Hardware • Manufacturing	Foxconn, Honeywell, Samsung	110,000+ developers; Growing number of software development companies.	CETYS Universidad *Strong technical education presence*	Strategic location for hardware startups: Makerspaces, incubators, and accelerators.
Puebla	• Software Development • E-commerce • Fintech	Smaller tech companies and startups.	85,000+ developers; Strong talent pool from nearby universities.	-Universidad de las Américas Puebla (UDLAP) -Benemérita Universidad Autónoma de Puebla (BUAP)	Growing ecosystem of incubators and accelerators; focus on tech startups.

Why is Mexico Preferred as Nearshore Region?

Mexico stands out in LATAM for several reasons:

✔ **Proximity to the United States:**

Mexico is a prime nearshore destination for American companies outsourcing IT services due to its geographic and time zone alignment with the U.S.

✔ **Predominant Tech Skills:**

The presence of tech giants and a large talent pool in Monterrey and Guadalajara led to a high demand for skills in software development, artificial intelligence, fintech, e-commerce, and cloud computing.

✔ **Leading Industry:**

The **manufacturing industry** dominates, particularly in automobile, electronics, and petroleum products. The services sector also plays a crucial role, contributing to 59.16% of Mexico's GDP, highlighting the country's diversified economic base.

✔ **Growing Tech Hubs:**

Cities such as Mexico City, Guadalajara, and Monterrey are becoming tech hubs, meeting global IT demands and attracting international companies.

✔ **Large and Diverse Talent Pool:**

With over 700,000 tech professionals and a significant number of tech graduates, there is a diverse talent pool skilled in various tech domains.

✔ **Government and Educational Support:**

Mexico has seen significant government and educational initiatives aimed at boosting the IT sector.

✔ **Ease of Doing Business Index:**

According to the latest World Bank rankings, **Mexico ranks 60th** out of 190 economies in the **Ease of Doing Business Index.**

Monterrey

Guadalajara

Mexico City

Average IT Salary

The tech sector in Mexico continues to demonstrate the **high demand and value placed on tech talent,** spanning a variety of roles from technical expertise to strategic leadership.

A detailed analysis, considering the recent salary data and exchange rate trends, provides a nuanced view of the compensation landscape across different levels of expertise and responsibility.

Tech Salaries Report Summary in USD

- **2020: $3,800 USD**
  (Approximately MXN 75,544 using the exchange rate of 19.88 MXN/USD).

- **2021: $3,165 USD**
  (Approximately MXN 64,882.5 using the exchange rate of 20.5 MXN/USD).

- **2022: $3,828 USD**
  (Approximately MXN 74,557.44 using the exchange rate of 19.48 MXN/USD).

- **2023: $4,286 USD**
  (Approximately MXN 79,291 using the exchange rate of 18.5 MXN/USD).

- **2024: $3,475 USD**
  (Approximately MXN 59,075 using the exchange rate of 17.00 MXN/USD).

Salary Trajectory for IT Professionals
(2020-2024)

- We see an upward trend in the average salaries for IT professionals in Mexico from 2020 to 2023, followed by a decrease in 2024.

- This increase through 2023 was caused by a growing demand for IT professionals and a recognition of the value they bring to the industry.

- The decline in average salary in 2024 may signal market adjustments, saturation, or changing demand for specific IT skills.

USD/MXN Exchange Rate
(2020-2024)

● The exchange rate experienced fluctuations over the period, with a noticeable depreciation of the MXN against the USD until 2023, followed by a slight appreciation in 2024.

● The depreciation of the USD through 2023 increases the cost for US companies to cover salaries in pesos, making salaries in Mexico more expensive when converted from USD to MXN.

How does the exchange rate affect salaries?

• Fluctuating exchange rates can affect IT professionals' purchasing power in Mexico when converting salaries to MXN.

• In 2024, despite a slight drop in average USD salaries, the increase in MXN value could help offset the impact when converted to local currency.

USD/MXN Exchange Rate (2020-2024)

Exchange Rate (MXN per USD)

1 USD = 19.88 MXN

1 USD = 20.5 MXN

1 USD = 19.48 MXN

1 USD = 17.13 MXN

1 USD = 17.00 MXN
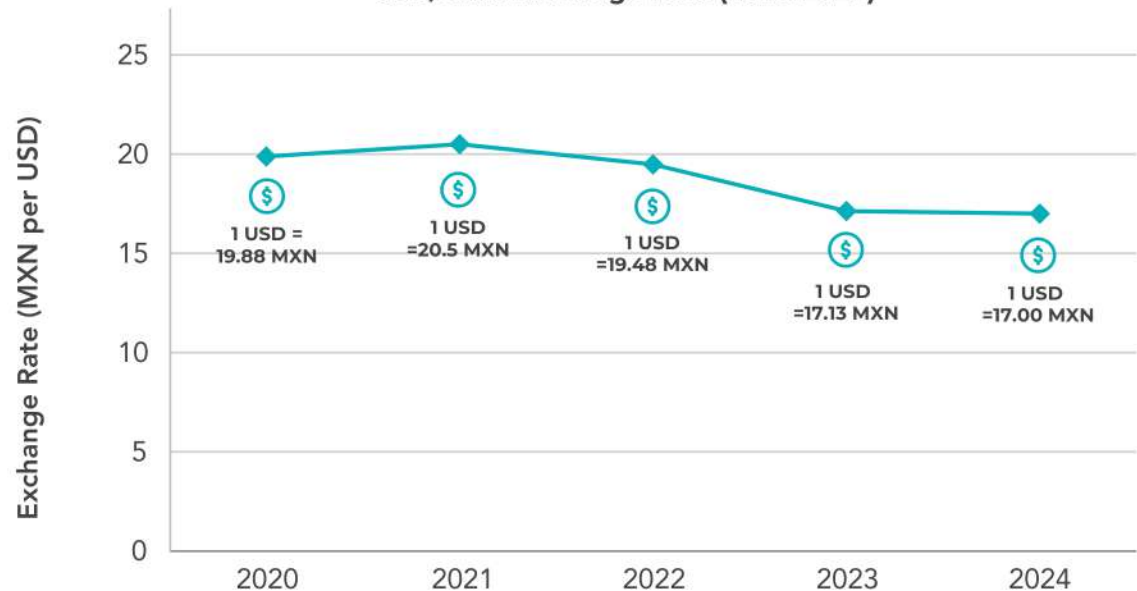
2023 the exchange rate opened at 18.5 MXN but by the end of 2023 the exchange rate dropped bellow 17 MXN.

Stronger Peso + Hot Talent Market

= Happy Workers and Companies

The recent decrease in average salary for 2024, when viewed in the context of USD, alongside the slight appreciation of the MXN, indicates a complex interplay between economic factors and the tech salary ecosystem.

This nuanced scenario suggests that while nominal salaries in USD might show variations, **the real purchasing power and the attractiveness of the tech sector in Mexico remain strong,** driven by both local and international demand for tech talent.
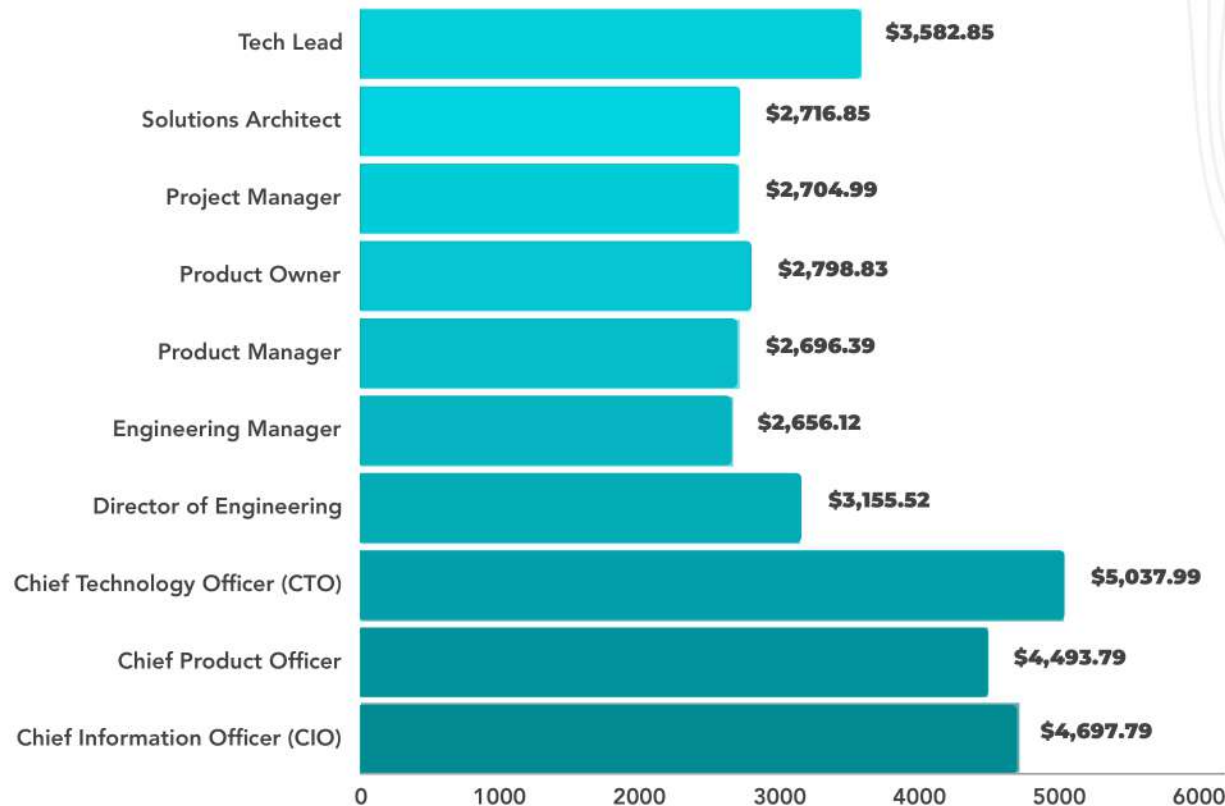
This comprehensive review underscores the dynamic nature of the tech salary landscape in Mexico, influenced by global economic trends, exchange rate fluctuations, and the evolving demand for technology professionals. The sector continues to offer competitive compensation, reflecting the high value placed on technology expertise and leadership within the global technology ecosystem.

CHAPTER 5

Tech Salaries in Mexico Outlook

Salary Correlation with Management & Individual Contributor Levels

Role	Salary
Tech Lead	$3,582.85
Solutions Architect	$2,716.85
Project Manager	$2,704.99
Product Owner	$2,798.83
Product Manager	$2,696.39
Engineering Manager	$2,656.12
Director of Engineering	$3,155.52
Chief Technology Officer (CTO)	$5,037.99
Chief Product Officer	$4,493.79
Chief Information Officer (CIO)	$4,697.79

Management Salaries Key Findings

- **Variability in Management Roles:**

  Tech industry management salaries vary, with the Chief Technology Officer (CTO) role having the highest average salary, highlighting the importance of strategic technological leadership.

- **Comparatively High Salaries for Top Executive Roles:**

  Executive roles like CTO, CIO, and Chief Product Officer have higher average salaries than management positions such as Project Manager and Product Manager, highlighting the significance of strategic leadership in technology industries.

- **Technical Leadership Valued:**

  Tech Leads, combining technical expertise and leadership, command higher salaries than some management roles, highlighting the importance of technical leadership in project success and innovation

Significant Range in Salaries:

The box plot analysis highlights a wide range of salaries within individual job roles, suggesting that factors such as company size, industry, experience, and specific skills can significantly impact compensation.

This variability emphasizes the importance of negotiating salaries based on one's unique qualifications and the specific context of the job.

Salary in USD
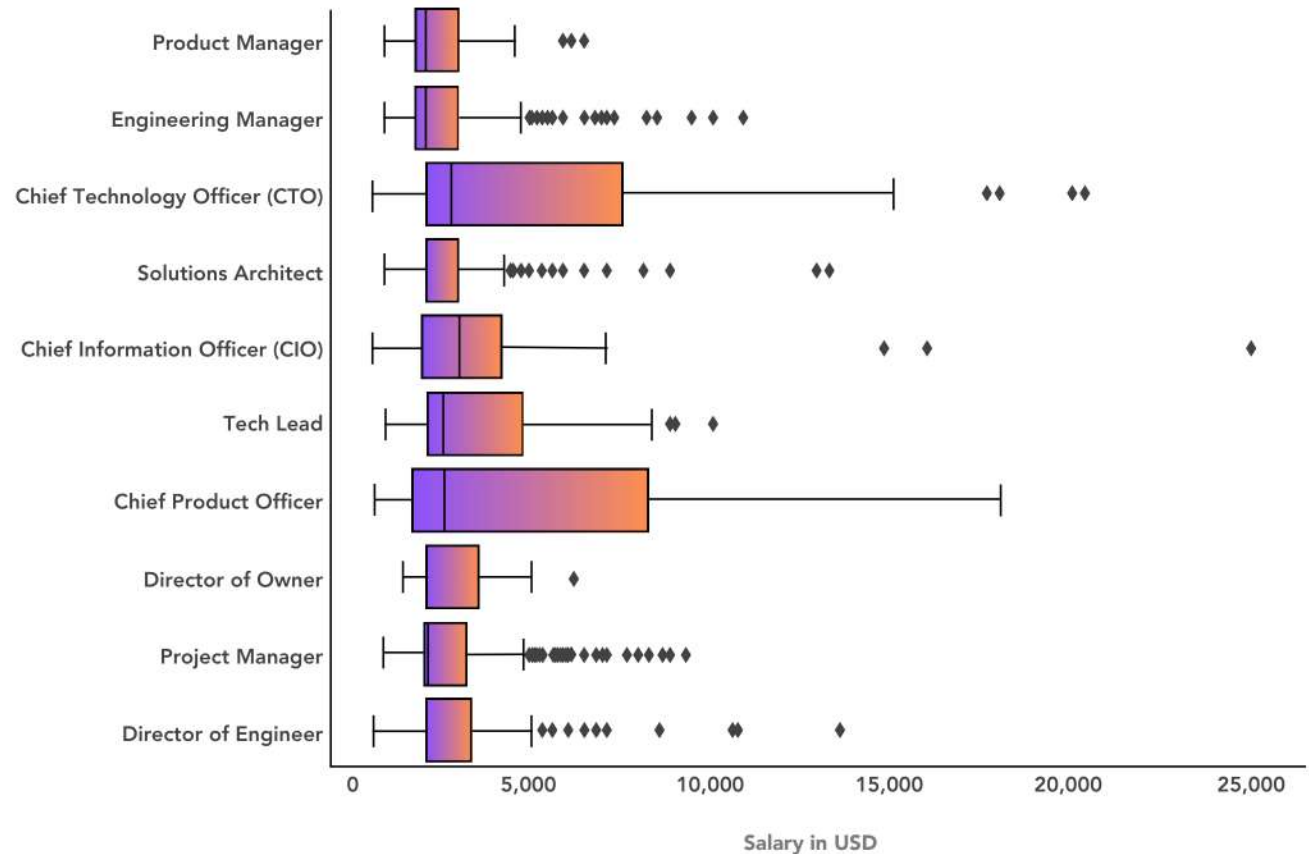
Understanding the Box Plot

- The horizontal line within each box represents the **median salary**.
- The **"whiskers"** extending from the boxes indicate the range of the data, excluding outliers.
- **Outliers** are values that are significantly higher or lower than the majority.
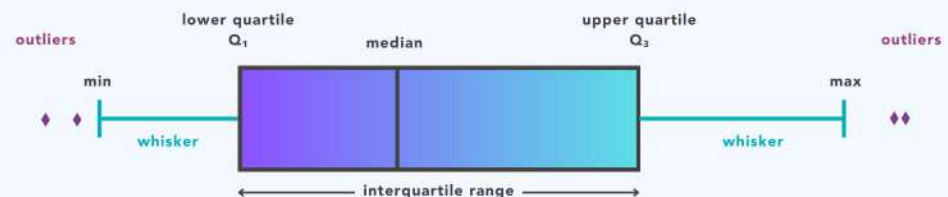
Key Findings

1. Wide Range of Salaries:

The analysis indicates diverse average salaries for various technical positions, mirroring variations in skill demand, expertise, and role significance within tech projects or organizations.

2. Blockchain Engineer as the Highest Paid Role:

The Blockchain Engineer role has the highest average salary, indicating high demand for blockchain skills in diverse industries.

3. Network Administrator at the Lower End:

The Network Administrator role has the lowest average salary, suggesting a mature and potentially saturated market compared to newer tech specializations.

4. Emerging Technologies Well Compensated:

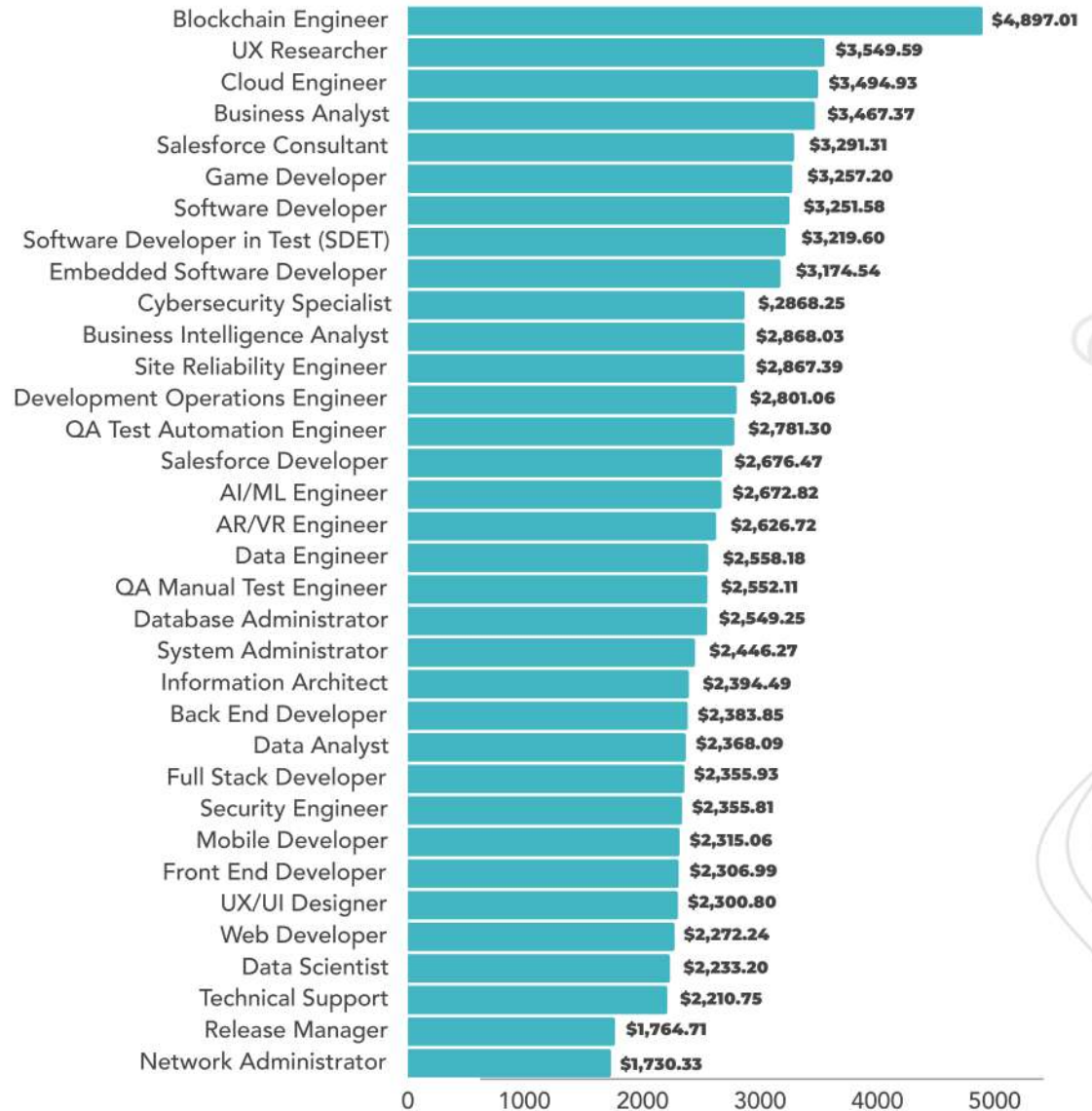Jobs like AI/ML Engineer, Cloud Engineer, and Cybersecurity Specialist offer higher salaries due to increased demand in areas like digital transformation, data security, and AI utilization for competitive edge.

5. Significance of Data Roles:

Data Scientist, Data Engineer, and Business Intelligence Analyst roles have high average salaries, highlighting the importance of data skills for business insights and operational efficiency.

Average Salary by Job Role in USD

Job Role	Average Salary (USD)
Blockchain Engineer	$4,897.01
UX Researcher	$3,549.59
Cloud Engineer	$3,494.93
Business Analyst	$3,467.37
Salesforce Consultant	$3,291.31
Game Developer	$3,257.20
Software Developer	$3,251.58
Software Developer in Test (SDET)	$3,219.60
Embedded Software Developer	$3,174.54
Cybersecurity Specialist	$,2868.25
Business Intelligence Analyst	$2,868.03
Site Reliability Engineer	$2,867.39
Development Operations Engineer	$2,801.06
QA Test Automation Engineer	$2,781.30
Salesforce Developer	$2,676.47
AI/ML Engineer	$2,672.82
AR/VR Engineer	$2,626.72
Data Engineer	$2,558.18
QA Manual Test Engineer	$2,552.11
Database Administrator	$2,549.25
System Administrator	$2,446.27
Information Architect	$2,394.49
Back End Developer	$2,383.85
Data Analyst	$2,368.09
Full Stack Developer	$2,355.93
Security Engineer	$2,355.81
Mobile Developer	$2,315.06
Front End Developer	$2,306.99
UX/UI Designer	$2,300.80
Web Developer	$2,272.24
Data Scientist	$2,233.20
Technical Support	$2,210.75
Release Manager	$1,764.71
Network Administrator	$1,730.33

The average salary in this analysis includes professionals in all levels of experience, english proficiency, education and hierarchy.

We've also compiled a table that outlines salary distributions. The table presents key salary metrics, including the minimum, 25th percentile, median, 75th percentile, and maximum salaries for each role. Our goal is to provide HR managers and recruiters with valuable insights on compensation trends for informed recruitment decisions.

Job Role	Min	25th Percentile (USD)	Median	75th Percentile (USD)	Max
Blockchain Engineer	$882.35	$1,926.47	$4,485.24	$7,950.00	$10,000.00
UX Researcher	$3,549.59	$3,549.59	$3,549.59	$3,549.59	$3,549.59
Software Developer	$1,058.82	$1,764.71	$3,123.53	$4,705.88	$5,529.41
Chief Information Officer (CIO)	$588.24	$1,951.47	$3,029.41	$4,117.65	$45,000.00
Chief Technology Officer (CTO)	$588.24	$2,058.82	$2,733.88	$7,500.00	$20,369.41
Salesforce Developer	$1,764.71	$1,911.76	$2,647.06	$3,073.53	$4,117.65
Tech Lead	$981.41	$2,058.82	$2,558.82	$4,735.29	$10,000.00
Chief Product Officer	$588.24	$1,705.88	$2,536.82	$8,235.29	$18,000.00
Cloud Engineer	$882.35	$2,058.82	$2,352.94	$4,705.88	$11,764.71
Engineering Manager	$838.24	$1,744.12	$2,058.82	$2,941.18	$10,883.00
Technical Support	$838.24	$1,588.24	$2,058.82	$2,058.82	$10,882.35
Solutions Architect	$882.35	$2,058.82	$2,058.82	$2,941.18	$13,235.29
Back End Developer	$882.35	$2,029.41	$2,058.82	$2,058.82	$11,176.47
Business Intelligence Analyst	$882.35	$2,029.41	$2,058.82	$3,373.53	$14,705.88
Database Administrator	$882.35	$2,058.82	$2,058.82	$2,352.94	$9,411.76

Job Role	Min	25th Percentile (USD)	Median	75th Percentile (USD)	Max
Data Engineer	$873.53	$1,963.24	$2,058.82	$2,647.06	$10,588.24
Software Developer in Test (SDET)	$1,058.82	$1,735.29	$2,058.82	$4,300.44	$14,705.88
UX/UI Designer	$882.35	$1,764.71	$2,058.82	$2,058.82	$8,823.53
Data Analyst	$882.35	$1,739.56	$2,058.82	$2,238.47	$10,000.00
Product Manager	$882.35	$1,764.71	$2,058.82	$2,941.18	$6,470.59
System Administrator	$882.35	$1,785.88	$2,058.82	$2,470.59	$8,823.53
Full Stack Developer	$830.59	$1,764.71	$2,058.82	$2,235.29	$13,529.41
Web Developer	$838.24	$1,764.71	$2,058.82	$2,058.82	$7,941.18
Director of Engineering	$588.24	$2,058.82	$2,058.82	$3,323.53	$13,529.41
Business Analyst	$900.00	$1,764.71	$2,058.82	$4,191.18	$11,764.71
Embedded Software Developer	$1,058.82	$2,058.82	$2,058.82	$3,088.24	$10,000.00
Development Operations Engineer	$820.59	$2,058.82	$2,058.82	$3,117.65	$9,411.76
QA Manual Test Engineer	$882.35	$1,941.18	$2,058.82	$2,941.18	$7,031.18
Data Scientist	$882.35	$1,764.71	$2,058.82	$2,058.82	$8,000.00
Cybersecurity Specialist	$1,104.12	$1,882.35	$2,058.82	$2,941.18	$7,647.06
Site Reliability Engineer	$1,529.41	$2,058.82	$2,058.82	$3,235.29	$8,333.35
Product Owner	$1,411.76	$2,058.82	$2,058.82	$3,529.41	$6,176.47

Job Role	Min	25th Percentile (USD)	Median	75th Percentile (USD)	Max
Project Manager	$882.35	$2,018.38	$2,058.82	$3,117.65	$9,200.00
AR/VR Engineer	$882.35	$2,058.82	$2,058.82	$2,617.65	$8,823.53
AI/ML Engineer	$882.35	$2,058.82	$2,058.82	$3,000.00	$7,058.82
Mobile Developer	$882.35	$2,058.82	$2,058.82	$2,058.82	$8,823.53
QA Test Automation Engineer	$838.24	$2,058.82	$2,058.82	$3,041.28	$7,647.06
Front End Developer	$838.24	$1,882.35	$2,058.82	$2,058.82	$13,235.29
Salesforce Consultant	$1,357.94	$2,007.35	$2,058.82	$3,161.47	$9,411.76
Security Engineer	$1,020.94	$2,044.12	$2,058.82	$2,058.82	$7,941.18
Game Developer	$1,411.76	$2,058.82	$2,058.82	$3,000.00	$9,100.00
Software Developer In Test (Sdet)	$1,058.82	$1,735.29	$2,058.82	$4,300.44	$14,705.88
Information Architect	$1,104.12	$1,485.29	$1,823.53	$2,500.00	$5,882.35
Release Manager	$1,764.71	$1,764.71	$1,764.71	$1,764.71	$1,764.71
IT Consultant	$981.41	$1,375.00	$1,647.06	$1,852.94	$2,235.29
Network Administrator	$882.35	$1,308.82	$1,529.41	$1,882.35	$4,235.29

▷ **Premium on Emerging Technologies:** Emerging technology roles like Blockchain Engineer and AI/ML Engineer have high median salaries due to the demand and scarcity of experienced professionals in these fields.

▷ **Compensation Reflects Seniority and Expertise:** The data shows a clear progression in compensation correlating with job complexity and responsibility. Senior and specialized roles tend to offer higher pay, highlighting the value of experience and expertise in the tech industry.

Salary Correlation with Company Size

The data from monthly gross salaries across different company sizes in the tech industry, offers several key insights for 2024:

Company Size	Min	25th Percentile (USD)	Median	75th Percentile (USD)	Max
1 - 10	$588.24	$1,357.00	$2,058.82	$3,235.29	$9,117.65
10 - 50	$838.24	$1,470.59	$1,764.71	$2,647.06	$14,705.88
50 - 250	$588.24	$1,463.65	$1,852.94	$2,705.88	$18,000.00
250 - 500	$718.88	$1,588.24	$2,911.76	$7,058.82	$45,000.00
500 or more	$588.24	$1,764.71	$2,705.88	$5,195.15	$25,000.00

Implications:

- **Competitive Salary Offers:** To attract and retain top talent, especially in a competitive tech industry, employers need to be aware of the salary expectations set by other companies of similar sizes.

- **Strategic Hiring:** For smaller companies, the data underscores the importance of strategic hiring practices. With less variability in salary offerings, smaller companies need to emphasize other aspects of their value proposition to attract talent, such as company culture, growth opportunities, and benefits.

- **Salary Structure Transparency:** With the increasing demand for transparency in compensation, employers should consider how their salary structures compare with industry benchmarks and whether adjustments are needed to ensure fairness and competitiveness.

Salary Ranges Differ Significantly by Company Size

The salary ranges vary widely across different company sizes, reflecting the diversity in compensation practices. Notably, larger companies (250 - 500 and 500 or more employees) offer much higher maximum salaries, indicating a capacity to compensate top talent more generously.

Outliers Indicate Exceptional Compensation:

The presence of outliers, particularly in the larger company categories (250 - 500 and 500 or more employees), with maximum salaries reaching up to 45,000 USD and 25,000 USD, respectively, suggests that certain roles or individuals within these companies receive exceptionally high compensation. These outliers might be due to highly specialized roles, executive positions, or in-demand skills.

Salary Correlation with Seniority

These salary trends present a valuable opportunity for accessing a cost-effective, yet skilled labor market, enhancing strategic decision-making for talent acquisition and management.

This strategic approach not only allows for cost-effective recruitment but also enables businesses to make informed decisions when it comes to building and maintaining a competitive workforce. Ultimately, staying attuned to salary trends can be a game-changer in optimizing recruitment strategies and fostering a thriving organizational culture.

Years of Experience	25th Percentile (USD)	Average (USD)	75th Percentile (USD)
0-1	$2,059	$2,250	$2,059
2-3	$1,735	$2,363	$2,059
4-6	$2,059	$2,413	$2,059
6-9	$1,765	$2,790	$3,235
10+	$2,029	$3,032	$3,529

Salary Correlation with English Level

This table shows a positive correlation between English proficiency and salary.

This means that, in general, people with higher English proficiency tend to earn more.

However, it's important to consider a few things:

- **Correlation doesn't equal causation.** Just because there's a correlation, it doesn't mean that English proficiency directly causes higher salaries. There could be other factors at play, such as: Education level, Industry, and Location
- **There will be exceptions.** Someone with lower English proficiency could still have a high salary due to other skills or experience.

However, this table suggests a potential benefit to developing strong English skills, it's one factor among many that can influence salary.

English Proficiency Level	25th Percentile (USD)	Average (USD)	75th Percentile (USD)
None	$2,059	$2,144	$2,059
Beginner	$1,542	$2,022	$2,059
Basic	$1,246	$2,218	$2,941
Pre-Intermediate	$1,412	$2,169	$2,518
Intermediate	$1,765	$2,160	$2,059
Upper-Intermediate	$1,765	$3,259	$3,824
Advanced	$2,029	$3,215	$3,941
Expert	$1,941	$3,414	$4,118

*English proficiency is based on the Cambridge English Scale

Salary Correlation with Type of Employment

For this analysis, salaries show variability across different employment types, with remote roles having the highest average and 75th percentile salaries. Remote tech jobs in Mexico typically offer higher salaries.

Employment Type	25th Percentile (USD)	Average (USD)	75th Percentile (USD)
Hybrid	$1,588	$2,047	$2,478
Onsite	$1,409	$1,868	$2,238
Remote	$1,500	$2,037	$2,612

Patterns that may contribute to the lower salaries associated with onsite employment:

Top Roles by Employment Type

The analysis includes management, developer, and first-level support roles, indicating a mix of positions with varying salary levels.

Distribution by State

The geographic distribution of employment types shows that onsite roles are spread across a wider range of states, including those outside the major tech hubs of Ciudad de México, Guadalajara, and Monterrey. In contrast, remote and hybrid roles are more concentrated in these tech hubs, where salaries tend to be higher due to the competitive tech ecosystem.
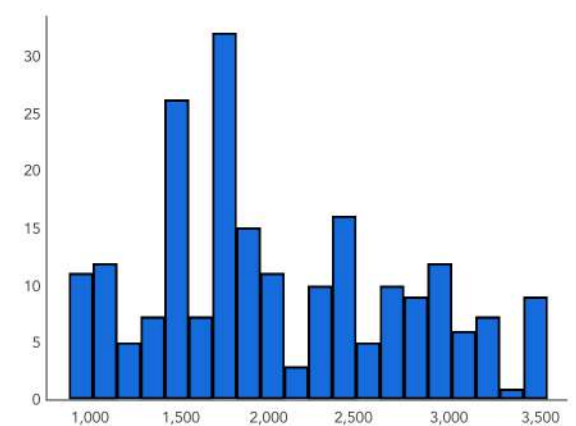
Hybrid Employment Salary Distribution
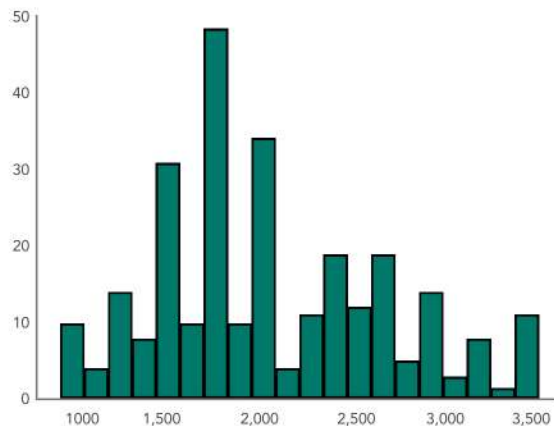
Onsite Employment Salary Distribution
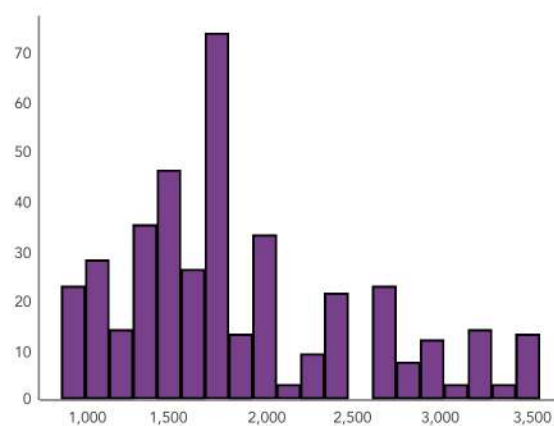
Remote Employment Salary Distribution

Remote and Hybrid Premium

Employers may offer higher salaries to attract top talent by utilizing remote and hybrid roles in response to the demand for such work arrangements.

Salary Correlation with Tech Stack

We analyzed the relationship between tech stack density—measured by the frequency of mentions across professional profiles—and average salaries within four key technology categories: Programming Languages, Frameworks, Cloud Platforms, and Databases.

Through detailed Dual-Axis Charts, we explore the interplay between the demand for specific tech skills and the financial rewards they command, offering valuable insights into the current state of the tech employment market in Mexico.

➤ Programming Languages

The chart showcases a strong variance in average salaries with a less density.

Programming Languages: Tech Density vs. Average Salary (USD)
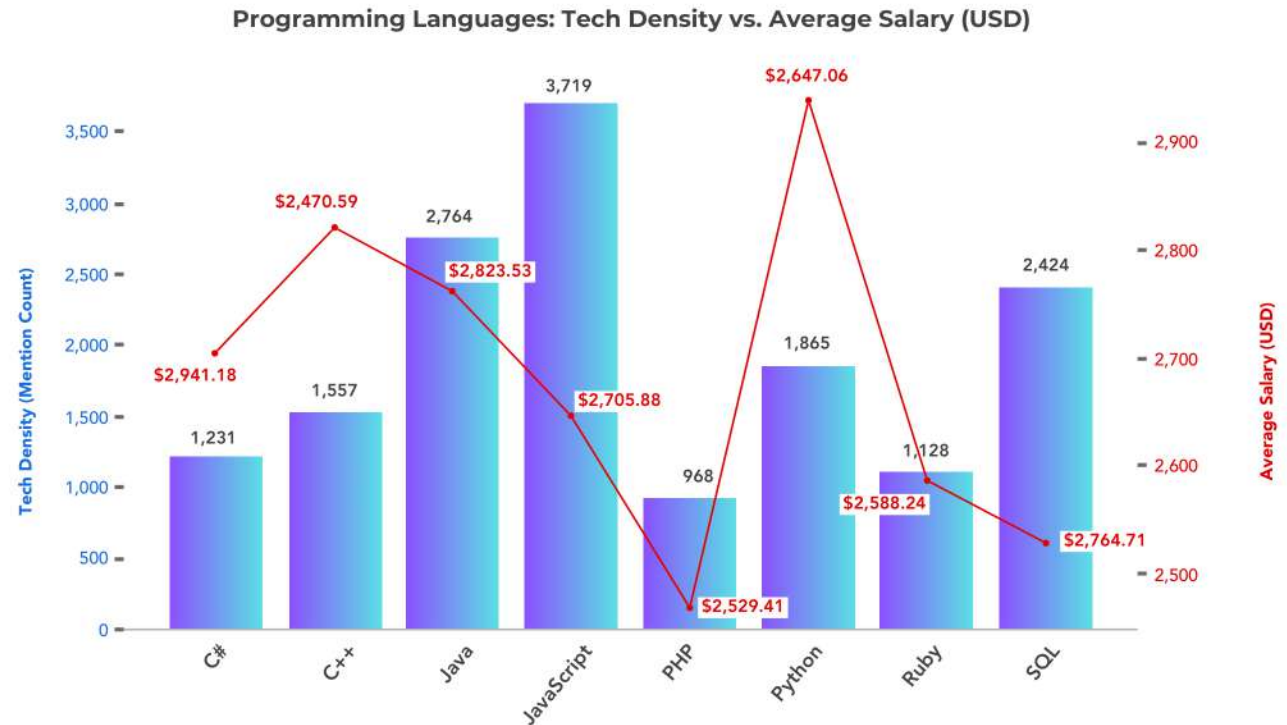
Key Insights

- High-demand languages like JavaScript and Python command competitive salaries, highlighting their critical role in contemporary development projects.
- Some languages with lower tech density, such as Go and Rust (they do not appear in the graph), offer higher average salaries, indicating niche but lucrative skill sets.

Frameworks

This chart illustrates diverse salary ranges, not strictly aligned with tech density, emphasizing the specialization within frameworks.

Frameworks: Tech Density vs. Average Salary (USD)

Key Insights

- Popular frameworks like React and Angular have a high-tech density and solid average salaries, reflecting their mainstream adoption and versatility.

- Specialized frameworks such as Django and Flask, while less dense, still maintain competitive salaries, underscoring the value of specialized knowledge.

CodersLink

Cloud Platforms

This other chart reveals a closer correlation between tech density and salaries, especially among leading platforms.

Cloud Platforms: Tech Density vs. Average Salary (USD)
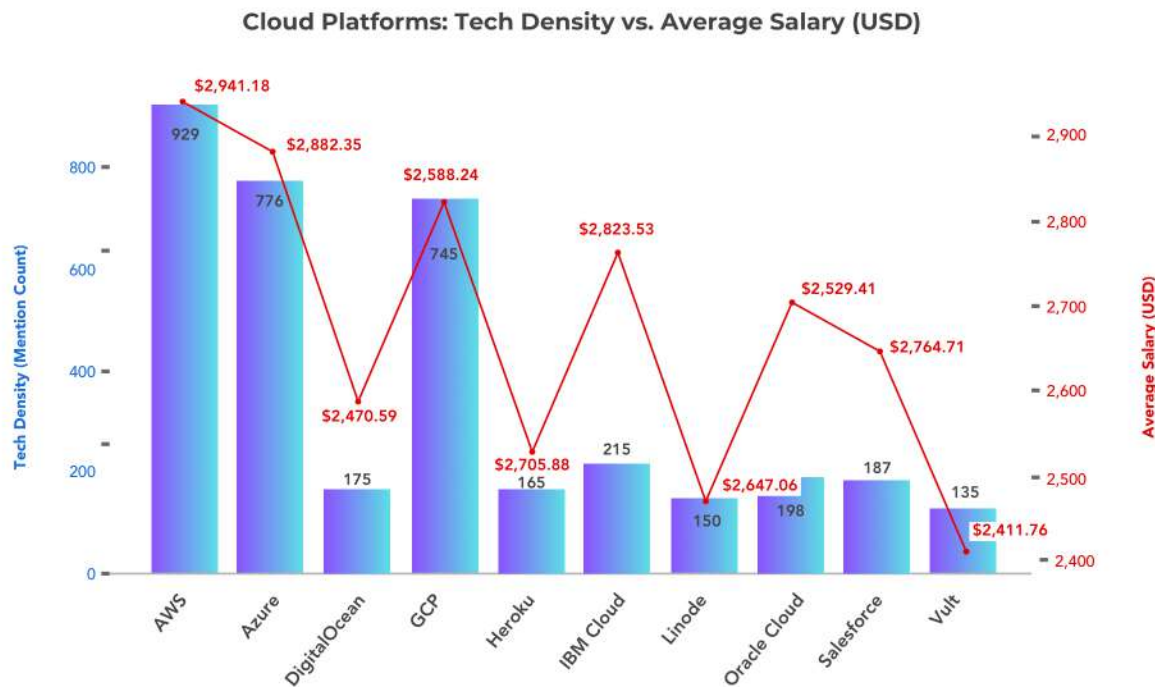
Key Insights

- AWS, Azure, and GCP dominate both in tech density and average salaries, showcasing the industry's heavy investment in cloud infrastructure.

- Emerging platforms with lower density, like DigitalOcean and Heroku, present lucrative opportunities, suggesting a growing market for alternative cloud services.

➤ Databases

The chart displays a broad salary spectrum, loosely correlated with tech density, highlighting the diverse database ecosystem.

Databases: Tech Density vs. Average Salary (USD)

Overall, the correlation between tech density and average salaries across all categories reveals a complex landscape, where demand for specific technologies often—but not always—translates into higher compensation.
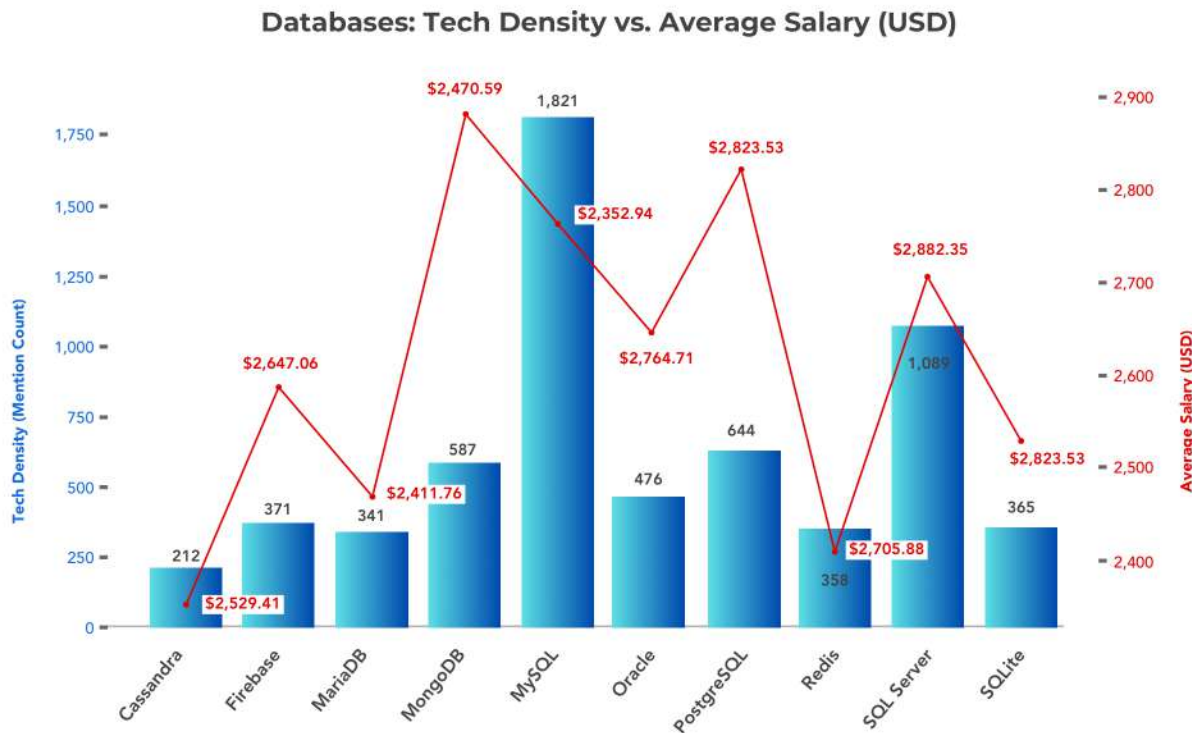
Key takeaways include:

• **Mainstream vs. Niche Technologies:**

Mainstream technologies frequently offer both high-tech density and competitive salaries, underscoring their foundational role in the tech ecosystem. Conversely, niche technologies, while less prevalent, can command significantly higher salaries, highlighting opportunities for specialization.

• **Market Dynamics:**

The tech industry's rapid evolution means that today's niche skill could become tomorrow's mainstream requirement, suggesting that professionals should balance developing both broad-based and specialized skills.

• **Strategic Skill Development:**

For professionals, focusing on technologies that are both in demand and offer high salaries can provide a strategic advantage in career development. For employers, understanding these dynamics is crucial to crafting competitive compensation packages that attract and retain top talent.

CHAPTER 6

Tech Profiles Breakdown

Other
0.66%

Male
82.45%

Female
16.89%

Gender Representation in Tech Leadership

There is a **significant underrepresentation of women within the tech industry.** Despite women's increasing participation in tech, job positions remain predominantly held by men.

Trends:

- **Men** hold a significant majority of leadership positions, accounting for 82.45% of such roles.
- **Women** represent 16.89% of leadership roles, showcasing progress but still limited representation in top positions.

Participation in Tech by Gender

The gender data analyzed represents a specific subset of the tech industry focused on aspects relevant for hiring, including hierarchical level, years of experience, level of studies, English proficiency, and higher degree of studies.

Tech Professionals Density by Industry:

Analysis of tech professionals density by industry in 2024 reveal that:

Dominant Sectors

Certain industries stand out for employing a higher number of tech professionals.

Industries traditionally associated with high-tech usage, such as "Technology and Software", "Finance and Banking", and "IT Consulting", likely feature prominently. This suggests that these sectors continue to drive demand for tech talent.

Emerging and Niche Markets

Industries like "Aerospace", "Culture", and "Tourism" might have a smaller but significant representation, indicating the expansion of tech roles into less traditional sectors.

Food

Logistics and Transportation

Other

Automotive

Manufacturing and Production

Telecommunications

Energy and Utilities

Retail and E-Commerce

IT Consulting

Technology and Software

Finance and Banking

Educational

Research and Development

Real Estate

Health and Medicine

Government

Entertainment and Media

Culture
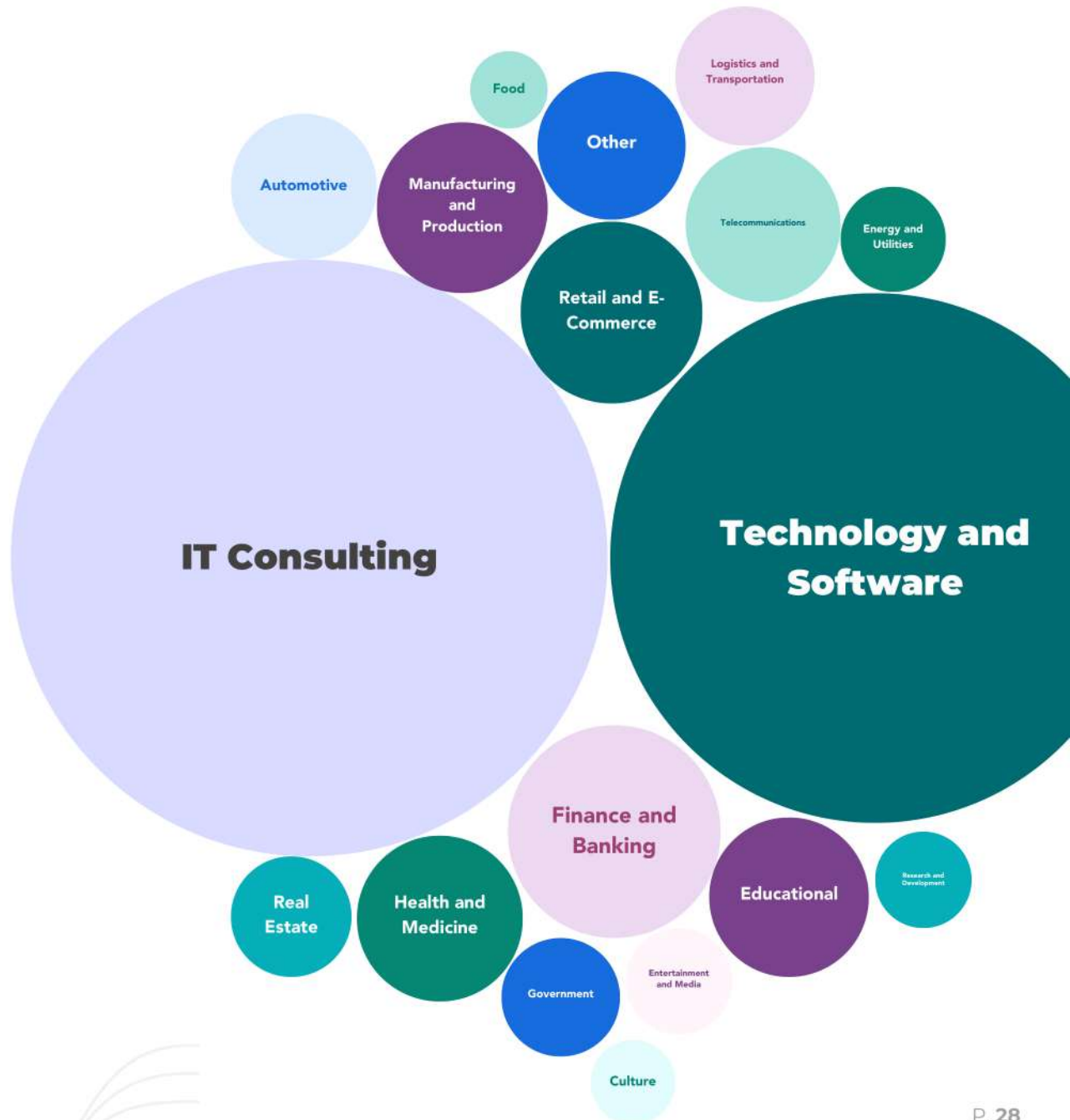
The data from salaries by industry offers a clear perspective on how salaries vary across different sectors within the tech ecosystem for the year 2024.

Variation Across Industries

There's a noticeable variation in salary ranges across different industries. Some sectors show a higher median salary and greater variability, indicating the presence of both entry-level and highly specialized roles within those industries.

Competitive Sectors

Industries with higher median salaries and a wider distribution suggest competitive sectors where top talent demands higher compensation. This can be an indicator of the value placed on specialized skills or the scarcity of qualified professionals in those sectors.

Distribution of Salaries by Industry

Monthly Salary in USD
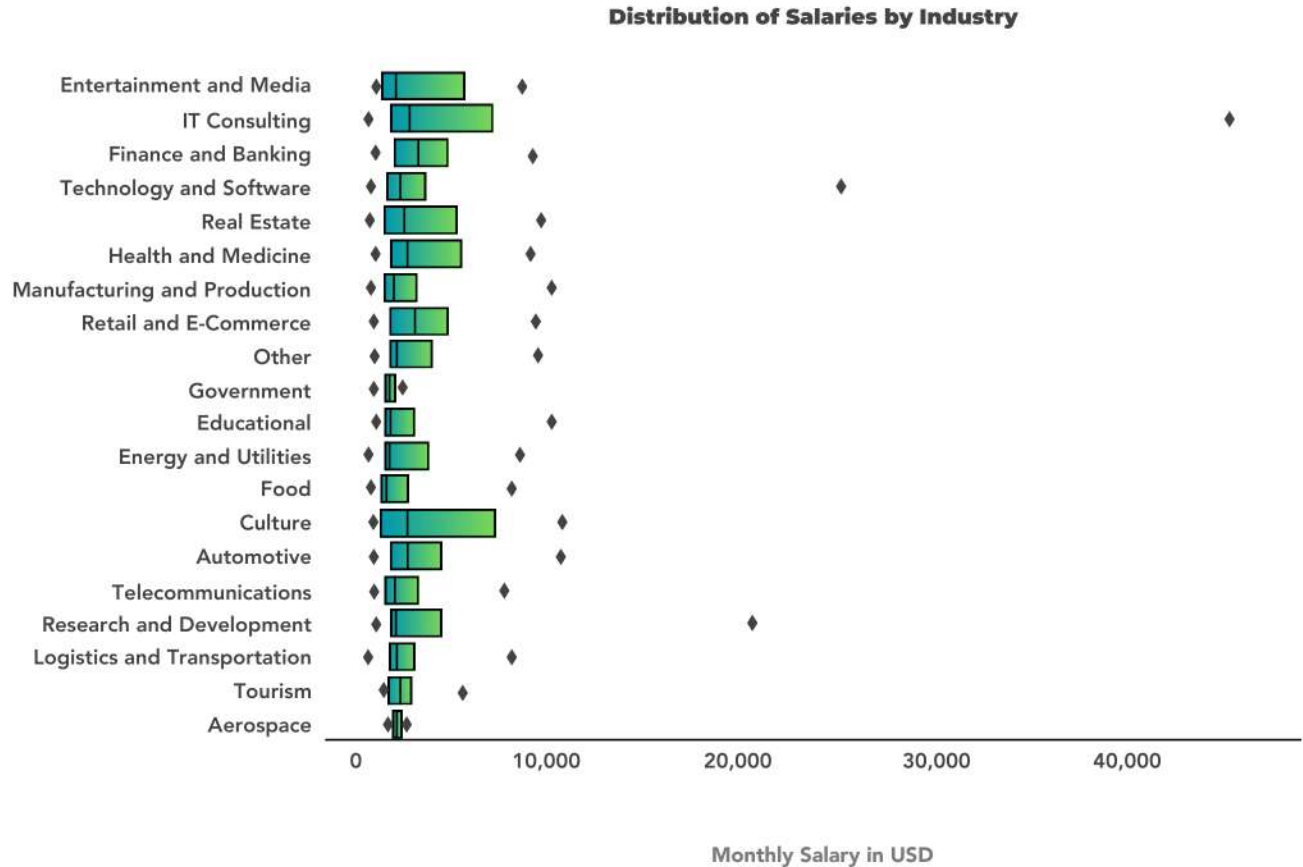
Salaries by Industry

Industry	Min	25th Percentile (USD)	Median	75th Percentile (USD)	Max
Entertainment and Media	$1,020.94	$1,411.76	$2,058.82	$5,610.29	$8,600.00
IT Consulting	$588.24	$1,764.71	$2,763.76	$7,058.82	$45,000.00
Finance and Banking	$970.59	$2,000.00	$3,162.35	$4,705.88	$9,100.00
Technology and Software	$676.47	$1,588.24	$2,235.29	$3,529.41	$25,000.00
Real Estate	$718.88	$1,460.47	$2,417.65	$5,220.06	$9,500.00
Health and Medicine	$1,058.82	$1,764.71	$2,647.06	$5,448.53	$9,000.00
Manufacturing and Production	$838.24	$1,470.59	$1,902.94	$3,161.76	$10,000.00
Retail and E-commerce	$882.35	$1,737.25	$3,088.24	$4,705.88	$9,200.00
Other	$882.35	$1,764.71	$2,058.82	$3,941.18	$9,411.76
Government	$882.35	$1,470.59	$1,764.71	$2,058.82	$2,352.94
Educational	$1,058.82	$1,500.00	$1,823.53	$2,941.18	$10,000.00
Energy and Utilities	$588.24	$1,492.65	$1,779.41	$3,823.53	$8,400.00
Food	$705.88	$1,257.35	$1,573.53	$2,764.71	$8,000.00
Culture	$882.35	$1,254.37	$2,647.03	$7,235.76	$10,588.24
Automotive	$882.35	$1,750.00	$2,647.06	$4,441.18	$10,500.00
Telecommunications	$882.35	$1,470.59	$1,970.59	$3,205.88	$7,647.06
Research and Development	$1,020.94	$1,764.71	$2,058.82	$4,411.76	$20,369.41
Logistics and Transportation	$588.24	$1,698.53	$2,088.24	$2,941.18	$8,000.00
Tourism	$1,529.41	$1,764.71	$2,235.29	$2,941.18	$5,500.00
Aerospace	$1,678.41	$1,883.81	$2,089.21	$2,294.60	$2,500.00

Current Work Modality vs. Desired Work Modality
Remote, Hybrid and Onsite.

Current Work Modality ⬛   Desired Work Modality ●—
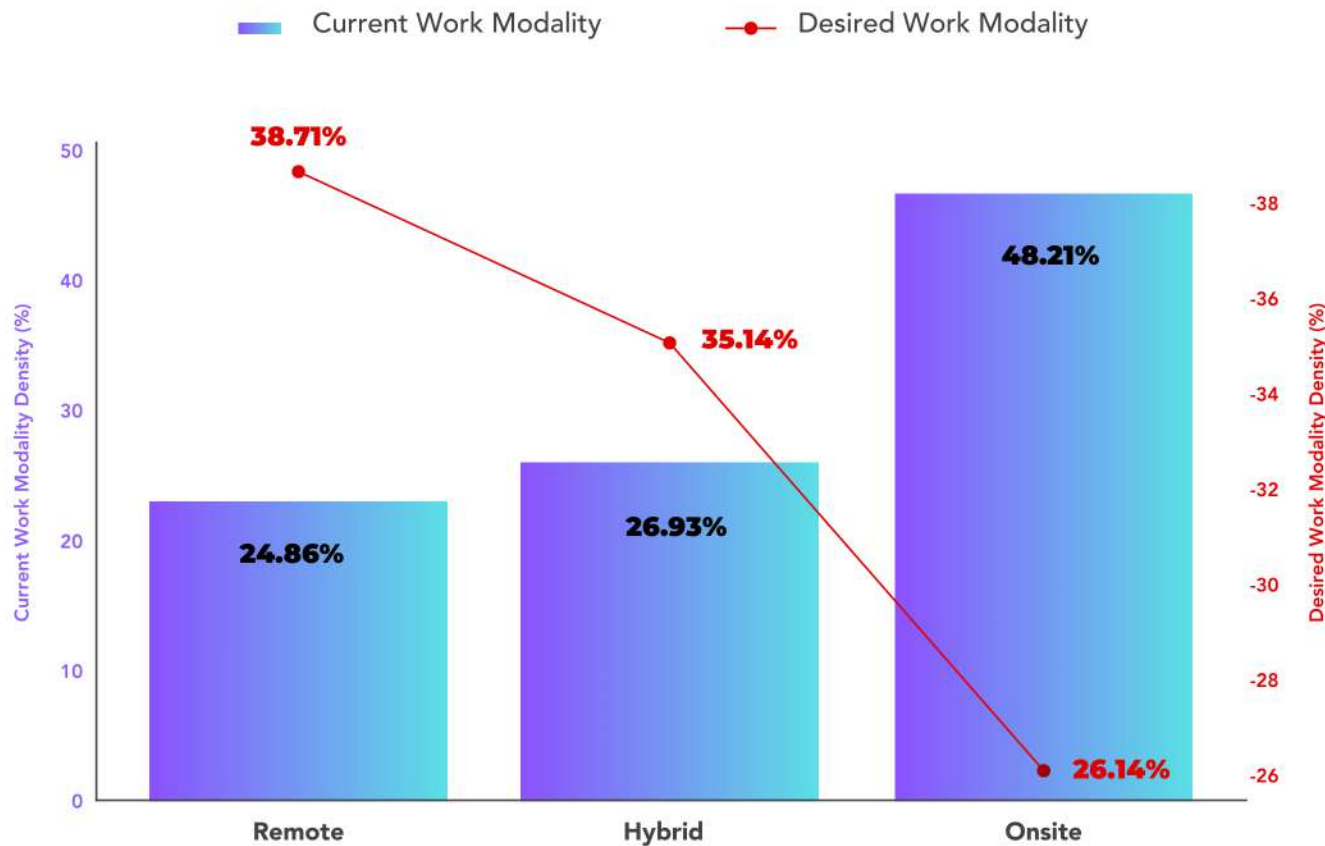
Key Insights

- **Remote Work:** There is a significant gap between desired and current remote work. 38.71% of the workforce would prefer to work remotely, whereas only 24.86% currently do.

- **Hybrid Work:** The preference for hybrid work is slightly higher than the current density. 35.14% desire a hybrid model, while 26.93% currently work in a hybrid arrangement.

- **Onsite Work:** Onsite work follows the same trend as remote work. More people currently work onsite (48.21%) than would prefer to (26.14%).

There is a demand for increased flexibility, with a significant portion of the workforce desiring to move away from the traditional onsite work model.

Higher Education Level Density

The distribution of higher education titles is as follows:

- **Bachelor's Degree (Licenciatura): 59.6%** hold a Bachelor's degree, making it the most common level of education among tech professionals.

- **Engineering Degree (Ingeniería): 32.4%** have an Engineering degree, indicating a significant portion of the workforce with specialized engineering education.

- **Master's Degree (Maestría): 6.7%** have completed a Master's program, suggesting a smaller but notable presence of advanced degree holders in the industry.

- **Doctorate Degree (Doctorado): 0.9%** hold a Doctorate degree, representing a small fraction of the workforce with the highest level of academic achievement.

- **Specialized Degree (Especialidad): 0.4%** have specialized degrees, indicating a niche group with focused postgraduate education.

Engineering Degree
32.4%

Master's Degree
6.7%

Doctorate
0.9%

Specialized Degree
0.4%

Bachelor's Degree
59.6%

English Level Density in the Tech Industry

- **None**: 42.6% of tech workers lack English proficiency, potentially hindering their success in global settings.

None ■
42.6%

Advanced (C1-C2)
35.7%

- **Advanced (C1)**: 30.0% possess an advanced level of English and are capable of understanding demanding texts and expressing ideas fluently.

- **Proficiency (C2)**: 5.7% demonstrate proficiency, understanding virtually everything heard or read with ease.

- **Just Started Learning (A0)**: 3.5% are just beginning their English language learning journey.

Basic ■
(A0-A2)
5.5%

- **Beginner (A1)**: 1.2% are beginners, understanding and using familiar everyday expressions and very basic phrases.

- **Elementary (A2)**: 0.8% are at an elementary level, understanding sentences and frequently used expressions related to areas of most immediate relevance.

■ **Intermediate**
(B1-B2)
16.2%

- **Intermediate (B1)**: 13.2% are at an intermediate level, understanding the main points of clear standard input on familiar matters.

- **Upper-Intermediate (B2)**: 3.0% are at an upper-intermediate level, understanding the main ideas of complex text on both concrete and abstract topics.

Job Roles and English Level Correlation:

Role	Advanced	Intermediate	Basic	No English
AI/ML Engineer	13.33%	22.22%	0.00%	64.44%
AR/VR Engineer	4.55%	18.18%	9.09%	68.18%
Back End Developer	4.39%	30.44%	10.04%	55.13%
Blockchain Engineer	10.00%	50.00%	10.00%	30.00%
Business Analyst	18.87%	41.51%	9.43%	30.19%
Business Intelligence Analyst	18.87%	41.51%	9.43%	30.19%
Chief Information Officer (CIO)	46.67%	43.33%	10.00%	0.00%
Chief Product Officer	33.98%	18.45%	3.88%	43.69%
Chief Technology Officer (CTO)	32.32%	40.40%	9.09%	18.18%
Cloud Engineer	17.65%	17.65%	8.82%	55.88%
Cybersecurity Specialist	0.00%	44.44%	11.11%	44.44%
Data Analyst	9.23%	16.15%	10.00%	64.62%
Data Engineer	11.63%	26.36%	6.98%	55.04%
Data Scientist	11.01%	14.68%	1.83%	72.48%
Database Administrator	3.36%	19.33%	8.40%	68.91%
Development Operations Engineer	14.57%	30.46%	9.93%	45.03%
Director of Engineering	6.00%	26.00%	4.00%	64.00%
Embedded Software Developer	0.00%	28.00%	0.00%	72.00%
Engineering Manager	11.76%	10.46%	7.84%	69.93%
Front End Developer	4.58%	22.34%	6.04%	67.03%
Full Stack Developer	5.98%	20.16%	6.94%	66.93%
Game Developer	8.70%	26.09%	8.70%	56.52%

Role	Advanced	Intermediate	Basic	No English
IT Consultant	0.00%	33.33%	50.00%	16.67%
Information Architect	22.22%	55.56%	22.22%	0.00%
Mobile Developer	5.24%	33.81%	7.38%	53.57%
Network Administrator	0.00%	55.56%	44.44%	0.00%
Product Manager	20.83%	20.83%	16.67%	41.67%
Product Owner	5.56%	16.67%	16.67%	61.11%
Project Manager	10.81%	17.03%	4.32%	67.84%
QA Test Automation Engineer	6.79%	18.52%	1.85%	72.84%
Release Manager	0.00%	100.00%	0.00%	0.00%
Salesforce Consultant	16.67%	16.67%	8.33%	58.33%
Salesforce Developer	0.00%	50.00%	50.00%	0.00%
Security Engineer	0.00%	17.50%	7.50%	75.00%
Site Reliability Engineer	21.43%	0.00%	7.14%	71.43%
Software Developer	18.18%	54.55%	27.27%	0.00%
Software Developer in Test (SDET)	15.79%	34.21%	36.84%	13.16%
Solutions Architect	20.19%	17.31%	8.65%	53.85%
System Administrator	8.38%	23.35%	8.08%	60.18%
Tech Lead	10.84%	22.89%	6.02%	60.24%
Technical Support	11.68%	25.06%	10.46%	52.80%
UX Researcher	0.00%	0.00%	0.00%	0.00%
UX/UI Designer	5.68%	21.59%	3.41%	69.32%
Web Developer	3.86%	21.69%	11.95%	62.50%

Job Roles Density & Employment Analysis

There is a significant emphasis on development roles, both full-stack and specialized, as well as on technical support, project management, and design. The high density of Full Stack Developers suggests a particularly strong demand for professionals with comprehensive development skills, capable of working on various aspects of tech projects.

Top 10 Job Roles by Density in the Tech Industry (2024)
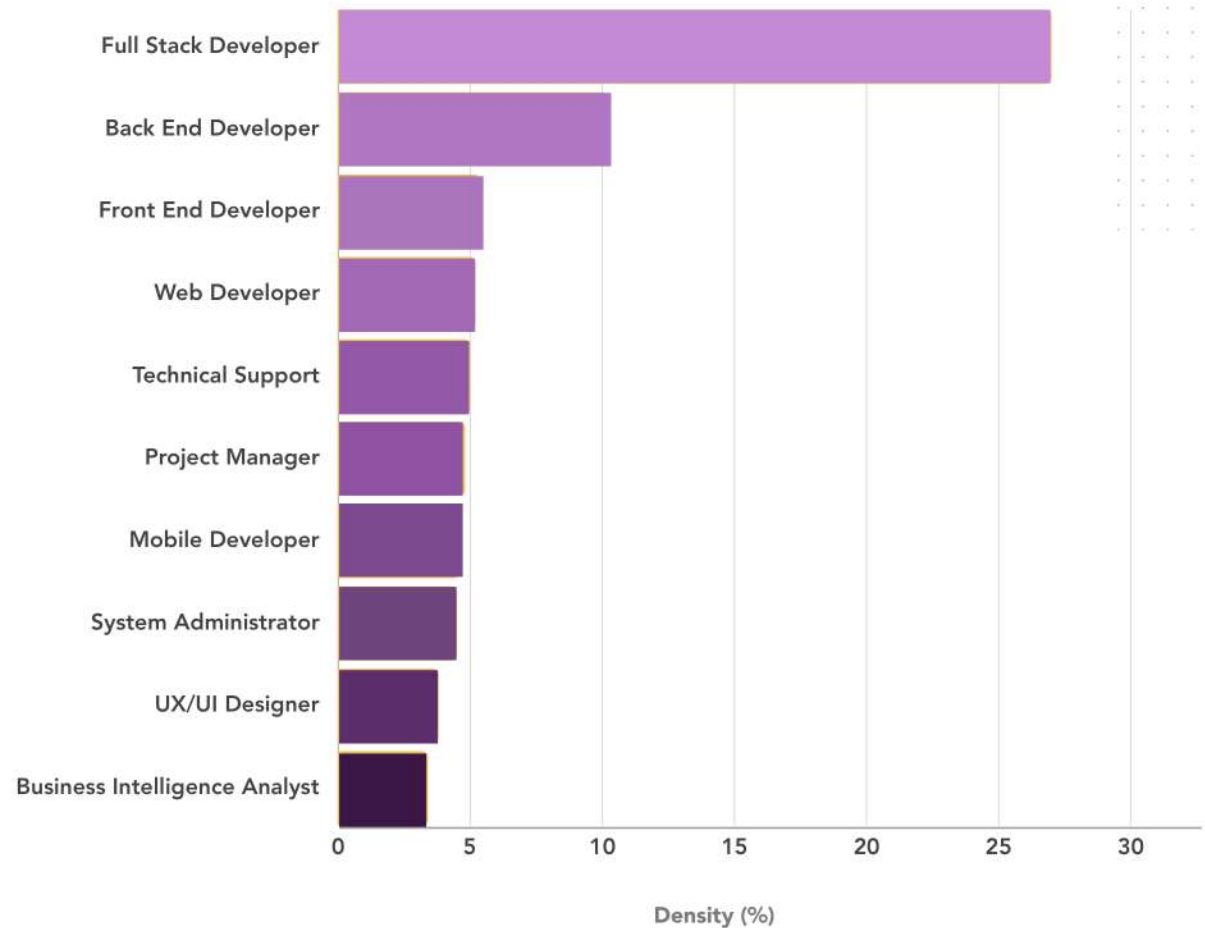
Density (%)

Employment Situation Density:

- **Employed:** 76.9% of the workforce is currently employed, indicating a strong demand for tech professionals.

- **Unemployed:** 15.4% are currently unemployed, which may reflect both the turnover in the tech industry and the supply of professionals seeking new opportunities.

- **Freelance:** 7.6% are freelancers, suggesting a considerable portion of the workforce prefers or operates in freelance or contract positions.

- **Student:** A very small percentage (0.06%) are students, potentially indicating those who are working while studying or those who have recently graduated and are entering the workforce.

- **Retired:** An even smaller fraction (0.008%) is retired, which is expected given the context of a workforce analysis.

76.9%
Employed

15.4%
Unemployed

7.6%
Freelancers

0.06%
Students

0.008%
Retired
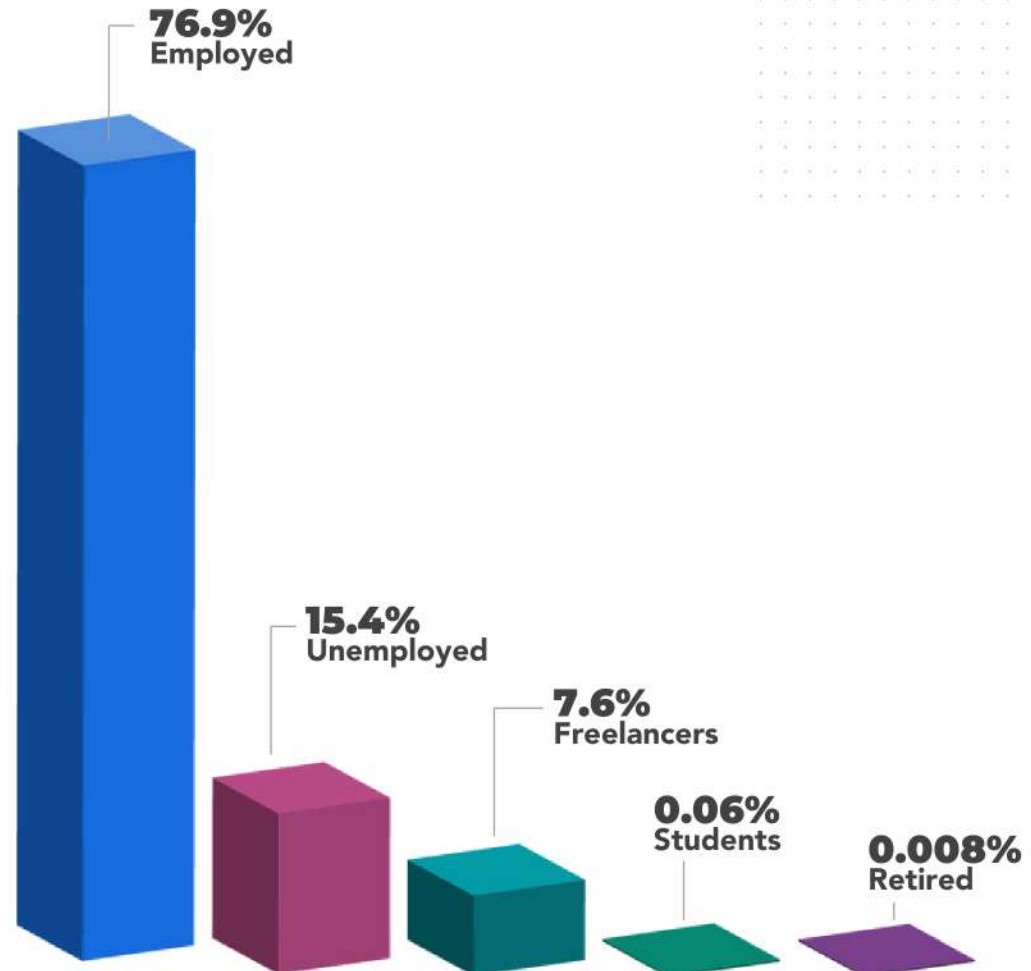
Seniority & Hierarchical Breakdown

Levels of Hierarchy Density:

- **Developer:** Represents 47.5% of the workforce, indicating a large portion of professionals identify at a general developer level

- **Engineer:** Accounts for 10.3%, suggesting a significant portion of the workforce with engineering titles.

- **Specialist / Consultant:** Makes up 7.2%, reflecting specialized roles within the industry.

- Other notable roles include **Project Manager, Administrator, and Support Technician**, among others, each contributing to the diversity of job titles and seniority levels within the tech industry.

Levels of Hierarchy Density in the Tech Industry (2024)

Density (%)
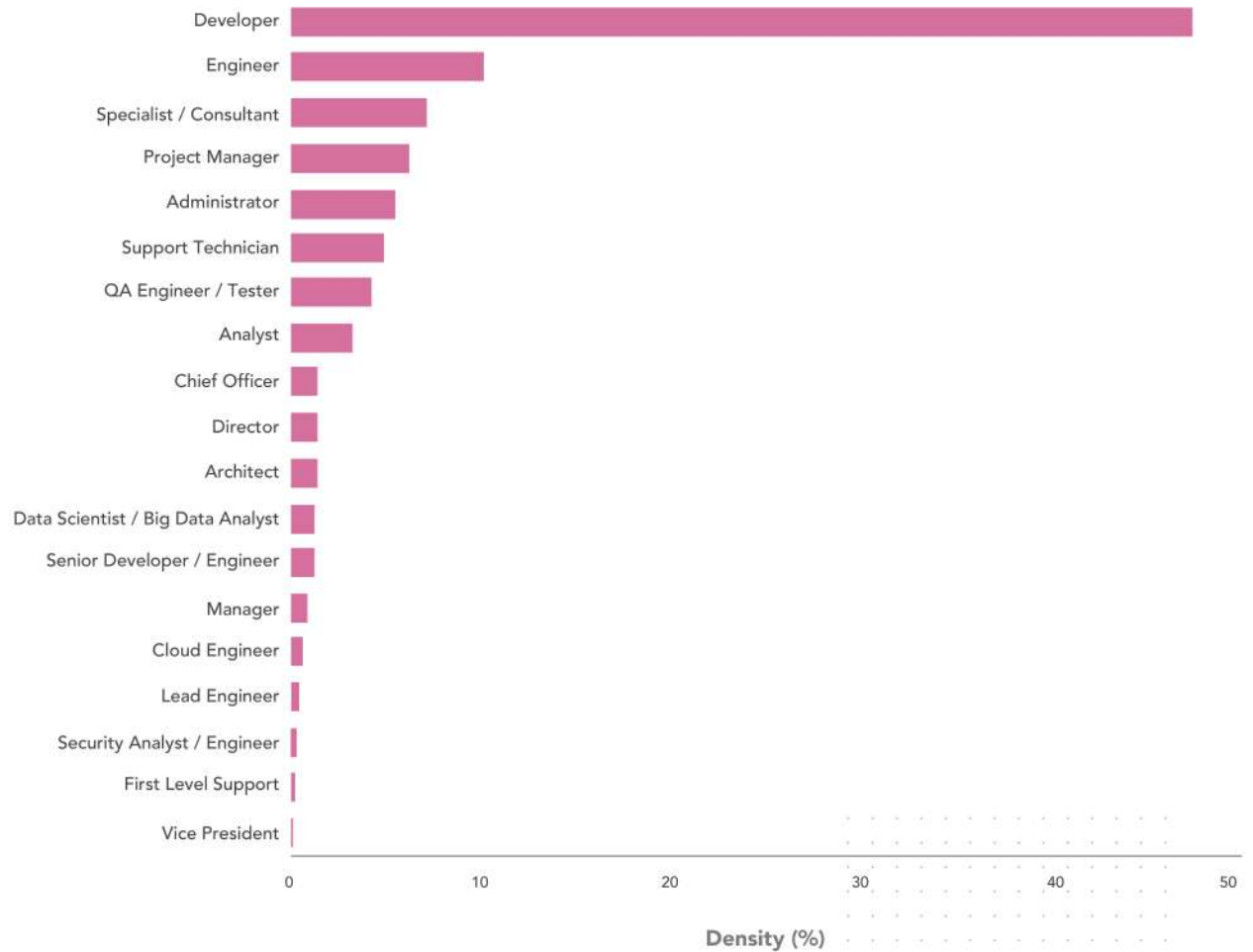
Job Roles Correlation with Years of Experience:

- **Release Manager and UX Researcher:**

  Both roles require an average of 9 years of experience, showing a need for significant industry experience.

- **Network Administrator:**

  On average, professionals in network management have 8.74 years of experience, highlighting the need for experienced individuals in the field.

- **Chief Technology Officer (CTO):**

  Averages 8.69 years of experience, highlighting the seniority level expected for individuals in this leadership position.

- **Salesforce Developer:**

  Shows an average of 8.5 years of experience, pointing to the specialization and experience required in developing Salesforce solutions.

- **Director of Engineering:**

  With an average of 8.43 years, this role underscores the significant experience required for engineering leadership positions.

Average Years of Experience
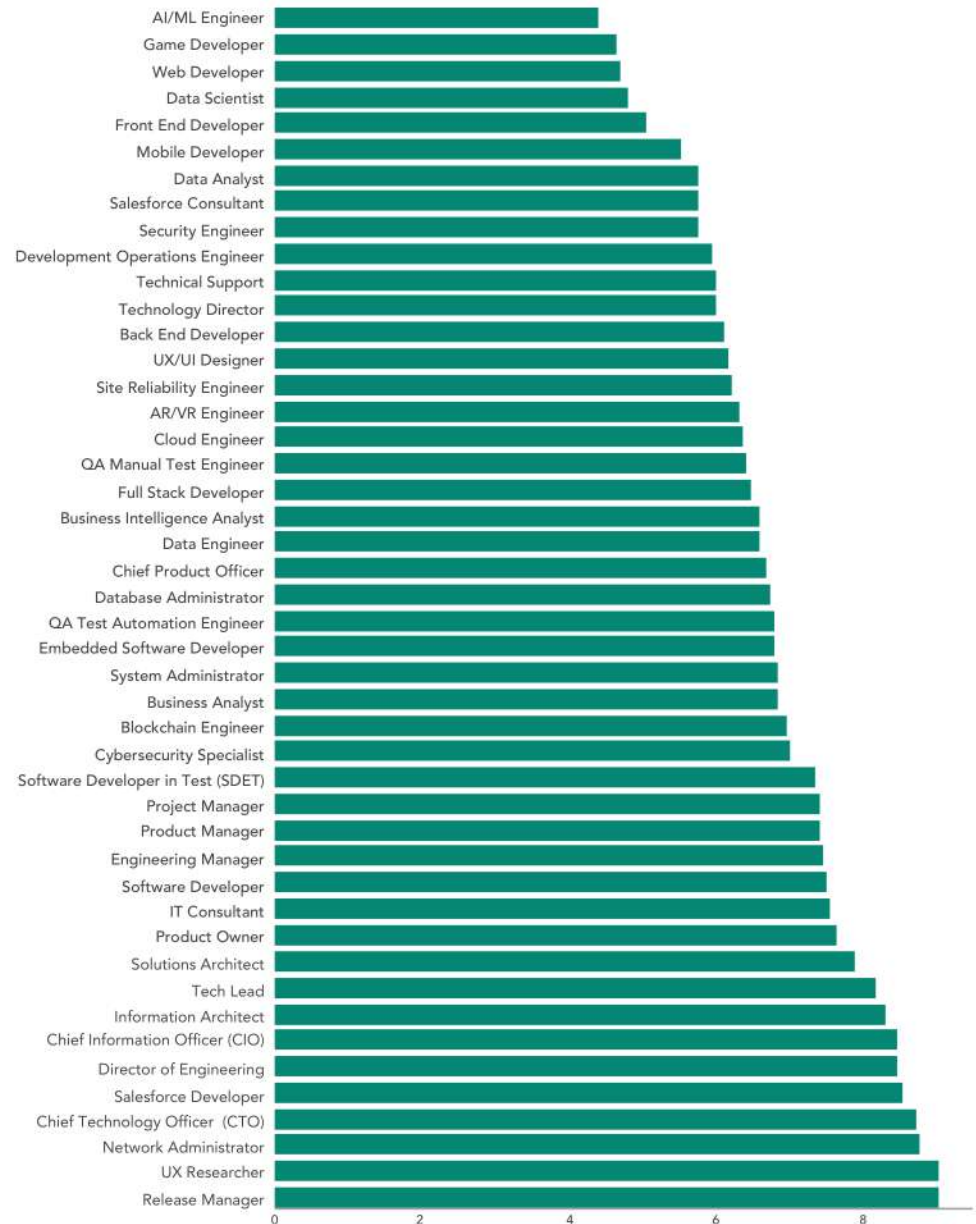
Top 10 Programming Languages

Programming Languages Density:

- **JavaScript:**

    Is the most prevalent programming language, representing 17.2% of the total workforce, indicating its widespread use across various types of projects.

- **Java:**

    Java follows with a density of 12.8%, showcasing its continued importance in the industry.

- **SQL:**

    Accounts for 11.2%, underscoring the critical role of database management and manipulation skills.

- Other notable languages include C, PHP, BASIC, TypeScript, HTML, C++, and C#, each contributing to the diverse programming landscape within the tech sector.
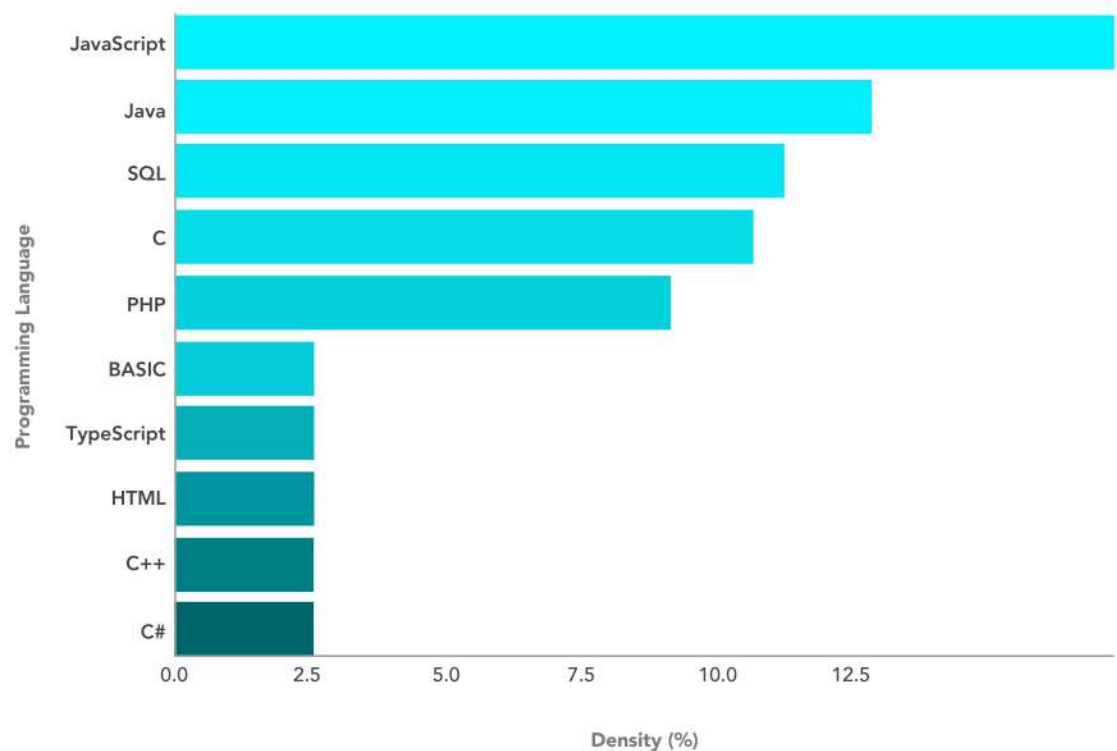
**Lower Density Programming Languages
Important for the Future:**

On the other hand, languages like TypeScript,
Rust, Kotlin, and Go might not have the
highest density in the dataset but are
increasingly important and likely to be
significant in the coming years.

- **TypeScript:**

  Has gained popularity for its ability to
  provide strong typing for JavaScript,
  improving developer productivity and code
  quality, especially in large-scale applications.

- **Rust:**

  Known for its performance and safety,
  particularly in system-level programming, it
  has been growing in adoption for secure and
  concurrent software development.

- **Kotlin:**

  Heavily used for Android development
  and is appreciated for its concise syntax
  and interoperability with Java.

- **Go (or Golang):**

  Developed by Google, it is recognized for its
  simplicity, efficiency, and strong support for
  concurrent programming, making it suitable
  for cloud services, distributed systems, and
  large-scale network servers.

Emerging Programming Languages by Density in the Tech Industry (2024)

Horizontal bar chart titled "Emerging Programming Languages by Density in the Tech Industry (2024)". Y-axis labeled "Programming Language" with categories TypeScript, Kotlin, Go, Rust. X-axis ranges from 0.0 to 2.5. TypeScript ≈ 2.4, Kotlin ≈ 1.05, Go ≈ 0.85, Rust ≈ 0.1.
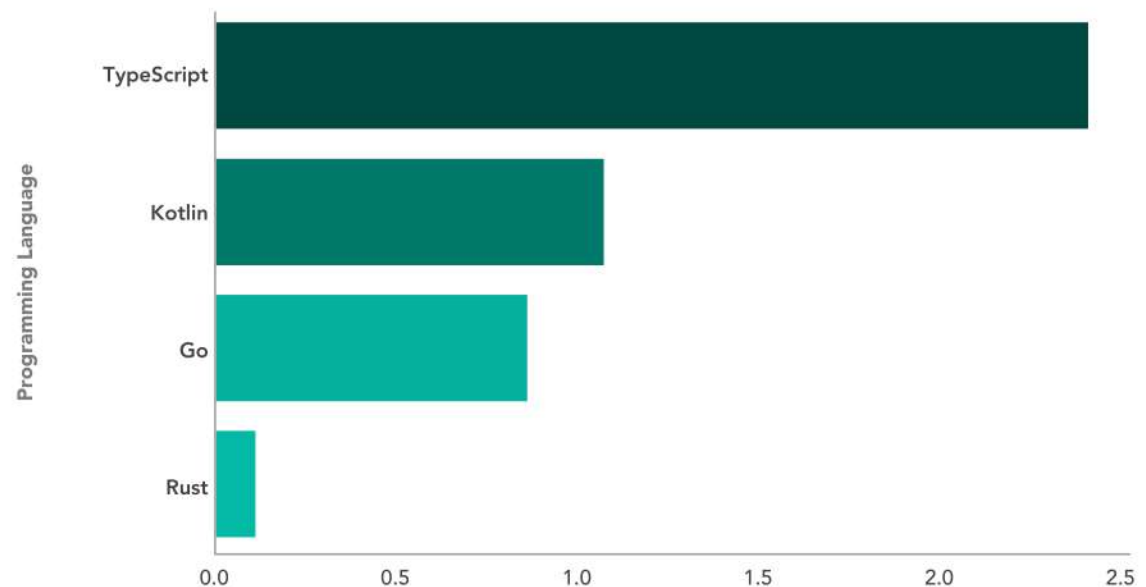
Top 10 Frameworks

Frameworks Density:

- **ASP.NET:**

  Leads with a density of 14.56%, indicating its widespread use across various types of projects, especially in the enterprise domain.

- **React:**

  Follows with 8.48%, showcasing its popularity in building user interfaces.

- **Bootstrap and Angular:**

  Show significant densities of 6.85% and 5.42%, respectively, highlighting their roles in front-end development.

- Other notable frameworks include jQuery, Laravel, JQuery (repeated due to a typo, indicating additional density for jQuery), Django, Express, and AngularJS.

Lower Density Frameworks Important for the Future:

Frameworks such as Vue.js, Flutter, and Next.js may not have the highest density but are increasingly important due to their unique capabilities.
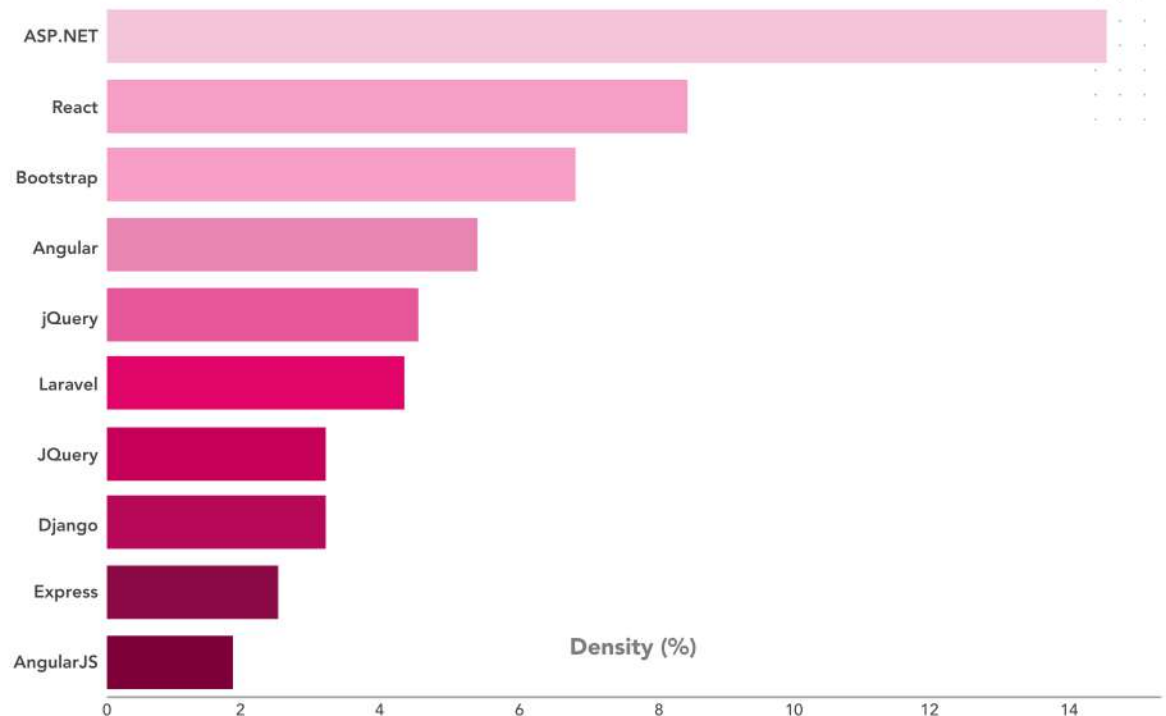
Density (%)

Top 10 Databases

Database Platforms Density:

- **MySQL:**
  Leads with a density of 20.71%, signifying its widespread use across various applications due to its open-source nature and versatility.

- **Microsoft SQL Server:**
  Follows closely at 19.60%, reflecting its strong presence in enterprise environments.

- Other notable database platforms include PostgreSQL (7.32%), MongoDB (6.68%), and Oracle (4.78%), showcasing a mix of relational and NoSQL databases catering to different use cases.

Lower Density Database Platforms Important for the Future:

Database platforms such as DynamoDB, Cloud Firestore, and MariaDB, despite having lower densities, are critical for future tech developments due to their scalability, flexibility, and alignment with cloud-native architectures.

Density (%)

Top 10 Cloud Platforms
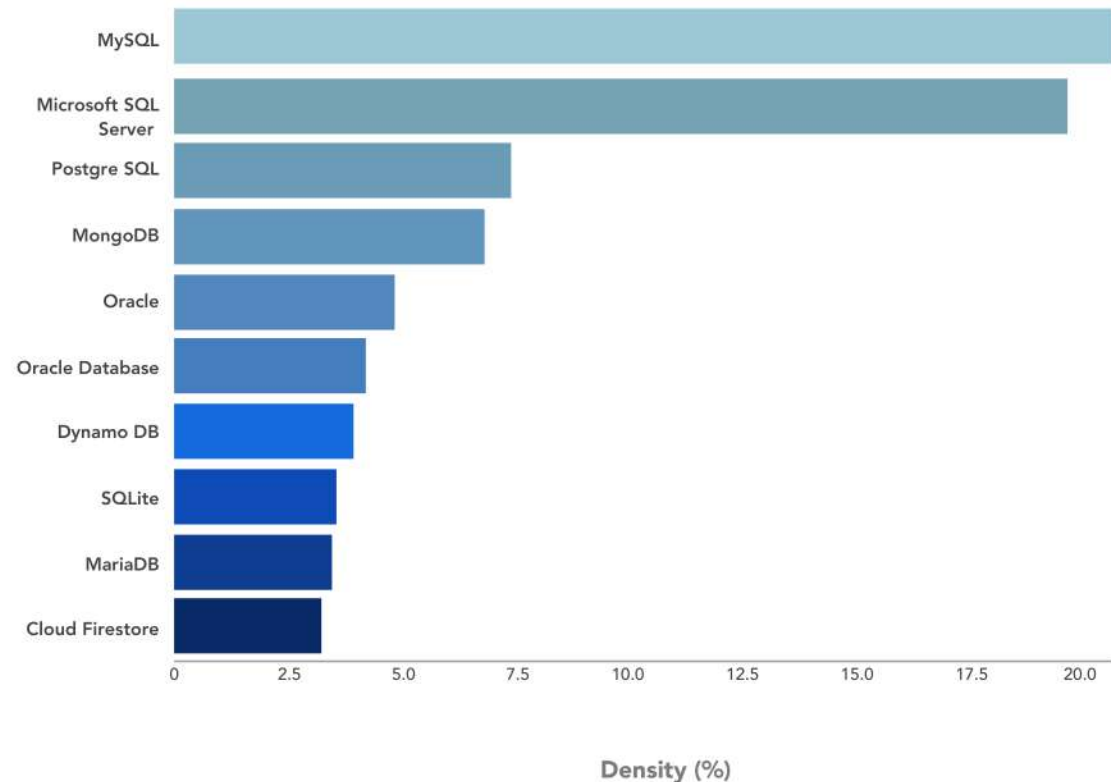
Cloud Platforms Density:

- **Amazon Web Services:**
  Leads with a density of 29.4%, indicating its dominant role in the cloud services market.

- **Microsoft Azure**
  Follows with 17.0%, showcasing its significant presence in enterprise cloud solutions.

- **Google Cloud Platform (GCP)**
  Has a density of 7.2%, reflecting its growing influence in the cloud computing space.

- Other notable cloud platforms include IBM Cloud, Firebase, Docker, Oracle Cloud, Digital Ocean, Heroku, and Salesforce, each contributing to the diverse cloud ecosystem within the tech industry.
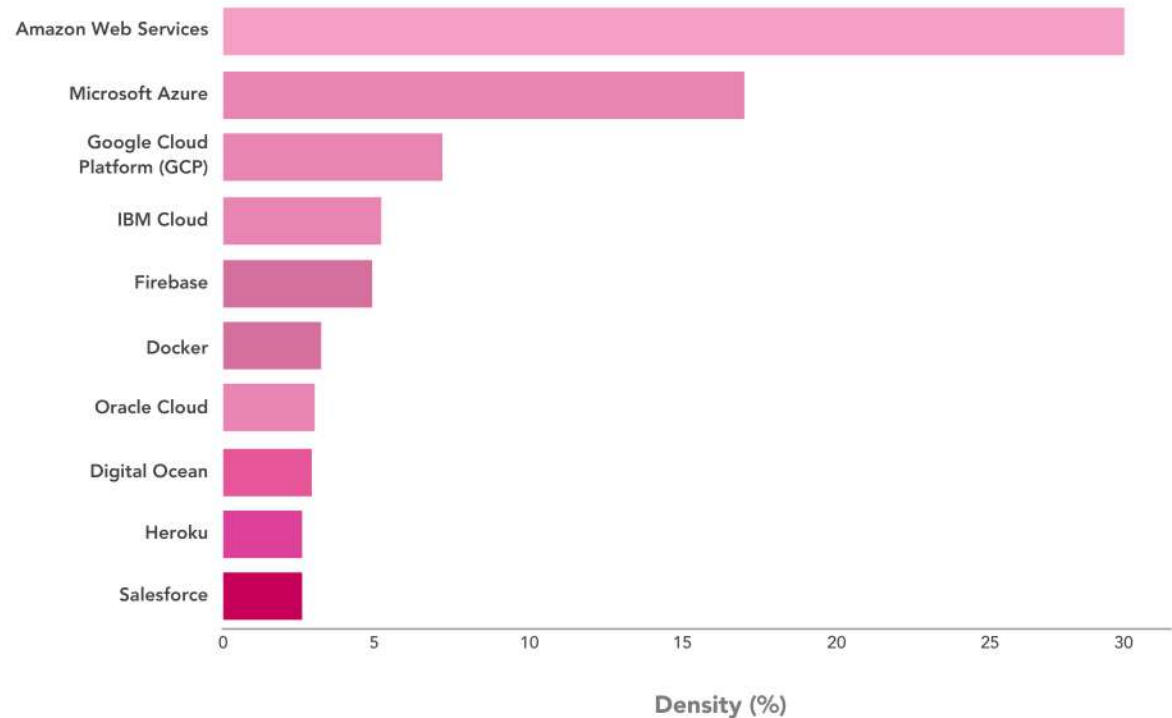
Lower Density Cloud Platforms Important for the Future:

Cloud platforms such as Kubernetes, OpenShift, and Serverless Frameworks may not have the highest density but are increasingly important due to their capabilities in container orchestration, cloud application development, and serverless computing, respectively.

Salary Comparisons US vs Mexico

The adjacent table compares average monthly compensation (USD) for tech roles in Mexico and the United States. It reveals a **substantial cost reduction potential when hiring for these positions in Mexico**, with an average difference exceeding 65%.

This data is valuable for tech companies exploring nearshore or offshore development strategies, but important considerations must be noted.

Role	Intermediate in Mexico		Senior in Mexico		Senior in USA
	USD	Data Strength	USD	Data Strength	USD
AI/ML Engineer	$3,743.96	Medium	$5,743.41	Medium	$14,166.67
AR/VR Engineer	$3,233.46	Medium	$4,135.82	High	$11,666.67
Back End Developer	$2,731.24	Very High	$3,775.37	High	$12,500.00
Blockchain Engineer	$4,893.78	Medium	$8,065.53	Very High	$13,333.33
Business Analyst	$2,552.68	Very High	$3,445.35	High	$10,000.00
Business Intelligence Analyst	$4,000.66	Very High	$4,847.87	Very High	$10,833.33
Chief Information Officer (CIO)	$4,944.39	Medium	$6,487.77	Very High	$20,833.33
Chief Product Officer	$4,117.65	Very High	$7,116.30	Medium	$18,333.33
Chief Technology Officer (CTO)	$5,147.06	Medium	$6,661.81	High	$23,333.33
Cloud Engineer	$2,941.18	High	$5,457.49	Medium	$11,666.67
Cybersecurity Specialist	$3,592.73	Medium	$4,620.43	High	$12,500.00
Data Analyst	$3,321.66	Medium	$4,173.22	Medium	$10,000.00
Data Engineer	$2,573.53	High	$2,962.38	Medium	$12,500.00
Data Scientist	$2,970.49	Medium	$3,764.56	Medium	$13,333.33
Database Administrator	$3,872.94	High	$4,675.54	Medium	$10,000.00
Development Operations Engineer	$2,828.89	Very High	$5,060.22	Very High	$12,500.00
Director of Engineering	$3,112.74	Low	$4,662.12	Very High	$20,833.33
Embedded Software Developer	$2,573.53	Low	$4,829.83	Very High	$10,833.33
Engineering Manager	$3,304.82	Medium	$4,938.88	Very High	$14,166.67
Front End Developer	$2,689.07	Very High	$3,633.95	Medium	$11,666.67
Full Stack Developer	$2,573.53	Very High	$2,941.18	High	$12,500.00
Game Developer	$5,411.43	Medium	$6,243.38	Medium	$10,000.00
Information Architect	$4,403.60	Medium	$5,862.16	High	$10,833.33
Mobile Developer	$2,808.78	Very High	$3,421.31	Medium	$11,666.67
Network Administrator	$2,060.91	Medium	$2,525.74	Very High	$9,166.67

Considerations

- **Data Sources and Seniority Levels:** The total compensation for US roles is calculated using the average salary reported across external salary sources. The data collected from Mexico is calculated from the average salary for the specified job roles, considering Intermediate and Senior designations and english levels of C2 (Expert), C1 (Advanced), B2 (Intermediate-High), and B1 (Intermediate).

- **Mexico Salary Calculation:** It's important to note that the average salary for Mexico is calculated by multiplying the monthly salary by 15. This represents the average total cash compensation, considering bonuses like aguinaldo (a legally mandated annual christmas bonus) and prima vacacional (a legally mandated vacation premium). This approach is taken to account for the fact that the US total compensation figures include bonuses and other cash incentives, which are not always explicitly separated out in salary data for Mexico.

| Role | Intermediate in Mexico | | Senior in Mexico | | Senior in USA |
	USD	Data Strength	USD	Data Strength	USD
Product Manager	$4,840.86	Low	$5,441.69	Medium	$13,333.33
Product Owner	$3,900.82	Low	$5,514.71	Medium	$10,833.33
Project Manager	$3,273.83	Very High	$4,453.77	Medium	$10,000.00
QA Manual Test Engineer	$2,573.53	High	$5,047.13	Very High	$8,333.33
QA Test Automation Engineer	$2,573.53	High	$4,854.72	Low	$10,000.00
Salesforce Consultant	$4,777.94	Low	$6,522.90	Very High	$11,666.67
Salesforce Developer	$2,941.18	Low	$3,676.47	Medium	$12,500.00
Security Engineer	$2,555.89	High	$4,360.29	Medium	$12,500.00
Site Reliability Engineer	$2,058.82	Low	$4,796.92	Medium	$13,333.33
Software Developer	$5,767.58	Medium	$5,884.09	Low	$11,666.67
Software Developer in Test (SDET)	$4,227.94	Medium	$5,672.97	High	$10,000.00
Solutions Architect	$3,284.01	Medium	$4,412.48	High	$13,333.33
System Administrator	$2,573.53	Very High	$3,088.24	Very High	$9,166.67
Tech Lead	$5,203.93	Very High	$6,772.86	Low	$12,500.00
Technical Support	$2,536.76	Very High	$2,726.41	Low	$6,666.67
UX/UI Designer	$2,573.53	Very High	$3,253.86	Low	$10,833.33
Web Developer	$2,573.53	Very High	$4,715.55	Low	$10,000.00

CHAPTER 8

Employee Benefits in Mexico's Tech Industry

A comprehensive analysis of the benefits landscape for IT professionals in Mexico reveals notable compliance with Mexican Labor Law among employers in the tech sector.

Our findings indicate that a significant majority, **87.62%, of IT professionals receive statutory benefits mandated by the law,** highlighting the tech industry's commitment to upholding employee rights and welfare.

However, there remains a minority, **12.38%, who do not receive any statutory benefits**, underscoring an area for improvement in ensuring comprehensive coverage across the board.

■ **Does Not Receive Statutory Benefits**

12.4%

■ **Receives Statutory Benefits**

87.6%
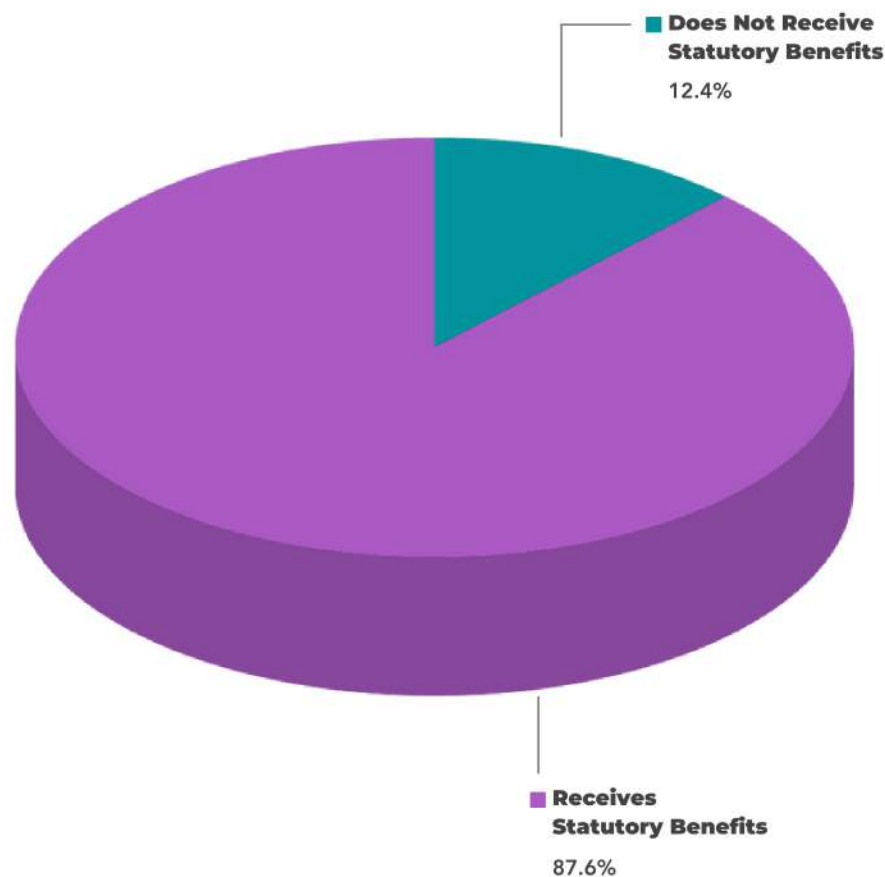
Benefits Mandated by Law in Mexico

» Year-end Bonus is the Most Common Benefit

10% of Mexican IT professionals received the mandatory year-end bonus, a common practice reflecting compliance with labor laws in the tech industry.

» Variability in Other Benefits

Variability in benefit packages is noted, with lower percentages for housing credit (21.57%), paid overtime (19.24%), and maternity/paternity benefits (19.80%).

» Significant Coverage of Social Security and Health Benefits

75% of respondents receive social security. Offering medical care and pension benefits is crucial for tech employees' long-term welfare.

» Vacation-Related Benefits are Highly Valued

Paid time off (41.23%) and vacation bonus (43.28%) show significant coverage, indicating companies prioritize work-life balance and comply with benefit laws.

Opportunity for Differentiation:

By enhancing benefits like Sunday bonuses and overtime pay, companies can differentiate themselves and attract/retain tech talent.

Percentage of IT Professionals Receiving Mandated Benefits

Benefit	Percentage
Life Insurance	36.14%
Maternity / Paternity Benefits	19.80%
Sunday Premium	15.63%
Profit Sharing	36.21%
Mandatory Weekly Rest day (usually Sunday)	29.49%
Paid overtime	19.24%
Mandatory Rest Days (Public Holidays)	40.95%
Vacation Bonus	43.28%
Year-end Bonus	54.10%
PTO (Paid Time Off)	41.23%
Housing credit	21.57%
Social Security	46.75%
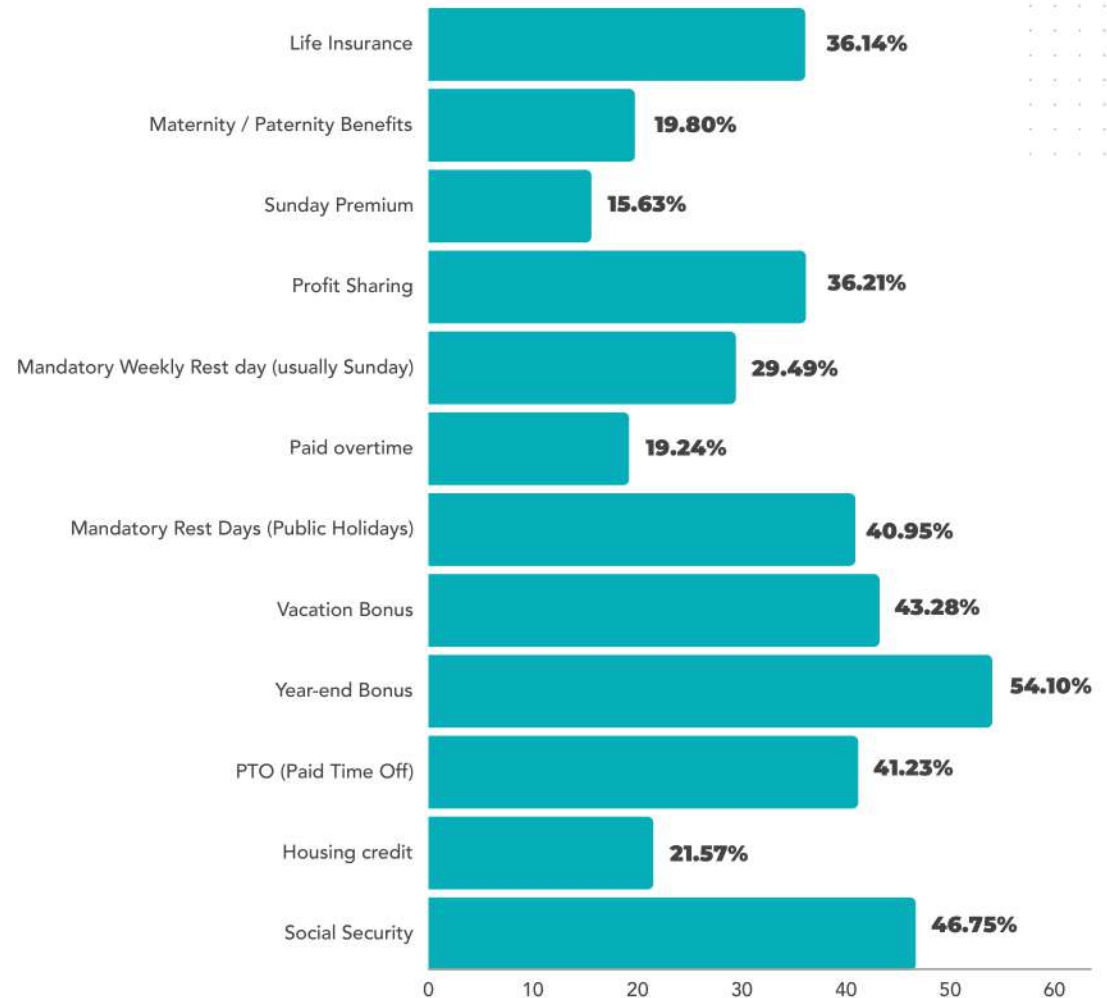
Non-Statutory Benefits

» Remote Work Dominates

The data indicates that "Remote Work" is a leading non-statutory benefit for IT professionals, reflecting a preference for flexible work arrangements likely driven by recent global shifts to remote operations.

» Health and Savings

Employer packages often include "Private Health Insurance" and "Savings Fund" to attract talent seeking comprehensive support for health security and financial well-being.

» Variation in Lifestyle Benefits

Offering gym membership, nutritional counseling, and psychological therapy as lifestyle benefits can improve employees' well-being, job satisfaction, company culture, and retention rates.

» Professional Development

Continuous learning and skill enhancement through training and professional development are crucial in the tech industry for career growth due to the rapid evolution of technologies.

Opportunity for Differentiation:

To remain competitive, tech companies should offer non-statutory benefits to create a supportive environment that values and motivates employees, aligning with changing workforce expectations.

Percentage of IT Professionals Receiving Non-Statutory Benefits

Benefit	Percentage
Student Loan Reimbursement	4.95%
Financial Counseling Programs	6.08%
Childcare Subsidies	6.58%
Stock Options or Company Shares	7.92%
Nutritional Counseling	9.05%
Free Meals at Work	9.69%
Subsidized Parking	9.90%
Psychological Therapy	10.18%
Gym Membership	10.25%
Transportation Benefits	10.40%
Discounts on Company Products or Services	11.88%
Retirement or Complementary Pension Plan	12.23%
Vision Insurance	12.59%
Dental Insurance	17.11%
Home Office Expense Reimbursement	17.96%
Performance Bonuses or Incentives	18.10%
Additional Paid Vacation Days or PTO	19.38%
Performance Bonuses	21.92%
Private Health Insurance	25.46%
Flexible Working Hours	25.88%
Food Vouchers	26.52%
Training and Professional Development	29.42%
Savings Fund	32.53%
Remote Work	37.27%

Top Desired Benefits

Analysis of the top 42 desired employee benefits for 2024 provides crucial insights for employers and HR professionals.
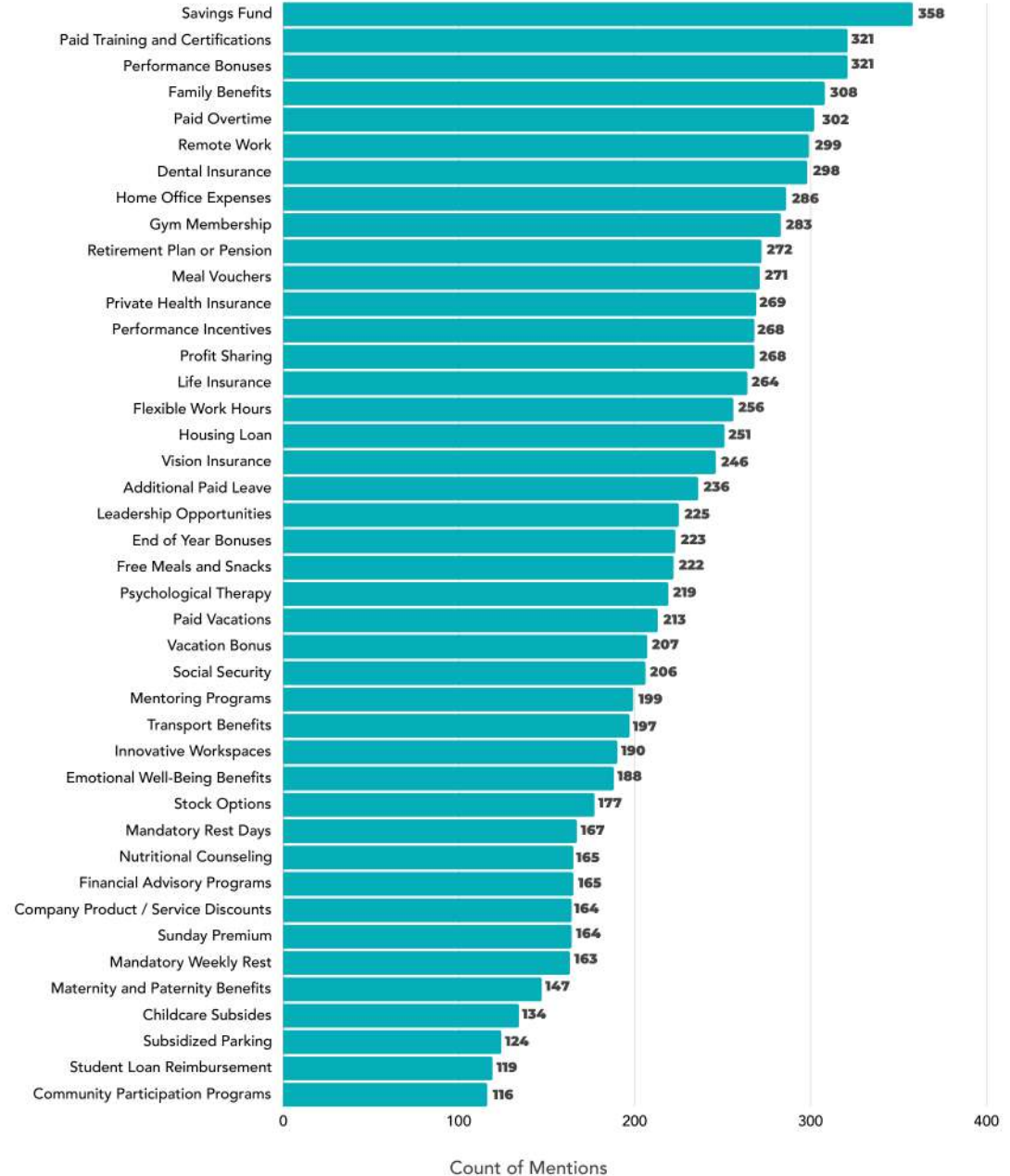
Financial Security is a Priority

The high ranking of benefits such as savings funds, retirement plans or pensions, and life insurance indicates a strong desire among employees for financial security and stability. This suggests that while competitive salaries are important, employees also value benefits that provide long-term financial protection and savings opportunities.

Work-Life Balance and Flexibility

Benefits like flexible work hours, remote work options, and additional paid leave emphasize the importance of work-life balance for employees. The ability to adjust work schedules and locations according to personal needs and preferences is highly valued, reflecting a shift towards more flexible working environments.

Top 42 Desired Employee Benefits in 2024

Benefit	Count of Mentions
Savings Fund	358
Paid Training and Certifications	321
Performance Bonuses	321
Family Benefits	308
Paid Overtime	302
Remote Work	299
Dental Insurance	298
Home Office Expenses	286
Gym Membership	283
Retirement Plan or Pension	272
Meal Vouchers	271
Private Health Insurance	269
Performance Incentives	268
Profit Sharing	268
Life Insurance	264
Flexible Work Hours	256
Housing Loan	251
Vision Insurance	246
Additional Paid Leave	236
Leadership Opportunities	225
End of Year Bonuses	223
Free Meals and Snacks	222
Psychological Therapy	219
Paid Vacations	213
Vacation Bonus	207
Social Security	206
Mentoring Programs	199
Transport Benefits	197
Innovative Workspaces	190
Emotional Well-Being Benefits	188
Stock Options	177
Mandatory Rest Days	167
Nutritional Counseling	165
Financial Advisory Programs	165
Company Product / Service Discounts	164
Sunday Premium	164
Mandatory Weekly Rest	163
Maternity and Paternity Benefits	147
Childcare Subsides	134
Subsidized Parking	124
Student Loan Reimbursement	119
Community Participation Programs	116

Count of Mentions

Health and Well-being are Essential

Prominence of health-related benefits, including private health insurance, dental and vision insurance, and psychological therapy, underlines the importance of health and well-being. Employees are looking for comprehensive health coverage that extends beyond basic medical needs, indicating a holistic approach to health benefits.

Professional Development Opportunities

The desire for paid training and certifications, as well as mentoring programs, highlights the importance of career development and growth opportunities. Employees seek to enhance their skills and qualifications, suggesting that companies offering continuous learning and development opportunities are more attractive.

Family-Friendly Benefits

Family benefits, maternity and paternity benefits, and childcare subsidies rank highly among the desired benefits. This indicates a growing expectation for employers to support work-family integration, making companies that offer family-friendly policies more appealing to current and prospective employees.

Additional Perks and Incentives

Benefits like meal vouchers, gym memberships, and free meals and snacks, while not as critical as financial or health benefits, are still valued as they contribute to an overall positive work environment and employee experience.
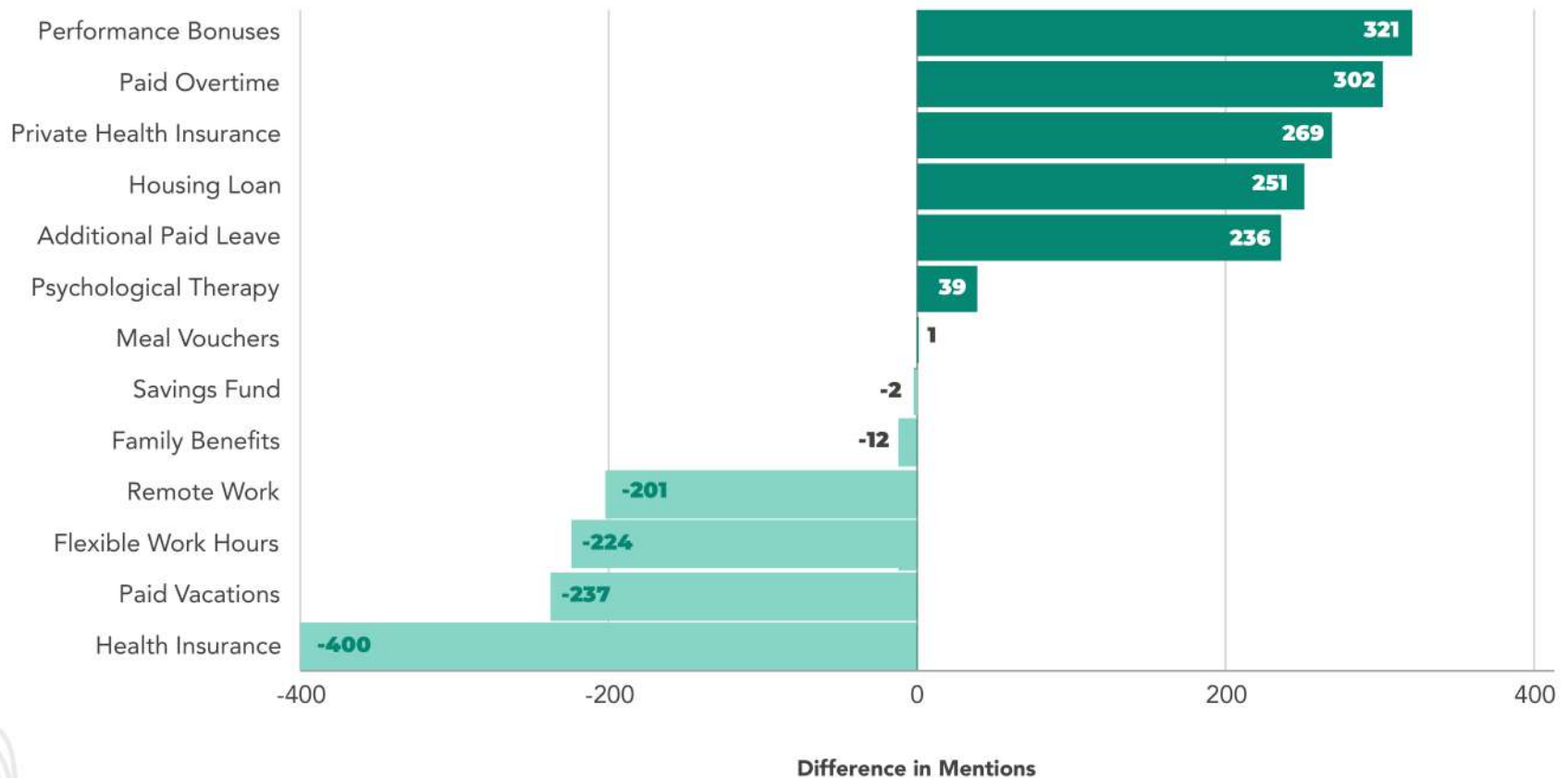
Key Takeaways for Employers:

- To attract and retain talent, companies should design their benefits packages to address the multifaceted needs of their workforce, encompassing financial security, health and well-being, work-life balance, and professional growth.

- Flexibility and personalization of benefits can further enhance their attractiveness, allowing employees to choose benefits that best fit their individual or family needs.

- Regularly reviewing and updating benefits offerings in response to changing employee preferences and societal trends is crucial for maintaining a competitive edge in the labor market.

Gap Between Desired and Current Benefits

When observing the comparative analysis between current benefits and desired benefits, the data reveals interesting patterns and key insights that need to be taken into consideration.

Gap Between Desired and Current Benefits

Benefit	Difference in Mentions
Performance Bonuses	321
Paid Overtime	302
Private Health Insurance	269
Housing Loan	251
Additional Paid Leave	236
Psychological Therapy	39
Meal Vouchers	1
Savings Fund	-2
Family Benefits	-12
Remote Work	-201
Flexible Work Hours	-224
Paid Vacations	-237
Health Insurance	-400

Difference in Mentions

High Demand Unmet Benefits

Performance bonuses, paid overtime, and private health insurance are highly desired benefits that employees feel are not currently met to the extent desired, indicating a gap between what employees receive and what they desire.

Well-Met Needs

Health Insurance, Paid Vacations, and Flexible Work Hours are highly valued benefits with a negative difference, suggesting they are already common among employees and may be less of a priority due to their widespread availability.

Emerging Desires

Emerging employee benefits include psychological therapy, housing loans, and extra paid leave, which are gaining interest but are not widely provided as standard benefits.

Satisfaction with Certain Benefits

Some benefits, like savings funds, family benefits, and meal vouchers, show minimal difference between current and desired mentions, indicating potential satisfaction among employees with these benefits.

Understanding the gap between current and desired benefits can enable employers to strategically align their benefits offerings with employee expectations, enhancing satisfaction and competitive positioning. **This analysis is a call to action for employers to reevaluate employee benefits to align with changing workforce preferences, creating a supportive and engaging workplace.**

CHAPTER 9

Hiring Models

Selecting the right hiring model is key for accessing top talent while optimizing costs and flexibility. CodersLink offers comprehensive hiring solutions tailored to each company's needs, ensuring a competitive edge in talent acquisition.

Which Hiring Model is Best For Me?

1

Build Operate Transfer (BOT)

This model is ideal for companies aiming to establish a dedicated team while minimizing initial investment and risk. CodersLink facilitates the setup, operation, and eventual transfer of a fully functional team, allowing for seamless integration and long-term growth.

2

Recruitment Solutions

For companies needing to quickly fill specific roles, CodersLink provides targeted recruitment services. This model leverages deep industry knowledge and an extensive talent network to find the perfect match for your tech needs.

3

Business Process Outsourcing (BPO)

BPO services allow companies to outsource non-core tasks, such as IT and customer support, enabling focus on core competencies. CodersLink ensures access to skilled professionals who can integrate smoothly into your operations.

More Hiring Models $\longrightarrow$

Which Hiring Model is Best For Me?

4

Recruitment Process Outsourcing (RPO)

Empower your recruitment capacity within days by adding a dedicated team of senior LATAM recruiters on-demand. Giving you the flexibility to adjust your recruitment team's size without the hassle of severance expenses.

5

Staffing

When flexibility is key, CodersLink's staffing services offer on-demand access to a pool of top tech talent. This model supports scaling teams up or down based on project demands, ensuring cost efficiency and adaptability.

6

Employer of Record (EOR)

For companies looking to expand globally without establishing a legal entity, CodersLink's EOR service handles employment, payroll, and compliance, making international hiring straightforward and compliant.

Partnering with CodersLink reduces time-to-hire by up to 40% and cuts operational costs for tech companies.

Schedule a Call With Us!

This collaboration not only accelerates access to a vetted talent pool, increasing team productivity by an average of 30% within months but also aligns with your strategic business goals through customized hiring solutions.

Engage with CodersLink to effortlessly navigate the hiring landscape, ensuring you connect with elite tech talent while fostering growth and innovation within your team.

2024 Outlook:

Navigating the Future of Tech Talent in LATAM

This year's report provides insights on trends from the past 4 years and demonstrates how macroeconomic conditions affect salary data.

Peak labor demand changed in 2021-2022 with quantity and salary adjustments. **The "super peso" and increased company presence in Mexico set the stage for an exciting 2024.**

On the ground level, there is a growing demand for technology teams in Mexico compared to the previous year. Per usual, the main focus is on software engineering roles, followed by QA engineering roles, UX/UI, project management and some technical support.

We anticipate macroeconomic conditions to influence salaries and negotiations, with a moderate impact compared to the previous year. There is a projected cautious yet steady rise in demand for roles as companies prioritize revenue-driving projects in their technical roadmap strategies.

Here's a breakdown of current challenges and opportunities:

Difficult Roles to Recruit:
- Cybersecurity Engineers
- Full-Stack Developers
- AI/ML Engineers
- Mobile Developers

Skills Hard to Fill:
- Go
- React Native
- Salesforce
- SAP

Skills Demanding a Premium:
- Python
- React Native
- Blockchain
- Ruby on Rails

Final thoughts

Latin America is today the leading nearshoring destination, with Mexico at the forefront, thanks to cultural affinity, time zone alignment, a burgeoning tech talent pool, political will and attractive economic conditions.

New tech hubs are expected to rise, complementing established centers and broadening the tech landscape in Mexico. The industry's adaptation to remote and hybrid work models will continue (even though we hear the opposite in the news), offering flexibility and a more extensive talent pool for companies.

This dynamic environment suggests a promising future for tech professionals and companies in Latin America, with opportunities for growth, innovation, and global collaboration.

Fuel your innovation with the right team, your way!

</> CodersLink

Special thanks to our partners who helped us during the creation of this report.

BOOTCAMP INSTITUTE   dexty   RECURSOS HUMANOS Plus S.C.

Illustrations by Freepik

Design and Coverage:

We conducted a survey on tech professionals in Mexico and Latin America, using a comprehensive questionnaire to gather insights on their roles, skills, and experiences in the IT sector.

Sampling Strategy:

We employed quota and stratified sampling methods to ambitiously reach 30,000 participants. Successfully collecting 24,841 diverse responses from the tech workforce.

Data Collection:

Data was collected between November 2023 and January 2024 online survey platforms, social media, and direct communication channels. Incentives boosted engagement, providing a rich dataset for analysis.

Data Integrity:

We enforced strict data processing and cleaning methods for accuracy, including typo correction, data normalization, and handling missing values. Open-ended responses were categorized using advanced machine learning techniques.

Analysis:

Our analysis used various statistical methods, including regression analysis and machine learning with Python, to analyze data and offer quantitative metrics and qualitative insights.

Ethics and Privacy:

We prioritized participant privacy, anonymized responses, and maintained ethical standards to ensure data confidentiality and process integrity.

Confidence in Our Findings:

Our methodology's strength and high response rate bolster the credibility of our insights despite engaging a busy demographic. Findings are confidently presented based on thorough data analysis and ethical research practices.

Looking Ahead:

The report highlights the importance of further investigating new job roles and technologies, setting the stage for future research to align with industry advancements.

APPENDIX

Methodology

The 2024 Tech Salaries Survey was meticulously crafted to reveal the latest trends in technology salaries in Mexico and Latin America, with a particular emphasis on Mexico.

Our goal was to **shed light on the talent market's dynamics**, offering invaluable insights for tech companies to make informed hiring decisions.