

ABOUT THIS REPORT

The Utah Market Trends report analyzes current national and regional trends and projections in the tech industry. It provides data on employment, salaries, and industry growth, with a focus on the impact of emerging technologies.

EXECUTIVE SUMMARY

Utah, known as the Silicon Slopes, continues to gain national recognition for its thriving tech sector, strong business climate, & innovation-friendly environment.

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State Performance

Utah consistently earns national praise as a top state for business and quality of life, holding multiple #1 rankings in 2024. The state's historic GDP and population growth continue but high home prices and affordability challenge new buyers and create barriers to economic growth.

Workforce Statistics

Entering 2025, the state's economy remains robust, with tech job concentration 34% above the national average and more than half of these roles based in the Salt Lake City area. Job growth continues broadly across industries, maintaining low unemployment levels statewide despite the recent cooling of the tech sector.

Technology Impact & AI

The Silicon Slopes continues to make a national impact, with AI advancements, startup growth, and regulatory shifts. The state is addressing AI energy demands, fostering biotech and enterprise innovation, and leading in AI and crypto legislation, reinforcing its status as a rising tech hub.

STATE PERFORMANCE

Utah's business landscape tells a story of remarkable highs and evolving challenges. Nationally recognized cities, tech layoffs, and economic trends are reshaping both business and everyday life in the state.

Record Growth Meets Economic Strength

Utah's population surpassed 3.5 million, and its GDP hit a historic \$300 billion milestone, leading the nation with 4.6% growth. The state also holds the nation's lowest poverty rate at just 6.8%. Utah faces a housing paradox, where most current homeowners (over 70%) remain comfortable paying less than 30% of their income on housing, while new buyers struggle with near-record home prices and high mortgage rates.

UTAH'S ACCOLADES

- #1** Best State Overall
State to Move To
State for Business Climate
- #2** Best State Economy
Friendliest State for Small Business
- #3** Best State to Start a Business
Most Entrepreneur-Friendly State
Best-Performing Cities (Salt Lake)

Utah Leads in Economy & Quality

Utah's strong economy, business-friendly policies, and high quality of life have earned it national recognition:

- #1 State for Business Climate (2024) – Schweitzer Engineering Laboratories (SEL)
- #1 State to Move To (2024) – Consumer Affairs
- #1 Best State Overall (2024) – U.S. News & World Report

Tech Slowdown

The cooling high-tech sector has slowed job and wage growth in some parts of the state. Once ranked #1 in 2023 and #5 in 2024 among Best-Performing Cities, the Provo-Orem region fell to 15th place this year.

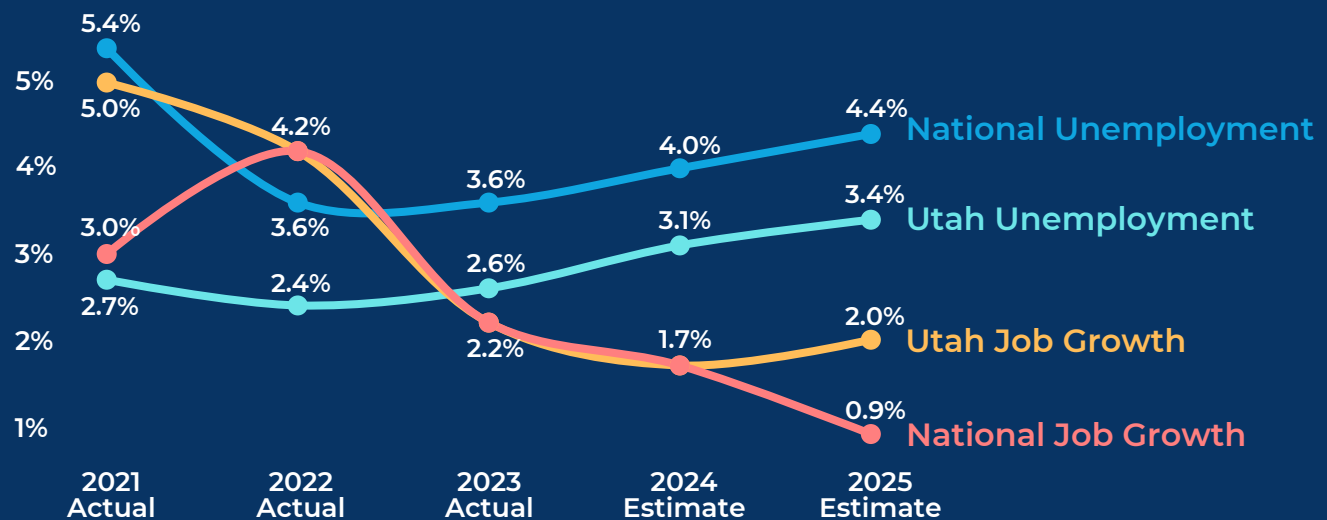
Life in the Silicon Slopes

Recent events like the Silicon Slopes Summit, the Bank of Utah's 2025 Economic Forecast Event, the Founder 100 Reunion, Utah Tech Week, and others indicate the state is a leading in business, tech and start-ups.

TECH WORKFORCE STATISTICS

Utah enters 2025 on solid economic footing. **The state experienced a job expansion in 2024 with growth in almost all industries.** With job growth, unemployment, and job openings all looking strong, the “cooling” of the labor market throughout 2024 may be ending. The data from the Utah Economic Council forecasts a slowing, but not stalling, economic expansion in 2025.

UNEMPLOYMENT & JOB GROWTH TRENDS



Data from the Utah Economic Report to the Governor at gardner.utah.edu/utah-economy

From 2020 to 2023, Utah's share of national tech employment surged by 19%, bringing the **state's tech job concentration to 34% above the national average.** In contrast, Texas saw a 9.9% increase, while California's share declined to 15.8%.

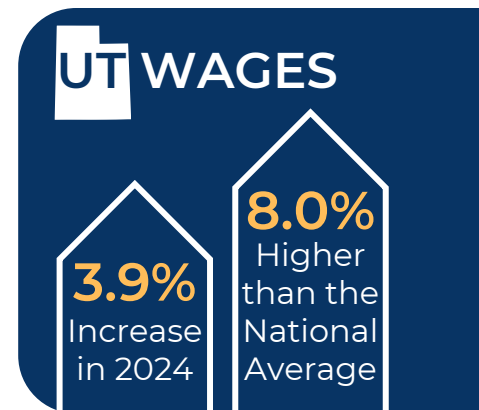
Utah's tech industry, centered in the Salt Lake City metro area, accounts for 52% of the state's tech jobs, followed by the Provo-Orem area at 33%. Even amid a national economic slowdown, Salt Lake City saw a 1.7% rise in tech employment, highlighting Utah's resilience and increasing influence in the tech sector.

NATIONAL SALARY GUIDE

Below is national salary data from trusted sources. By averaging the data and analyzing percentiles, we provide a clearer picture of how compensation varies by experience level:

- **25th percentile:** Experienced professionals who are advancing their skills and experience, and building autonomy in their roles.
- **50th percentile:** Experienced professionals who perform core responsibilities independently, confidently navigate processes, and have a solid understanding of their field.
- **75th percentile:** High performers who go beyond job expectations, bring advanced expertise, and are well-positioned for career advancement.

PERCENTILE	25TH	50TH	75TH
LEADERSHIP & EXECUTIVE ROLES			
Chief Information Officer	\$236,600	\$304,300	\$376,900
Chief Information Security Officer	\$213,800	\$291,300	\$373,400
Chief Technology Officer	\$204,400	\$261,500	\$330,300
Vice President	\$179,900	\$213,200	\$251,200
Director	\$153,800	\$183,700	\$214,200
Manager	\$138,000	\$158,700	\$181,300



PERCENTILE	MID LEVEL			SENIOR LEVEL		
	25TH	50TH	75TH	25TH	50TH	75TH
SOFTWARE ENGINEERING						
AI/ML Engineer/Architect	\$127,900	\$149,000	\$171,400	\$161,000	\$180,800	\$200,600
App Engineer/Architect	\$114,000	\$130,500	\$149,600	\$134,500	\$151,400	\$172,900
Mobile Engineer/Architect	\$114,000	\$130,500	\$149,600	\$134,500	\$151,400	\$172,900
QA Engineer	\$89,000	\$100,900	\$111,900	\$112,400	\$121,000	\$130,300
Software Engineer/Architect	\$109,100	\$123,200	\$139,400	\$123,400	\$140,400	\$162,600

	MID LEVEL			SENIOR LEVEL		
PERCENTILE	25TH	50TH	75TH	25TH	50TH	75TH
PROJECT, PRODUCT, & TEAM MANAGEMENT						
Product Manager	\$120,800	\$132,000	\$143,200	\$134,900	\$149,300	\$169,700
Project Manager	\$107,000	\$117,600	\$130,200	\$123,900	\$134,300	\$144,800
Scrum Master	\$102,500	\$111,900	\$121,300	\$120,900	\$131,400	\$141,900
DATA & ANALYTICS						
Business Analyst	\$90,400	\$99,500	\$110,500	\$103,200	\$117,900	\$136,400
Data Analyst	\$90,400	\$98,200	\$108,700	\$110,900	\$125,100	\$139,400
Data Engineer/Architect	\$110,100	\$132,700	\$163,400	\$139,600	\$170,600	\$186,800
Data Scientist	\$118,600	\$135,100	\$161,600	\$138,900	\$157,900	\$186,800
CLOUD, SYSTEMS, & INFRASTRUCTURE						
Cloud Administrator	\$86,000	\$92,600	\$101,300	\$99,200	\$109,000	\$118,000
Cloud Engineer/Architect	\$108,500	\$128,400	\$148,900	\$141,600	\$164,600	\$181,600
Network Administrator	\$86,000	\$92,600	\$101,300	\$99,200	\$109,000	\$118,000
Network Engineer/Architect	\$108,500	\$128,400	\$148,900	\$141,600	\$164,600	\$181,600
Site Reliability Engineer/Architect	\$108,700	\$122,900	\$143,000	\$128,100	\$145,300	\$171,100
Systems Administrator	\$83,000	\$96,200	\$111,400	\$97,600	\$109,500	\$124,500
Systems Engineer/Architect	\$97,800	\$109,000	\$120,300	\$116,400	\$129,800	\$143,000
SECURITY & DEVOPS						
DevOps Engineer	\$119,900	\$132,200	\$144,700	\$143,800	\$155,800	\$167,900
Security Analyst	\$101,800	\$114,239	\$135,625	\$113,904	\$133,700	\$153,500
Security Engineer/Architect	\$134,800	\$141,500	\$151,300	\$147,00	\$160,000	\$173,000
TECHNICAL SUPPORT						
Help Desk	\$59,300	\$64,900	\$70,500	\$71,500	\$78,600	\$85,600
Technical Support Analyst	\$71,700	\$77,800	\$84,000	\$86,000	\$89,600	\$93,300

Salary Sources: [Salary.com](https://www.salary.com), [Dice](https://www.dice.com), [Randstad](https://www.randstad.com), [Motion Recruitment](https://www.motionrecruitment.com), [Robert Half](https://www.roberthalf.com)

AI TREND

Recently, our network of tech leaders has explored the impact of AI reasoning models. While these models improve decision-making and efficiency, IT leaders must address challenges related to infrastructure costs, complexity, and ethics.

REASONING MODELS

Automated reasoning, a branch of "**symbolic AI**," uses rule-based logic instead of data-driven learning.

Rooted in ancient philosophy, it remains niche, with only **3,000 global practitioners**, according to AWS VP Byron Cook.

AWS first used automated reasoning in cybersecurity to verify cryptographic protocols and enhance data security.

AI TALENT DEMAND

2024 saw a nearly **60% increase in AI job postings**. LinkedIn's latest "Jobs on the Rise" list identifies AI Engineer as the fastest-growing job in the U.S., reflecting significant growth in AI-related positions despite industry layoffs.

PROS

- **Enhanced Decision-Making** – AI reasoning models improve problem-solving and contextual understanding (e.g., advanced medical diagnosis).
- **Greater Efficiency** – Reduces the need for extensive retraining by improving adaptive learning (e.g., dynamic financial forecasting).
- **Improved Accuracy** – Iterative learning & self-correction minimize errors (e.g., AI debugging its own responses).
- **Better Alignment with Business Needs** – AI can reason through complex workflows, making it more useful for strategic decision-making.

CONS

- **Higher Compute Costs** – Reasoning models require significantly more processing power (e.g., DeepSeek R1 needs up to 100x more compute).
- **Increased Complexity** – More challenging to develop, fine-tune, and deploy compared to traditional models.
- **Data Quality Dependence** – Requires high-quality, domain-specific data to function effectively, making implementation resource-intensive.
- **Regulatory & Ethical Risks** – Greater autonomy in reasoning increases the risk of biased or unexpected decisions, requiring strong governance.

TECHNOLOGY IMPACT

The upcoming Utah Digital Government Summit 2025 showcases the region's impact and leadership in the tech space. Uniting public sector leaders and tech professionals to address government challenges, the event focuses on cybersecurity, digital transformation, AI, data governance, and collaboration.

Tech Laws Reshape Utah

Utah makes bold moves in tech regulation with new legislation reshaping AI and digital asset investments. Legislators aim to **refine AI disclosure rules and become trailblazers in crypto investment legislation**, signaling a commitment to innovation and consumer protection.

REPORT SOURCES

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Fueling the AI Surge

The Silicon Slopes is wrestling with how to **power the massive energy demands of AI data centers**, with a single facility potentially using 1.4 gigawatts—over a third of the state's total 4-gigawatt capacity. Legislators are debating bills to allow energy companies more flexibility in serving these centers, highlighting tensions between reliable fossil fuels and renewable energy sources.

Startup Expansion & AI Advancement

The state's tech landscape is expanding with AI-driven advancements **in-home services, biotech, and education, alongside increased VC interest** in enterprise software and automation. Key developments include Microsoft's focus on AI safety, UVU's UNESCO Chair for AI-powered education, Altitude Lab's \$2.5M pre-seed fund for biotech startups, and Boostly's \$22M Series A to scale restaurant marketing automation, reinforcing Utah's position as a growing tech and startup hub.



UTAH MARKET TRENDS REPORT

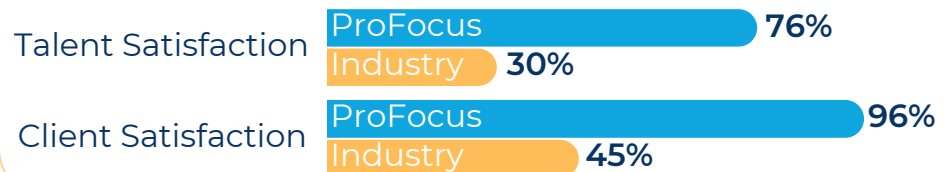
PROFOCUS BY THE NUMBERS

Data points highlighting our successful partnership with dozens of clients over the past 10 years! Our world-class fill ratio is 55% and our top clients have a 100% fill ratio with us. We fill jobs 2x faster than our competition.

AWARDS & REVIEWS



NET PROMOTER SCORES



PLACEMENT SUCCESS

World-Class 91% Placement Completion Rate



FILL RATIO

World-Class 50% Job Order-to-Placement Ratio



FEWER CANDIDATE RESUMES

Only 3.58 Accurately Matched Candidates Introduced Per Placement, Compared to the Industry Average of 11



"Attempting to match existing skills with the constant change in technology is a challenge and can drive up training cost for the department. Leveraging partners, like ProFocus, allows us more immediate support for deployments, helps train our existing teams faster, and there is a potential team fit if converted."

– John Cook, Director of Services & Innovation, Sportsman's Warehouse