

Mid-Year Market Update: Technology - 2025

As we enter H2 2025, the technology hiring landscape has evolved significantly from the first half of the year. AI and cloud investment have shifted from speculative experimentation to structured execution, while infrastructure hiring is increasingly tied to transformation and modernisation efforts.

Drawing on insights from our recruitment teams across the UK, US, and EU, this report provides a forward-looking perspective designed to help your business navigate evolving market conditions and plan effectively for the months ahead.



AI hiring and real-world impact

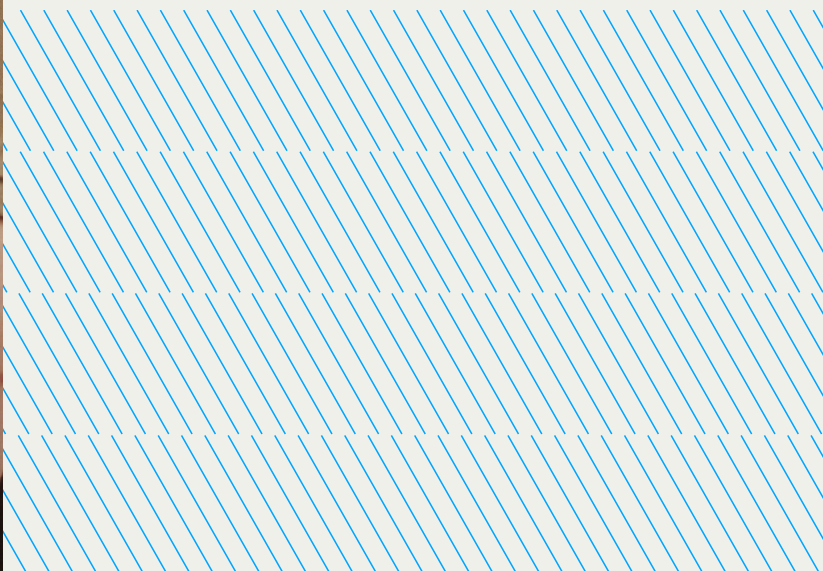
In 2023 and 2024, AI hiring was driven by curiosity, brand positioning, and exploratory R&D. That has changed. In 2025, companies are now hiring to implement, scale and commercialise AI-powered solutions.

US organisations are leading the charge, with high demand for AI/ML Engineers, AI Solution Architects, and LLM specialists across industries including MedTech, robotics, and SaaS. European employers, especially in Germany and Switzerland, are not far behind. While the UK has potential talent, limited investment and slower decision-making are holding back execution.

"We're now working with companies who were on pause a year ago, but are suddenly back and need AI talent fast." – **Tim Watson**, Technology Director at Henderson Scott

Skills in demand include Python, PyTorch, Kubernetes and AWS, with growing interest in prompt engineering and AI compliance. Employers are now hiring for outcomes: talent that can ship features and integrate AI into business operations.

In cybersecurity, GenAI is also a growing priority. We're seeing an emerging wave of demand for GenAI Security professionals, with start-ups building products that secure AI models as much as traditional assets. This reflects a broader trend: AI isn't just powering innovation, it's also creating new risks that need securing.



Cloud and Infrastructure: Optimisation over expansion

Cloud adoption is no longer the headline; it's what companies do with it that matters. AWS remains dominant, but Azure is gaining ground in regulated industries. In parallel, platforms like Salesforce AI Cloud and SAP BTP are driving demand for integration-focused engineers.

Hiring is most active in roles supporting digital transformation: DevOps professionals with a security overlay, FinOps experts to manage cost, and SREs for platform resilience. Many roles are linked to specific transformation milestones such as S/4HANA upgrades or Salesforce Lightning migrations.

Where infrastructure once meant maintaining the engine, today it means fuelling innovation. Companies are shifting away from legacy roles and focusing on building future-ready environments.

In parallel, cybersecurity talent is being embedded earlier in cloud projects. DevSecOps and ASPM (Application Security Posture Management) are increasingly sought-after skillsets, as organisations move to install security from the start rather than retrofitting it later.

Regional trends

| Region | Market outlook | Hiring focus | Working models |
|--------|-------------------|---|---|
| US | High activity | AI delivery, cloud scale, commercial GTM | Hybrid with flexibility for key talent |
| EU | Steady growth | AI implementation, Salesforce/SAP integration | Remote still common; some shift to hybrid |
| UK | Slow and cautious | Contract-led roles, niche technical hiring | Hybrid standard, but struggling with attraction |

The US continues to be the most aggressive in terms of hiring volume and velocity. EU markets are more measured, but transformation work is keeping demand consistent. In contrast, UK hiring is suffering from stagnant investment and global firms scaling elsewhere.

"It's been a turbulent time for the UK tech market. Many global firms are choosing to hire elsewhere."
 – **Sean Brown**, Technology Practice Director at Henderson Scott

Our teams report particularly strong momentum in cybersecurity and commercial GTM hiring among US-based or Israel-founded firms expanding stateside. Scale-up vendors are building their US sales and

engineering presence aggressively, often hiring their first non-technical employees in the region.

While the UK continues to produce strong technical candidates, US employers are offering significantly higher base salaries and more generous equity packages, often targeting UK talent remotely, making retention increasingly complex.

Who's investing in talent?

- Startups in AI, robotics, and autonomous systems continue to hire aggressively, particularly for niche engineering and product roles.
- Venture-backed cybersecurity firms have seen a marked increase in hiring compared to 2024, driven by renewed access to capital. This is fuelling demand in GTM and new business sales, especially for specialists in cloud and data security.
- Consultancies, especially mid-tier firms, are capitalising on transformation projects that stalled at larger firms.
- Retailers and HealthTechs are embedding AI into customer platforms and back-end operations.
- MedTech and AI-driven service providers are leading commercial hiring across the US.

Additionally, commercial teams are evolving. Employers increasingly expect Sales and GTM leaders to be both strategic and revenue-contributing.



What candidates want

Understanding candidate motivation is key to securing and retaining top performers within the Technology space. Trends we've observed:

- Senior candidates are prioritising meaningful work, technical relevance, and opportunities for leadership.
- Mid-level professionals are more likely to move for progression, salary and flexible working models.
- Regional differences are clear: US candidates chase innovation and compensation; UK talent seeks progression and balance; EU professionals value stability and mission-driven roles.

The most successful employers are tailoring their EVP to reflect these motivations across markets.

What to prepare for

The second half of the year brings opportunity, but not without complexity. While talent is available, the competition for it is increasingly fierce, and the barriers to securing the right people are growing more nuanced. Across markets, we are seeing a rise in elongated interview processes that lead to candidate dropouts, particularly when competitors are moving faster. In parallel, US-based firms are actively targeting UK and EU talent with remote-first roles and premium salaries, making retention more difficult.

In cybersecurity, this is particularly evident in the commercial space, where scale-ups with VC funding are rapidly building out GTM functions and creating fast-paced hiring cycles, often outmanoeuvring slower corporate hiring processes.

In the EU, onboarding is being slowed not by interest, but by upskilling gaps. Businesses are investing in training but struggling to match the pace of technological change. Meanwhile, visa issues and onboarding friction continue to complicate timelines in the US, especially for specialist hires.

So, what does success look like in this climate?

It means taking a strategic, decisive approach to recruitment. Organisations that streamline their hiring processes, cut time-to-offer, and reduce approval bottlenecks are consistently outperforming those that delay. Prioritising key leadership hires, particularly those who can scale and execute, is becoming a competitive differentiator.

Retention is equally critical. Internal mobility, visible career progression, and targeted L&D opportunities are no longer 'nice to haves' but essential components of a high-retention culture. And to stand out in a crowded market, your EVP must speak directly to the motivations of your target candidates, whether that's flexibility, purpose, progression, or cutting-edge tech.

Now is the time to align your hiring strategy with market realities. The organisations that win in H2 will be those that move smartly, communicate clearly, and offer more than just a job.

To stay competitive in the current climate, hiring managers and business leaders should:

- Streamline decision-making and reduce time-to-offer.
- Prioritise technical leadership roles to support scale and delivery.
- Invest in internal mobility and career visibility to retain high performers.
- Tailor benefits and EVP messaging to the market and seniority of your target candidates.

Whether you're looking to stabilise your infrastructure, accelerate AI adoption, or scale commercial teams, the second half of 2025 will reward clarity, agility and speed.

Need help building a market-informed hiring strategy within the Technology space? **Our specialist consultants** are here to advise, not just supply CVs. Let's talk about what's next for your business.

