How to MAKE MORE MONEY in IT

*A guide to the **roles**, **functions**, **markets**, and **professional tracks** that will take your career to the **next level***

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MAXIMIZE YOUR IT PROFORMANCE™

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PART 1 The Big Picture

It's good to be in IT, but it's great to be in a few specific areas of IT

It's good to be in IT.

On average we make a lot more money, and have a much lower unemployment rate, than other professions.

The IT Unemployment Rate < **Half the National Unemployment Rate**

Source: Dice Tech Trends 2014

IT Pro Salary Average
$100,400
Average IT Salary in 2014

>

102% the National Average
$49,600
Average Private Sector Salary in 2014

Source: COMPTIA Cyberstates 2015

But it's Not Sunshine and Roses Everywhere

As a whole, the IT jobs market is only growing at the same rate as the general private market. Both only increased by 2% in 2014. And even though IT professionals earn a good living, the average inflation-adjusted tech wage actually dropped last year.

Average Inflation Adjusted Tech Wage

$101,800 2013 **- 1.4%** 2014

$100,400

So What's Really Going On?

Both sets of data are true, but they only tell the story at a high level.

When it comes to the IT jobs market, the data lying below the surface tells a more complete and interesting story. Yes, it's ***good*** to be in IT, but its ***great*** to be in a few specific areas of IT.

Highlighting those few specific areas is the objective of this guide.

To get you the inside scoop on how to maximize your IT career, we dug deep into four of the market's best salary & employment data sets:

1. Modis 2015 Salary Guide
2. COMPTIA Cyberstates 2015
3. DICE Tech Trends 2014
4. Primary Data from the National Bureau of Labor Statistics

Our analysts mined these four datasets to give you a more useful and insightful picture of what's really going on in the IT marketplace—a picture relevant to the decisions you are making today about what technology tracks you want to focus on, where you want to work, and what skills you want to develop to support your career.

To succeed where others are stagnating, you have to seize the opportunities they don't see.

Read on, and we'll show you where those unseen opportunities lie.

To your success — Marc J Schiller

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PART 2 IT Roles & Functions

The IT roles and functions experiencing the greatest salary growth and ***decline***.

1

Customer-Facing Tech Specialists

2013-2014 Job Growth: 33.5%

Senior Sales Support Engineer +27.2% salary increase
Sales Engineer +17.2% salary increase
Technical Sales Support Specialist +16.7% salary increase

+20% Average Salary Increase

2

System Architects

Projected Job Growth through 2020: 38%

Health IT System Architect +20% salary increase
Senior Software Architect +16.4% salary increase
Data Architect +16% salary increase

+17% Average Salary Increase

3

Systems Analysts

2013-2014 Job Growth: 56.2%

Information Security Analyst +15.8% salary increase
General Computer Systems Analyst +15% salary increase
Business Systems Analyst +15% salary increase

+15% Average Salary Increase

Data Source: Modis 2014 Salary Guide vs Modis 2015 Salary Guide, NBLS primary data

Key Takeaways:

1. Companies increasingly ask IT to bridge the gap between technology and burning business needs. The hottest IT roles are those that leverage professional skills to directly serve customers, stitch together comprehensive business systems, and translate requirements into functional workable specs.
2. Develop these professional skills to grab the greatest opportunity to make more money in IT.

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PART 2 IT Roles & Functions

The IT roles and functions experiencing the greatest salary growth and ***decline***.

1 Software Quality Assurance Analysts -19%

WHY?

With Agile development methods becoming more prevalent, the SCRUM lead is fast taking over a number of the responsibilities that were once held by team leaders. Additionally, automated QA tools and the outsourcing of QA as a function overall are contributing to the salary decline for these roles.

2 Interface Designers and Analysts -13%

WHY?

The increased availability of UI design and development templates has decreased the need for custom UI designs produced from the ground up.

3 System Admins -8%

WHY?

With the rise of cloud-based services (Software, Platforms, and Infrastructure), virtualization, and systems outsourcing the need for in-house systems administrators has been significantly reduced.

Data Source: Modis 2014 Salary Guide vs Modis 2015 Salary Guide

Key Takeaways:

1. The nature and method of system design and delivery is changing. Conventional roles are yielding to new models, and it's incumbent upon IT pros to keep on top of the trends, because once-prized skills and roles can rapidly devalue.
2. Right now, the trends tell a clear story: stay away from roles where templates, automated tools, and new outsourcing models can replace you.

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PART 3 High Opportunity IT Career Tracks

Good news for hardcore techies. Conventional wisdom states unless you go into management you will never be able to reach substantial levels of compensation. Not so at all. There are a number of IT career tracks that offer both technical depth and financial opportunity.

IT Management

$257,433 Chief Information Officer

$176,130 IT Director

$113,588 General IT Manager

$107,203 Sr. IT Project Manager

$76,282 Project Manager

Security

$188,079 Chief Information Security Officer

$115,415 Data Security Manager

$112,674 IS Security Manager

$100,147 Data Security Supervisor

$91,293 Senior Data Security Analyst

Data Architecture

$146,734 Data Management Director

$133,070 Sr. Data Architect

$107,130 Database Administrator

$106,597 Mid-Level Data Architect

$70,585 Jr. Data Architect

Health IT

$141,371 Clinical Systems Architect

$92,283 Clinical Systems Project Mgr.

$82,454 Clinical Systems Analyst

$66,710 Clinical Systems Trainer

$53,578 Configuration Analyst

Bus. Intelligence

$131,182 Bus. Intelligence Architect

$110,197 Bus. Intelligence Specialist

$88,787 Bus. Intelligence Analyst

$79,601 Bus. Intelligence Developer

$62,104 Report Developer

All values are for each role's "Annual Average Salary"
Data Source: Modis 2015 Salary Guide

Key Takeaways:

1. Management remains the highest-paid career track in IT, but a hot technical area can provide near-equivalent salary.
2. If you want to follow a hard-core technical career path, follow one of these high-opportunity tracks.

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PART 4 The Large Company Premium

Size Matters. Large companies pay double the salary—or more—for these 9 roles compared to small companies.

	Small Company* Avg. Salary	Large Company* Avg. Salary	Large Company Premium
Management			
VP of IT	$105,499	$359,227	+241%
CIO	$150,757	$358,554	+138%
Business Intelligence Personnel			
Data Architect I	$38,788	$96,224	+148%
Data Architect II	$61,872	$124,033	+100%
Report Developer	$46,150	$91,713	+99%
Health IT			
Revenue Cycle Project Manager	$81,509	$185,998	+128%
Utilization Review Analyst	$38,308	$80,548	+110%
Information Security			
Senior Data Security Analyst	$61,032	$125,054	+105%
Chief Information Security Officer	$123,479	$245,622	+99%

Data Source: Modis 2015 Salary Guide

** Small companies = companies with <$50M in annual sales*
** Large companies = companies with $200M+ in annual sales*

Key Takeaways:

1. Large companies need IT professionals who can handle delicate politics, manage relationship networks, and navigate the internal sales process. These skills are rare, and large companies are willing to pay a premium for those IT professionals who have them.
2. To maximize your salary: develop these professional skills and put them to use in a large company.

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PART 5 Hot IT Markets Off the Beaten Path

Not all states are created equal when it comes to opportunities for IT professionals. A closer look at some of the factors driving the demand for employment, and the increase in wages, points us to a few unexpected markets offering unique opportunity.

BIG MARKETS

	Total Tech Jobs Statewide	% Increase in Job Openings	Avg. Wage in Tech Industry	% of Private Sector Workers in Tech	State Ranking for Avg. Tech Wages
OHIO	347,148	23.8%	$75,520	3.9%	33
COLORADO	252,072	29.9%	$101,842	9.2%	9

Ohio: While the state has a lower-than average average IT wage, the size of Ohio's IT market, it's low saturation percentage of the total private sector market, and the market's rapid 23.8% growth rate suggest wages are due for a surge.
Colorado: A big market that offers the 9th highest IT wages of any state. The market's 9.2% of private sector workers in tech may indicate the market is already saturated, but Colorado's 29.9% annual growth rate suggest many new opportunities await.

SMALL MARKETS

DISTRICT OF COLUMBIA	73,100	37.1%	$105,623	7.1%	5
DELAWARE	35,528	49%	$100,621	6.2%	10

Although these small markets—essentially servicing the government industry—already sit at high wage levels, they are also experiencing tremendous growth in job openings and rapid hiring. This indicates a likelihood of further wage increase.

Data Sources: Modis 2015 Salary Guide, COMPTIA Cyberstates 2015

Key Takeaways:

1. IT professionals looking for substantial opportunities off-the-beaten-path should look in these four markets.
2. If none of these particular markets appeal to you, then look for a market you'd like that shares their key characteristics—substantial pay, rapid growth, and low market saturation.

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PART 6 What Matters Most to IT Pros

Your Perspective

We know that money isn't the only thing that IT pros care about.

Money

Career Path

Take a minute and make your voice heard. Our survey results are read by thousands of IT managers and can help shape the future of our industry.

Professional Development

Every year we survey the IT community and report back on what matters most to IT pros; what you really want from your career.

Vacation

Click here!

to answer three simple multiple choice questions.

Rain Partners is a boutique IT consulting firm that nurtures, educates, and develops the Pro side of being an IT Pro while helping ambitious IT professionals, leaders, and organizations achieve greater success, recognition, and career satisfaction.

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