100X | WORKFORCE

SALARY GUIDE 2026

IT & Technology

What IT and technology people are asking to be paid, and how to hire them before you need them.

$175K
Typical ask for an IT Director or Manager

82%
Know Microsoft Azure

$85K
Typical ask for a Data / BI Analyst

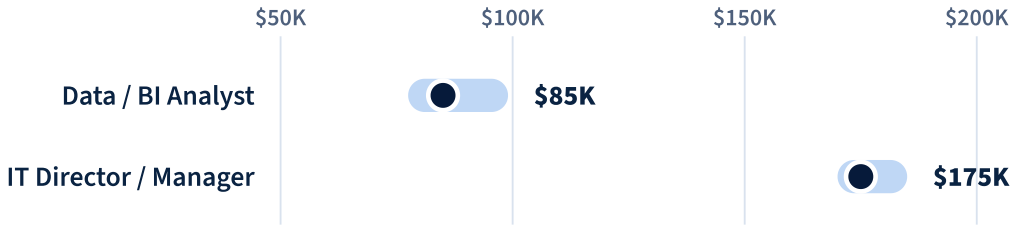
97
Candidates behind this guide

Built from 97 NorthPoint Search Group candidate questionnaires and job applications (February 2025 – July 2026) and U.S. Bureau of Labor Statistics data.

PAY

What they're asking to be paid

Desired base salary, from 32 candidates who told us what they want in their next role. The bar is the middle half of answers. The dot is the typical ask (the median).



The lowest salary people say they'd accept sits close to what they ask for. A Data / BI Analyst asking $85K says the floor is about $80K. There isn't much room to come in low.

TITLE	ANSWERS	MIDDLE HALF	TYPICAL ASK	LOWEST THEY'D TAKE
Data / BI Analyst	7	$77.5K – $99K	**$85K**	$80K
IT Director / Manager	25	$170K – $185K	**$175K**	—

Government numbers for comparison

Median annual pay, metro Atlanta, May 2025 (BLS). These include every experience level, so they can run lower than what experienced candidates ask for.

Computer and information systems managers	**$177,970**
Software developers	**$132,960**
Information security analysts	**$131,490**
Computer systems analysts	**$119,090**
Data scientists	**$108,940**
Network and computer systems administrators	**$101,000**
Computer user support specialists	**$62,110**

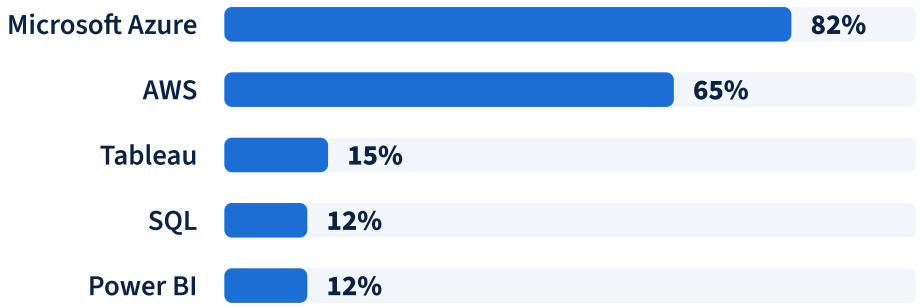
How to read this

Asking pay is base salary only, before bonus and benefits. Titles with fewer than 5 answers aren't shown. About 33% of candidates who gave a location are in Georgia; the rest are spread across the U.S.

SYSTEMS

The software they know

Cloud and data platforms named by 40 candidates. Many know more than one.



Microsoft Azure is the most common: 82% know it. AWS and Tableau follow at 65% and 15%. If you run something else, ask about it in your screening questions.

TURNOVER

How often people leave

Departures per 100 jobs in a year (all separations, 2025), from the BLS Job Openings and Labor Turnover Survey.

How long people stay

Median years with their current employer, January 2026 (BLS).

Management (incl. IT directors)	**6.1 years**
Computer and mathematical	**4.6 years**
All occupations	**4.1 years**

What that means for a team of 10

At professional services employers, a 10-person IT team sees 5 or 6 departures a year. At information-sector employers it's 3 or 4. Either way, most of those openings are predictable.

A year is 12 times the average monthly rate. It counts departures, so one seat can turn over more than once.

WHAT TO DO

Five ways to hire better this year

1. **Price to the ask.**
   Put the middle-half range for the role in your job post. Candidates' floor is close to their ask, so low offers lose people.

2. **Sell the path, not just the pay.**
   Show the next title, who they'll learn from, and what they'll own.

3. **Say where they'll work.**
   Put in-office, hybrid or remote in the first line of the post.

4. **Screen for your system.**
   Ask about your cloud and data stack up front. Train the rest.

5. **Build the bench before you need it.**
   Turnover is predictable. Keep a short list of ready people behind every seat so the next resignation is a phone call, not a crisis.

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METHOD AND SOURCES

Pay, reasons, work setup and software come from screening questionnaires and job applications that candidates completed for NorthPoint Search Group between February 27, 2025 and July 16, 2026: 97 people, newest form per person. Pay figures are desired base salary for the titles shown; the middle half is the 25th to 75th percentile, rounded to $500. Groups with fewer than 5 answers are left out, and no individual answer is shown.

- BLS Job Openings and Labor Turnover Survey, 2025 annual averages (released March 13, 2026), Tables 20 and 22.
- BLS Employee Tenure, median years with current employer by occupation, January 2026, Table 6.
- BLS Occupational Employment and Wage Statistics, May 2025, Atlanta-Sandy Springs-Roswell, GA.