

The logo for DataX Connect, featuring the text "DataX" in white with a yellow 'X' and "Connect" in white below it, with a white swoosh above "DataX".

**DataX**  
**Connect**

The logo for the Salary Survey 2024, featuring the text "SALARY SURVEY 2024" in white and yellow, with a yellow and white circular graphic element.

**SALARY  
SURVEY  
2024**

# **DATA CENTRE SALARY SURVEY 2024**

Taking a close look at the compensation packages of 1000+ data centre employees across the UK

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**INSIGHTS ON SALARIES, BONUSES,  
AND BENEFITS IN THE SECTOR**

# FOREWORD FROM THE CEO



**There has been a growing demand for transparency and clarity in compensation packages within the data center sector.**

**The 2024 Salary Survey is our answer to this need, aiming to provide accurate and actionable information for the businesses we collaborate with and the individuals we support.**

Our mission is clear: we are obsessed with providing the best customer experience. This mission drives us to empower the organisations we work with with the insights they need to attract and retain the best data centre talent, and to equip data centre professionals with the knowledge to understand their market value and career potential.

We have put together this information to help leaders to understand the market value of specific skill sets in the data centre industry. Understanding the salary ranges and benefits packages is important to stay competitive in attracting top-tier talent. At the same time any data centre professional can use the insights to understand market trends and make informed choices about their career in the data centre sector.

This report is more than just data; it's a strategic tool to empower everyone we work with. By leveraging these insights, companies in the data centre space can make informed decisions that align with their business goals. Job seekers will gain a clearer understanding of their worth in the marketplace so that they can navigate the industry with confidence and clarity.

Thank you for your continued trust in DataX Connect. We remain committed to providing exceptional service and insights, driving success for both the organisations we support and the data centre professionals we represent.

Sincerely,



Liam Thomas  
Co-founder and CEO, DataX Connect

DataX Connect  
Unit 1 and Unit 2  
Mill Court, The Sawmills  
Durley, S032 2EJ

# CONTENTS

EXECUTIVE SUMMARY	4
RESEARCH SYNOPSIS	5
PERMANENT SALARIES	6
CONTRACT RATES	7
BONUSES	8
BENEFITS	9
AGE AND SECTOR EXPERIENCE	11
REGIONAL INSIGHTS	12
OTHER INSIGHTS	13
SUMMARY OF FINDINGS	14
RECOMMENDATIONS	15
MARKET VIEW	16
CONTRIBUTORS	17

# EXECUTIVE SUMMARY



**This report takes a close look at the compensation packages of 1000+ data centre employees across the UK. With the industry facing some substantial challenges, the competition for skilled, experienced professionals has intensified in recent years.**

One key challenge faced by data centre employers is the persistent talent shortage, which has been fuelled more recently by significant growth in the industry, a retiring workforce, rapid advancements in technology, and a systemic lack of investment in data centre skills and training.

Among challenges with sourcing talent, the data centre sector is also facing challenges with sustainability, power availability, and land availability. The industry is expanding vigorously, driven by increasing demands for data storage, cloud computing, and artificial intelligence.

## Overview

The survey offers some reasons why there might be an ongoing talent shortage in the data centre industry:

- **A staggering 50% of UK data centre professionals said they are unsatisfied with or feel neutrally towards their current benefits package.**
- **Just 3% of UK data centre professionals are under the age of 25.**

The data also offers some suggestions on how companies can work to improve the situation:

- Improve benefits packages offered to make them more competitive in comparison to other industries.
- Make the data centre sector more attractive to new talent.

In an effort to help attract young talent into the data centre sector, we are proud to announce our participation in the Digital Futures Programme at a number of University Technical Colleges (UTCs) in the UK. The programme equips 14-19 year old students with the essential knowledge and skills needed to thrive in technical careers within the digital infrastructure industry, specifically in data centres. Partnering with employers such as CyrusOne, CBRE, AWS, and JLL. We work with the schools to promote careers in the data centre sector. We would love to promote any similar US such schemes so please contact me if you want our support.

News from this survey is largely mixed, and there remains an uncertainty over the way forward with the talent shortage in the industry. It is clear that the industry needs to make a change with the way that talent is sought in the sector.

*Andy Davis*

Andy Davis  
 Director, DataX Connect  
 Founder of The Data Centre Club and Host of the Inside Data Centre Podcast

**Inside  
 Data  
 Centre  
 Podcast.**  
 WITH ANDY DAVIS

# RESEARCH SYNOPSIS

## 2024 DATA CENTRE SALARY SURVEY

**SURVEY DATE:** JUNE 2024

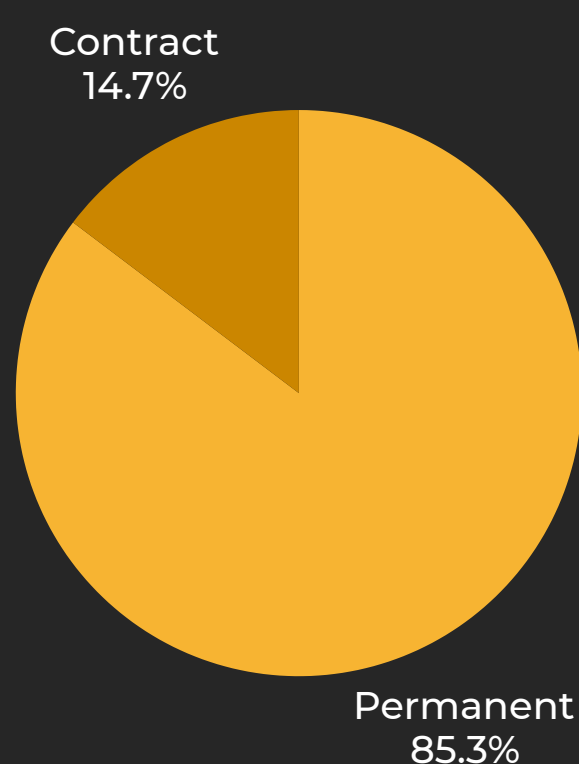
**REGION:** UK

### METHODOLOGY

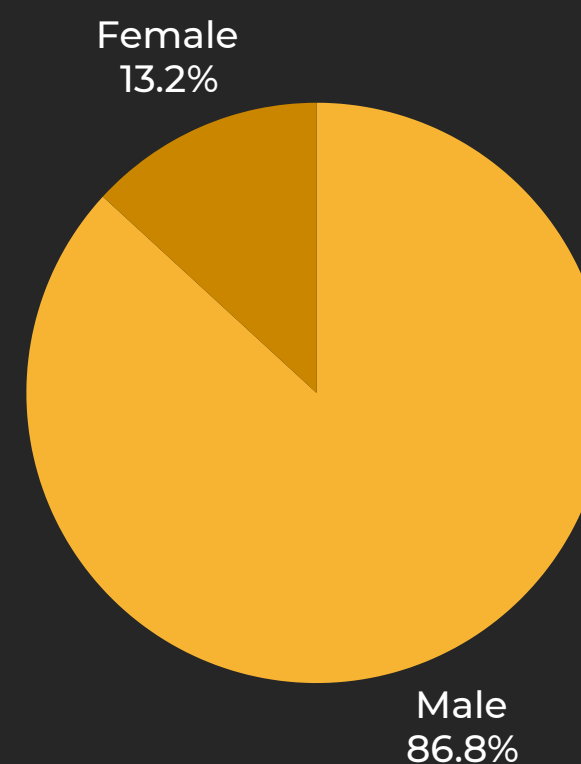
DataX Connect surveyed data centre professionals employed in the UK, US, and Europe with questions related to job experience, salaries, bonuses, and benefits. The survey was conducted online and respondents were recruited via email, telephone, and LinkedIn. Data was also collected from placements made by DataX Connect. Respondents represent approximately 40 different job roles across the data centre sector. This report is specifically on the UK sector, we also have reports on the US and Europe if you want to compare results for these regions.

## RESPONDENTS DEMOGRAPHIC

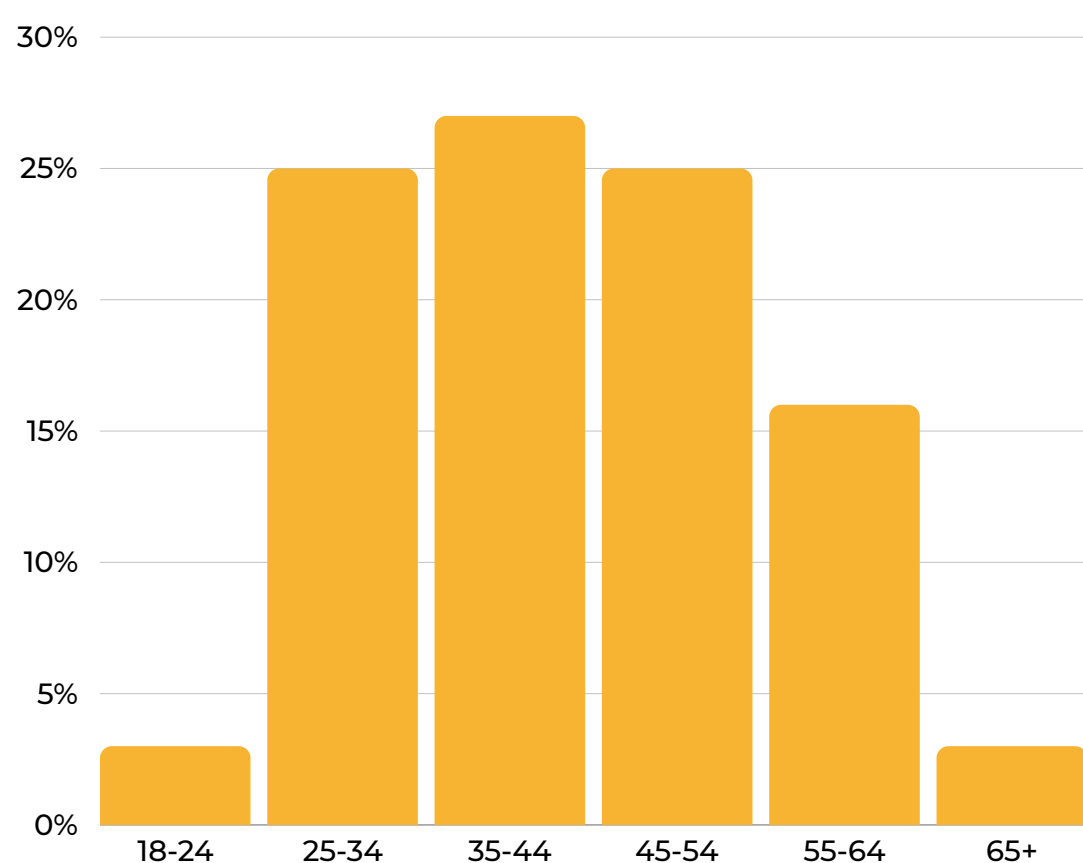
### PERM VS CONTRACT



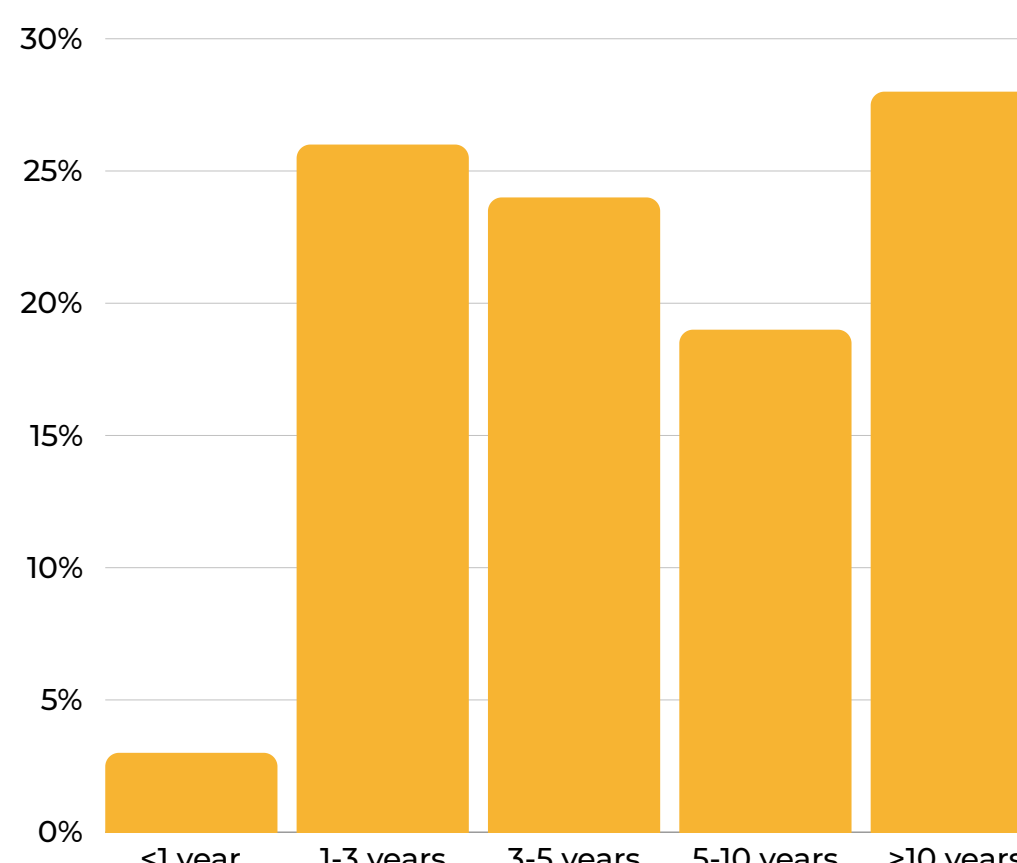
### MALE VS FEMALE



### AGE



### EXPERIENCE



# PERMANENT SALARIES

The average salary for a permanent data centre position in the **UK is £89,836.79 /year.**

The average salary for a permanent data centre position in **Europe is €108,229.30 /year (£90,191.08 /year).**

The average salary for a permanent data centre position in the **US is \$160,102.66 /year (£133,418.88 /year).**

UK

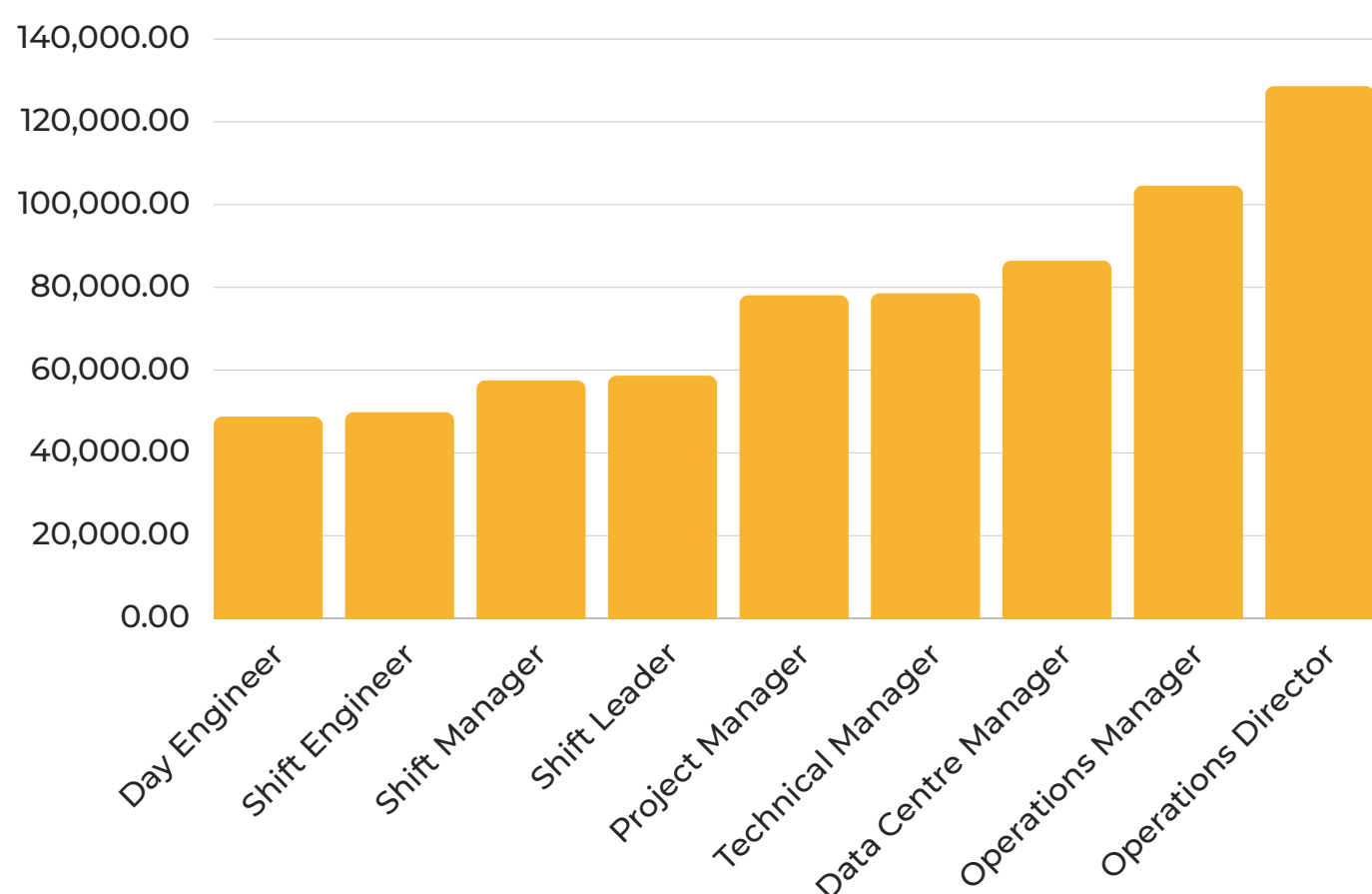
EUROPE

US

## PAY RISES

**75%** of **UK** respondents in permanent roles received a salary increase in the last 12 months. **43%** of people who received a salary increase **had an increase of 5% or more** and **16%** had an increase of **10% or more.**

## AVERAGE PERM SALARY, UK



## AVERAGE SALARY: PERMANENT POSITIONS, UK

DAY ENGINEER	£48,750.00
SHIFT ENGINEER	£49,833.33
SHIFT MANAGER	£57,500.00
SHIFT LEADER	£58,653.85
PROJECT MANAGER	£78,088.24
TECHNICAL MANAGER	£78,571.43
DATA CENTRE MANAGER	£86,458.33
OPERATIONS MANAGER	£104,583.33
OPERATIONS DIRECTOR	£128,636.36

These are some of the roles we get asked about most. The full data set with more job titles can be found on page 10.

## INDUSTRY INSIGHT

“THE RAPID EXPANSION OF DATA CENTRES REQUIRES A CORRESPONDING INCREASE IN SKILLED PROFESSIONALS. THE FINDINGS FROM UPTIME INSTITUTE’S AUGUST 2023 STAFFING AND RECRUITMENT SURVEY PAINT A STARK PICTURE, WITH THREE IN FIVE DATA CENTRE OPERATORS (58%) GRAPPLING WITH THE CHALLENGE OF SECURING QUALIFIED CANDIDATES FOR OPEN POSITIONS. ADDING TO THE COMPLEXITY, A SUBSTANTIAL TWO IN FIVE OPERATORS (40%) FACE THE DAUNTING TASK OF RETAINING EXISTING STAFF, OFTEN LOSING THEM TO COMPETITORS. THIS ALARMING TREND IS PRECIPITATED BY A LACK OF SUFFICIENT TRAINING AND INADEQUATE TALENT ACQUISITION PROGRAMS, WHICH CAN ADVERSELY IMPACT THE OPERATIONAL PERFORMANCE OF A DATA CENTRE.”

UPTIME INSTITUTE DATA CENTER STAFFING SURVEY 2023

# CONTRACT RATES

The average rate for a contract data centre position in the UK is **£569.87 /day**.

The average rate for a contract data centre position in Europe is **€739.58 /day (£616.32)**.

UK

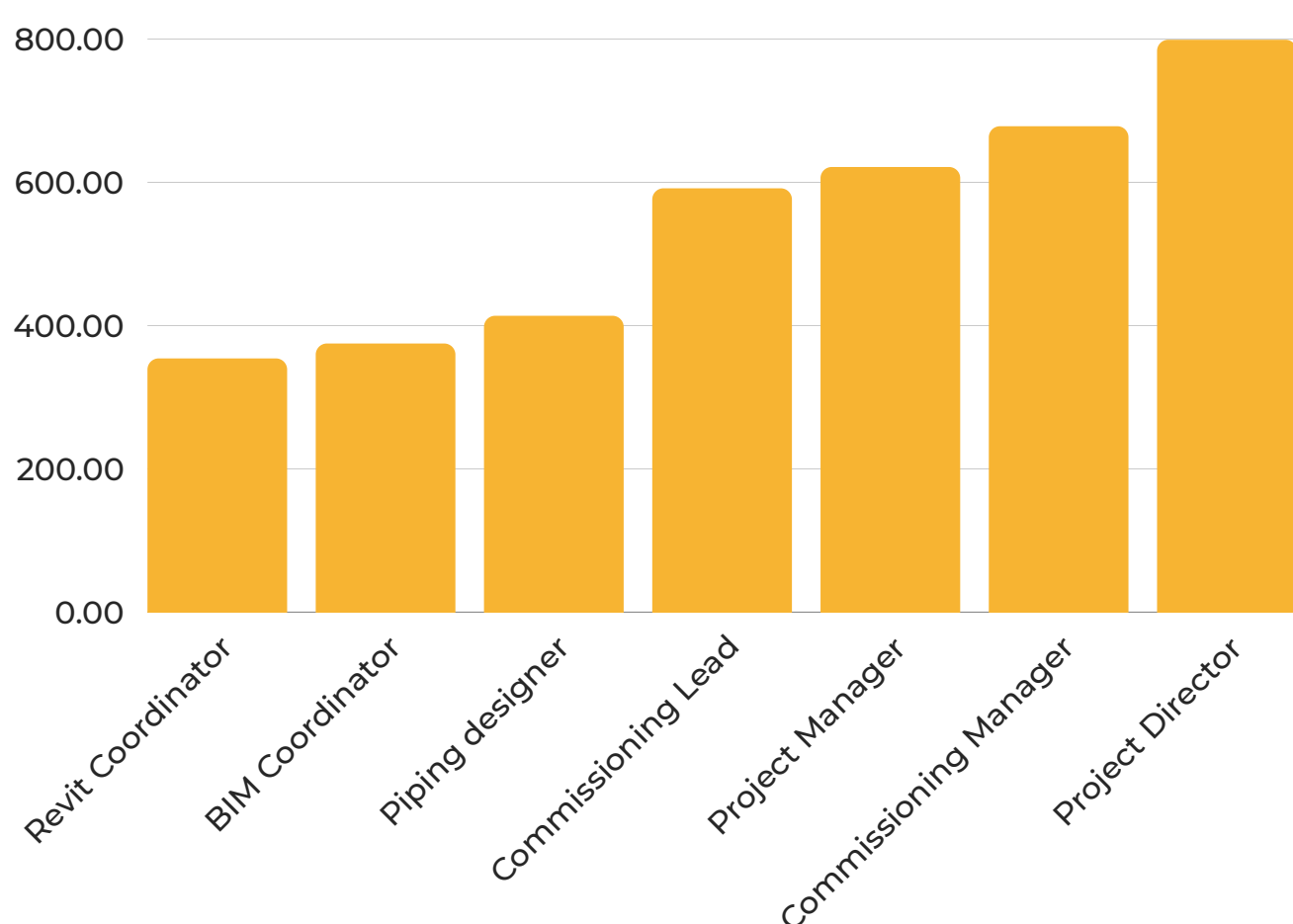
EUROPE

## PAY RISES

**55%** of UK respondents in contract roles received a rate increase in the last 12 months. **41%** had an increase of **5%** or more and **31%** had an increase of **10%** or more.

**61%** of all respondents in contract roles received a rate increase in the last 12 months. **44%** of these had an increase of **5%** or more and **29%** had an increase of **10%** or more.

## AVERAGE CONTRACT RATE, EUROPE



REVIT COORDINATOR	<b>£354.17</b>
BIM COORDINATOR	<b>£375.00</b>
PIPING DESIGNER	<b>£413.71</b>
COMMISSIONING MANAGER	<b>£591.67</b>
PROJECT MANAGER	<b>£621.43</b>
COMMISSIONING LEAD	<b>£678.33</b>
PROJECT DIRECTOR	<b>£799.04</b>

These are some of the roles we get asked about most. The full data set with more job titles can be found on page 10.

## INDUSTRY INSIGHT

"IN ORDER TO BUILD A SKILLS PIPELINE IN THE UK, COMPETITIVE SALARIES FOR ENTRY LEVEL ROLES SUCH AS LEVEL 3 APPRENTICES NEED TO MATCH THOSE OFFERED BY OTHER ENGINEERING INDUSTRIES.

STUDENTS LEAVING COLLEGE NOW SEE OFFERS UPWARDS OF £23K FROM OTHER SECTORS. THIS NEEDS TO BE REFLECTED IN THE DATA CENTRE SECTOR TO ATTRACT THOSE THAT WANT TO ENTER THE INDUSTRY.

THE DEMAND FROM STUDENTS FOR APPRENTICESHIPS IN THE SECTOR NOW EXCEEDS THE SUPPLY, AND THIS IS A MORE COST-EFFECTIVE STRATEGY THAN POACHING SEASONED ENGINEERS FROM OTHER SECTORS.

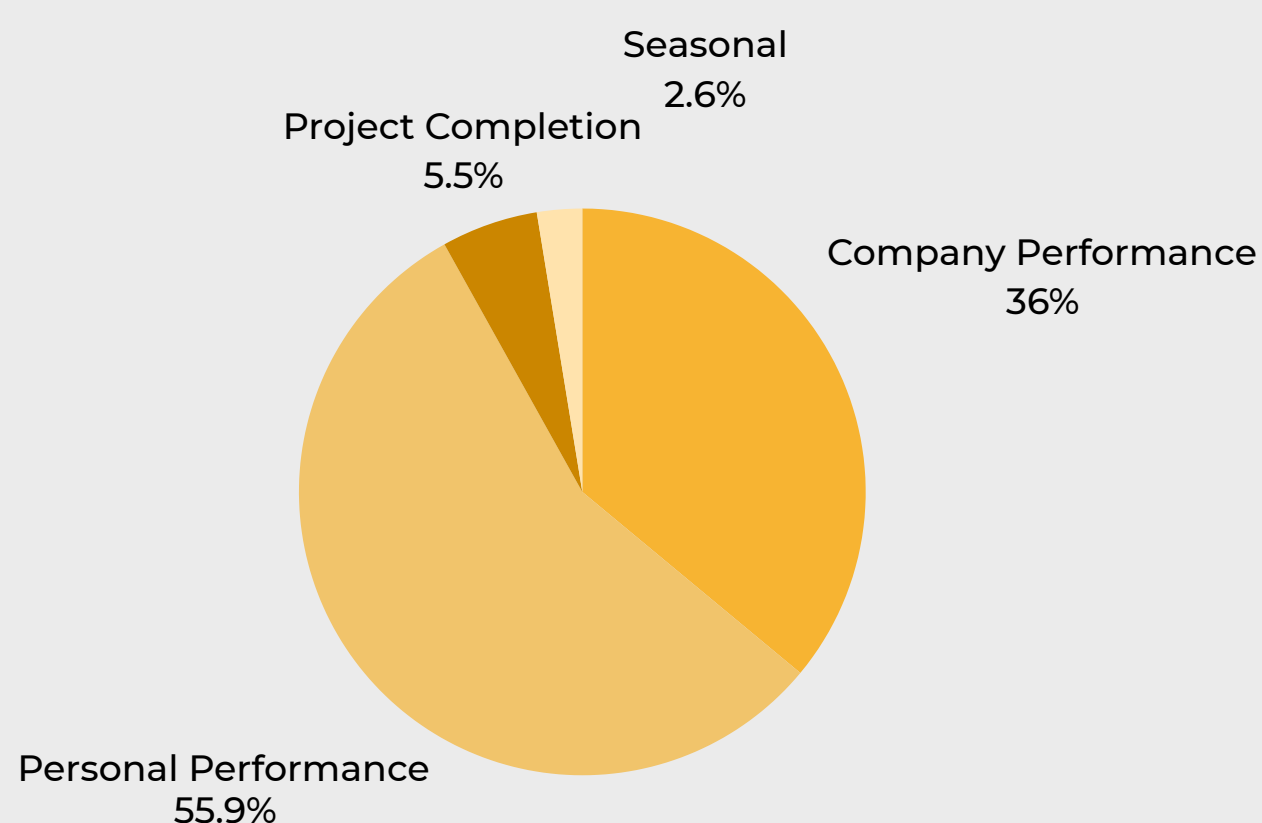
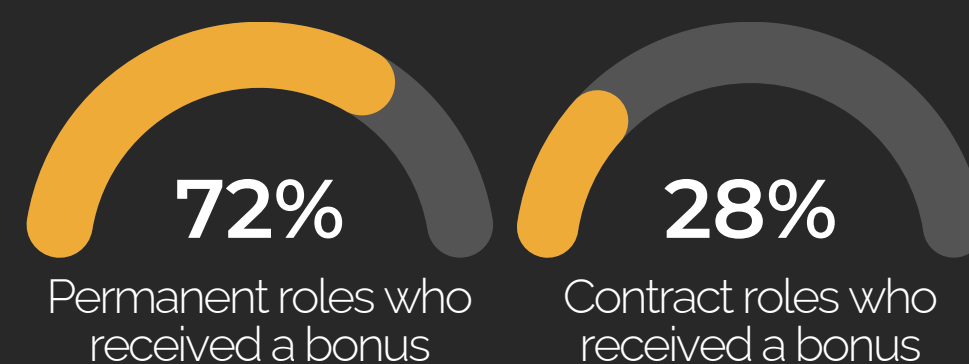
LAUNCH APPRENTICESHIPS, AND PRICE ACCORDING TO THE CURRENT MARKET CONDITIONS."

**MIKE HALLIDAY**  
DIRECTOR, TECHED PROGRAMMES LTD

# BONUSES

**72%** of UK respondents in a permanent role received a bonus in the past twelve months.

The percentage of UK respondents in a contract role who received a bonus was 28%.



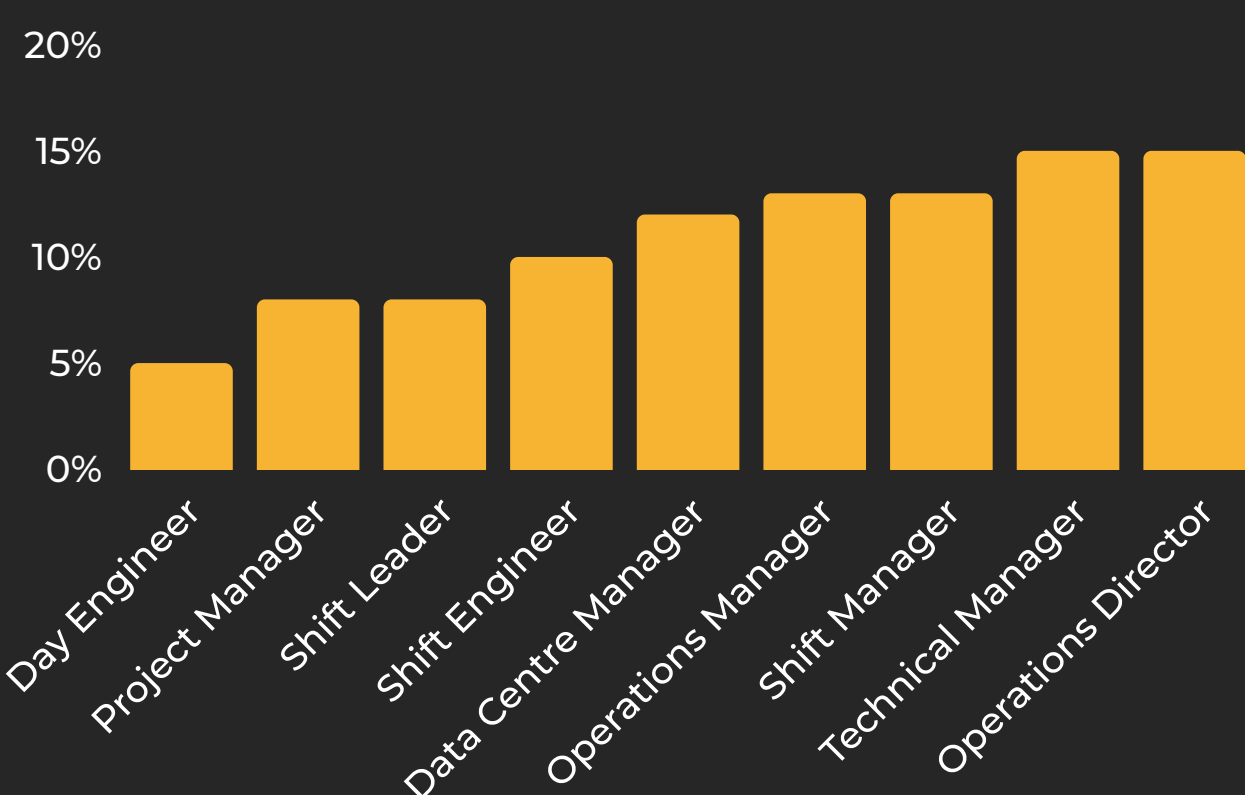
## BONUS PAYMENT TYPES

**56%** of UK respondents said their bonus was related to **Personal Performance**.

**36%** of UK respondents said their bonus was related to **Company Performance**.

**7%** of UK respondents said their bonus was related to **Project Completion** or was a **Seasonal Bonus**.

## UK: AVERAGE BONUS (% OF ANNUAL BASE SALARY)



## BONUS PAYMENT AMOUNTS

Of all the job titles surveyed that received a bonus, unsurprisingly C-Suite and Directors received the highest average bonus payments.

The job roles with the lowest average bonus are Senior Quantity Surveyors, Project Engineers, Day Engineers, and Commissioning Engineers.

For the full list of job titles and bonuses see the full table on page 10.

## INDUSTRY INSIGHT

"THESE ARE BOTH OPPORTUNE AND WORRYING TIMES FOR DATA CENTRES. ON THE ONE HAND, EXCITEMENT IS HIGH ABOUT BEING ABLE TO WORK IN IT INNOVATION AND THE POTENTIAL OF AI IN THE DATA CENTRE. ON THE OTHER HAND, SALARIES MAY NOT BE KEEPING UP WITH INFLATION, DEI PROGRESS MAY BE SLOWING, AND THE WORK-LIFE BALANCE MAY BE TIPPING SLIGHTLY IN THE WRONG DIRECTION. WHAT IS CERTAIN IS THAT THE NEXT 12 MONTHS WILL BE INTERESTING FOR THE DATA CENTRE. LET'S SEE HOW THE AI FRENZY IMPACTS THINGS IN THE REAL WORLD AND WHETHER SALARIES WILL HEAD UPWARD TO KEEP PACE WITH INFLATION."

DATA CENTER KNOWLEDGE 2024 SALARY REPORT

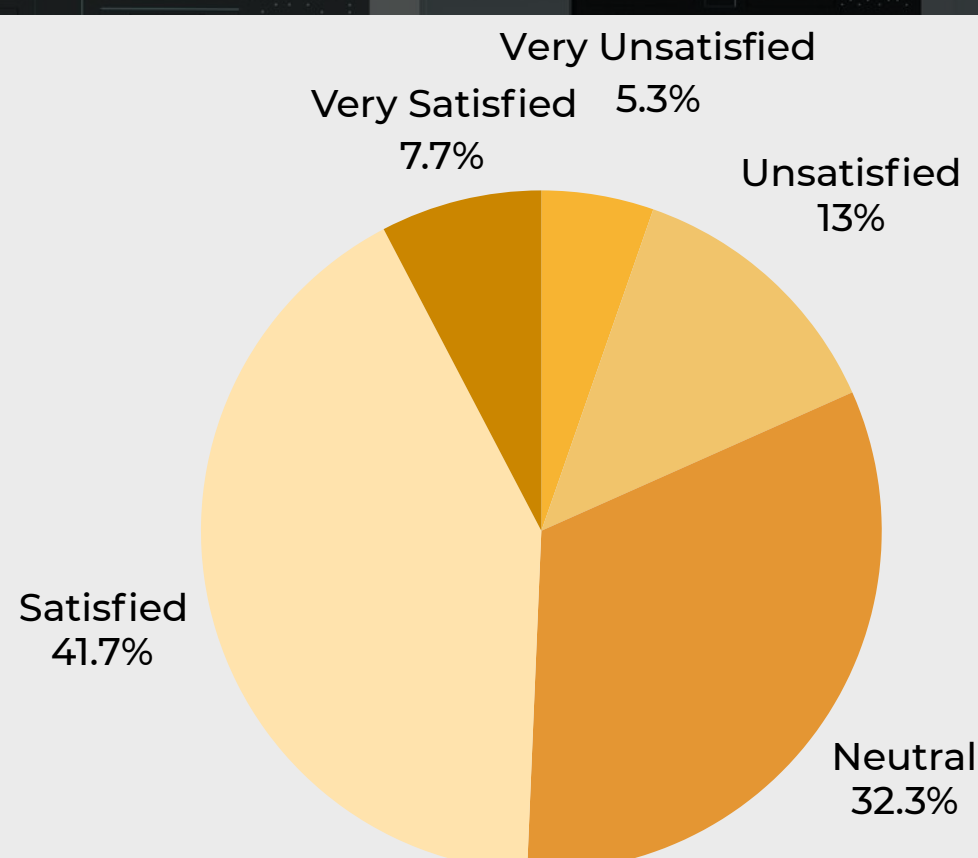
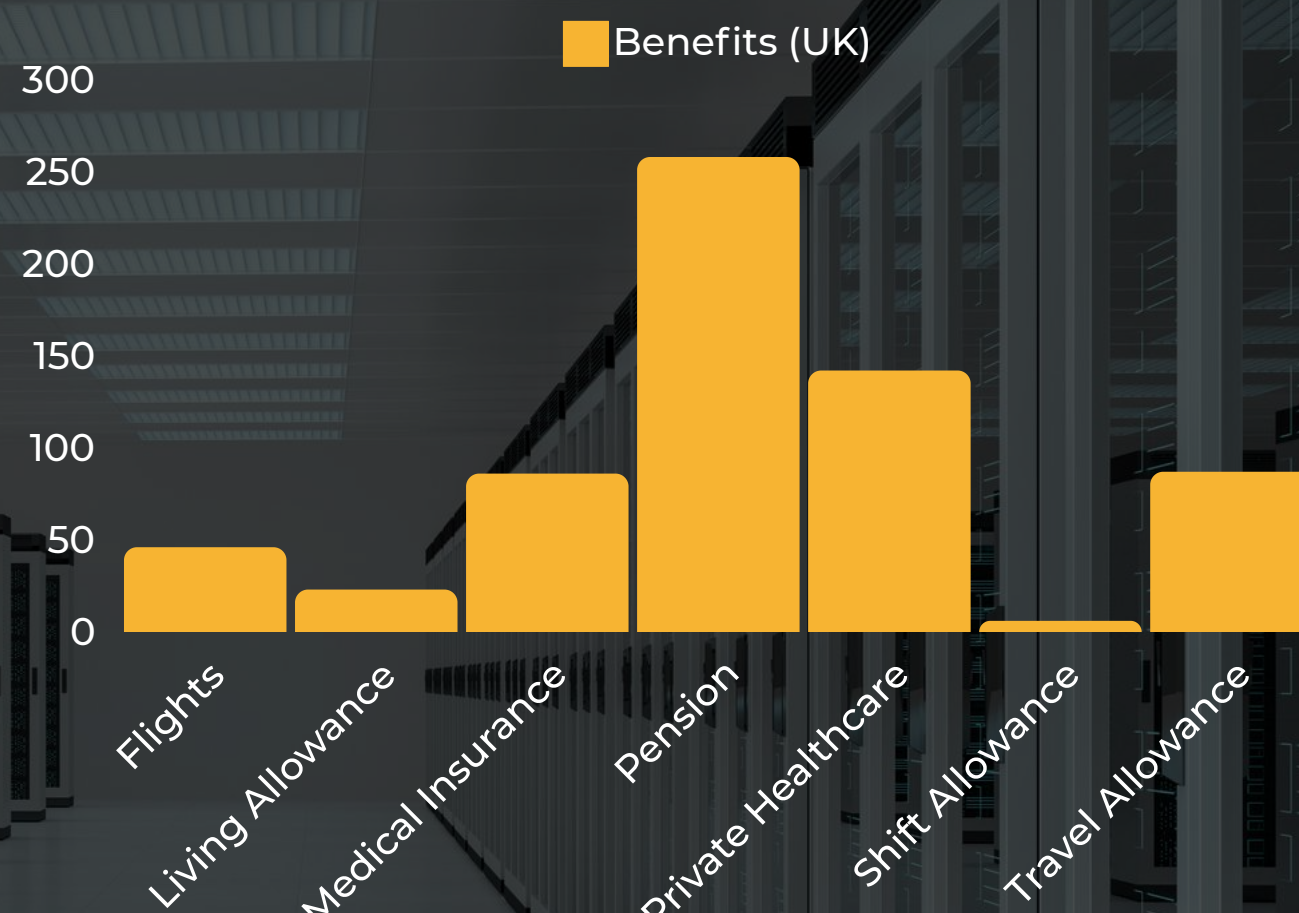


# BENEFITS

**78%** of UK respondents receive benefits as part of their employment in the data centre industry.

**86%** of UK respondents receive a pension. The next most common benefits offered by companies are private healthcare and a travel allowance.

**95%** of UK respondents receive fewer than 31 days holiday per year, with the majority of these receiving between 21 and 25 days.



## BENEFITS SATISFACTION

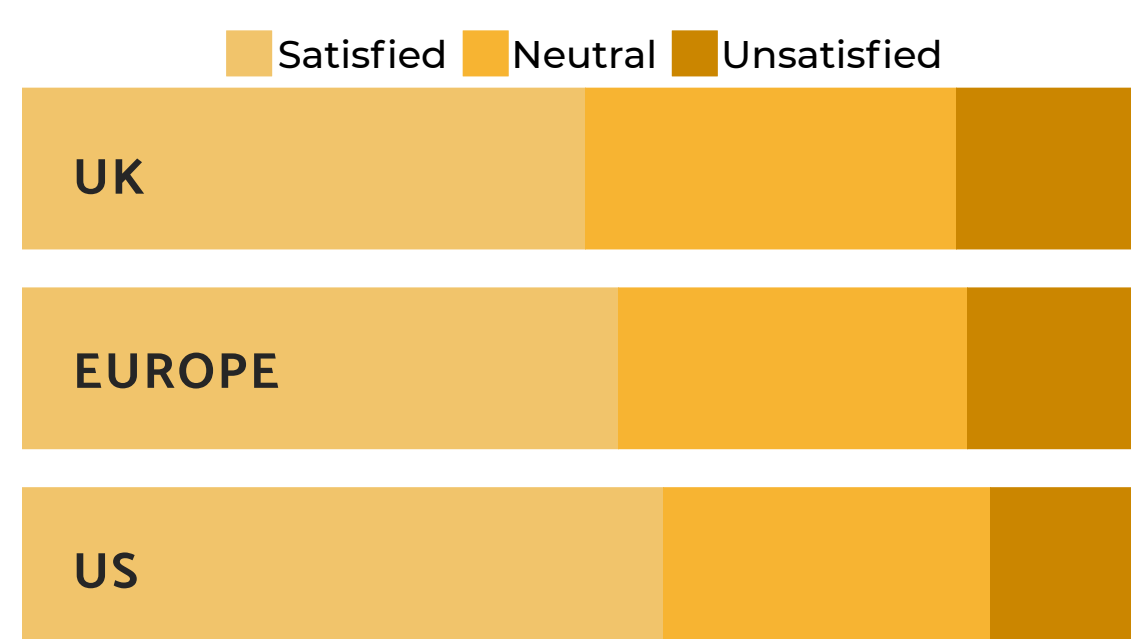
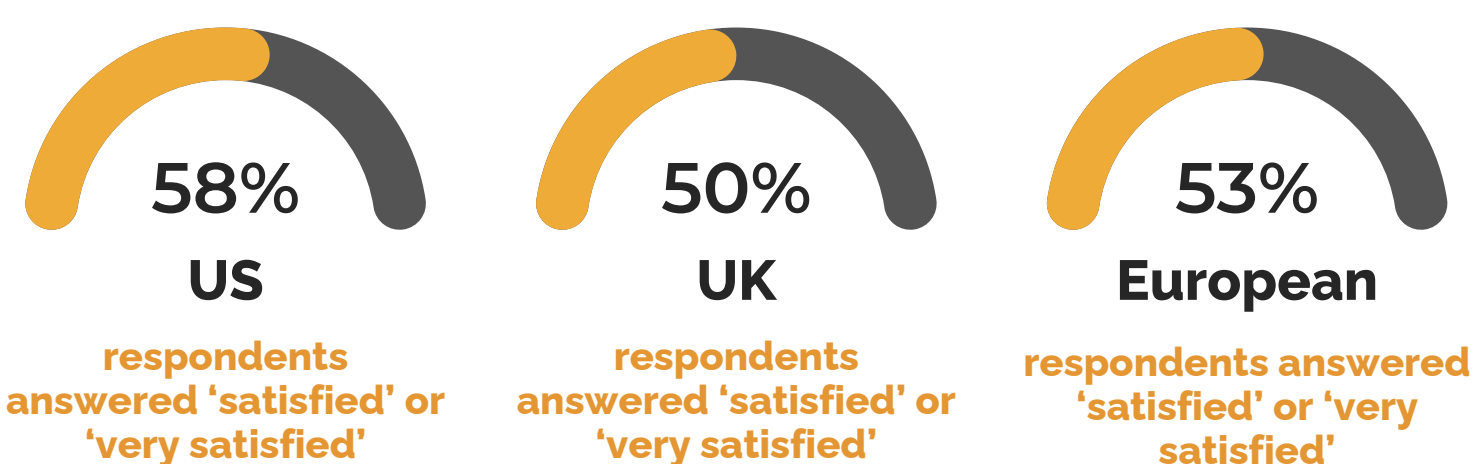
**18%** of UK respondents indicated that they are not satisfied with their current benefits package, and a further 32% answered 'neutral'.

**50%** of UK respondents indicated that they are satisfied with their current benefits package.

Most people are satisfied with their benefits package, but the 18% who are unsatisfied and 32% who are neutral are a flight risk to companies who are not offering a competitive benefits package.

## REGIONAL COMPARISON

UK respondents are less satisfied with their current benefits package than US or European respondents.



## ADDITIONAL BENEFITS

Respondents were asked to suggest additional benefits that they would like their current employer to offer. Of the people that wrote suggestions, the most popular were remote and/or hybrid working options, health care and/or medical insurance, company vehicle, childcare, accommodation, better pension, better overtime rate, gym membership, flexible working hours, and better bonus payments.

**The top three additional benefits mentioned were pensions, private healthcare, and travel allowance.**

There is an opportunity for employers to look at this list of benefits and see if they can offer any of these to help to attract talent in a skill shortage market.

# SURVEY DATA

We focused our research on the most in-demand skill sets in the data centre industry.

The table below includes the full data, where we had enough data to provide meaningful insight.

If there is a job title missing that you would like to benchmark then please contact us and we would be happy to benchmark it for you.

## AVERAGE SALARIES (UK)

Job Title	Average Perm Salary	Average Contract Salary	Average Bonus %	Job Title	Average Perm Salary	Average Contract Salary	Average Bonus %
Commercial Director	£122,916.67		11%	Operations Director	£128,636.36		15%
Commercial Manager	£92,307.69	£525.00	13%	Operations Manager	£104,583.33		13%
Commissioning Engineer	£52,500.00		5%	Project Director/Exec	£131,923.08	£575.00	14%
Commissioning Manager	£105,000.00	£525.00	7%	Project Engineer	£74,642.86	£425.00	5%
Construction Director	£125,000.00			Project Manager	£78,088.24	£541.67	8%
Construction Manager	£81,250.00	£575.00	6%	QA/QC	£52,500.00		
Cost Manager	£78,750.00		10%	Quantity Surveyor	£69,166.67		8%
C-Suite/Board	£181,666.67		40%	Sales Director	£133,000.00		30%
Data Centre Manager	£86,458.33		12%	Senior Cost Manager	£78,750.00		
Day Engineer	£48,750.00	£425.00	5%	Senior Project Manager	£92,500.00	£600.00	14%
Design Director	£135,000.00	£425.00	16%	Senior Quantity Surveyor	£67,500.00		5%
Design Manager	£105,000.00		15%	Shift Engineer	£49,833.33		10%
Development Director	£161,666.67		25%	Shift Leader	£58,653.85		8%
Development Manager	£57,500.00		10%	Shift Manager	£57,500.00		13%
HSE Advisor	£47,500.00		10%	Shift Supervisor	£50,833.33		8%
HSE Manager	£95,000.00	£575.00	13%	Technical Manager	£78,571.43	£950.00	15%

**“When I first started recruiting within the Data Centre sector six years ago, the market for talent was already strained. There were simply not enough candidates to go around and that inevitably saw the rising of salaries in order to poach from competitors.**

**Six years later, we have a very similar aging workforce stretched even thinner with the huge increase in the number of data centres both live and in design/build phases. Salaries are still important, but the focus has shifted to the ability to retain the best talent. Wider benefits including bonus schemes, share policies, holiday allowance, pension contribution, flexible working, and clear career progression have become king.”**

Ben Palmer  
EMEA Team Leader, DataX Connect

# AGE AND SECTOR EXPERIENCE

**The UK has a significant percentage of early-career professionals.**

**29%** of data centre professionals in the UK have **less than 3 years of sector experience**, the highest among the regions, with **Europe at 28%** and the **US at 16%**.

**UK respondents are relatively evenly distributed across experience levels.**

Less than 1 year (3%), 1-3 years (26%), 3-5 years (24%), 5-10 years (19%), and more than 10 years (28%).

**The UK has the most even age distribution of data centre professionals when compared with the US and Europe.**

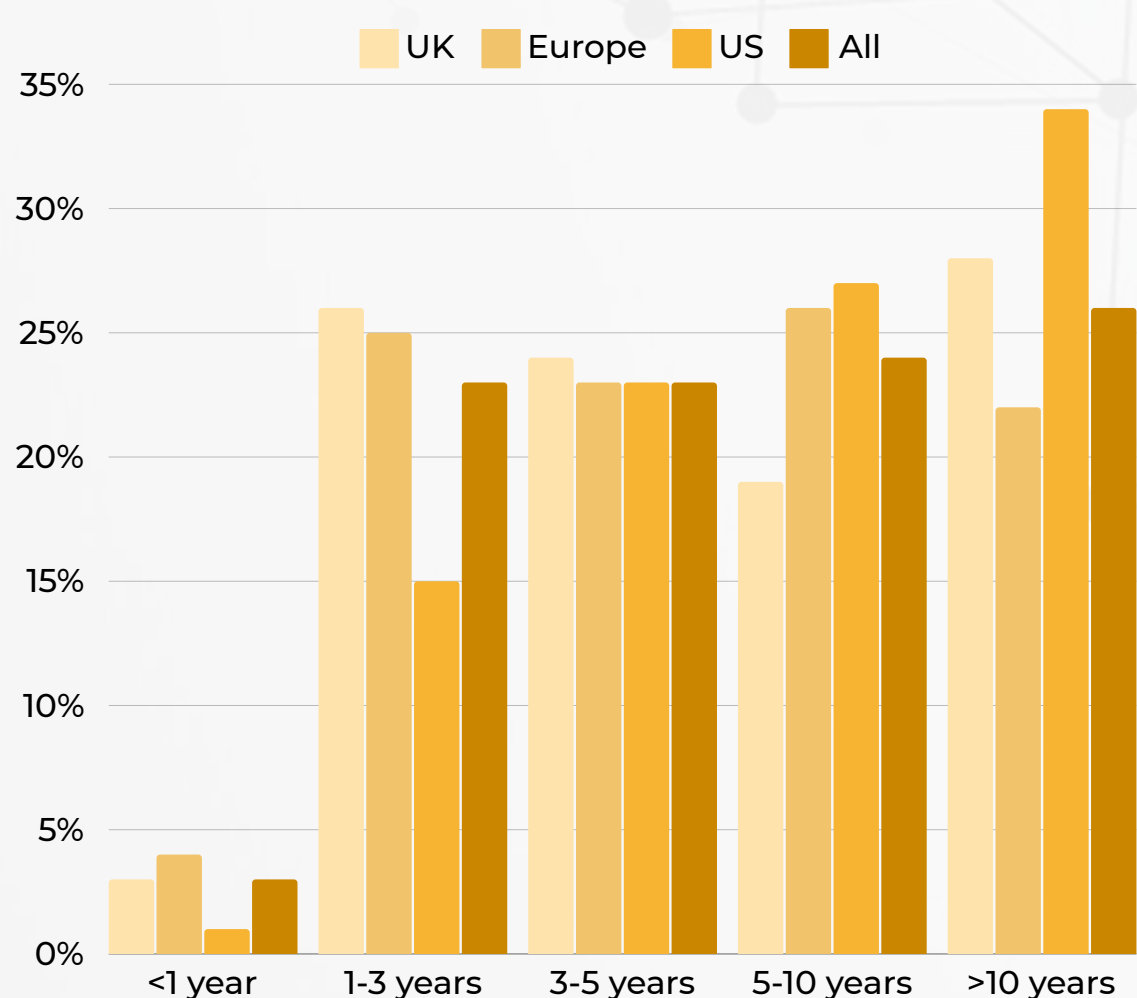
A substantial proportion of data centre professionals in the UK, 53%, are aged between 35 and 54.

**The UK has the highest percentage of 18-24 year olds.**

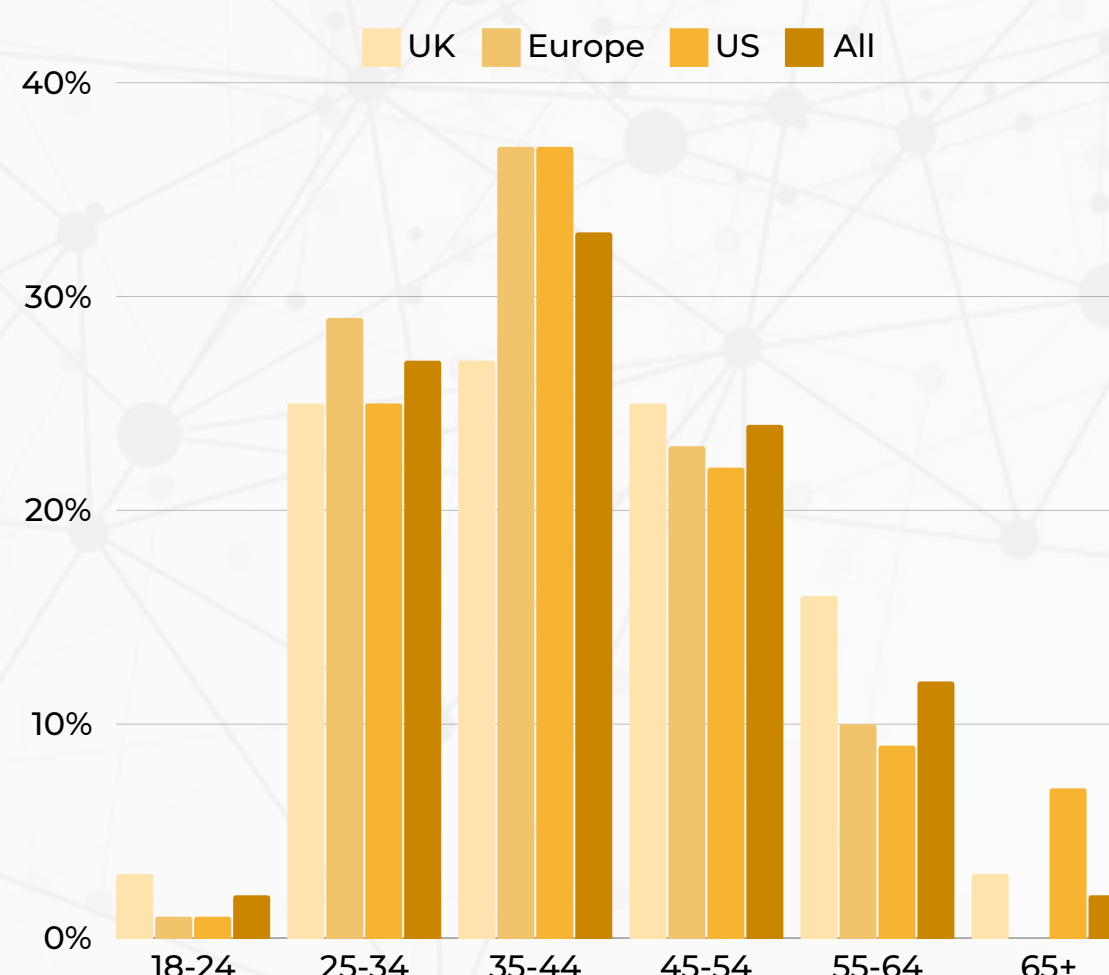
**3%** of UK respondents are aged between **18 and 24**, with **Europe and the US both at 1%**.

This shows the survey data is largely influenced by the perspectives of more experienced individuals, which provides valuable insights for seasoned professionals, but may underrepresent the viewpoints of those newer to the field. If we want to attract new talent in to the sector, perhaps we need to focus on the views of younger and less experienced talent.

## SECTOR EXPERIENCE



## AGE



## INDUSTRY INSIGHT

**"INCREASING THE REPRESENTATION OF WOMEN IN DATA CENTRES IS ESSENTIAL FOR FOSTERING DIVERSITY, INNOVATION, AND INCLUSIVITY IN THE TECH INDUSTRY.**

**EFFORTS SHOULD FOCUS ON ADDRESSING GENDER BIASES, PROMOTING STEM EDUCATION FROM A YOUNG AGE, AND PROVIDING TARGETED MENTORSHIP AND TRAINING PROGRAMS. ORGANISATIONS CAN PLAY A CRUCIAL ROLE BY CREATING INCLUSIVE WORKPLACE CULTURES, OFFERING FLEXIBLE WORK ARRANGEMENTS, AND ACTIVELY SUPPORTING THE CAREER GROWTH OPPORTUNITIES WITHIN THE DATA CENTRE SECTOR.**

**BY EMPOWERING WOMEN WITH THE SKILLS AND SUPPORT NEEDED TO SUCCEED, THE INDUSTRY CAN BETTER HARNESS DIVERSE PERSPECTIVES, LEADING TO IMPROVED PROBLEM-SOLVING AND BUSINESS OUTCOMES. THIS IS ONE OF THE MANY REASONS FOR SETTING UP THE LEAP INITIATIVE WHERE WE ARE FOCUSING ON BRINGING THE INDUSTRY TOGETHER TO BRIDGE THE TALENT AND SKILLS GAP AND FEMALE TALENT IS A GREAT OPPORTUNITY WE CANNOT MISS."**

**HANA SUTTON**  
EMEA DATA CENTRES PROJECT AND DEVELOPMENT SERVICES LEAD, JLL

# REGIONAL INSIGHTS

## HOW DOES THE UK COMPARE WITH EUROPE AND THE US?

### SALARIES

**🗨️** The average salary for a **permanent** data centre position in the UK is **£89,836.79/year**  
 This is £354.29 /year less than the equivalent in Europe and £43,582.09 /year less than the equivalent in the US.

**🗨️** The average rate for a **contract** data centre position in the UK is **£569.87/day**  
 This is £46.45 /day less than the equivalent in Europe.

### PAY RISES

**👍** **75%** of **permanent** data centre professionals in the UK received a pay rise in the last twelve months.  
 This is 6% more than the equivalent in Europe and 7% less than the equivalent in the US.

**🗨️** **55%** of **contract** data centre professionals in the UK received a pay rise in the last twelve months.  
 This is 9% less than the equivalent in Europe and 9% less than the equivalent in the US.

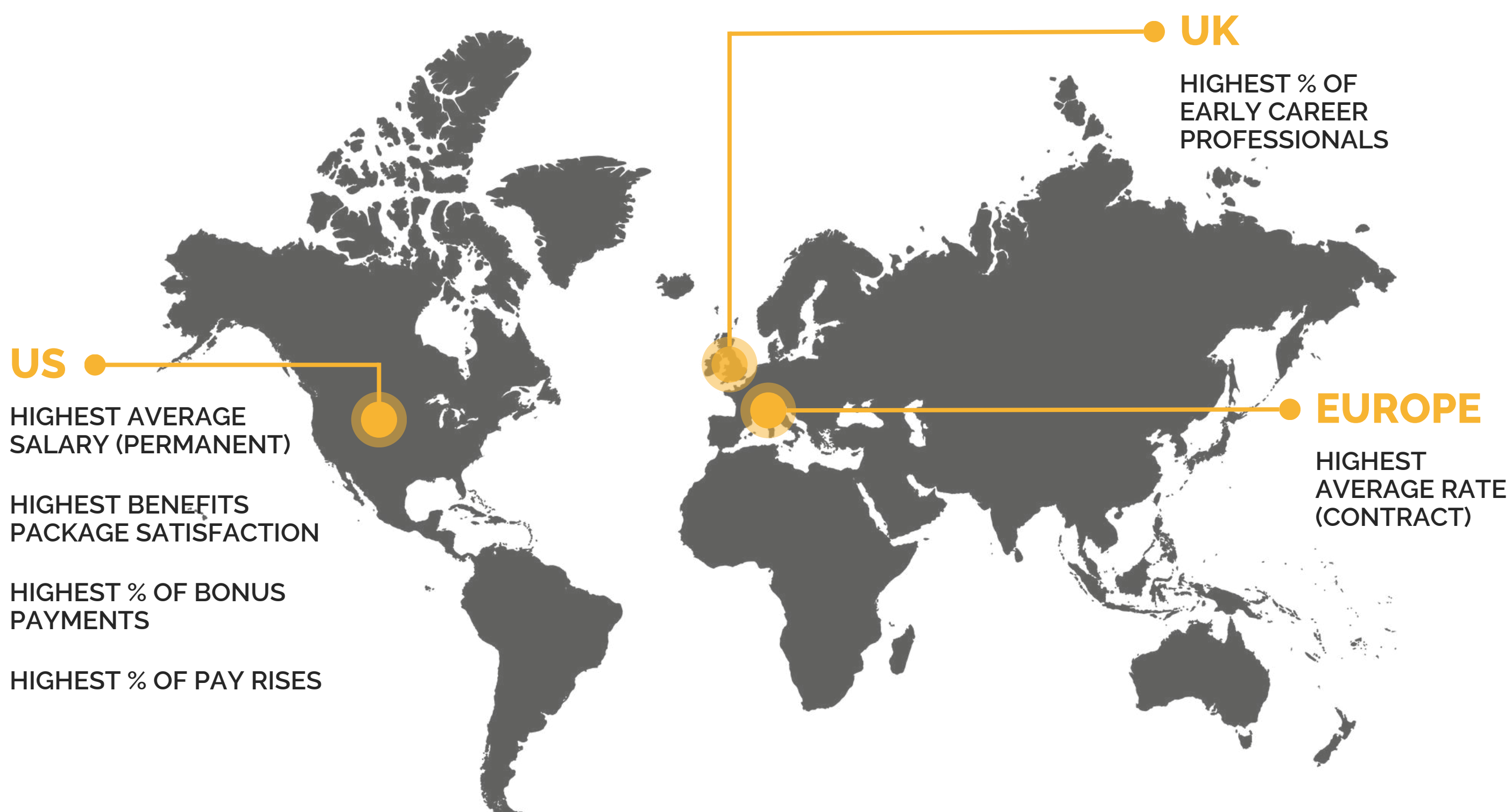
### BONUSES

**🗨️** **72%** of **permanent** data centre professionals in the UK received a bonus in the last twelve months.  
 This is 1% less than the equivalent in Europe and 16% less than the equivalent in the US.

**👍** **28%** of **contract** data centre professionals in the UK received a bonus in the last twelve months.  
 This is 10% more than the equivalent in Europe and 36% less than the equivalent in the US.

### BENEFITS

**🗨️** **50%** of UK data centre professionals said that they were **'satisfied'** or **'very satisfied'** with their current benefits package.  
 This is less than **Europe (53%)** and the **US (58%)**.



# OTHER INSIGHTS

## COMPARISON WITH OTHER INDUSTRIES

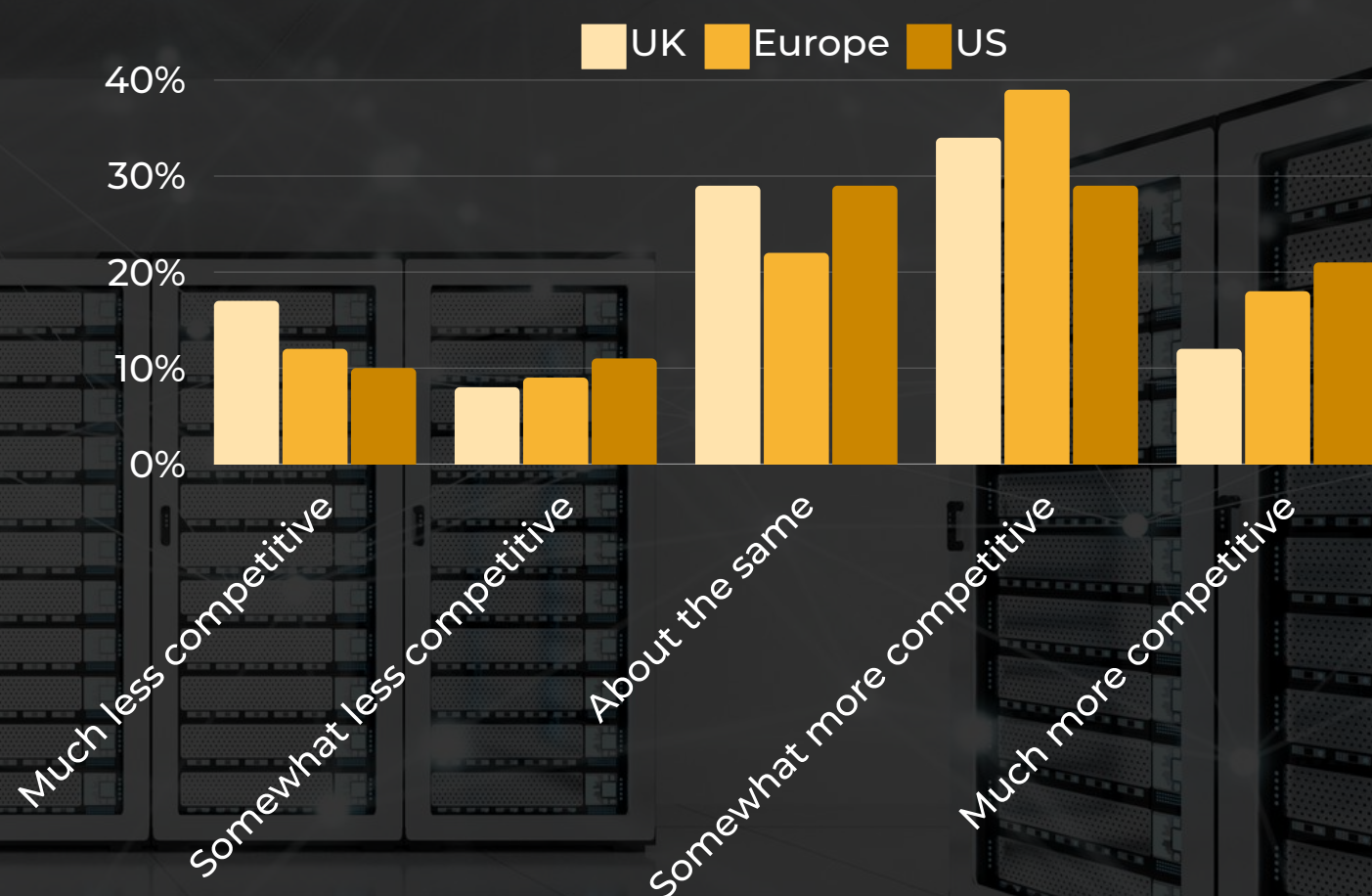
Respondents were asked to rate the competitiveness of their current data centre salary and benefits in comparison to other industries they have worked in. The main takeaway is that the data centre industry is more competitive than other industries according to the majority of the respondents.

49%

of UK respondents rated their current data centre benefits as 'much more competitive' or 'somewhat more competitive' than other industries.

1 in 4

UK respondents rated their current benefits as 'somewhat less competitive' or 'much less competitive' than benefits in other industries they've worked in.



## TRAVEL FOR WORK



23%

of UK respondents in **permanent** roles work in a different town or city to where they live.



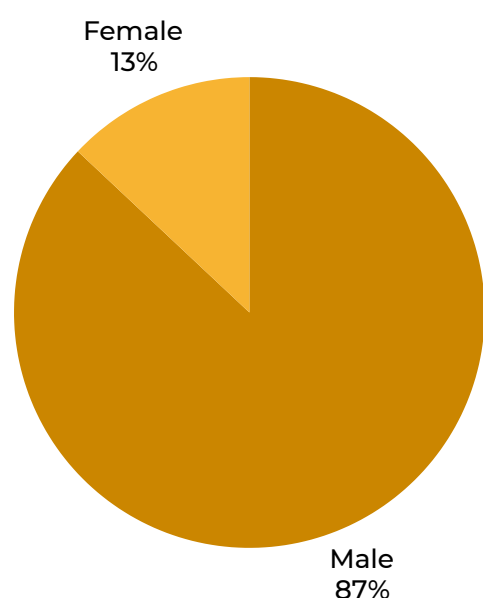
34%

of UK respondents in **contract** roles work in a different town or city to where they live.

## GENDER

13%

of UK respondents are female and 87% are male. This is a lower percentage than both the US (18%) and Europe (16%).



**"If we truly want to address the balance for women in tech careers and within the Data Centre sector, we need collaborative efforts from organisations to focus on creating inclusive workplace cultures that support and empower. The findings from these surveys highlights the need for increased efforts to attract and retain people, particularly diverse talent, in our industry.**

**To do so we need to provide opportunities for growth and development, leverage transferable skills, and cultivate safe and welcoming spaces for everyone.**

**Personally, I love to see women at a leadership level, and believe that diverse teams are much more successful. I think we could achieve a lot simply by embracing this and generating opportunities for different people to be seen and heard."**

Alexandria Iveson  
Senior Pursuit Manager, JLL EMEA Data Centers

# SUMMARY OF FINDINGS

**The 2024 Data Centre Salary Survey reveals a mixed landscape in terms of the salaries, benefits, and bonuses of data centre professionals in the UK compared to their counterparts in Europe and the US.**

The average salary for a permanent role in the UK is lower than in Europe and in the US. For contract roles, the same is true; the average rate for contract employees is lower than in Europe. 75% of permanent professionals received a pay rise, which is higher than Europe but lower than the US. Only 55% of contract professionals received a pay rise, which is a significantly lower figure than in Europe and the US. The UK also trails behind Europe and the US with bonus payments; only 72% of UK data centre professionals received a bonus in the last twelve months.

Satisfaction with benefits seems to be a real issue. Half of survey respondents said they were not satisfied their current benefits package, and a quarter of respondents rated their benefits as less competitive when compared to other industries they have worked in. 29% of the UK data centre workforce have less than three years of experience, the highest percentage among the regions surveyed. Additionally, the UK has the highest proportion of 18-24 year olds at 3%, compared to 1% in both Europe and the US.

A notable percentage of professionals commute for work, with 23% of those in permanent roles and 34% in contract roles working in a different town or city than where they live. Women remain underrepresented in the UK data centre industry, with only 13% of survey respondents being female.

These findings indicate a challenging future for the UK data centre sector, as it struggles to maintain competitive compensation and benefits compared to other regions.

- ✓ Lower average salaries for permanent data centre employees may make it difficult for companies to attract top talent, especially when competing with a global pool. The lack of young talent is a huge challenge in this high growth industry.
- ✓ The low percentage of pay rises for contract professionals could lead to challenges in retaining skilled contractors.
- ✓ Low percentage of bonus payments could exacerbate job dissatisfaction, particularly when combined with widespread discontent with benefits packages. Retention will become harder and harder for employers.

## SECTOR GROWTH


THE CHALLENGES THAT THE DATA CENTRE SECTOR IS EXPERIENCING ARE MATERIALISING AS A RESULT OF SIGNIFICANT GROWTH IN THE INDUSTRY. AS THE INDUSTRY GROWS, ITS HARDER TO ATTRACT AND RETAIN TALENT.

EMPLOYERS SHOULD ASK THE FOLLOWING TWO QUESTIONS:

1. HOW CAN WE ATTRACT MORE TALENT TO THE SECTOR?
2. HOW CAN WE RETAIN THE TALENT WE HAVE?


# RECOMMENDATIONS

## FOR EMPLOYERS

-  The fact that half of data centre professionals globally are either unsatisfied or feel neutrally towards their current benefits package shows an opportunity for employers to improve. Consider when you last reviewed your benefits package offerings, and ask yourself the question, "Are we offering what employees want?"


Our survey has found that data centre professionals would benefit from a wide range of additional benefits including:

- Vehicle allowance / company vehicle
- Gym membership
- Child care
- Relocation packages
- Insurance coverage
- Private pension scheme
- More PTO
- Company equity shares or stock
- Remote working
- Health care including dental care
- Better training
- Wellness benefits

-  The number of inexperienced and young people entering the industry is low; 29% of survey respondents have fewer than three years' sector experience. This suggests that there is simply not enough new talent being attracted into the industry.


Employers should consider whether they are doing enough to attract new talent. Companies can often do more to work with colleges and schools to inspire children from a young age to work in digital futures. For example, we're now part of the [Digital Futures Programme](#) which aims to inspire 14 to 18-year-olds to join the data centre sector. Employers should also consider how they market themselves to young people, embracing other avenues other than professional platforms like LinkedIn.

In addition to attracting more young talent to the sector, companies should focus efforts on attracting talent from other sectors where similar skillsets are often required.

-  Just 13% of survey respondents are female, suggesting a significant under-representation of women in the sector. In addition to this, there were a number of comments from candidates suggesting that there was a gender pay disparity.

Companies should question what they can do to make the industry a more attractive option for women.

## FOR INDIVIDUALS

-  If you would like us to benchmark your specific salary, personalised to your experience and location, please contact us on [connect@dataxconnect.com](mailto:connect@dataxconnect.com).

If you are not happy with your compensation, we recommend you speak to your employer. Good talent is hard to find and they will want to retain you rather than you leave for a bigger salary elsewhere. It's important to have open and respectful conversations about compensation, approaching the conversation with gratitude and professionalism.

When discussing compensation, it's beneficial to come prepared with research and evidence to support your case. Benchmark your salary against other similar roles in the same location with the same level of experience that you have. This shows that your request is well-considered and based on facts, not just emotions. If you would like coaching or advice before initiating this conversation, please don't hesitate to contact us for guidance.

# MARKET VIEW

## EUROPE

The top five established markets in Europe are London, Madrid, Paris, Frankfurt, and Amsterdam.

The top five emerging markets in Europe are Milan, Zurich, Copenhagen, Warsaw, and Zaragoza.



## THE AMERICAS

The top five established markets in the Americas are Virginia, Atlanta, Dallas, Phoenix, and Oregon.

The top five emerging markets in the Americas are Kansas City, Nashville, Iowa, Minneapolis, and Austin.

## ASIA-PACIFIC

The top five established markets in Asia-Pacific are Tokyo, Mumbai, Sydney, Beijing, and Jakarta.

The top five emerging markets in Asia-Pacific are Osaka, Hyderabad, Bangkok, Chennai, and Delhi NCR.



Data from Cushman & Wakefield 2024 Global Data Centre Market Comparison.

We're passionate about producing valuable research content for the data centre sector. Our researcher produces regular **regional market reports** featuring the latest on vacancy rates, land and power availability, and development pipelines of markets across the globe.

We can produce bespoke reports on additional regions. Contact [connect@dataxconnect.com](mailto:connect@dataxconnect.com).



# CONTRIBUTORS

DataX Connect would like to thank the contributors to this report:



## WE BREATHE DATA CENTRES.

DataX Connect is a global data centre recruitment specialist. When searching for talent, or when seeking a career move, you want to work with an organisation that is embedded in the data centre sector.

We work with the leading data centre organisations across the globe and have a network of the best talent in the industry. Connecting data centre talent with leading organisations across the globe is our passion.

We understand the challenges faced when recruiting talent, retaining staff, and job seeking in the data centre market.

We offer much more than simply a recruitment service.



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