

Critical Talent Insights



UK & US Markets



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1. Introduction



Agentix Global is a specialist talent agency with 25 years industry experience, dedicated to the fast-evolving AI and Data markets worldwide. With operations across the UK, EMEA, and US, we connect pioneering organisations with outstanding professionals who drive innovation and growth. Our approach is built on speed, transparency, and strong client partnerships, enabling businesses to design, deploy, and scale transformative AI & Data solutions while empowering talent to thrive in this dynamic sector.

Global Data & AI Market 2025 – Key Insights

- **Market Size:** \$456.3B in 2025, up from \$385.9B in 2024 (18.3% CAGR).
- **Future Growth:** Projected to hit \$884.4B by 2029.
- **Adoption:** 76% of organisations use AI; 69% deploy generative AI; 53% apply AI to Big Data.
- **Business Priority:** 87% of companies rank AI as a top strategic focus.
- **Regional Push:** US, EU, and China investing heavily in AI hubs and subsidies.
- **Challenges:** Scaling beyond pilots, talent shortages, and geopolitical supply chain risks.



2. US Market

- The information within the US market report is taken from Agentix Global's network and industry knowledge and cross-referenced against market insight specialists – Glassdoor, BuiltIn and SalaryExpert.

Snowflake Resource US

	West Coast	East Coast
Senior Consultant	\$175,100 – \$213,900	\$175,000– \$214,000
Manager	\$149,400 – \$182,600	\$149,400 – \$182,600
Senior Manager	\$184,500 – \$225,500	\$185,000– \$225,500
Associate Director	\$214,200 – \$261,800	\$214,000 – \$262,000

Key Insights

- **East Coast vs West Coast:** Salaries are broadly similar, but East Coast packages (especially New York and Boston) often include higher cash bonuses, while West Coast roles lean more heavily on equity.
- **Market hotspots:** New York City and Boston are the strongest East Coast hubs for Snowflake talent, with ranges skewing toward the upper end.
- **Equity impact:** At Snowflake itself or top-tier consultancies, equity can push total compensation well above the upper bound, sometimes by 20–40%.

Databricks Resource US

	West Coast	East Coast
Senior Consultant	\$171,000 – \$209,000	\$158,000 – \$193,000
Manager	\$189,000 – \$231,000	\$171,000 – \$209,000
Senior Manager	\$225,000– \$275,000	\$207,000 – \$253,000
Associate Director	\$252,000 – \$308,000	\$234,000 – \$286,000

Key Insights

- **West Coast premium:** Salaries skew higher in San Francisco and Silicon Valley due to tech demand and equity-heavy packages.
- **East Coast balance:** New York and Boston offer slightly lower base salaries but often compensate with stronger cash bonuses.
- **Equity impact:** At Databricks itself, equity grants can add 20–40% to total compensation, pushing packages well above the upper bounds listed.

Collibra Resource US

	West Coast	East Coast
Senior Consultant	\$126,000 – \$154,000	\$122,000 – \$149,000
Manager	\$135,000 – \$165,000	\$131,000 – \$159,000
Senior Manager	\$153,000 – \$187,000	\$144,000 – \$176,000
Associate Director	\$167,000 – \$203,000	\$158,000 – \$193,000

Key Insights

- **Overall averages:** Collibra's US average salary sits at ~\$123,600, with typical ranges between \$109,000 and \$139,000 across roles.
- **Role progression:** Senior consultants and managers cluster in the \$135k–\$150k range, while senior managers and associate directors push closer to \$170k–\$185k.
- **Regional differences:** West Coast salaries skew slightly higher due to tech demand in California, while East Coast (New York/Boston) packages often balance with stronger cash bonuses.
- **Specialist roles:** Solution Architects and Global Practitioners at Collibra report salaries between \$141k–\$190k, aligning with senior consultant/manager bands.

Data Governance Resource US

	West Coast	East Coast
Senior Consultant	\$126,900 – \$155,100	\$121,500 – \$148,500
Manager	\$135,000 – \$165,000	\$130,500 – \$159,500
Senior Manager	\$153,000 – \$187,000	\$144,000 – \$176,000
Associate Director	\$166,500 – \$203,500	\$157,500 – \$192,500

AI Governance Resource US

	West Coast	East Coast
Senior Consultant	\$126,900 – \$155,100	\$126,900 – \$155,100
Manager	\$139,500 – \$170,500	\$135,000 – \$165,000
Senior Manager	\$164,400 – \$201,000	\$164,400 – \$201,000
Associate Director	\$270,900 – \$331,100	\$232,200 – \$283,800

Key Insights

- **Data Governance:** Salaries are mid-tier, with East Coast slightly lower but balanced by stronger cash bonuses.
- **AI Governance:** Salaries are much higher, especially at Senior Manager and Associate Director levels, reflecting scarcity of expertise and premium demand.
- **Regional differences:** West Coast packages often lean on equity, while East Coast (NYC/Boston) tends to offer cash-heavy compensation.

Data Engineer Resource US

	West Coast	East Coast
Senior Consultant	\$118,800 – \$145,200	\$112,500 – \$137,500
Manager	\$135,000 – \$165,000	\$126,000 – \$154,000
Senior Manager	\$148,500 – \$181,500	\$139,500 – \$170,500
Associate Director	\$166,500 – \$203,500	\$157,500 – \$192,500

Key Insights

- **East Coast:** Average salaries for Data Engineers range from ~\$125k at Senior Consultant level to ~\$175k at Associate Director. NYC and Boston skew toward the upper end due to strong demand in finance and healthcare.
- **West Coast:** Salaries are consistently higher, starting at ~\$132k for Senior Consultants and reaching ~\$185k for Associate Directors. San Francisco and Seattle drive this premium, with equity-heavy packages common.
- **Progression trend:** Each step up in seniority adds ~\$15k–\$20k, with the biggest jump between Senior Manager and Associate Director.

Platform Engineer Resource US

	West Coast	East Coast
Senior Consultant	\$135,000 – \$165,000	\$126,000 – \$154,000
Manager	\$148,500 – \$181,500	\$139,500 – \$170,500
Senior Manager	\$166,500 – \$203,500	\$157,500 – \$192,500
Associate Director	\$189,000 – \$231,000	\$175,500 – \$214,500

Key Insights

- **West Coast premium:** Salaries skew higher in San Francisco and Seattle, reflecting demand in cloud-native and hyperscale environments.
- **East Coast balance:** NYC and Boston offer slightly lower base salaries but often compensate with stronger cash bonuses.
- **Progression trend:** Each step up in seniority adds ~\$15k–\$20k, with Associate Directors on the West Coast reaching ~\$210k base before equity and bonuses.

AI Engineer Resource US

	West Coast	East Coast
Senior Consultant	\$135,000 – \$165,000	\$124,000 – \$152,000
Manager	\$158,000 – \$193,000	\$144,000 – \$176,000
Senior Manager	\$189,000 – \$231,000	\$167,000 – \$203,000
Associate Director	\$221,000 – \$269,000	\$198,000 – \$242,000

Key Insights

- **West Coast premium:** San Francisco and Seattle drive higher averages, with total compensation often exceeding \$250k once equity is factored in.
- **East Coast balance:** NYC and Boston salaries are slightly lower but cash-heavy, with bonuses making up a larger share of total comp.
- **Progression trend:** Each step up in seniority adds ~\$20k–\$30k, with Associate Directors on the West Coast reaching ~\$245k base before equity.
- **Market averages:** US-wide averages for AI Engineers range from \$138k (Glassdoor) to \$185k (BuiltIn), with top earners exceeding \$300k

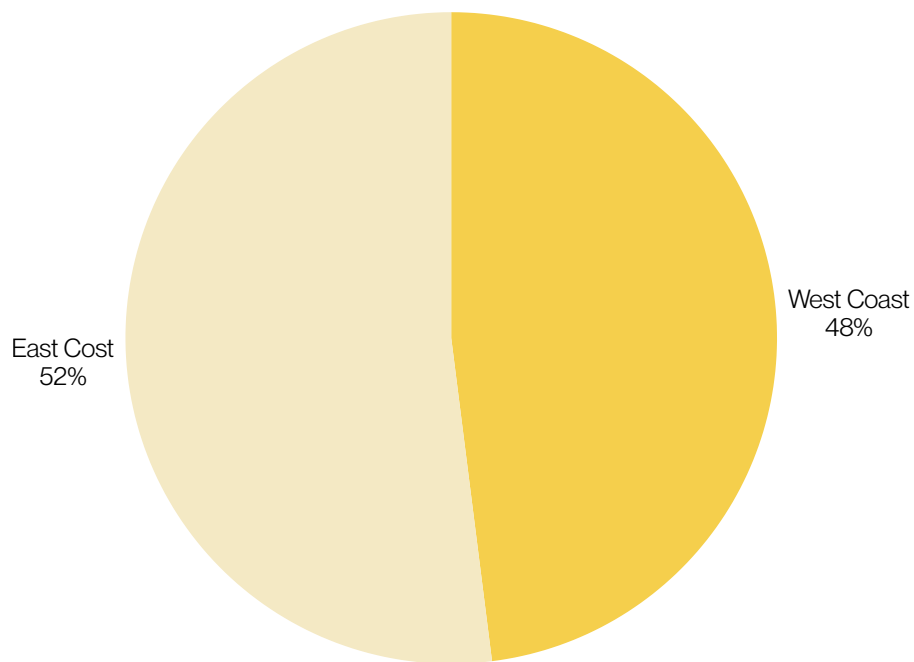
Platform Engineer Resource US

	West Coast	East Coast
Senior Consultant	\$119,700 – \$146,300	\$121,500 – \$148,500
Manager	\$135,000 – \$165,000	\$130,500 – \$159,500
Senior Manager	\$153,000 – \$187,000	\$144,000 – \$176,000
Associate Director	\$166,500 – \$203,500	\$157,500 – \$192,500

Key Insights

- **East Coast (NYC, Boston):** Salaries skew slightly higher in cash-heavy packages, with bonuses forming a larger share of total comp.
- **West Coast (SF, Seattle):** Packages lean more heavily on equity, meaning total compensation often exceeds the upper bound listed.
- **Progression trend:** Each step up in seniority adds ~\$15k–\$20k, with Associate Directors reaching ~\$175k–\$185k base before equity and bonuses.
- **Market averages:** US-wide averages for Product Managers sit around \$127k–\$133k base, with total comp often exceeding \$150

Talent Availability - East vs West



Key Insights

- **East Coast Growth:** Cities like Boston and New York have surged in AI hiring, driven by finance, healthcare, and government sectors. Boston's academic ecosystem (MIT, Harvard) fuels research and enterprise AI adoption.
- **West Coast Innovation:** The Bay Area remains a hub for LLM development, generative AI startups, and deep learning talent, with companies like OpenAI, Google DeepMind, and Anthropic leading the charge.
- **Remote Work Impact:** The rise of remote-first roles has blurred geographic boundaries, but coastal clusters still dominate due to proximity to funding, research institutions, and tech infrastructure.
- **Talent Migration:** There's a net eastward flow of top AI talent, especially toward Washington DC and Boston, as defence and public sector AI initiatives expand.



3. UK Market

- The information and insights within the UK Market report is taken from Agentix Global's own network and market knowledge, [linkedin.com](https://www.linkedin.com), [GlassdoorUK](https://www.glassdoor.co.uk) and [ITJobsWatch](https://www.itjobswatch.co.uk).

Snowflake Resource UK

	London	Rest of the UK
Senior Consultant	£85,500 – £104,500	£76,500 – £93,500
Manager	£99,000 – £121,000	£90,000 – £110,000
Senior Manager	£117,000 – £143,000	£103,500 – £126,500
Associate Director	£135,000 – £165,000	£117,000 – £143,000

Key Insights

- **London premium:** Salaries in London are consistently ~10–15% higher than the rest of the UK, reflecting cost of living and demand in financial services and tech hubs.
- **Progression trend:** Each step up in seniority adds ~£15k–£20k, with Associate Directors in London reaching ~£150k base before bonuses/equity.
- **Rest of UK:** Salaries are lower but offer better relative purchasing power in cities like Manchester, Leeds, and Birmingham.
- **Market averages:** Across the UK, Snowflake salaries range from £85k–£150k, with top earners (London Associate Directors) exceeding £165k when bonuses are included.

Databricks Resource UK

	London	Rest of the UK
Senior Consultant	£90,000 – £110,000	£81,000 – £99,000
Manager	£103,500 – £126,500	£94,500 – £115,500
Senior Manager	£121,500 – £148,500	£108,000 – £132,000
Associate Director	£139,500 – £170,500	£121,500 – £148,500

Key Insights

- **London premium:** Salaries in London are consistently ~10–15% higher than the rest of the UK, reflecting demand in financial services, fintech, and enterprise data adoption.
- **Progression trend:** Each step up adds ~£15k–£20k, with Associate Directors in London reaching ~£155k base before bonuses/equity.
- **Rest of UK:** Salaries are lower but offer stronger relative purchasing power in cities like Manchester, Leeds, and Birmingham.

Collibra Resource UK

	London	Rest of the UK
Senior Consultant	£76,500 – £93,500	£67,500 – £82,500
Manager	£85,500 – £104,500	£76,500 – £93,500
Senior Manager	£99,000 – £121,000	£90,000 – £110,000
Associate Director	£112,500 – £137,500	£103,500 – £126,500

Key Insights

- **London premium:** Salaries in London are consistently ~10–15% higher than the rest of the UK, reflecting demand in financial services, fintech, and enterprise data governance programmes.
- **Progression trend:** Each step up adds ~£10k–£15k, with Associate Directors in London reaching ~£125k base before bonuses.
- **Rest of UK:** Salaries are lower but offer stronger relative purchasing power in cities like Manchester, Leeds, and Birmingham.
- **Market averages:** Across the UK, Collibra salaries range from £75k–£125k, with top earners (London Associate Directors) exceeding £137k when bonuses are included.

Databricks Resource UK

	London	Rest of the UK
Senior Consultant	£81,000 – £99,000	£72,000 – £88,000
Manager	£94,500 – £115,500	£85,500 – £104,500
Senior Manager	£108,000 – £132,000	£99,000 – £121,000
Associate Director	£126,000 – £154,000	£112,500 – £137,500

AI Governance UK

	London	Rest of the UK
Senior Consultant	£94,500 – £115,500	£85,500 – £104,500
Manager	£108,000 – £132,000	£99,000 – £121,000
Senior Manager	£130,500 – £159,500	£117,000 – £143,000
Associate Director	£153,000 – £187,000	£135,000 – £165,000

Key Insights

- **London Premium:** Salaries in London are consistently ~10–15% higher than the rest of the UK. This reflects demand in financial services, fintech, and regulatory-heavy industries.
- **Progression Trend:** Both Data and AI Governance roles show steady progression, with each step up in seniority adding ~£10k–£25k. Associate Directors in London reach ~£140k in Data Governance and ~£170k in AI Governance before bonuses.
- **Rest of UK Balance:** Salaries outside London are lower but offer stronger relative purchasing power in cities like Manchester, Leeds, Birmingham, and Edinburgh. Regional demand is growing, particularly in financial services and public sector organisations.

Data Engineers UK

	London	Rest of the UK
Senior Consultant	£72,00 – £88,000	£64,800 – £79,200
Manager	£85,500 – £104,500	£76,500 – £93,500
Senior Manager	£103,500 – £126,500	£90,000 – £110,000
Associate Director	£121,500 – £148,500	£103,500 – £126,500

Key Insights

- **London premium:** Salaries in London are consistently ~10–15% higher than the rest of the UK, reflecting demand in financial services, fintech, and enterprise data adoption.
- **Progression trend:** Each step up adds ~£15k–£20k, with Associate Directors in London reaching ~£135k base before bonuses.
- **Rest of UK:** Salaries are lower but offer stronger relative purchasing power in cities like Manchester, Leeds, Birmingham, and Edinburgh.
- **Market averages:** Across the UK, Data Engineer salaries range from £72k–£135k, with top earners (London Associate Directors) exceeding £148k when bonuses are included.

Platform Engineers UK

	London	Rest of the UK
Senior Consultant	£81,000 – £99,000	£72,000 – £88,000
Manager	£94,500 – £115,500	£85,500 – £104,500
Senior Manager	£112,500 – £137,500	£99,000 – £121,000
Associate Director	£130,500 – £159,500	£112,500 – £137,500

Key Insights

- **London premium:** Salaries are ~10–15% higher in London, driven by demand in cloud-native and hyperscale environments.
- **Progression trend:** Each step adds ~£15k–£20k, with Associate Directors reaching ~£145k in London.
- **Rest of UK:** Lower salaries but stronger relative purchasing power in Manchester, Leeds, Birmingham, and Edinburgh.

AI Engineers UK

	London	Rest of the UK
Senior Consultant	£85,500 – £104,500	£76,500 – £93,500
Manager	£103,500 – £126,500	£90,000 – £110,000
Senior Manager	£121,500 – £148,500	£103,500 – £126,500
Associate Director	£144,000 – £176,000	£126,000 – £154,000

Key Insights

- **London premium:** Salaries are consistently higher, reflecting demand in fintech, AI startups, and enterprise adoption.
- **Progression trend:** Each step adds ~£20k–£25k, with Associate Directors in London reaching ~£160k base before bonuses.
- **Rest of UK:** Salaries are lower but still competitive, with strong demand in Manchester (data hubs) and Edinburgh (finance).

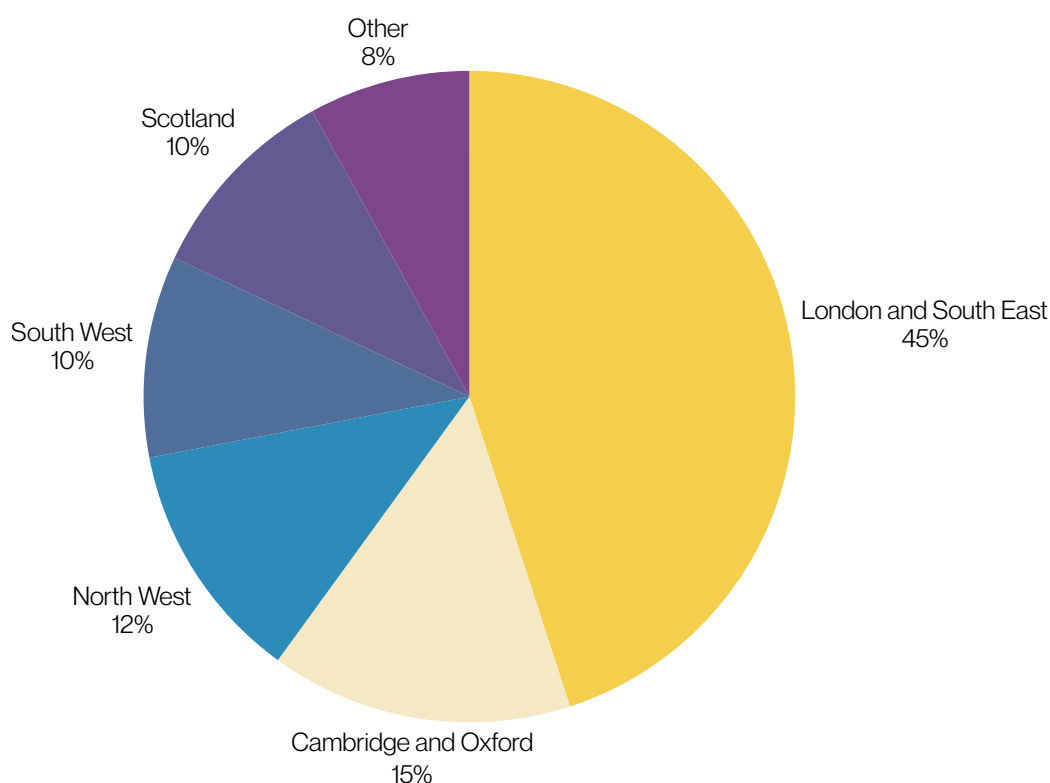
Product Managers UK

	London	Rest of the UK
Senior Consultant	£76,500 – £93,500	£67,500 – £82,500
Manager	£90,000 – £110,000	£81,000 – £99,000
Senior Manager	£103,500 – £126,500	£90,000 – £110,000
Associate Director	£117,000 – £143,000	£103,500 – £126,500

Key Insights

- **London premium:** Salaries are ~10–15% higher in London, reflecting demand in financial services, fintech, and tech hubs.
- **Progression trend:** Each step adds ~£10k–£15k, with Associate Directors reaching ~£130k in London.
- **Rest of UK:** Lower salaries but better relative purchasing power, especially in regional tech hubs like Manchester and Leeds.

Talent Availability Per Region



Key Insights

- London remains the epicentre, accounting for nearly half of AI & Data talent, driven by finance, tech startups, and healthcare AI adoption.
- Cambridge & Oxford specialize in academic research and biotech AI, with strong university-industry collaboration.
- Manchester is emerging as a regional powerhouse, leveraging lower costs and strong university pipelines to attract enterprise AI projects.
- Bristol has carved out a niche in robotics and aerospace AI, supported by the Bristol Robotics Lab and defence sector initiatives.
- Edinburgh leads in AI ethics and financial services AI, with a growing ecosystem around natural language processing and fintech.
- Smaller hubs like Leeds, Birmingham, and Belfast are growing steadily, often tied to healthcare data and applied analytics.

4. Executive Briefing: Growing AI & Data Talent Teams in UK & US

Market Dynamics

- UK: Strong academic pipelines (Oxford, Cambridge, Edinburgh), government-backed AI initiatives, and growing regional hubs (Manchester, Bristol).
- US: West Coast dominates innovation (Bay Area, Seattle), East Coast excels in finance, healthcare, and policy (NYC, Boston, DC).

Talent Availability

- UK: Scarcity in applied AI roles; competition with academia and healthcare.
- US: High demand for generative AI engineers and data scientists; talent saturation in major hubs drives costs upward.

Cost & Retention

- UK: Competitive salaries but lower than US; retention hinges on career development and flexible work.
- US: Premium salaries, equity-heavy packages; retention challenged by aggressive poaching and startup culture.

Regulation & Compliance

- UK: AI governance and ethics frameworks are tightening; customers must align with evolving standards.
- US: Fragmented regulatory landscape; state-level differences (California vs. East Coast) require tailored compliance strategies.

Remote & Hybrid Work

- Both markets see remote-first roles to broaden access, but clusters remain critical for collaboration, innovation, and funding.



5. Strategic Considerations for Customers

- Align talent strategy with regional strengths (finance in NYC, healthcare in Cambridge, generative AI in Bay Area).
- Balance cost vs. innovation by leveraging regional hubs outside London and San Francisco.
- Invest in career pathways and retention programs to mitigate churn.
- Stay ahead of regulatory shifts by embedding compliance into hiring and project design.



6. Closing Statement

- Agentix Global empowers customers to cut through complexity—delivering precision talent strategies across the UK and US. With deep market intelligence, regional expertise, and a global reach, Agentix Global ensures your teams scale faster, smarter, and stronger. In a market defined by speed and scarcity, Agentix Global is your edge.

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