100X | JOBS

SALARY GUIDE 2026 · FOR JOB SEEKERS

IT & Technology

What IT and technology people are asking to be paid, and how to use it to get paid what you're worth.

$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).



> **Most people set their lowest number close to their ask. A Data / BI Analyst asking $85K says the lowest they'd take is about $80K. Decide your own floor before the first call.**

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**

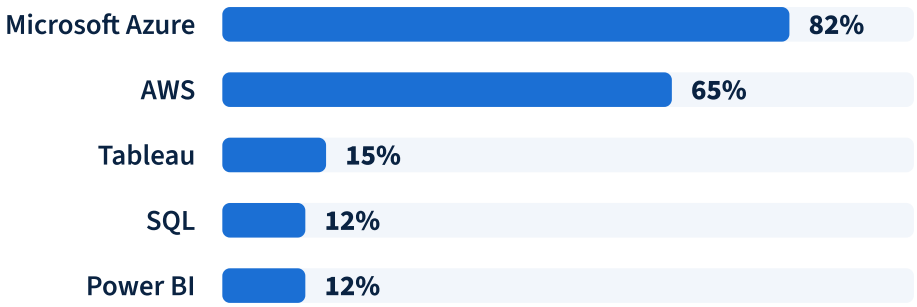
How to read this

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%. Put the systems you know near the top of your résumé.

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 you

At professional services employers, about 55 of every 100 jobs come open over a year. At information-sector employers, about 34. People leave all year long, so new openings keep coming, not just in January.

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 get paid what you're worth

1. **Know your number.**
   Find your title in the pay table. Ask near the typical ask, and decide the lowest number you'd take before the first call. Most people set a floor close to their ask: a Data / BI Analyst asking $85K says the lowest they'd take is about $80K.

2. **Ask about the path, not just the pay.**
   Ask what the next title is, who you'd learn from, and what you'd own.

3. **Say where you'll work.**
   In-office, hybrid or remote: put what you'll accept in your first message.

4. **Lead with your systems.**
   Put your cloud and data stack near the top of your résumé, where a hiring manager will see it in seconds.

5. **Go to the hiring manager.**
   When you apply online, your résumé goes to HR first. Find the person you'd work for and send a short note with a 30-second video intro.

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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.