

# It's a Digital World!

The shortage of digital and data skills in the market is unprecedented and will continue to be in hot demand. The impact of digital technologies is felt across all industries and not just in an organisation's tech team but the entire organisation.

## Technology

Developer	3-6 yrs	4,000-6,500
Senior Developer	7-10 yrs	7,000-12,000
Software Architect	10+ yrs	10,000-16,000

## Analytics

Data Analyst	0-5 yrs	3,500-4,500
Data Specialist	3-6 yrs	4,500-9,000
Data Scientist	10+ yrs	12,500+

## Strategy

Business Analyst	4-8 yrs	6,000-8,500
Project Manager	8-12 yrs	10,000-15,000
Program Manager	15+ yrs	15,000+

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## Top Universities in Asia

National University of Singapore  
 Singapore Management University  
 James Cook University  
 Monash University  
 University of Technology  
 Victoria University

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## Buzz Words

Hadoop	Big Data	Java Script
Hive	FinTech	Responsive
Pig	Disruptive Tech	IoT

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## Market Conditions



High demand & expected to grow in job openings

## Digital & Data Skills are in Demand!



No 2 Globally  
 No. 1 in Australia  
 No 2. India  
 No. 2 in China  
 No. 3 in Singapore

LIN

## \$1 Billion by 2017

Singapore's Government has been promoting Singapore as an Asian data hub with data analytics expected to contribute \$1 billion to the economy by 2017.

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## Quick Fact



2/3 work in non-infocomm companies; these include banks, telcos & high-tech manufacturing companies.

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## Hiring Criteria

- Previous experience in a similar role
- Relevant tertiary qualifications in marketing, statistics, digital media, communications, technology
- Strong written and verbal
- Demonstrated experience using relevant technology
- Agile and able to respond to the ever dynamic disruptive digital world

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## References

- DNA** ExecutiveDNA
- IDA** Infocomm Development Authority
- DBS** Department of Singapore Statistics
- LIN** LinkedIn