



AUGUST 2026 HIRING SNAPSHOT

TECHNOLOGY & DATA

THE HIDDEN HIRING MARKET

The strongest tech professionals
aren't applying for jobs, but they
are open for the right conversations.

PASSIVE TECH TALENT OVERVIEW

The most sought-after technology professionals are rarely active job seekers

Senior software engineers, data leaders, AI specialists, and product professionals are already succeeding in their current roles and are selective about who they engage with. Rather than applying for advertised positions, they are willing to have conversations when presented with a genuine opportunity to grow their career.

WHERE PASSIVE TALENT IS MOVING

Opportunity is driving movement

- Strong
- Steady

Data & AI

- Senior data professionals remain one of the most accessible passive talent pools when opportunities offer greater ownership, modern technology, and career progression.
- AI hiring continues to accelerate as businesses invest in building dedicated AI capabilities.

Software Engineering

- Experienced software engineers remain highly selective and require a compelling opportunity before considering a move.

Product & Business Analysis

- Demand for Product Owners and Business Analysts remains high as organizations continue investing in digital products and technology transformation.

TALENT PICTURE

The opportunity matters more than the outreach

Passive candidates receive frequent approaches from hiring managers, so simply reaching them is no longer enough.

The businesses securing the strongest talent clearly communicate why the role matters, how the team is growing, and the impact the individual can make. They also move quickly. Long hiring processes and inconsistent messaging continue to cost businesses candidates who already have multiple options.

TALENT AND HIRING CHALLENGES

What is driving passive movement?

- Better career progression and stronger leadership.
- Opportunities to work on more engaging products and projects.
- Internal restructuring is encouraging some professionals to move to roles more closely aligned with their core expertise.
- Compensation remains the biggest driver, although the work itself is becoming increasingly influential.
- Hybrid working is widely accepted, while remote flexibility continues to attract attention.

Why candidates are taking the call

- Career growth
- Better leadership
- Interesting technical work
- Competitive compensation
- Strong long-term business outlook

"Businesses that engage passive talent proactively will secure the best people before competitors know they're available."

JASON SEGALL, DIRECTOR
TECHNOLOGY & DATA

H2 Implications

WHAT THIS MEANS FOR YOUR PLANS

Technology hiring remains active across engineering, data, AI, and product functions, but attracting passive talent requires a different approach.

Businesses that rely on job postings alone will continue competing for a small active talent pool. Those that proactively engage passive candidates with a compelling opportunity and an efficient hiring process are securing the strongest professionals before they reach the wider market.

THREE THINGS TO DO NOW

- Lead with the opportunity, not just the role.
- Move quickly once you've identified the right candidate.
- Understand what motivates passive talent and tailor your offer around what they actually want.

THE BOTTOM LINE

The technology market remains highly active, with businesses continuing to invest in specialist talent across data, AI, engineering, and product.

The strongest professionals are not actively looking for a move, but they are open to the right opportunity. Organizations that clearly communicate their vision, move decisively, and present a compelling long-term proposition will continue securing the best technology talent before competitors even know they're available.