cathcart
technology

Salary Guide
Thailand Technology Sector

Welcome

Every year, we release the recruitment data we have collected over the last 12 months to take the pulse of the tech jobs market in Thailand.

We offer it to you in the hope that it provides some value for planning and budgeting.

The most in-demand jobs of 2023 fall in the data technology category, with increasingly competitive salary and benefit packages.

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Foreword

Nick Macdougall
Director

"We believe that Thailand has a very bright future if it can maintain the technological momentum of the last few years, and Cathcart Technology is excited to be part of that journey."

Since March 2020, the world has gone through tremendous technological transformation as a result of Covid 19 pandemic. Companies were forced to sharply pivot to a work from home policy, which forever changed the way we work and also the perception of how we work. Due to the pandemic restrictions, consumers no longer ventured outside to acquire products but, instead, went online. According to McKinsey Global Survey of Executives, their companies accelerated the digitization of their customers, supply-chain interactions and of their internal operations by three to four years.

The biggest technology companies in the world couldn't hire fast enough to keep up with the demand. Amazon and Meta almost doubled their workforce, followed closely by other major brands as the demand for talent became increasingly fierce. Thailand was no exception as we saw huge demand from current and new clients looking to increase the size of their teams.

Fast forward to March 2023, the technology world has found itself in a very different situation. The same major technology companies, which previously hired so aggressively, have now shed tens of thousands of jobs as we enter the post-pandemic era. The huge surge in growth and hiring was never going to be sustainable, so the time has come for a re-balancing of the workforce which will create a lot of pain in the short term.

Another major development in 2023 has been the emergence of Artificial Intelligence into the mainstream, as **ChatGPT** has sprung onto the scene. The World Forum estimates that **14 million** jobs will be lost in the next 5 years with AI being one of the major contributing factors to this. However, the same report also mentioned that AI will potentially create up to **97 million** new jobs. While it is still too early to predict the full impact that AI will have, I'm excited to see how it develops over the coming years and emphasises the need to adapt and upskill.

In Thailand, we have continued to see a robust market and many of our clients have continued to hire into 2023. There hasn't been the same shockwaves in the technology recruitment sector like in other countries, and IT spending in Thailand is expected to grow around **4.2%** which is only slightly lower than in 2022.

Our salary guide this year aims to give you more of a comprehensive view of the technology market in Thailand and some insights into our activities over the past year.

We believe that Thailand has a very bright future if it can maintain the technological momentum of the last few years, and Cathcart Technology is excited to be part of that journey.

Why work with us

We asked our clients why they chose us. Customer service is vital to us, so we regularly invite feedback to help us improve and provide services that add value to our client's businesses.

Here's how they rated us ▾

1	Consult all the way	94%
2	Knows the Thailand market	59%
3	Professionalism	53%
4	Personalised service	47%
5	Strong market specialisms	41%
6	Different to competitors	35%
7	Large database	35%
8	360° consultancy	35%
9	Motivated	29%
10	Good reputation	29%
11	Building great teams	29%
12	High repeat business	24%

Why work with us

4   47%

6   35%

1   94%

2   59%

11   29%

7   35%

3   53%

5   41%

10   29%

9   29%

8   35%

12   24%

Who works with us

We have experience providing specialist technology recruitment services in many different industries in Thailand, from banking and finance to marketing and retail.

Our expertise is sector specific ▾

1	IT Service and Consulting	29%
2	Finance (Fintech)	23%
3	Tech Innovation	9%
4	Banking	7%
5	Retail	7%
6	Marketing	6%
7	Others	6%
8	Insurance	5%
9	Manufacturing	3%
10	Healthcare	2%
11	Education	1%
12	Logistics	1%
13	Oil and Gas	1%

Who works with us

1 29%	3 9%	4 7%
	5 7%	6 6%
2 23%	7 6%	8 5%	9 3%
	10 2%	11 1%	12 1%	13 1%
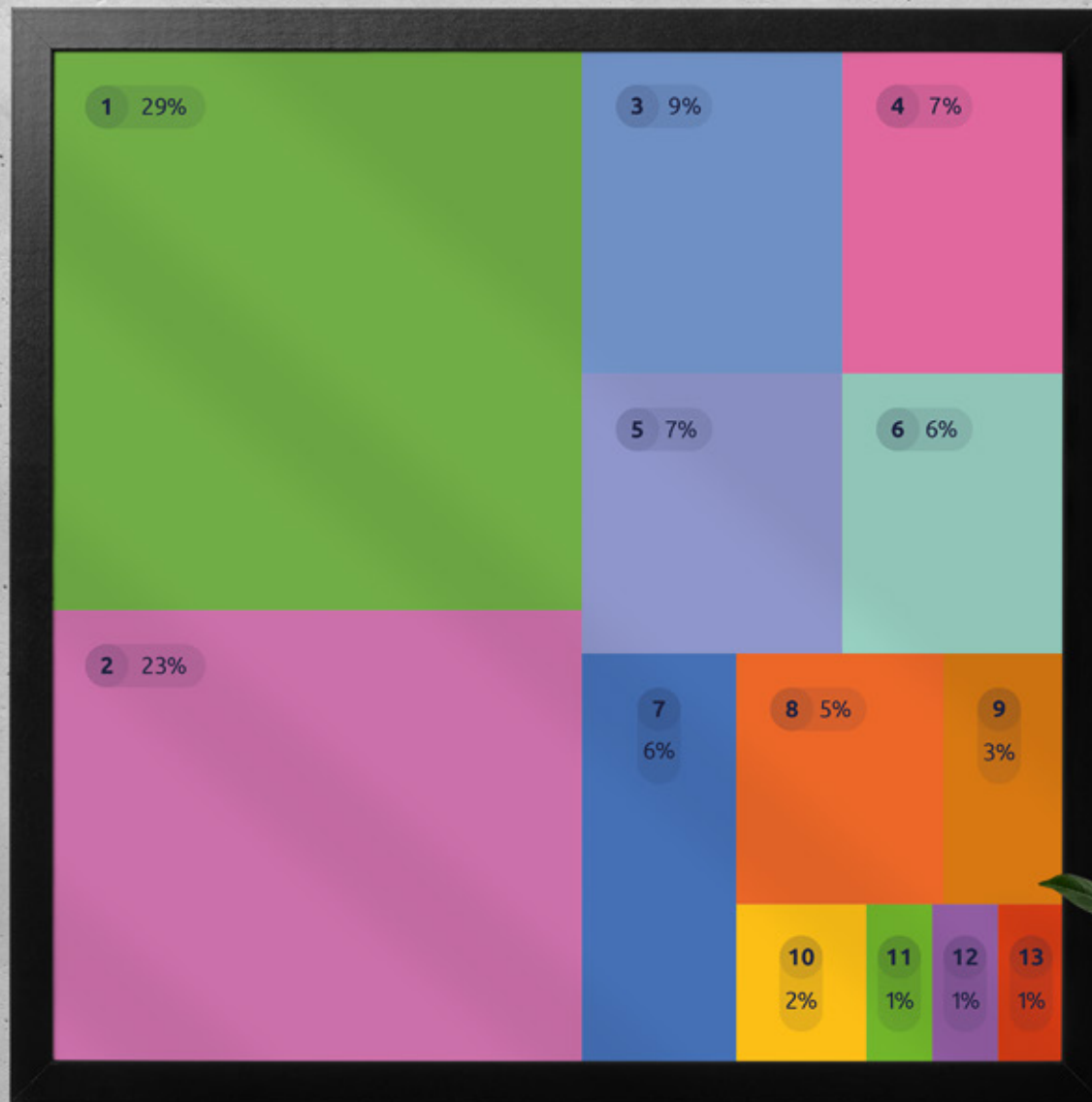
Skills in demand

Demand for technical skills remains high for businesses in Thailand, and 2023 was no exception. We've seen a steady rise in demand for data technologists as businesses seek to capitalise on artificial intelligence and machine learning.

Hiring priorities ▾

#		
1	Data Technology	18%
2	JavaScript	15%
3	Infrastructure and Security	11%
4	QA Engineer	10%
5	Java	8%
6	C#	8%
7	Project Management	8%
8	Business/System Analyst	6%
9	Mobile (apps)	5%
10	Python	4%
11	SAP/ERP	4%
12	UX and UI	2%
13	PHP	2%

Skills in demand

1 18%
3 11%
4 10%
5 8%
6 8%
8 6%
2 15%
9 5%
10 4%
11 4%
7 8%
12 2%
13 2%
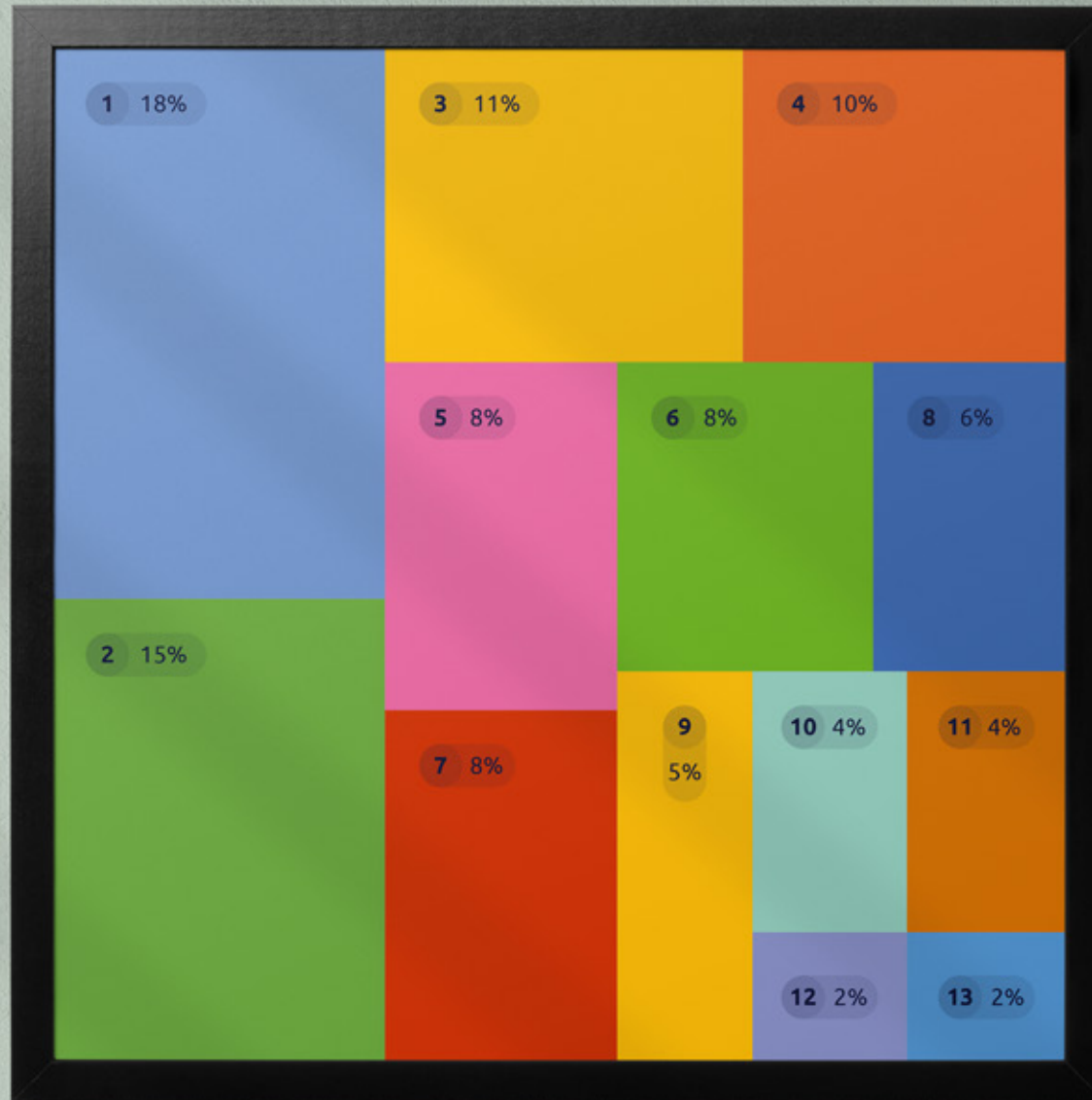
Salary guide

As the world resets from the pandemic, collective mindsets have shifted, and salaries are changing. As a result, benchmarking wages has become increasingly critical in most industries.

This salary guide is a helpful tool for businesses to understand where they fit in Thailand's digital sector compared to competitors in terms of benefits packages.

Salary guide
What the statistics tell us.

Salary tables

Application support

Salary range ▼

Junior	**30,000 - 40,000**
Mid	**40,000 - 70,000**
Senior	**70,000 - 100,000**
Lead	**100,000 - 130,000**

IT Infrastructure (system/network)

Salary range ▼

Junior	**25,000 - 40,000**
Mid	**40,000 - 60,000**
Senior	**60,000 - 80,000**
Lead	**80,000 -100,000**
Manager	**100,000 - 200,000**

DevOps/Cloud Engineer

Salary range ▼

Junior	**30,000 - 50,000**
Mid	**50,000 - 70,000**
Senior	**70,000 - 120,000**
Lead	**120,000 -150,000**
Manager	**150,000 - 250,000**

Salary tables

IT Security (technical)

Salary range ▼

Junior	**20,000 - 35,000**
Mid	**35,000 - 60,000**
Senior	**60,000 - 100,000**
Lead	**100,000 - 130,000**
Manager	**130,000 - 300,000**

IT Security (standard and compliance)

Salary range ▼

Junior	**30,000 - 35,000**
Mid	**35,000 - 60,000**
Senior	**60,000 - 80,000**
Lead	**100,000 -130,000**
Manager	**130,000 - 300,000**

IT Support

Salary range ▼

Junior	**20,000 - 30,000**
Mid	**30,000 - 50,000**
Senior	**50,000 - 70,000**

Salary tables
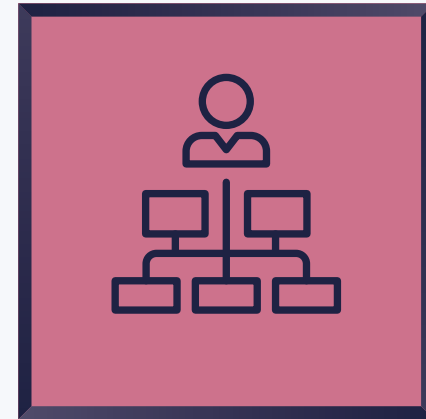
Developer (Swift/Kotlin)

Salary range ▼

Junior	**20,000 - 35,000**
Mid	**35,000 -50,000**
Senior	**50,000 - 100,000**
Lead	**100,000 - 130,000**

Developer (Flutter)

Salary range ▼

Junior	**20,000 - 40,000**
Mid	**40,000 - 60,000**
Senior	**60,000 - 90,000**
Lead	**90,000 - 120,000**

UX/UI Designer/Researcher

Salary range ▼

Junior	**20,000 - 30,000**
Mid	**30,000 - 45,000**
Senior	**45,000 - 70,000**
Lead	**70,000 - 100,000**

Salary tables
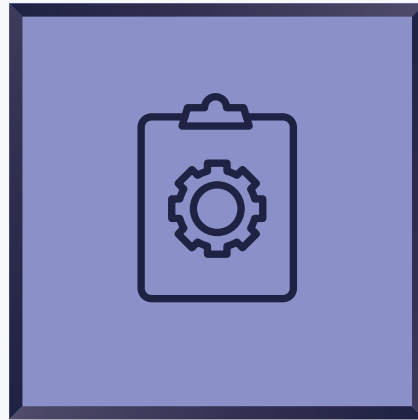
QA Engineer Manual

Salary range ▼

Junior	25,000 - 40,000
Mid	40,000 - 60,000
Senior	65,000 - 90,000
Lead	90,000 - 150,000

QA Engineer Automate

Salary range ▼

Junior	35,000 - 50,000
Mid	50,000 - 65,000
Senior	65,000 - 95,000
Lead	95,000 - 200,000

Performance Tester

Salary range ▼

Junior	35,000 - 50,000
Mid	50,000 - 65,000
Senior	70,000 - 100,000
Lead	100,000 - 150,000

Salary tables
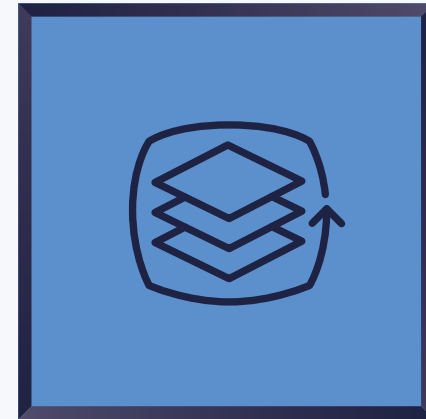
Front-End Developer

Salary range ▼	
Junior	30,000 - 40,000
Mid	40,000 - 55,000
Senior	55,000 - 90,000
Lead	90,000 - 130,000

Back-End Developer

Salary range ▼	
Junior	30,000 - 40,000
Mid	40,000 - 55,000
Senior	55,000 - 100,000
Lead	95,000 - 150,000

Full-Stack Developer

Salary range ▼	
Junior	30,000 - 40,000
Mid	40,000 - 55,000
Senior	60,000 - 100,000
Lead	100,000 - 200,000

Salary tables

PHP Developer

Salary range ▼

Junior	30,000 - 45,000
Mid	45,000 - 55,000
Senior	60,000 - 100,000
Lead	100,000 - 130,000
Manager	130,000 - 160,000

Python/Golang/Ruby/Rust Dev

Salary range ▼

Junior	35,000 - 50,000
Mid	50,000 - 80,000
Senior	80,000 - 120,000
Lead	130,000 - 160,000

Java Developer

Salary range ▼

Junior	25,000 - 45,000
Mid	50,000 - 60,000
Senior	70,000 - 120,000
Lead	120,000 - 150,000

Salary tables

.Net Developer

Salary range ▼

Junior	**25,000 - 35,000**
Mid	**35,000 - 60,000**
Senior	**60,000 - 80,000**
Lead	**80,000 - 130,000**

Data Engineer/ETL Developer

Salary range ▼

Junior	**30,000 - 50,000**
Mid	**50,000 - 80,000**
Senior	**80,000 - 120,000**
Lead	**120,000 - 150,000**
Manager	**150,000 - 250,000**
Head	**250,000 - 350,000**

Data Analyst/Business Intelligence

Salary range ▼

Junior	**30,000 - 50,000**
Mid	**50,000 - 80,000**
Senior	**80,000 - 120,000**
Lead	**120,000 - 150,000**
Manager	**150,000 - 200,000**
Head	**200,000 - 300,000**

Salary tables
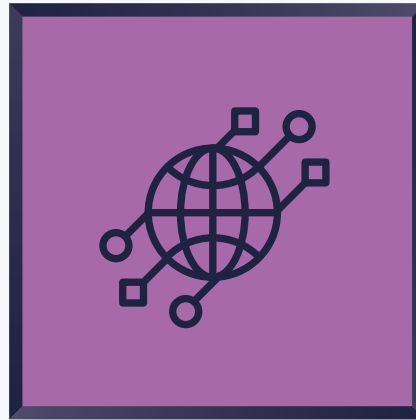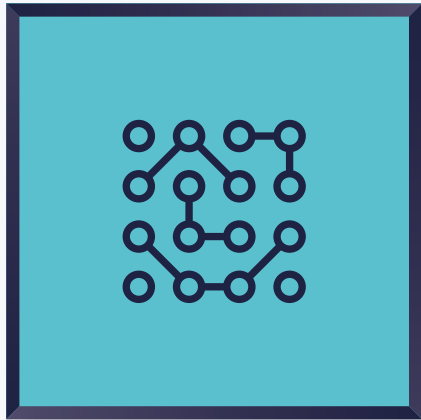
Data Scientist/ML Engineer

Salary range ▼	
Junior	**30,000 - 60,000**
Mid	**60,000 - 100,000**
Senior	**100,000 - 150,000**
Lead	**150,000 - 200,000**
Manager	**200,000 - 250,000**
Head	**250,000 - 500,000**

Data Architect/Platform Engineer

Salary range ▼	
Junior	**-**
Mid	**50,000 - 70,000**
Senior	**70,000 - 100,000**
Lead	**100,000 - 120,000**
Manager	**120,000 - 150,000**
Head	**200,000 - 300,000**

Oracle DBA

Salary range ▼	
Junior	**30,000 - 40,000**
Mid	**40,000 - 60,000**
Senior	**60,000 - 100,000**
Lead	**100,000 - 150,000**
Manager	**150,000 - 250,000**

Salary tables
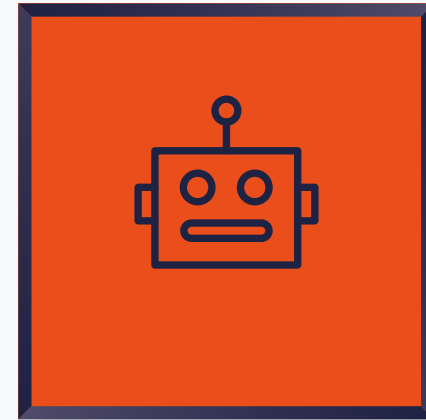
MS SQL DBA

Salary range ▼

Junior	**25,000 - 40,000**
Mid	**40,000 - 60,000**
Senior	**60,000 - 100,000**
Lead	**100,000 - 150,000**
Manager	**150,000 - 250,000**

Opensource DBA

Salary range ▼

Junior	**30,000 - 40,000**
Mid	**40,000 - 60,000**
Senior	**60,000 - 100,000**
Lead	**100,000 - 150,000**
Manager	**150,000 - 200,000**

RPA Developer

Salary range ▼

Junior	**25,000 - 40,000**
Mid	**40,000 - 60,000**
Senior	**60,000 - 80,000**
Lead	**90,000 - 120,000**
Manager	**120,000 - 200,000**

Salary tables

SAP Functional Consultant

Salary range ▼

Junior	30,000 - 40,000
Mid	40,000 - 60,000
Senior	60,000 - 90,000
Lead	90,000 - 150,000
Manager	150,000 - 350,000

SAP Consultant (ABAP)

Salary range ▼

Junior	30,000 - 40,000
Mid	40,000 - 60,000
Senior	60,000 - 90,000
Lead	90,000 - 150,000
Manager	150,000 - 250,000

ERP Functional Consultant

Salary range ▼

Junior	25,000 - 35,000
Mid	35,000 - 55,000
Senior	55,000 - 75,000
Lead	75,000 - 100,000
Manager	100,000 and above

Salary tables
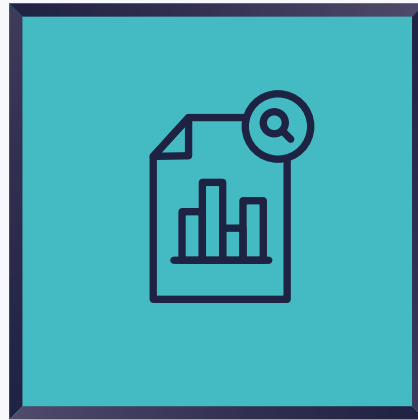
ERP Developer (technical consultant)

Salary range ▼

Junior	25,000 - 35,000
Mid	35,000 - 55,000
Senior	55,000 - 75,000
Lead	75,000 - 100,000
Manager	100,000 and above

Business Analyst

Salary range ▼

Junior	30,000 - 45,000
Mid	40,000 - 65,000
Senior	65,000 - 120,000
Lead	120,000 - 160,000

System Analyst

Salary range ▼

Junior	35,000 - 45,000
Mid	45,000 - 70,000
Senior	65,000 - 100,000
Lead	100,000 - 150,000

Salary tables
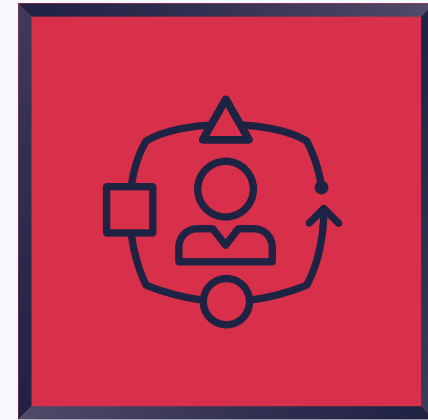
Project Manager

Junior	50,000 - 70,000
Mid	70,000 - 90,000
Senior	100,000 - 120,000
Manager	130,000 - 150,000
Head	150,000 - 200,000

Product Owner

Salary range ▼

Junior	50,000 - 60,000
Mid	60,000 - 80,000
Senior/Lead	80,000 - 120,000
Manager	130,000 - 150,000
Head	150,000 - 250,000

Scrum Master (agile coach)

Salary range ▼

Mid	80,000 - 100,000
Lead	100,000 - 150,000
Manager	150,000 - 200,000

Salary tables
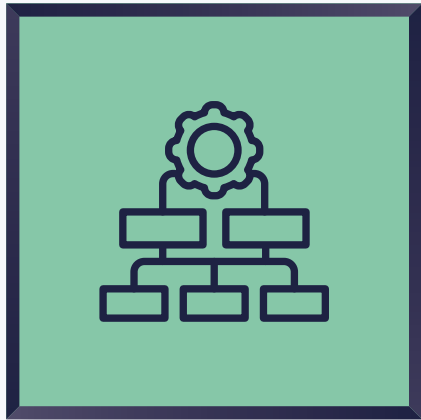
Solution Architect
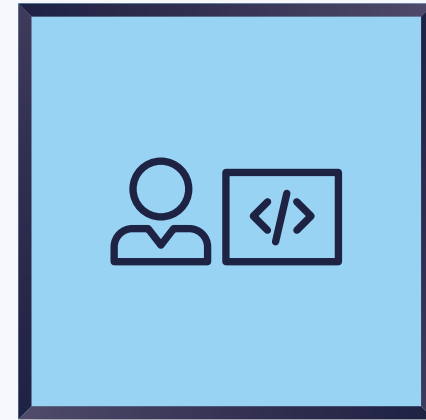
Salary range ▼

Manager	130,000 - 180,000

Enterprise Architect

Salary range ▼

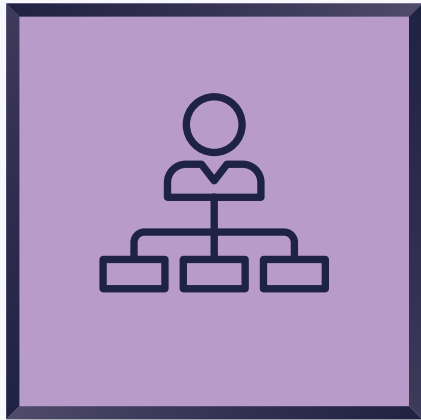| Manager	150,000 - 180,000

Software Development Manager

Salary range ▼

Manager	130,000 - 170,000

Salary tables

What this data tells us

Based on our data collected from 2023, we compared these tables against leading industry tools to give as accurate a benchmark as possible for Thailand.

Thailand's consumer morale is at its highest in over three years, and the upward wage trend has continued in 2023 after a slight dip in the last quarter of 2022.

Head of IT, CTO or IT Director

Salary range ▼

Director	250,000 - 350,000

IT Executive Management

Salary range ▼

|	
IT Executive Level	400,000 and above

Why do people change jobs?

The change in working habits and mindsets affected by the pandemic is here to stay, as people cite working from home and work-life balance as key factors in seeking new roles.

One of the biggest reasons people change jobs remains the gap in career growth opportunities.

Reasons for changing job ▾

1	Working policy (flexibility)	19%
2	Career growth	19%
3	Work/life balance	18%
4	Company stability and size	16%
5	Technology and products	16%
6	Organisational changes	10%

Why do people change jobs?

1 19%
2 19%
3 18%
4 16%
5 16%
6 10%
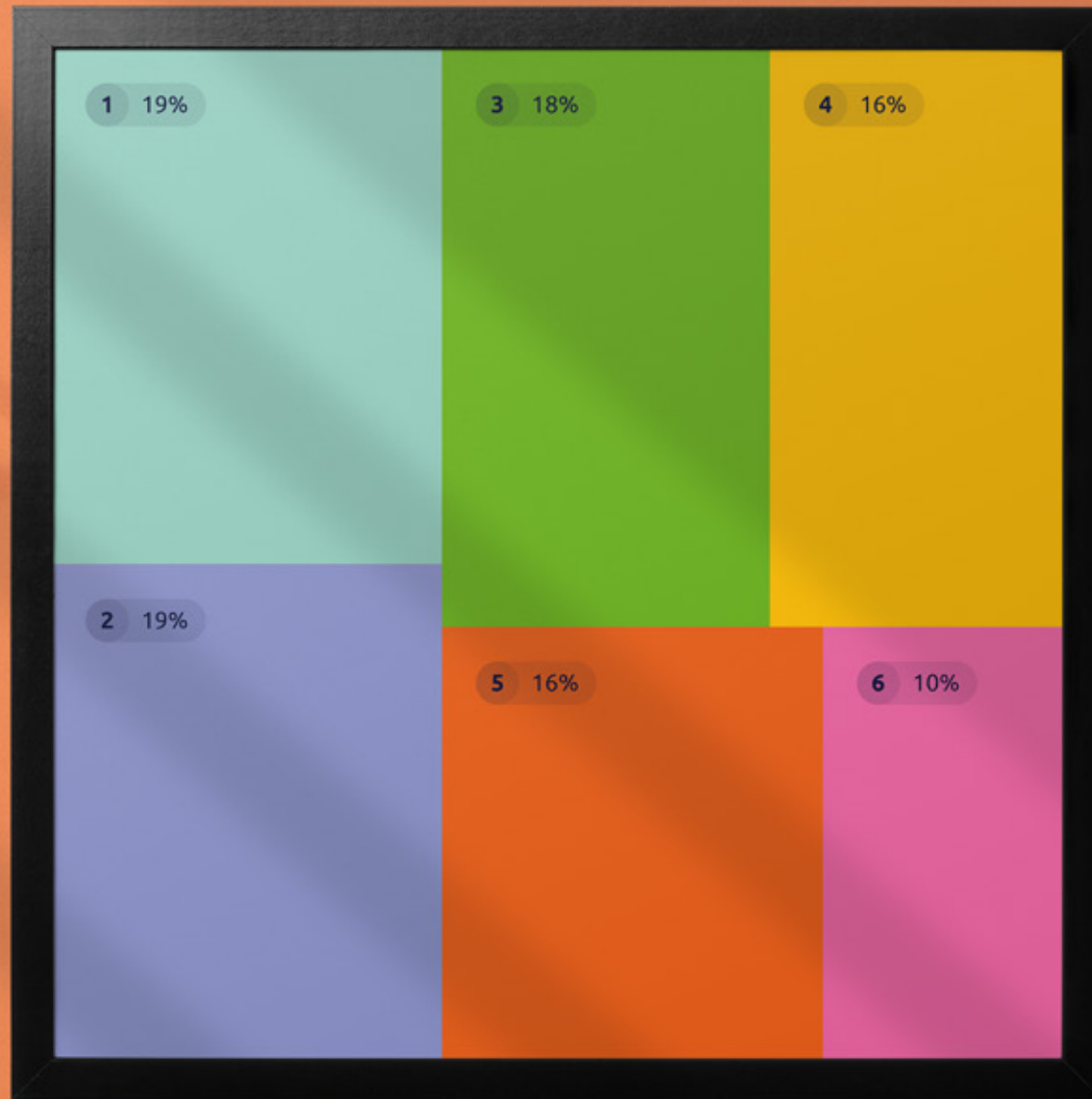
What employers want

Problem-solving skills, along with analytical thinking and communication, ranked highest amongst employers surveyed.

Employers did not prioritise non-English language skills or factors such as job stability or money motivation, putting teamwork and ambition to achieve above that.

Most desirable attributes ▼

1	Problem solving skills	17%
2	Teamwork and ambition	15%
3	Good English skills	15%
4	Analytic skills	14%
5	Excellent communication	14%
6	Flexible and adaptive	13%

What employers want

1 17%	**3** 15%
2 15%	**4** 14%
5 14%	**6** 13%
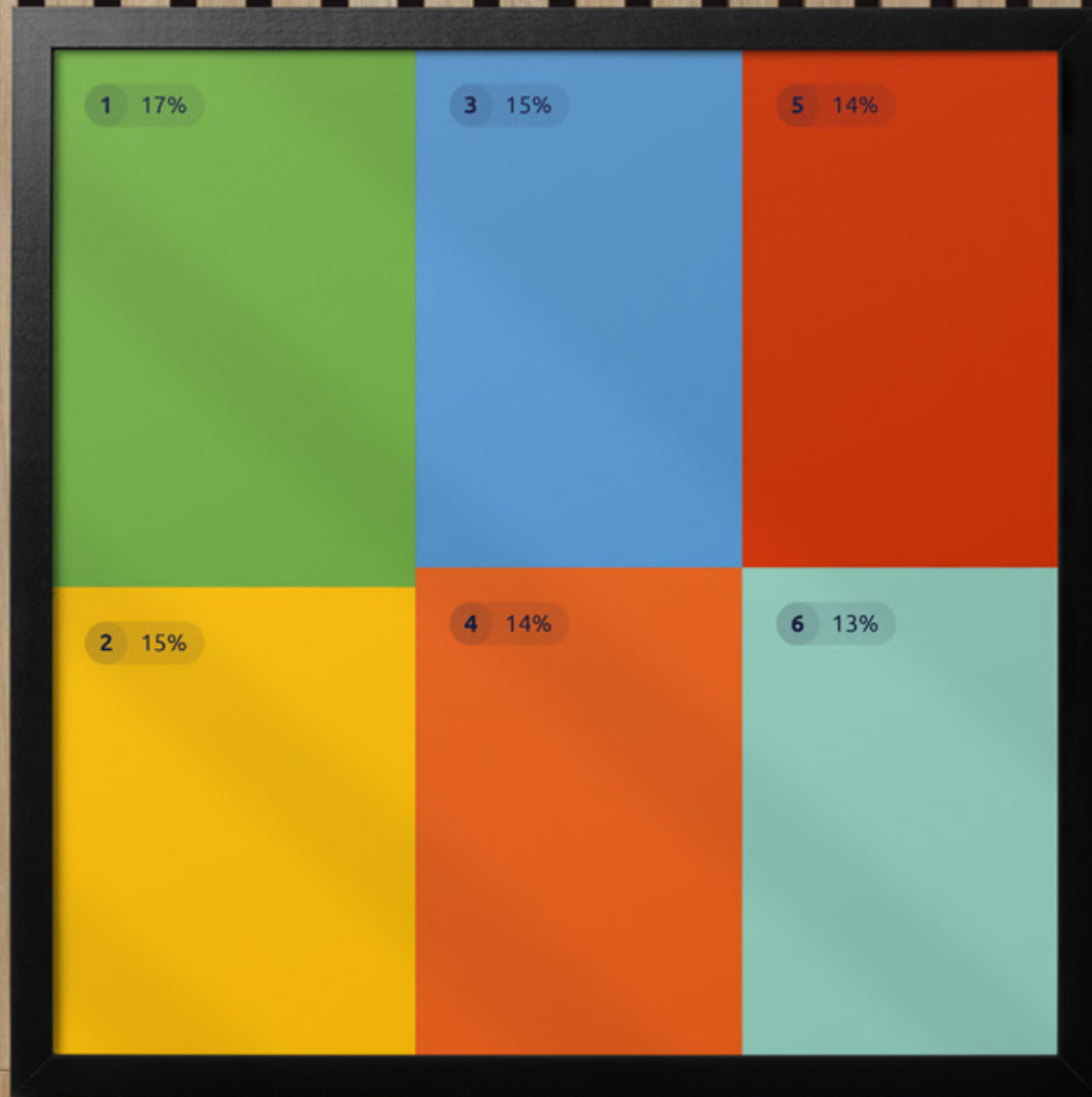
Contact a specialist

Our Bangkok office has extensive knowledge of Thailand's technology sector and a team of dedicated technology recruitment specialists.

If you need to fill a vacancy in any of the disciplines outlined in this guide, from data scientists to UX designers, we have the experts to help you.

Location

Where to find us

540 Mercury Tower, 5th Floor, Ploenchit Road, Lumpini, Pathumwan, Bangkok

Contact

+66 2-038-5878

hello@cathcarttechnology.co.th

cathcarttechnology.co.th

Testimonials

BizOne
Chief Operating Officer

"Over the past few years, we've worked with Cathcart to fill several Data Engineer and BI Developer vacancies, from junior to senior levels. Each time, they were successful in assisting us in exploring the market and securing the right people for BizOne. They have worked closely with us from our small beginnings here in Bangkok with a high level of professionalism and with a personal touch. We're continuing to work together to expand our organisation."

ABeam
Senior Human Resources

"I would like to express a big thank you to Cathcart Technology, in particular to K.Jung, K.Book and K.Art, with whom I had the pleasure to work when asking for new job requirements. They are professional and supportive, ensuring they understand each step of the recruitment process and the job specifications. A good team that works hard for their clients, and I would always recommend them!"

Baania
Data Team Lead

"It was amazing working with the Cathcart Technology team from day one. They are a great recruitment consultant service and very professional. Sometimes, it made me recognise how good professional work is. They understood my request and aligned the start-up environment I am concerned about. Thank you so much, Cathcart Technology team, for helping us get the exact matches of people I was looking for."

Arthur Southeast Asia Co., Ltd.
Senior Manager

"The Cathcart team is extremely proactive, supportive and resource-ready. No matter how difficult the market situations are, Cathcart has always stood the test of time and found us the best candidates per our requirements. Kudos to the Cathcart team for all their research, suggestions and contribution to Arthur's technical recruitment."

KBTG
Talent Acquisition Team

"It has been a year since our partnership. Cathcart Team always delivers a professional standard and excellent services, especially in a technical role. Those qualities make it an absolute pleasure to work with your team. It's nice to know that Cathcart is a source we can always count on."

Bred IT
HR Team

"Cathcart is not just a head-hunter, but they are one of our trustworthy talent acquisition partners from their attentive guidance to prompt execution. We are pleased to continue working together with Cathcart's professional team."

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2023