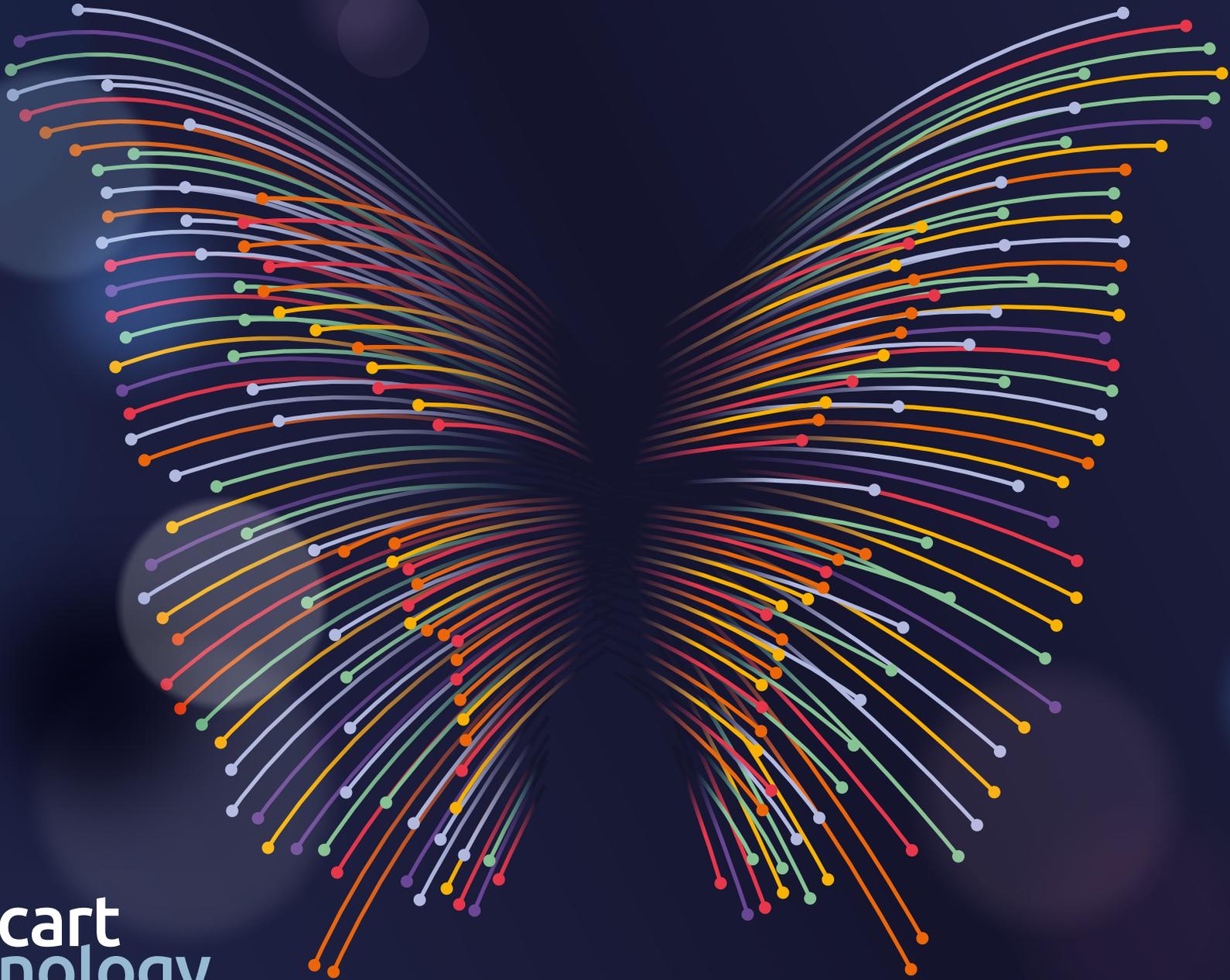


Salary Guide  
2025



cathcart  
technology

## Welcome – the year of the butterfly effect

As AI continues to attract investment all over the world, we expect the Thai tech market to transform and spread its wings in 2025.

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

We offer it to you, hoping it provides some value for planning and budgeting for the future.



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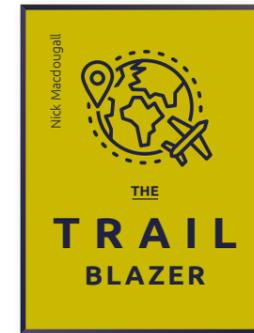
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# Foreword



**Nick Macdougall**  
Director

“Artificial Intelligence (AI) is the main driver of this progress, and its adoption across businesses, from small start-ups to large enterprises, has accelerated even more.”

The front cover of this year’s Cathcart Technology Salary Guide represents the “butterfly effect”. Over the past year, significant advancements in technology have continued, and these will further affect our lives in the years to come. Artificial Intelligence (AI) is the main driver of this progress, and its adoption across businesses, from small start-ups to large enterprises, has accelerated even more.

Many people are beginning to feel an uneasy sense of being left behind in this technological revolution. No matter how advanced technology becomes, if it isn’t easily accessible or seamlessly integrated into our daily lives, it risks leaving a significant portion of the population behind. When terms such as Agentic AI, Quantum Computing and Polyfunctional robots are being used, it’s easy to see why new technology doesn’t seem accessible.

AI has already been introduced into our lives, often without us fully realizing it. Our mobile phones feature voice assistants, AI-powered travel aids, facial recognition, and smart home devices—like fridges that can notify us about what groceries need replenishing. Companies are also steadily integrating AI into the workplace, and this trend is set to grow exponentially. Gartner predicts that by 2028, AI will manage up to 70% of repetitive tasks in the workplace.

That’s why digital literacy, especially within AI, is fast becoming an essential skill, and it is increasingly important for employers to introduce training and development programs to support this shift.

The technology recruitment market has not reflected the growth in various advanced industries, such as AI, mainly due to a recalibration following the post-COVID hiring boom. Our clients have adopted a much more cautious approach to hiring, with some even implementing hiring freezes for the entirety of 2024. As a result, outsourcing has surged, allowing hiring to be more focused on fixed-term projects. However, according to Gartner, Thailand’s IT spending is expected to grow to \$29 billion in 2025, a 7.9% increase from 2024. Therefore, we anticipate hiring to pick up early this year.

With the recent announcement of a \$500 billion USD investment into AI infrastructure by the Trump administration, alongside the breakthrough with DeepSeek, the race is on to find the most efficient and scalable AI models. However, collaboration is key, and the sharing of research will only help drive further advancements in technology. Whether we like it or not, our lives—and those of future generations—will be changed forever, hopefully for the better.

# Employers feedback

We asked professionals and hiring managers across various industries to get some deeper insights into the trends and preferences of the Thai tech market.

## Employer insights

What the survey tells us.



# IT sector demand in 2024

IT services and consulting predictably remains in the top-spot, with Fintech staying in second place.

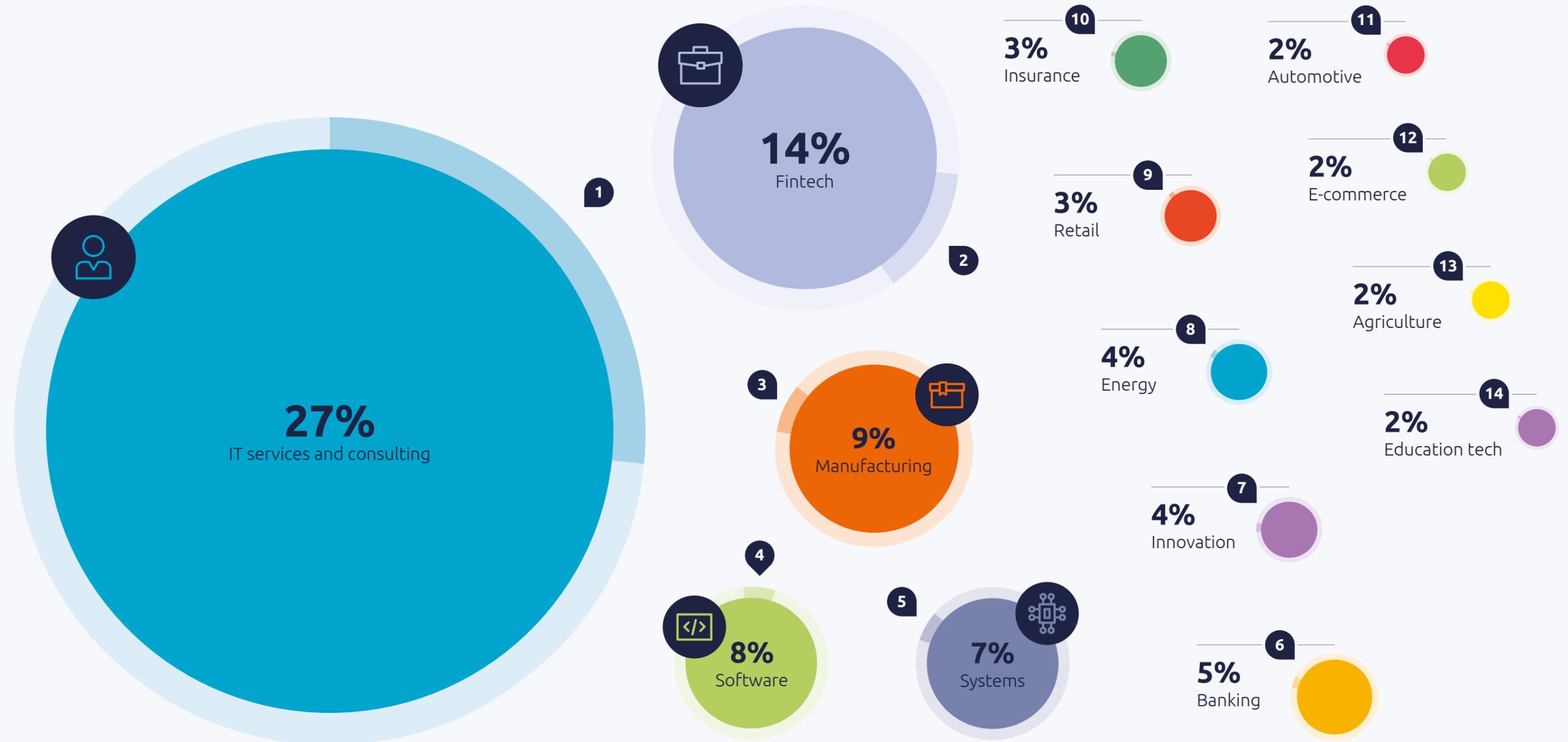
## What sectors are hiring? ▾

1	IT services and consulting	27%
2	Fintech	14%
3	Manufacturing	9%
4	Software solutions	8%
5	Systems integration	7%
6	Banking	5%
7	Tech innovation	4%
8	Energy (oil and gas)	4%
9	Retail	3%
10	Insurance	3%
11	Automotive	2%
12	E-commerce	2%
13	Agriculture	2%
14	Education tech	2%

## The top five sectors

2024 saw some notable changes in the top hiring sectors, with manufacturing sector hitting the number three spot, and a drop in retail pushing it into ninth.

**Methodology:** This report presents an analysis of job information data gathered by Cathcart Technology, covering 603 positions from January 2024 to December 2024.



# IT positions in demand 2024

Positions in demand have remained in similar positions to previous years with the exception of IT sales, going up three spots to fourth.

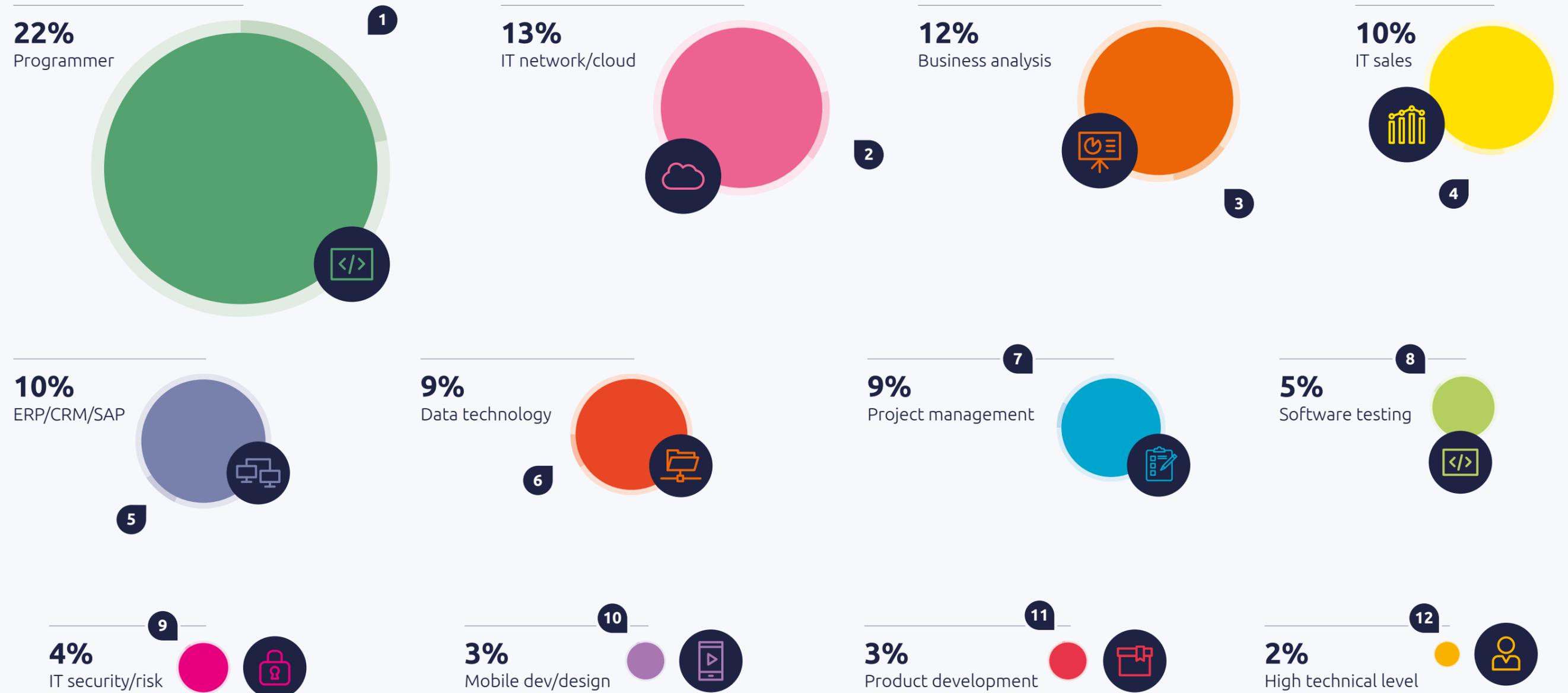
## What positions are in demand? ▾

1	Programmer	22%
2	IT network/cloud	13%
3	Business systems analysis	12%
4	IT sales	10%
5	ERP/CRM/SAP	10%
6	Data technology	9%
7	Project management	9%
8	Software testing	5%
9	IT security/risk	4%
10	Mobile dev/designer	3%
11	Product development	3%
12	High technical level	2%

## The top three positions

The data for 2024 shows demand holding steady with previous years. Programmer, IT network/cloud and Business analysis roles retain the top three.

**Methodology:** This report presents an analysis of job information data gathered by Cathcart Technology, covering 603 positions from January 2024 to December 2024.



# Software development in demand 2024

Tech leadership tops the board in terms of skills in demand with a slight shift from specialist roles to generalists as businesses diversify their skill sets.

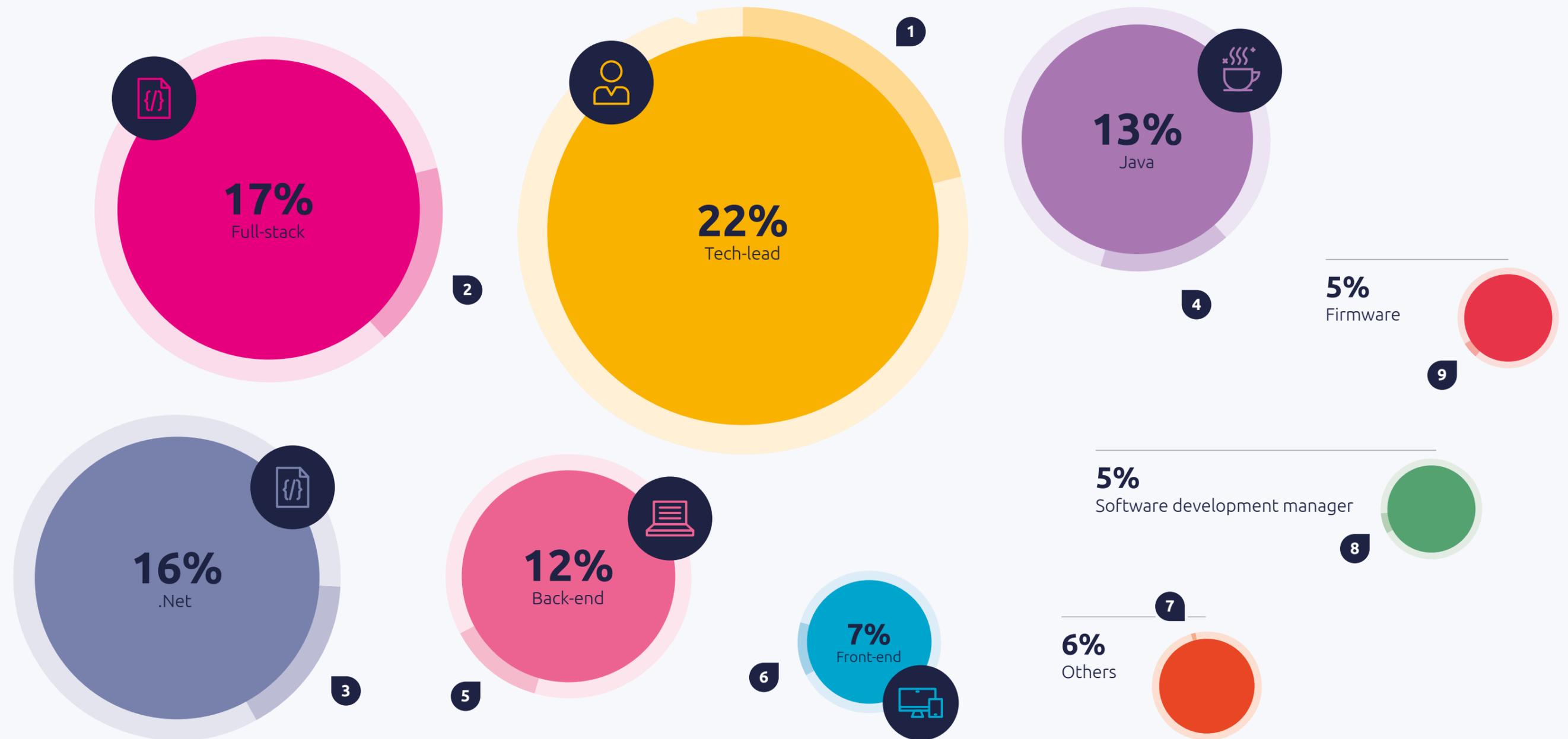
## What skills are employers looking for? ▾

1	Tech-lead	22%
2	Full-stack (JS, Java, .Net, Python)	17%
3	.Net	16%
4	Java	13%
5	Back-end	12%
6	Front-end	7%
7	Others (PHP, PL, SQL, AS 400)	6%
8	Software development manager	5%
9	Firmware (C++)	5%

## Time for generalists?

Strong demand for tech-leads and multi-disciplined full-stack developers is indicative of businesses aiming to maximise productivity and value for money.

**Methodology:** This report presents an analysis of job information data gathered by Cathcart Technology, covering 603 positions from January 2024 to December 2024.



# Skill level in demand

Companies continue to seek senior people with proven skills to work in their teams, closely followed by mid-level.

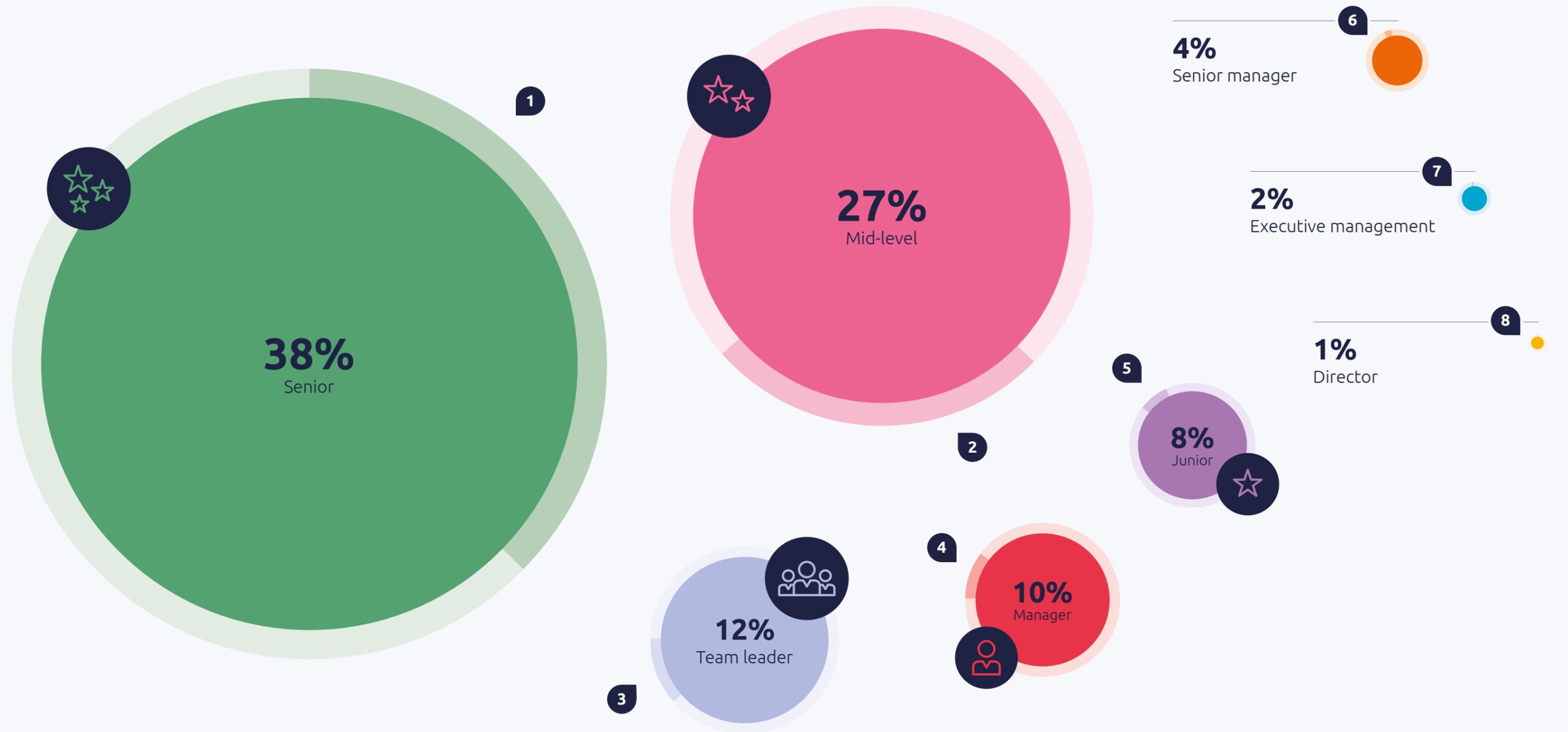
## What experience do you need? ▾

1	Senior	38%
2	Mid-level	27%
3	Team leader	12%
4	Manager	10%
5	Junior (entry level developer)	8%
6	Senior manager	4%
7	Executive management	2%
8	Director	1%

## Hit the ground running?

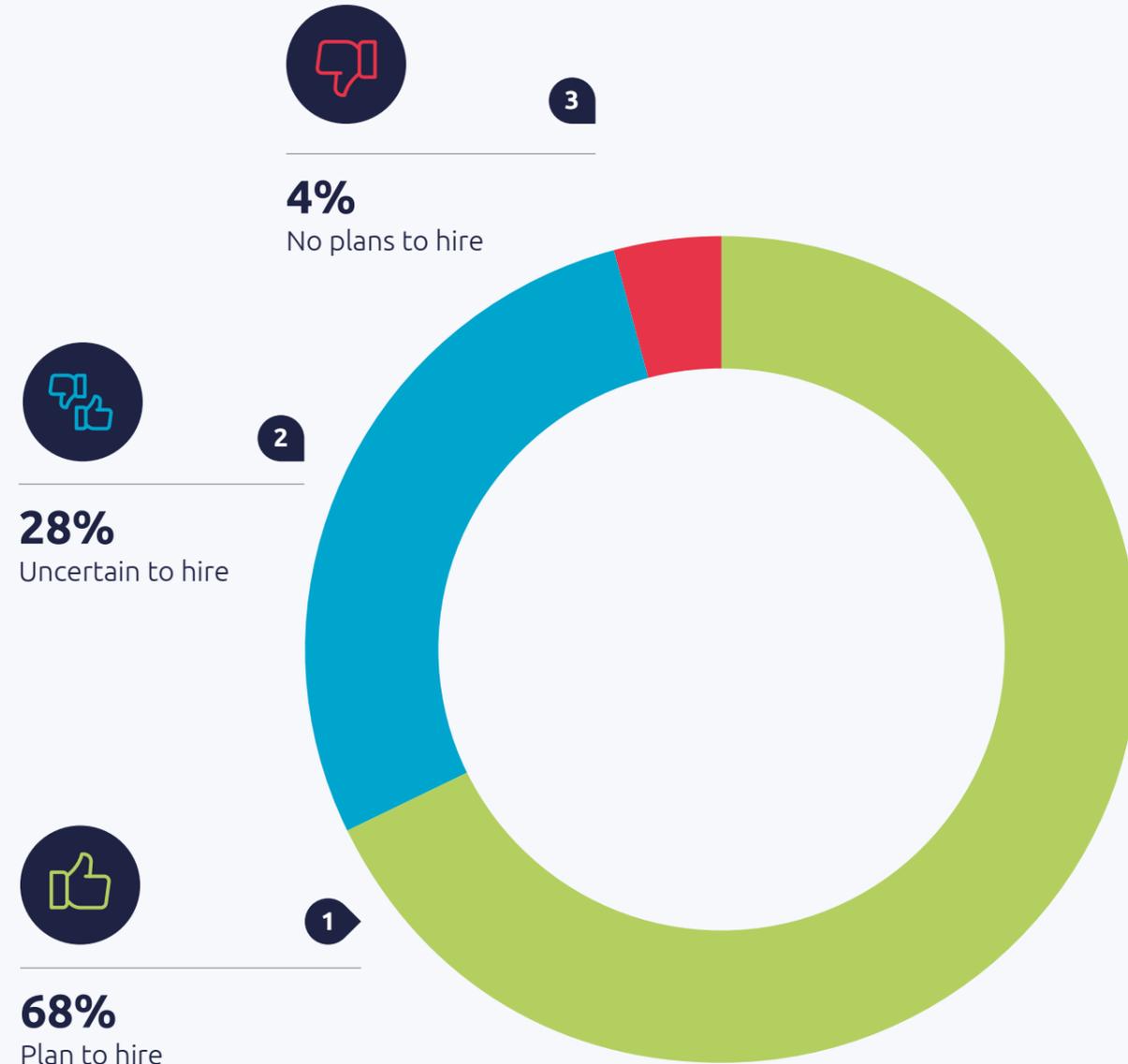
People are hiring more 'doers' than managers or juniors, which would suggest productivity is a top priority for businesses at the moment.

**Methodology:** This report presents an analysis of job information data gathered by Cathcart Technology, covering 603 positions from January 2024 to December 2024.



# Hiring plan 2025

68% of companies plan to hire IT staff, while 28% are uncertain, and only 4% have no hiring plans. This indicates a strong demand for IT talent in the coming year.

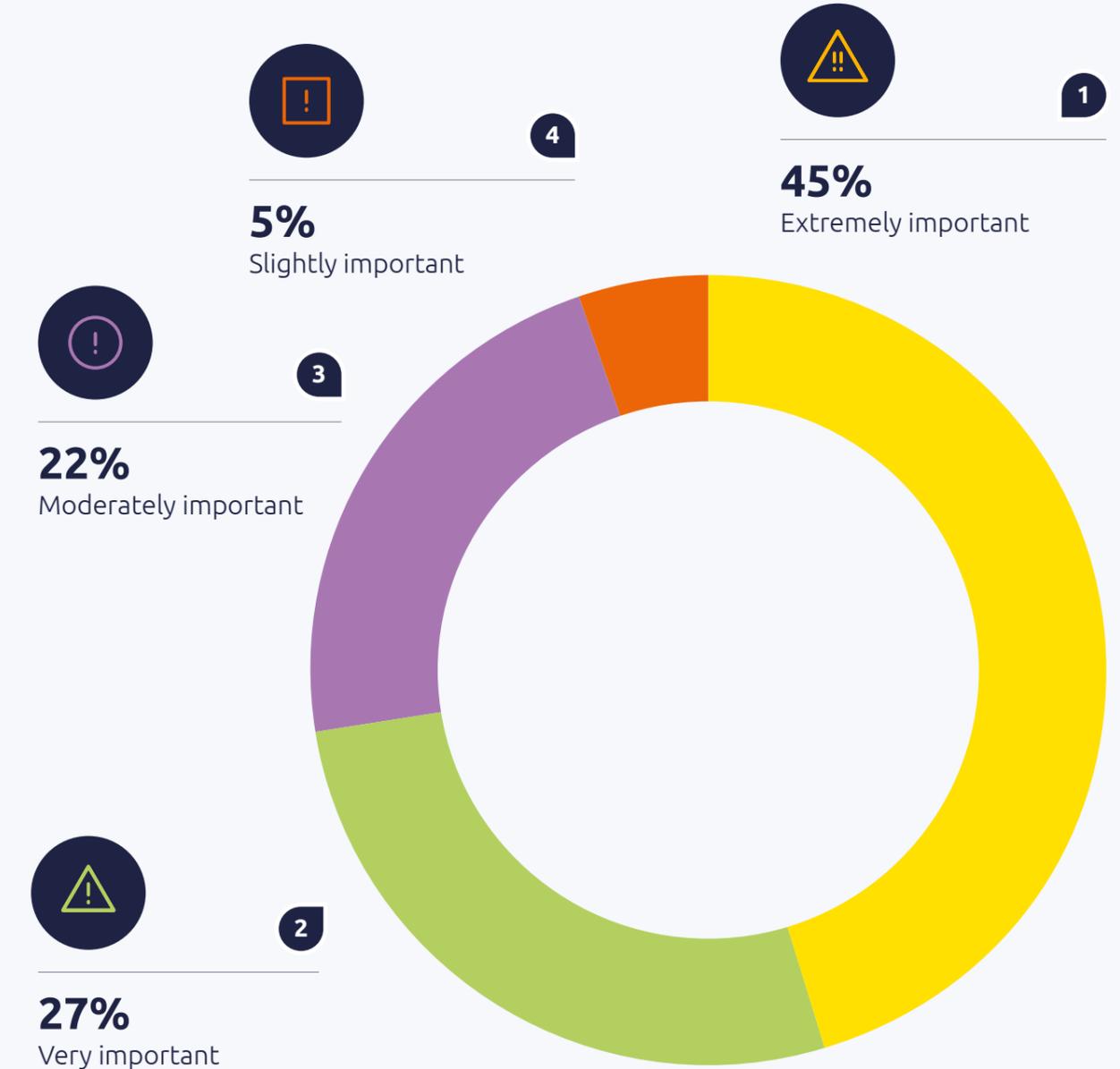


**Methodology:** This report uses survey data from 524 HR/TA professionals and hiring managers across industries. Some questions allowed multiple responses, providing deeper insights into trends and preferences.

# Soft skills

Soft skills play a crucial role in hiring decisions, with 45% of employers considering them extremely important and 27% rating them as very important.

Almost no respondents (0.2%) believe soft skills are unimportant.



# Future hiring needs

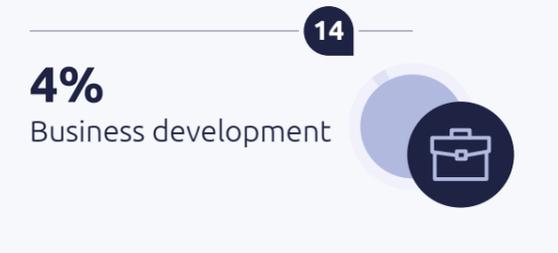
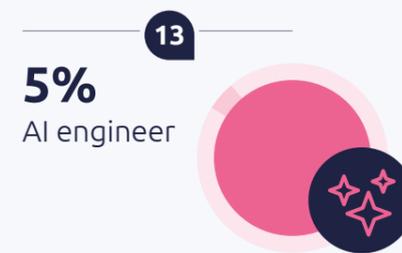
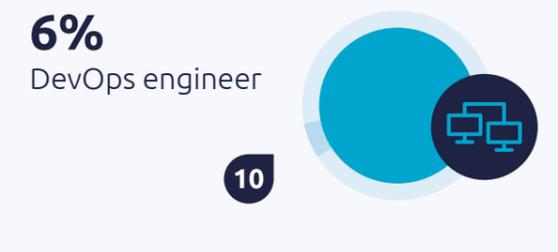
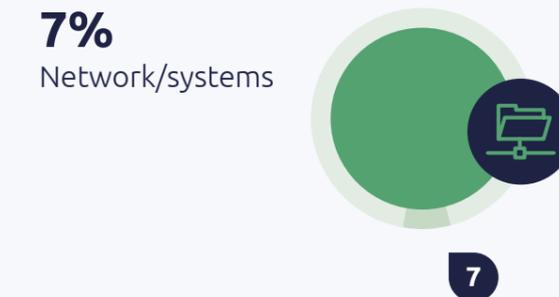
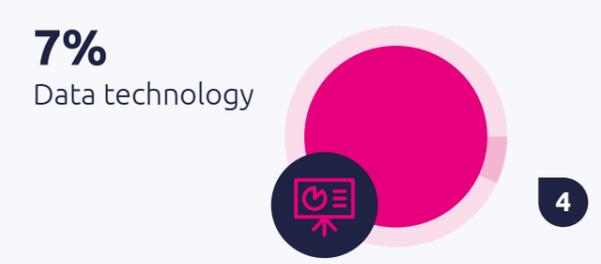
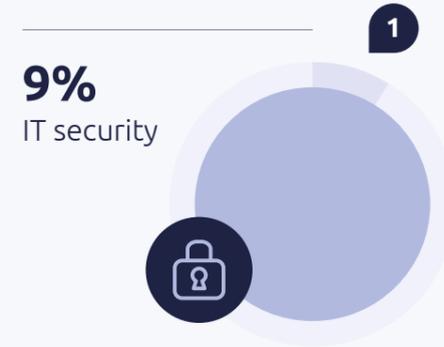
The growing focus on data protection and cybersecurity risks makes this role a high priority for businesses.

Strong demand for mobile developers and cloud specialists reflects the business trend for mobile first strategy and data driven decision-making.

## Roles employers want to fill? ▾

1	IT security	9%
2	Mobile developer	9%
3	Cloud specialist	7%
4	Data technology	7%
5	Business analyst	7%
6	Software developer	7%
7	Network/systems engineer	7%
8	Project manager	7%
9	UX/UI designer	6%
10	DevOps engineer	6%
11	Machine learning	6%
12	Product owner	6%
13	AI engineer	5%
14	Business development	4%
15	QA engineer	4%
16	Management	3%

**Methodology:** This report uses survey data from 524 HR/TA professionals and hiring managers across industries. Some questions allowed multiple responses, providing deeper insights into trends and preferences.

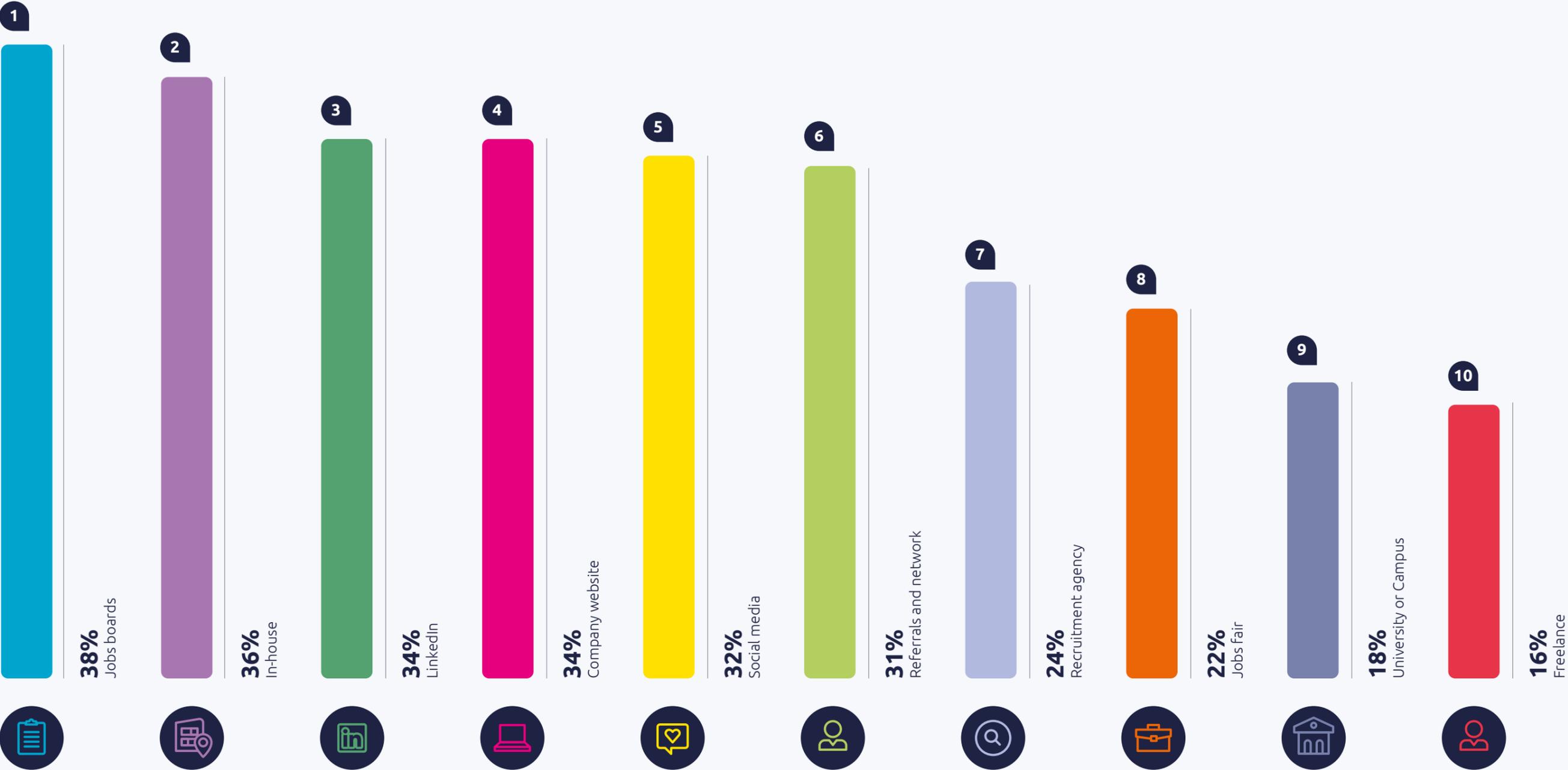


# Recruitment channels

Job boards and in-house recruitment teams are the most effective IT hiring channels, indicating that companies rely heavily on traditional job platforms and internal HR/TA teams for sourcing candidates.

Where do employers find people? ▾

1	Jobs boards	38%
2	In-house	36%
3	LinkedIn	34%
4	Company website	34%
5	Social media	32%
6	Referrals and network	31%
7	Recruitment agency	24%
8	Jobs fair	22%
9	University or campus event	18%
10	Freelance	16%



**Methodology:** This report uses survey data from 524 HR/TA professionals and hiring managers across industries. Some questions allowed multiple responses, providing deeper insights into trends and preferences.

# Hiring challenges

The biggest hiring challenge for IT roles is candidates withdrawing during the interview process, suggesting issues with hiring time lines, candidate experience, or competing offers.

## What gets in the way of hiring? ▾

1	High job offer rejection rate	6%
2	Difficulty finding qualified people	8%
3	High cost of advertising	11%
4	Lengthy recruitment process	11%
5	High competition for talent	12%
6	Limited access to talent pools	12%
7	Candidate salary expectations	13%
8	Candidates withdrawing	14%

**Methodology:** This report uses survey data from 524 HR/TA professionals and hiring managers across industries. Some questions allowed multiple responses, providing deeper insights into trends and preferences.



# Work policy

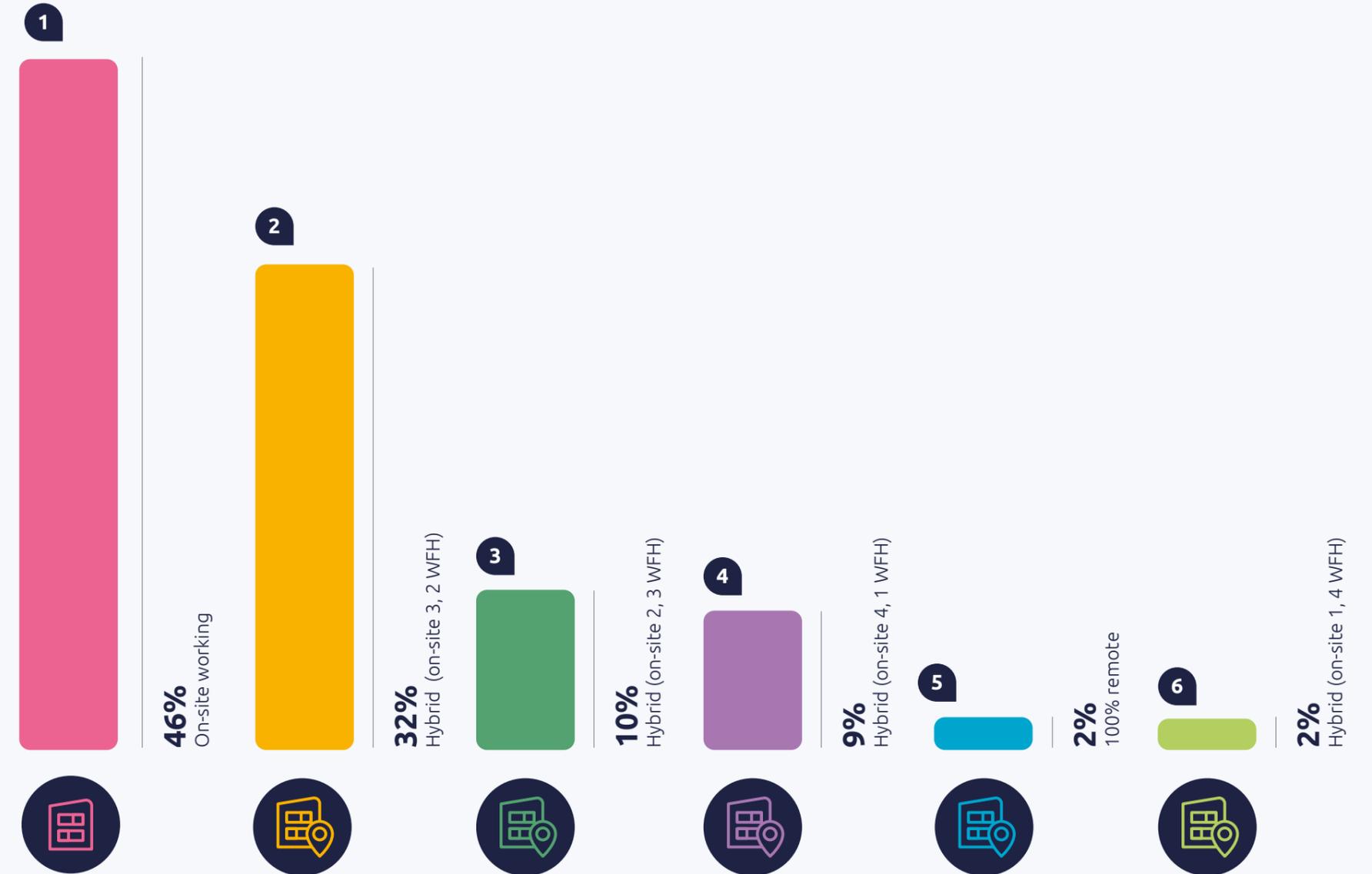
On-site work remains the dominant working model, with 46% of companies requiring 100% on-site presence.

While hybrid models are gaining traction, the most common option is 3 days on-site, 2 days WFH. This indicates that most IT employers still prioritize in-office collaboration over full flexibility.

What will be the biggest influence?▼

1	On-site working	46%
2	Hybrid (on-site 3, 2 WFH)	32%
3	Hybrid (on-site 2, 3 WFH)	10%
4	Hybrid (on-site 4, 1 WFH)	9%
5	100% remote	2%
6	Hybrid (on-site 1, 4 WFH)	2%

**Methodology:** This report uses survey data from 524 HR/TA professionals and hiring managers across industries. Some questions allowed multiple responses, providing deeper insights into trends and preferences.

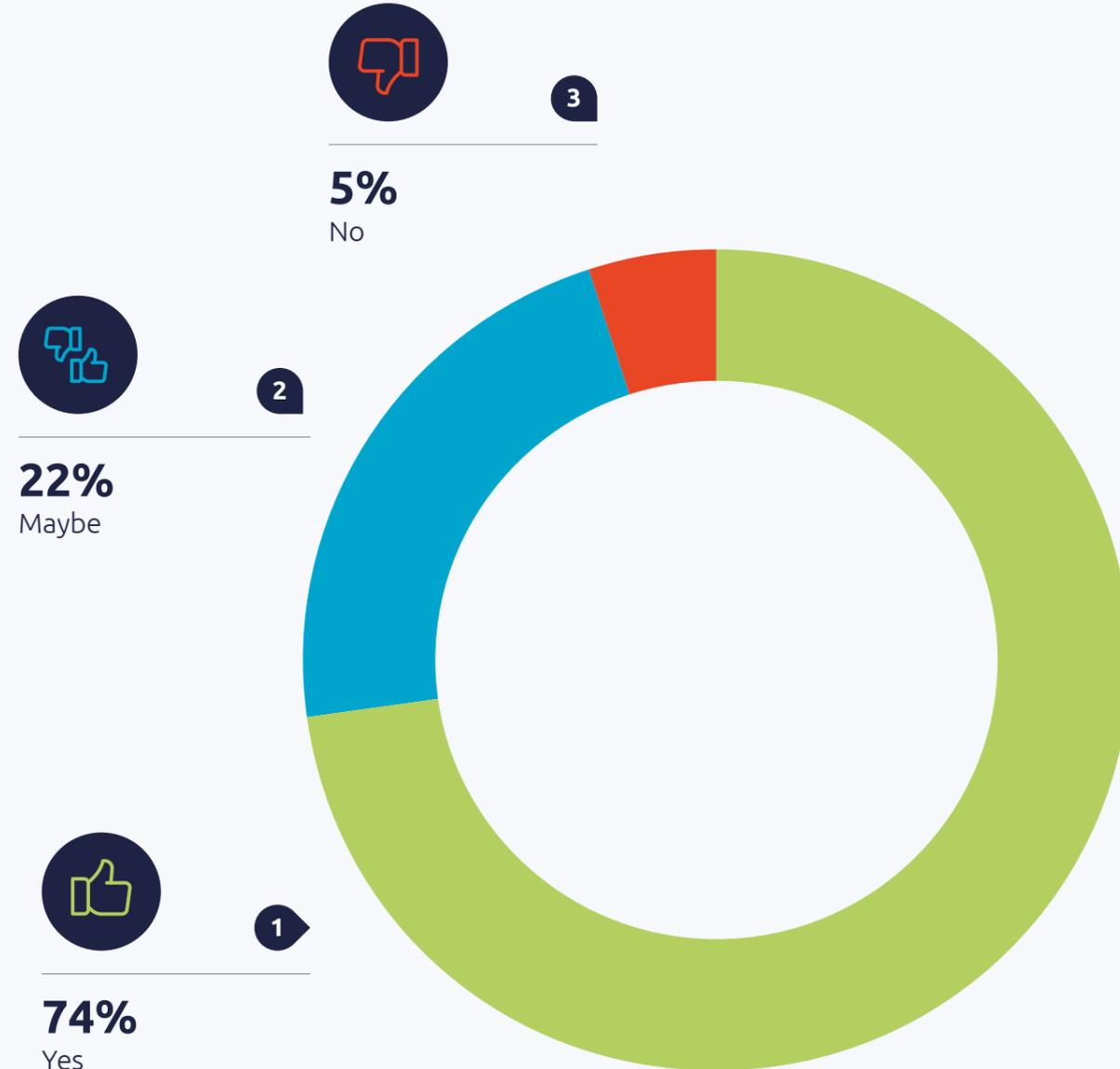


## Impact of flexible work policy

74% of respondents believe flexible work arrangements (e.g., hybrid work, flexible hours), help attract IT candidates, while 22% say it depends on other factors. Only 5% think flexibility has no impact on hiring.

This highlights the growing importance of workplace flexibility in IT recruitment.

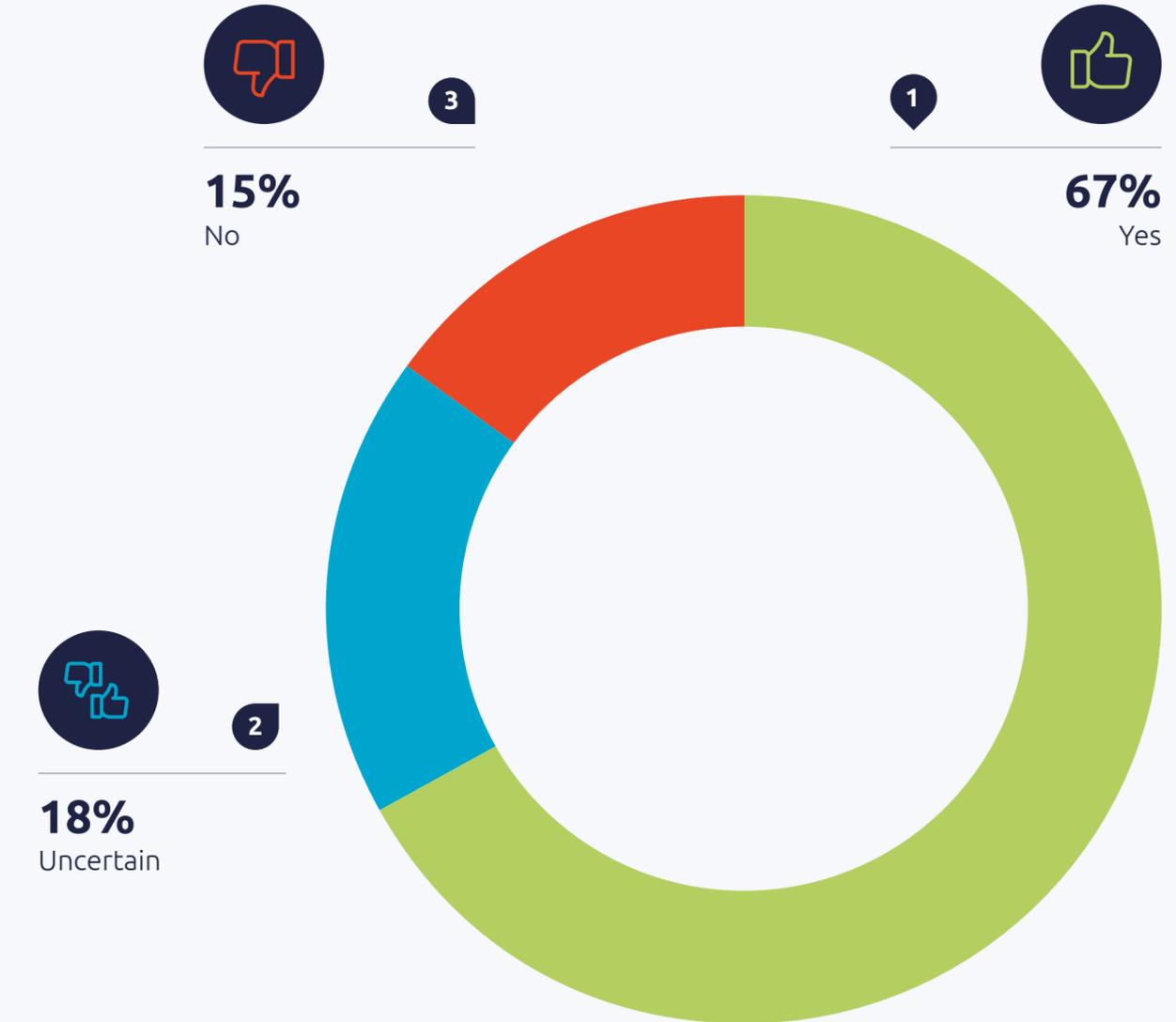
**Methodology:** This report uses survey data from 524 HR/TA professionals and hiring managers across industries. Some questions allowed multiple responses, providing deeper insights into trends and preferences.



## Impact of salary range

67% of companies have adjusted IT salary ranges to align with labour market trends, while 15% have made no changes. Meanwhile, 18% remain uncertain about salary adjustments.

With the competitive IT job market, salary alignment is key to attracting and retaining top talent. Is your company staying competitive?

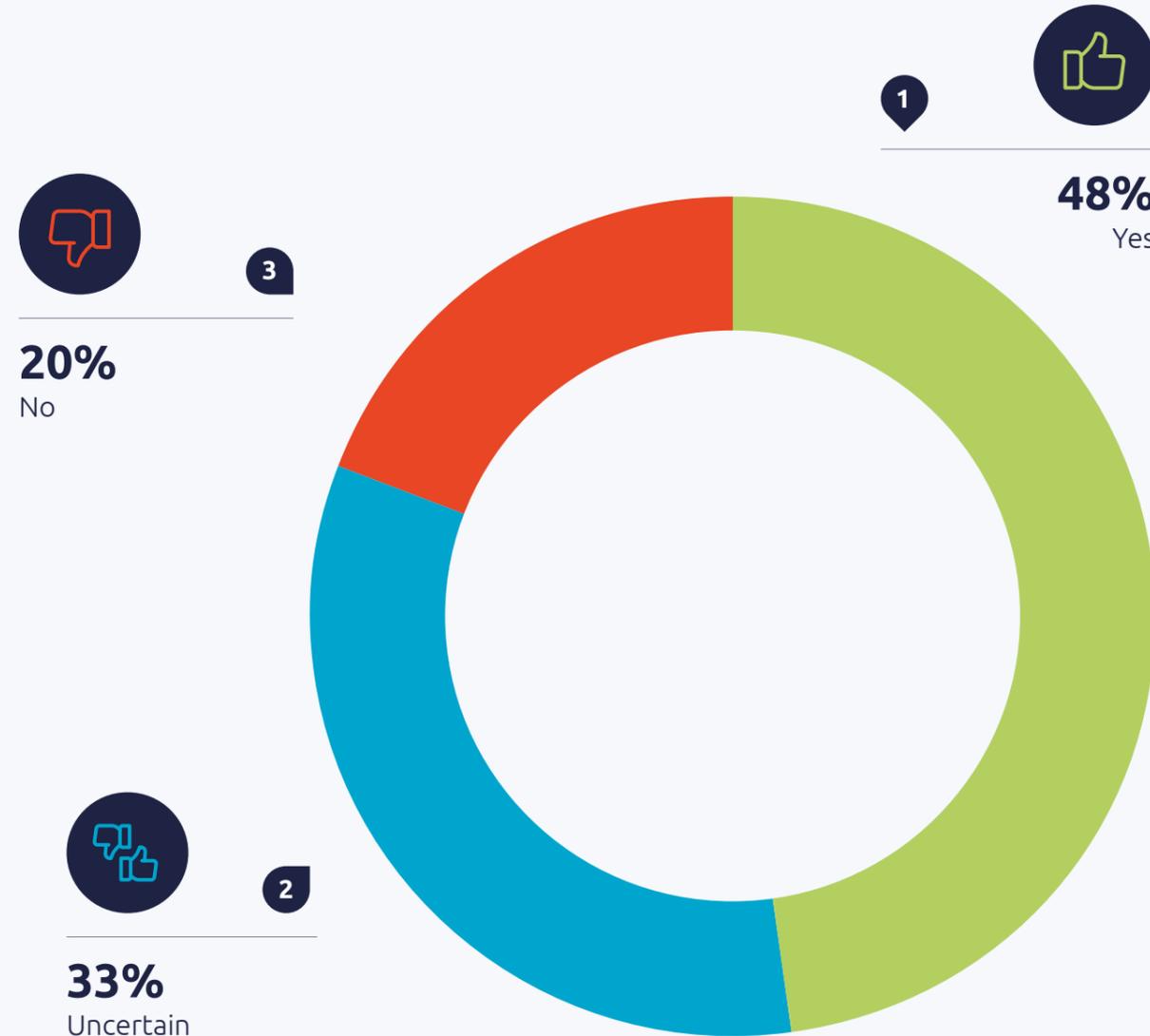


# AI adoption

48% of companies have already integrated AI into their work flows or to replace certain roles. A further 33% are exploring AI adoption, while 20% have not yet integrated AI into their processes.

With AI reshaping industries, businesses must adapt to automation trends while balancing efficiency and workforce impact.

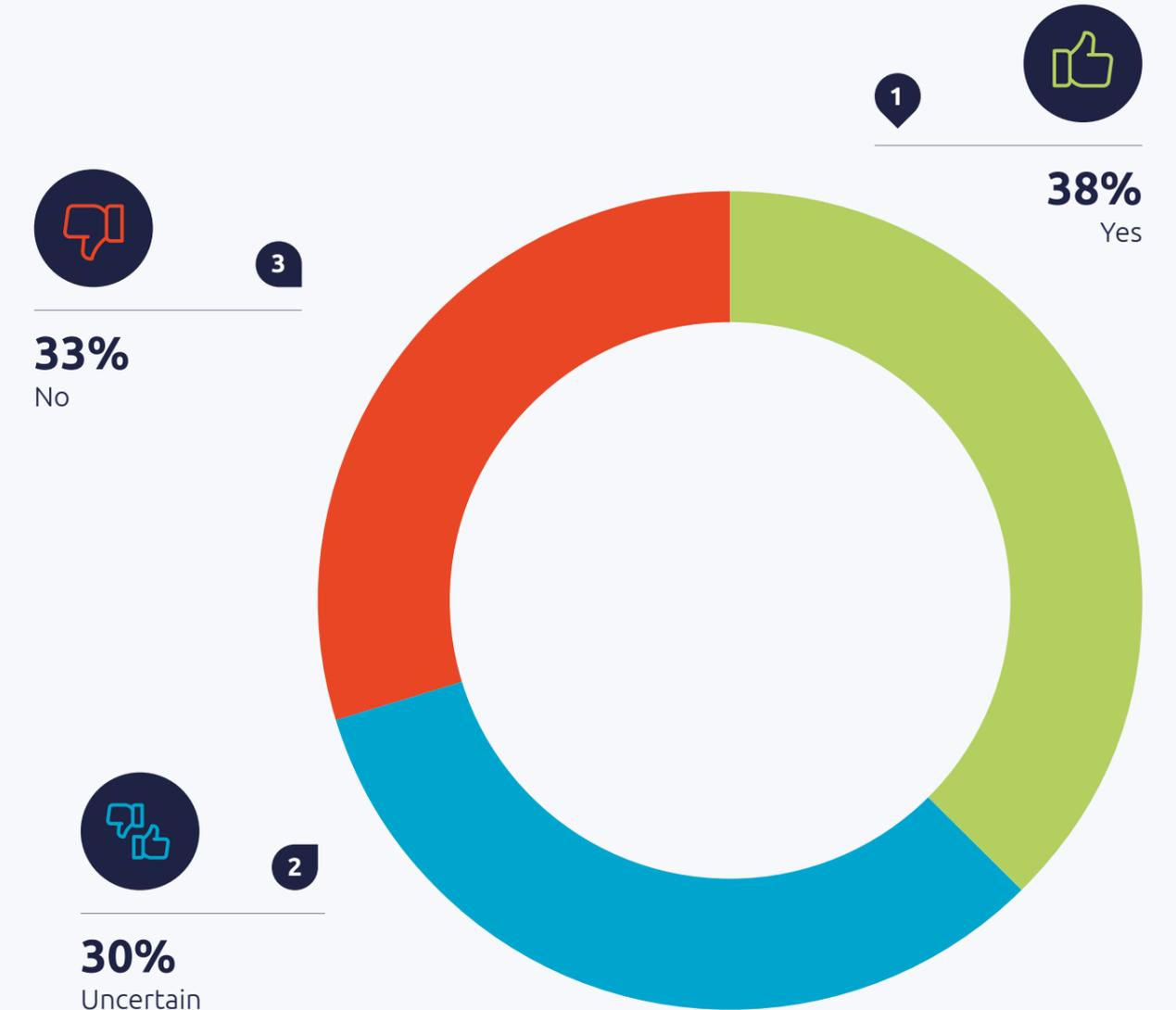
**Methodology:** This report uses survey data from 524 HR/TA professionals and hiring managers across industries. Some questions allowed multiple responses, providing deeper insights into trends and preferences.



# AI transformation

38% of businesses predict that AI will alter IT roles, a nearly equal number (33%) disagree, and a significant 30% remain uncertain, highlighting the ongoing debate about AI's impact.

As AI continues to evolve, businesses must adapt their workforce strategies to balance automation with human expertise.



## Salary guide

The salary data provided 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 data tells us.

## Software development



### Java Developer

Salary range ▾

Junior	25,000 - 50,000
Mid	40,000 - 60,000
Senior	50,000 - 110,000

### Full Stack Developer (Java)

Salary range ▾

Junior	30,000 - 40,000
Mid	50,000 - 65,000
Senior	70,000 - 100,000

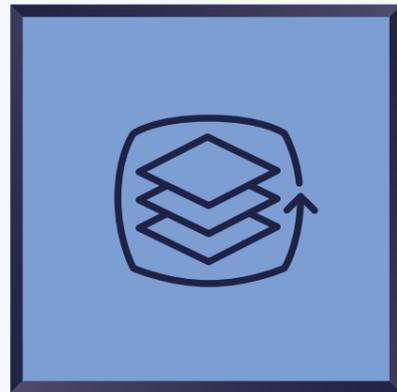
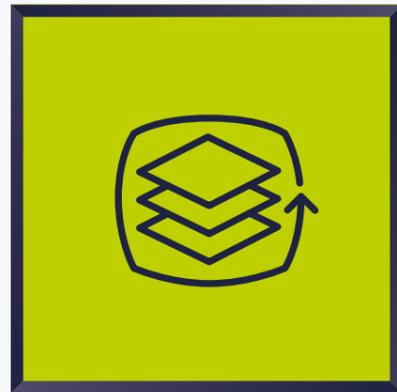
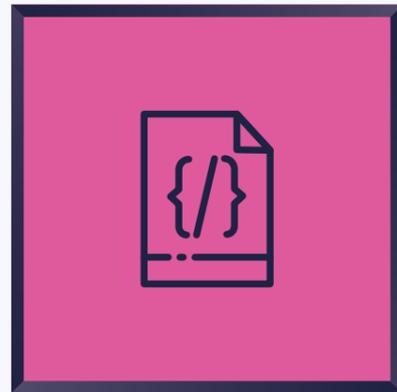
### .Net Developer

Salary range ▾

Junior	25,000 - 35,000
Mid	30,000 - 50,000
Senior	40,000 - 100,000

Please note that all salaries are displayed in Baht (THB) per month.

# Software development



## .Net Developer (Outside of BKK)

Salary range ▼

Junior	21,000 - 25,000
Mid	25,000 - 35,000
Senior	40,000 - 50,000

## Full Stack Developer (.Net)

Salary range ▼

Junior	30,000 - 40,000
Mid	40,000 - 50,000
Senior	50,000 - 80,000

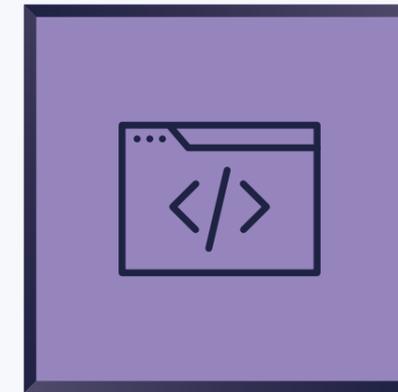
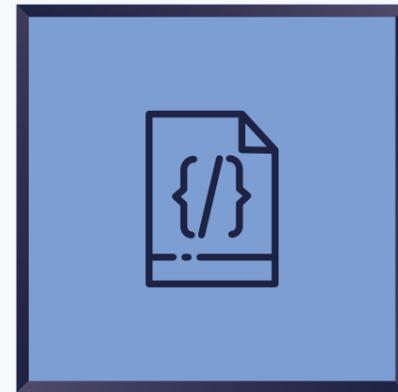
## Full Stack Developer (PHP)

Salary range ▼

Junior	25,000 - 30,000
Mid	35,000 - 45,000
Senior	50,000 - 70,000

Please note that all salaries are displayed in Baht (THB) per month.

# Software development



## PHP Developer

Salary range ▼

Junior	25,000 - 35,000
Mid	35,000 - 50,000
Senior	40,000 - 60,000

## C++ Developer

Salary range ▼

Junior	25,000 - 28,000
Mid	28,000 - 38,000
Senior	40,000 - 50,000

## Front-end Developer (JavaScript)

Salary range ▼

Junior	35,000 - 40,000
Mid	45,000 - 60,000
Senior	60,000 - 120,000

Please note that all salaries are displayed in Baht (THB) per month.

# Software development



## Back-end Developer (JavaScript)

Salary range ▼

Junior	35,000 - 50,000
Mid	50,000 - 70,000
Senior	70,000 - 100,000
Lead	100,000 - 130,000

## Full Stack Developer (JavaScript)

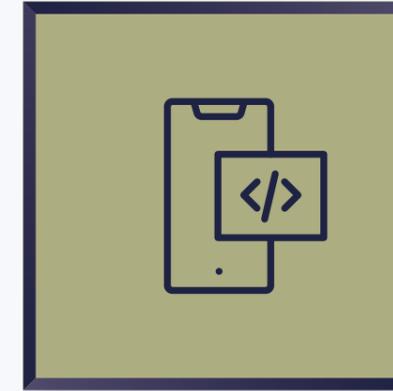
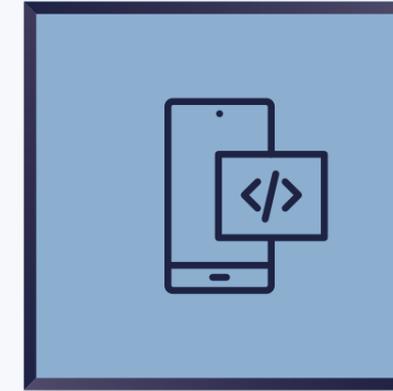
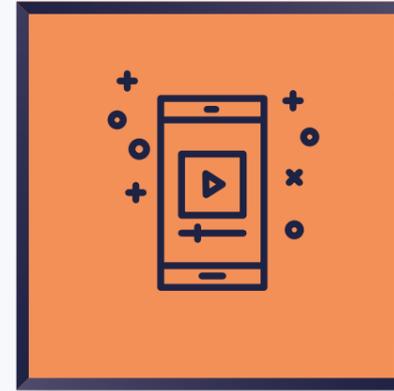
Salary range ▼

Junior	35,000 - 40,000
Mid	40,000 - 50,000
Senior	50,000 - 80,000
Lead	80,000 - 100,000

Please note that all salaries are displayed in Baht (THB) per month.



# Mobile development



## Mobile Developer (React)

Salary range ▼

Junior	30,000 - 40,000
Mid	40,000 - 50,000
Senior	60,000 - 80,000
Lead	80,000 - 100,000
Manager	150,000 - 200,000

## Android Developer

Salary range ▼

Junior	30,000 - 40,000
Mid	40,000 - 60,000
Senior	60,000 - 80,000
Lead	80,000 - 100,000

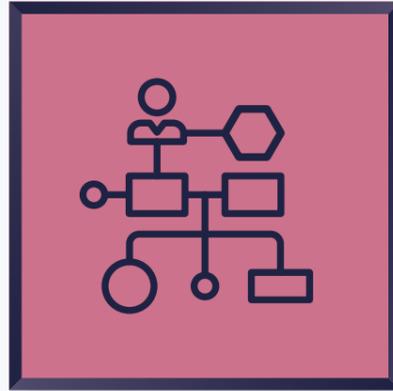
## iOS Developer

Salary range ▼

Junior	30,000 - 40,000
Mid	40,000 - 60,000
Senior	60,000 - 90,000
Lead	90,000 - 100,000

Please note that all salaries are displayed in Baht (THB) per month.

# Mobile development



## Flutter Developer

Salary range ▼

Junior	30,000 - 50,000
Mid	50,000 - 70,000
Senior	70,000 - 90,000
Lead	90,000 - 120,000
Manager	120,000 - 200,000

## UX/UI Designer

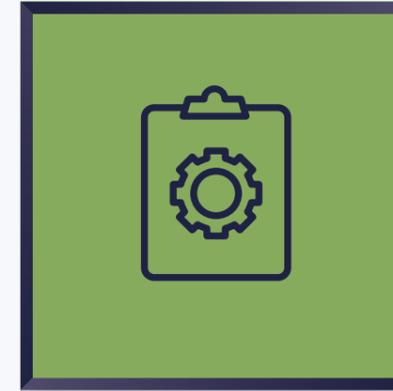
Salary range ▼

Junior	30,000 - 40,000
Mid	40,000 - 50,000
Senior	50,000 - 70,000
Lead	80,000 - 120,000
Manager	150,000 - 170,000

Please note that all salaries are displayed in Baht (THB) per month.



# Software testing



## QA Engineer (Automate)

Salary range ▼

Junior	25,000 - 32,000
Mid	40,000 - 75,000
Senior	85,000 - 120,000
Lead	100,000 - 150,000
Manager	150,000

## QA Engineer (Manual)

Salary range ▼

Junior	25,000 - 45,000
Mid	30,000 - 60,000
Senior	60,000 - 80,000
Lead	90,000 - 120,000

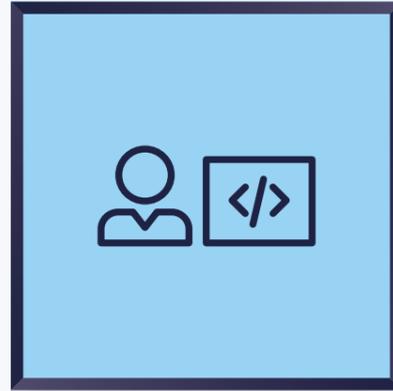
## Performance Tester

Salary range ▼

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

Please note that all salaries are displayed in Baht (THB) per month.

# Software engineer/architect



## Solutions/Enterprise Architect

Salary range ▼

Lead	150,000 - 250,000
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## Software Development Manager

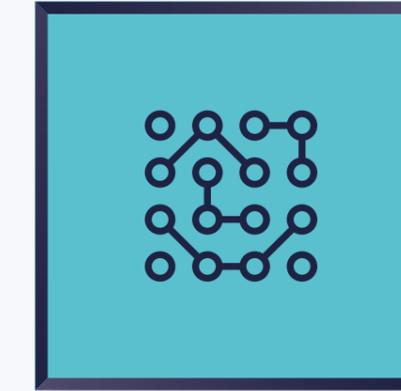
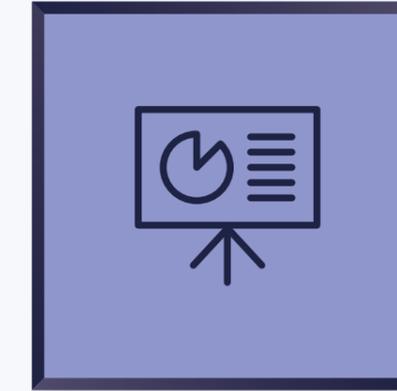
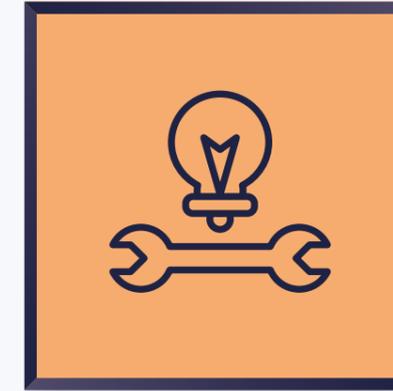
Salary range ▼

Manager	120,000 - 250,000
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Please note that all salaries are displayed in Baht (THB) per month.



# Data



## BI Engineer

Salary range ▼

Mid	30,000 - 50,000
Senior	50,000 - 70,000
Lead	100,000 - 120,000

## Data Analyst

Salary range ▼

Junior	50,000 - 55,000
Mid	55,000 - 80,000
Senior	80,000 - 120,000
Manager	120,000 - 150,000
Sr. Manager	180,000 - 200,000

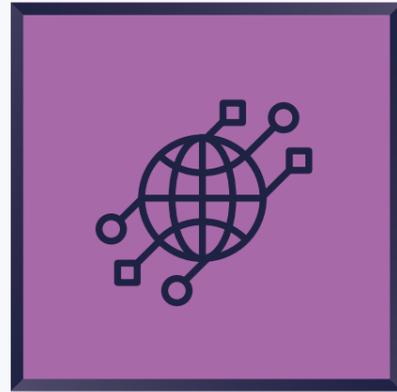
## Data Scientist

Salary range ▼

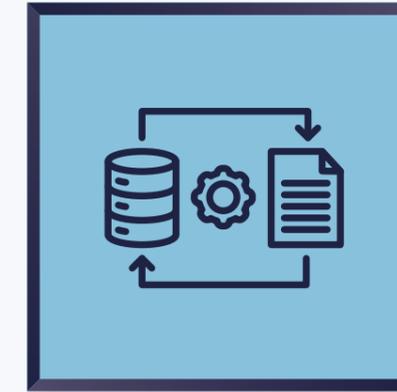
Junior	30,000 - 45,000
Mid	40,000 - 70,000
Senior	50,000 - 70,000
Manager	100,000 - 180,000

Please note that all salaries are displayed in Baht (THB) per month.

# Data



# Data



## Data Engineer

Salary range ▼

Junior	30,000 - 40,000
Mid	40,000 - 70,000
Senior	50,000 - 100,000
Lead	100,000 - 150,000
Manager	140,00 - 170,000
Sr. Manager	200,000 - 250,000

## Data Architect

Salary range ▼

Senior	80,000 - 100,000
Manager	150,000 - 200,000

## Database Administrator

Salary range ▼

Junior	20,000 - 40,000
Mid	40,000 - 70,000
Senior	70,000 - 100,000

## Data Governance Officer

Salary range ▼

Senior	50,000 - 70,000
Lead	100,00 - 120,000

## Data Protection Manager

Salary range ▼

Lead	80,000 - 150,000
Manager	140,000 - 180,000

## ETL Developer

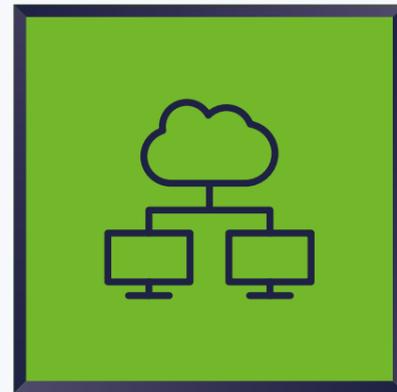
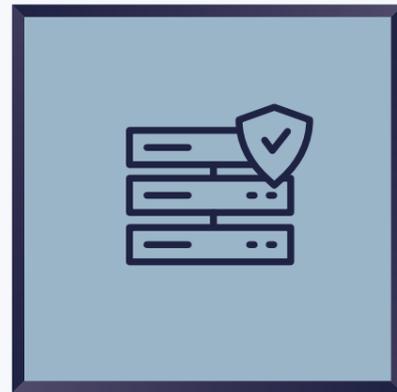
Salary range ▼

Junior	30,000 - 40,000
Mid	40,000 - 60,000
Senior	70,000 - 120,000
Lead	120,000 - 150,000
Manager	150,000 - 180,000

Please note that all salaries are displayed in Baht (THB) per month.

Please note that all salaries are displayed in Baht (THB) per month.

# Data



## PL/SQL Developer

Salary range ▾

Junior	25,000 - 33,000
Mid	30,000 - 50,000
Senior	50,000 - 80,000
Lead	80,000 - 100,000

## RPA Developer

Salary range ▾

Junior	20,000 - 25,000
Mid	30,000 - 50,000
Senior	50,000 - 80,000
Lead	80,000 - 120,000

## Cloud/DevOps Engineer

Salary range ▾

Mid	40,000 - 60,000
Senior	50,000 - 130,000
Lead	100,000 - 150,000
Sr. Manager	160,000 - 230,000

Please note that all salaries are displayed in Baht (THB) per month.

# IT infrastructure and security



## Cyber Security Engineer

Salary range ▾

Senior	50,000 - 120,000
Manager	100,000 - 150,000

## IT Infrastructure & Operations

Salary range ▾

Mid	40,000 - 60,000
Senior	60,000 - 80,000
Lead	60,000 - 120,000
Manager	80,000 - 130,000

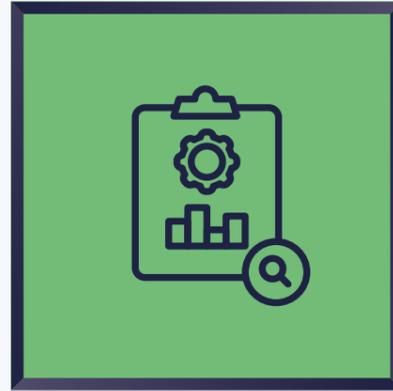
## IT Support

Salary range ▾

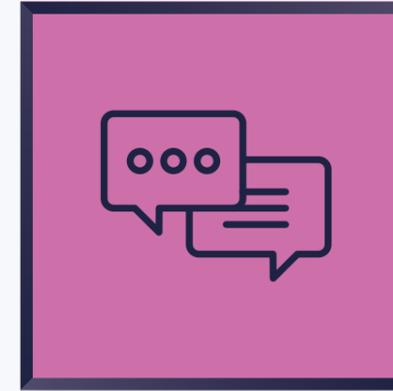
Junior	20,000 - 25,000
Mid	25,000 - 40,000

Please note that all salaries are displayed in Baht (THB) per month.

## IT infrastructure and security



## IT support



### IT Manager

Salary range ▾

Manager	80,000 - 120,000
Sr. Manager	100,000 - 130,000

### IT Audit

Salary range ▾

Mid	40,000 - 60,000
Senior	70,000 - 100,000
Lead	90,000 - 120,000

### Security Governance & Risk

Salary range ▾

Mid	40,000 - 60,000
Senior	70,000 - 100,000
Lead	90,000 - 120,000
Manager	90,000 - 150,000

### Application Support

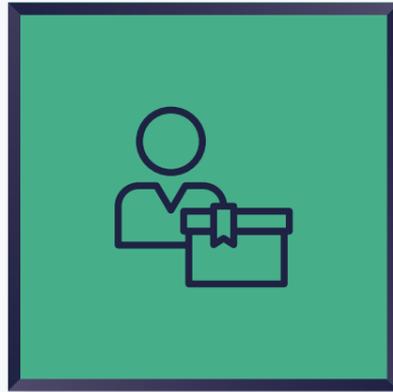
Salary range ▾

Junior	20,000 - 40,000
Mid	35,000 - 60,000
Senior	50,000 - 80,000
Lead	60,000 - 120,000

Please note that all salaries are displayed in Baht (THB) per month.



# Project management



## Product Owner

Salary range ▾

Junior	30,000 - 40,000
Mid	50,000 - 80,000
Senior	80,000 - 100,000
Manager	100,000 - 150,000

## Project Manager

Salary range ▾

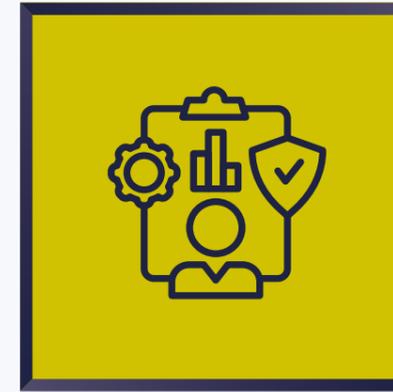
Junior	50,000 - 55,000
Mid	55,000 - 80,000
Senior	80,000 - 120,000
Manager	120,000 - 150,000
Sr. Manager	180,000 - 200,000

## Project Coordinator

Salary range ▾

Junior	25,000 - 35,000
Mid	55,000 - 65,000

# Project management



## PMO

Salary range ▾

Junior	40,000 - 50,000
Mid	50,000 - 70,000
Senior	75,000 - 100,000
Manager	120,000 - 150,000
Sr. Manager	150,000 - 200,000

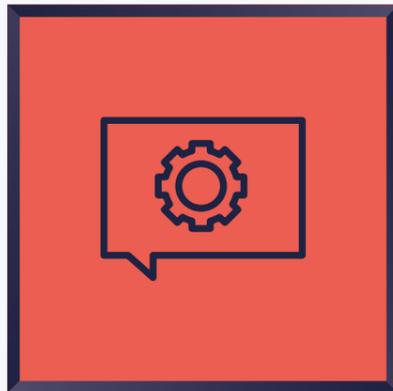
## Scrum Master/Agile Specialist

Salary range ▾

Junior	50,000 - 70,000
Mid	70,000 - 100,000
Senior	100,000 - 130,000
Lead	120,000 - 150,000

Please note that all salaries are displayed in Baht (THB) per month.

## SA



## BA



### System Analyst

Salary range ▼

Junior	25,000 - 45,000
Mid	45,000 - 75,000
Senior	65,000 - 80,000
Lead	85,000 - 120,000
Manager	150,000 - 180,000

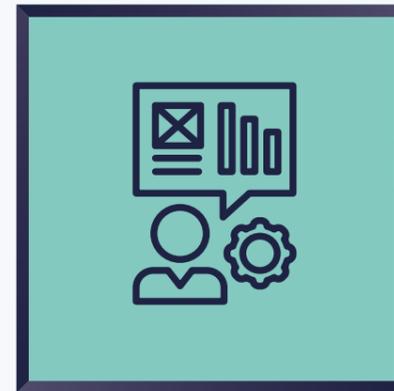
### Business Analyst

Salary range ▼

Junior	25,000 - 35,000
Mid	50,000 - 65,000
Senior	65,000 - 100,000
Lead	80,000 - 120,000
Manager	100,000 - 150,000
Sr. Manager	150,000 - 180,000

Please note that all salaries are displayed in Baht (THB) per month.

## ERP, SAP and CRM



### SAP Support

Salary range ▼

Mid	30,000 - 40,000
Senior	50,000 - 70,000

### SAP In-House (Fi/CO/MM/PP/SD)

Salary range ▼

Junior	35,000 - 40,000
Mid	50,000 - 65,000
Senior	70,000 - 100,000
Lead	100,000 - 120,000

### SAP Consultant (Fi/CO/MM/PP/SD)

Salary range ▼

Junior	45,000 - 50,000
Mid	80,000 - 120,000
Senior	120,000 - 140,000
Lead	150,000 - 170,000
Manager	170,000 - 240,000
Manager	250,000

## ERP, SAP and CRM



### SAP Specialist (ABAP)

Salary range ▼

Mid	50,000 - 70,000
Senior	100,000 - 120,000
Lead	120,000 - 170,000
Manager	150,000 - 200,000

### ERP Consultant (MS/Oracle/SF)

Salary range ▼

Mid	50,000 - 60,000
Senior	60,000 - 70,000
Lead	80,000 - 120,000
Manager	140,000 - 170,000

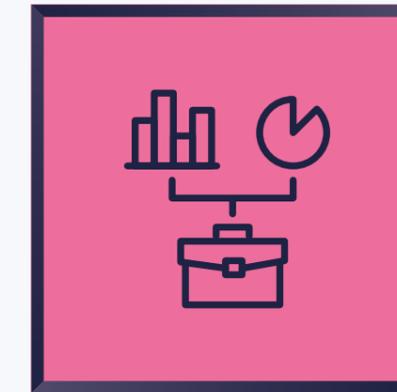
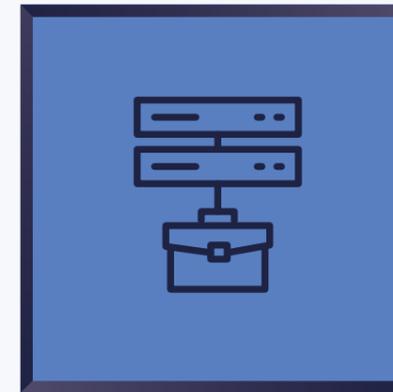
### ERP Support (MS/Oracle/SF)

Salary range ▼

Mid	30,000 - 40,000
Senior	60,000 - 70,000
Lead	80,000 - 100,000

Please note that all salaries are displayed in Baht (THB) per month.

## Sales



### IT Sales (Infrastructure)

Salary range ▼

Junior	25,000 - 35,000
Mid	35,000 - 50,000
Senior	60,000 - 70,000
Lead	80,000 - 100,000
Manager	120,000

### IT Sales (ERP/SAP/DY/MS/Cloud/Saas)

Salary range ▼

Junior	35,000 - 40,000
Mid	55,000 - 65,000
Senior	70,000 - 80,000
Lead	100,000 - 120,000
Manager	120,000 - 150,000

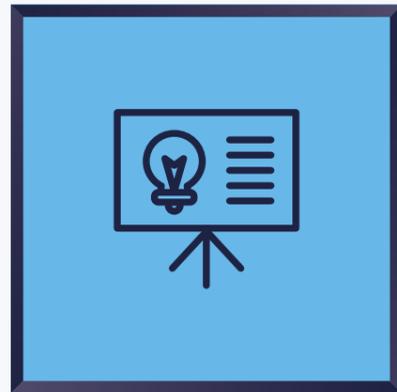
### IT Sales (Data/Analytics/AI)

Salary range ▼

Junior	40,000 - 50,000
Mid	50,000 - 65,000
Senior	70,000 - 80,000
Lead	100,000 - 120,000
Manager	120,000 - 150,000

Please note that all salaries are displayed in Baht (THB) per month.

# Sales



## IT Presales (Infrastructure)

Salary range ▼

Junior	35,000 - 45,000
Mid	45,000 - 55,000
Senior	65,000 - 75,000
Lead	80,000 - 100,000
Manager	120,000

## IT Presales (ERP/SAP/DY/MS/Data/AI)

Salary range ▼

Junior	45,000 - 50,000
Mid	55,000 - 65,000
Senior	70,000 - 80,000
Lead	80,000 - 100,000
Manager	120,000 - 150,000

## Business Dev (ERP/SAP/MS/DY/AI)

Salary range ▼

Junior	45,000 - 50,000
Mid	50,000 - 70,000
Senior	70,000 - 80,000
Manager	150,000

Please note that all salaries are displayed in Baht (THB) per month.

# Executive



## Head of IT

Salary range ▼

Director	300,000
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## Head of Software Development

Salary range ▼

Director	200,000 - 400,000
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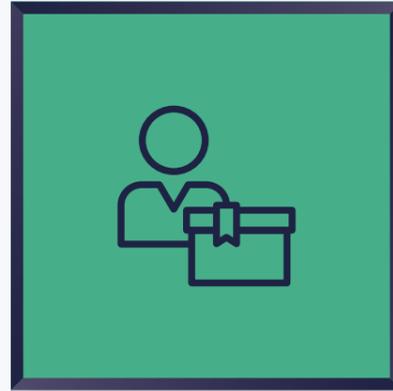
## Chief Technology Officer (CTO)

Salary range ▼

Director	250,000 - 400,000
----------	-------------------

Please note that all salaries are displayed in Baht (THB) per month.

# Executive



## Chief Data Officer (CDO)

Salary range ▾

Director	300,000 - 400,000
----------	-------------------

## Head of Product

Salary range ▾

Director	200,000 - 250,000
----------	-------------------

## Head of Project

Salary range ▾

Director	200,000 - 250,000
----------	-------------------

# Executive



## Head of BA

Salary range ▾

Director	200,000 - 300,000
----------	-------------------

## Sales Director (IT)

Salary range ▾

Director	250,000 - 400,000
----------	-------------------

## Notes

The salary information in this reference guide was compiled from data provided by clients and contacts during the past year.

Please note that all salaries are displayed in Baht (THB) per month.

# Employees

We asked IT professionals for their job plans and hopes for 2025 to gain valuable insight into market trends for finding and retaining top talent.

## Candidate insights

What the data tells us.



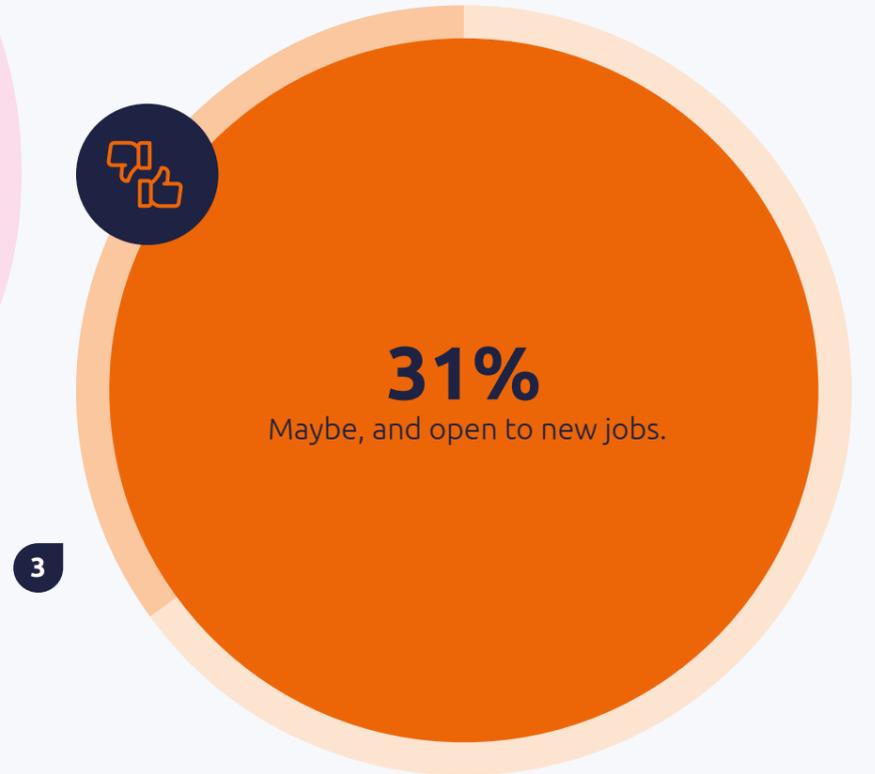
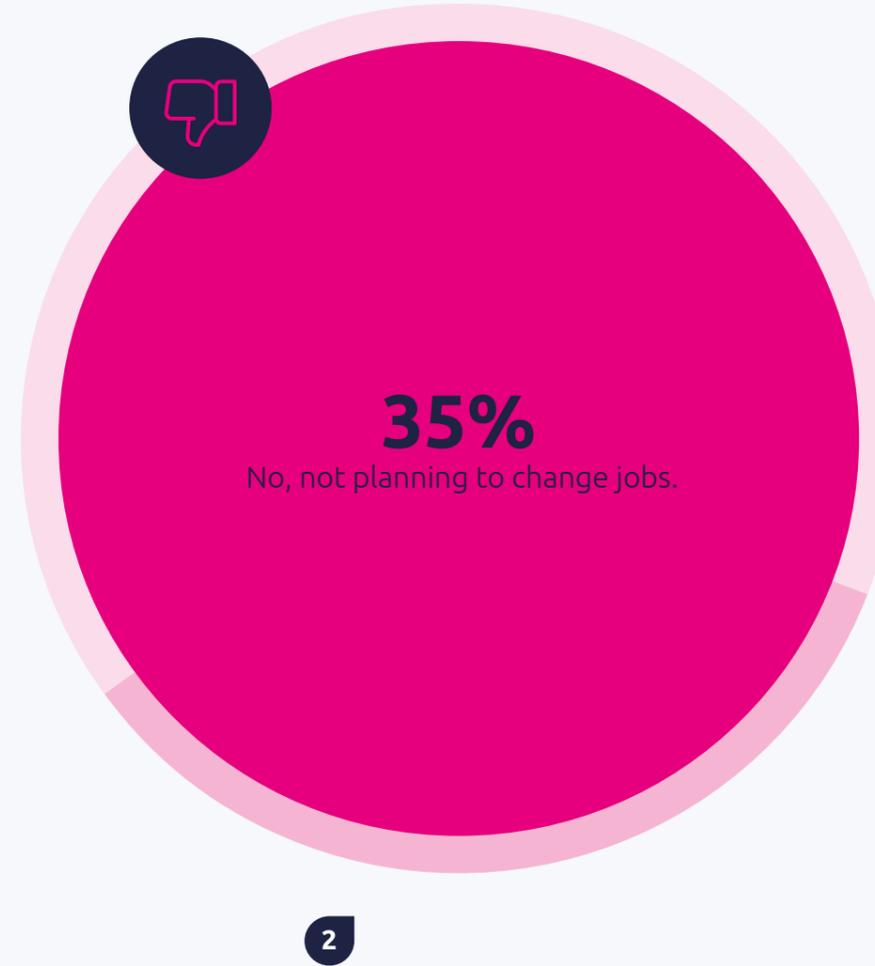
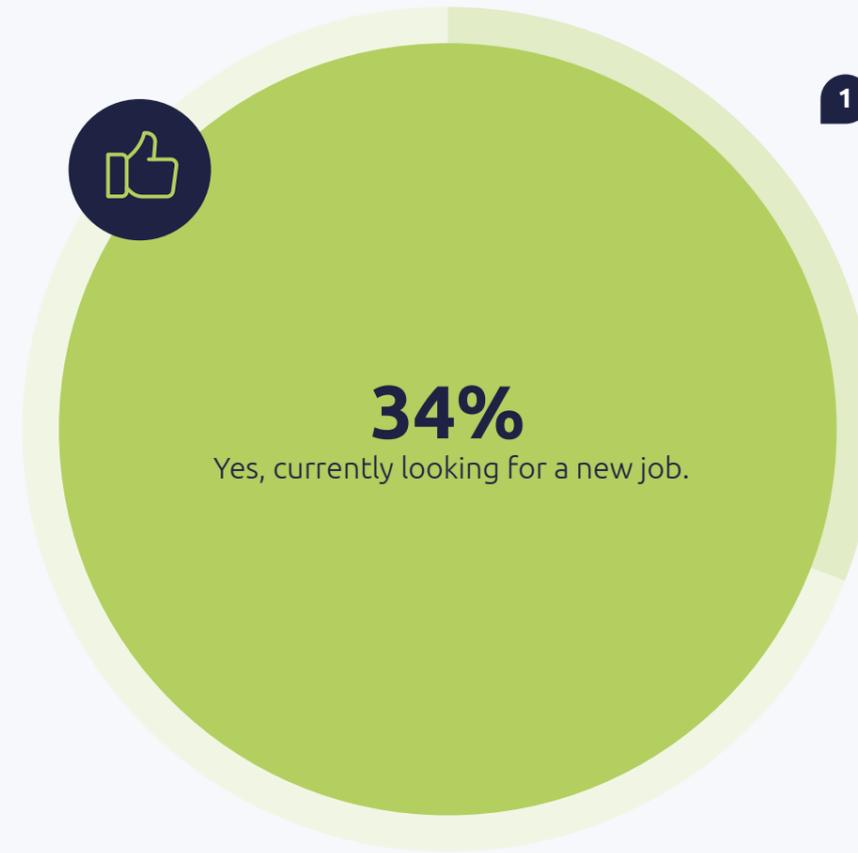
# Plans to change jobs?

34% of IT professionals are actively seeking new job opportunities, while 31% are open to considering a change.

This suggests that a significant portion of the workforce is either dissatisfied or exploring better prospects.

Yes, No, or Maybe?

1	Yes, currently looking for a job	34%
2	No, not planning to change jobs	35%
3	Maybe, and open to new jobs	31%



**Methodology:** This report is based on survey data collected from 590 IT professionals across various industry sectors. Certain survey questions allowed respondents to select multiple choices, providing a broader perspective on key trends and preferences.

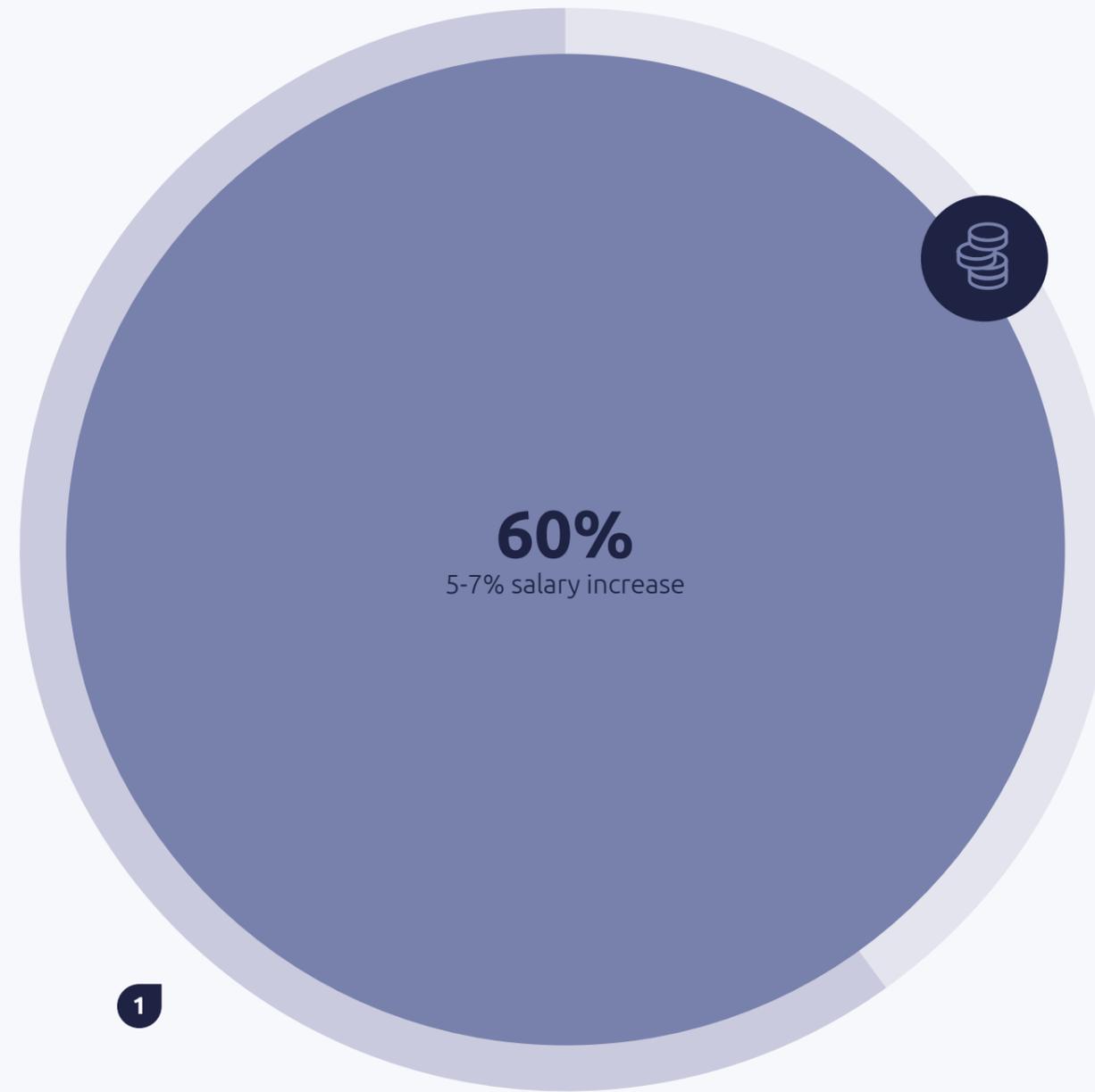
# Annual salary increases

The majority of employees expect a 5-7% annual salary increase, with another 20% anticipating a 3-5% raise. Smaller segments of the workforce expect higher increases, with 15% looking for 7-9%, and 4% hoping for over 9%.

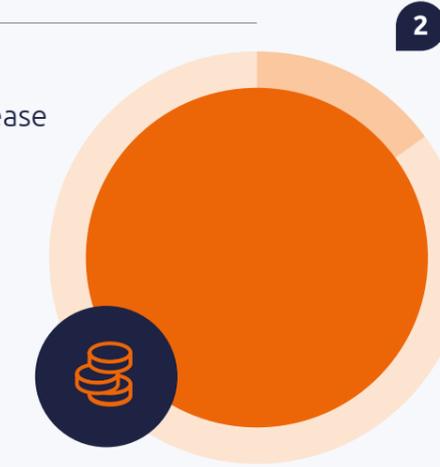
## How do you find tech talent?

1	5-7% annual salary increase	60%
2	3-5% annual salary increase	20%
3	7-9% annual salary increase	15%
4	More than 9%	4%
5	0-3% annual salary increase	1%

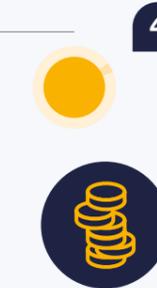
**Methodology:** This report is based on survey data collected from 590 IT professionals across various industry sectors. Certain survey questions allowed respondents to select multiple choices, providing a broader perspective on key trends and preferences.



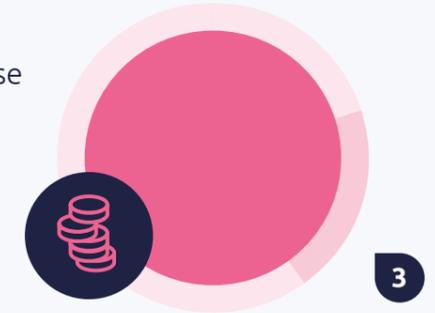
**20%**  
3-5% salary increase



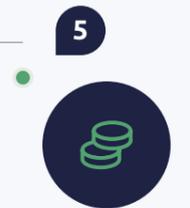
**4%**  
9%+ salary increase



**15%**  
7-9% salary increase



**1%**  
0-3% salary increase



# Expected increases for changing jobs in 2025

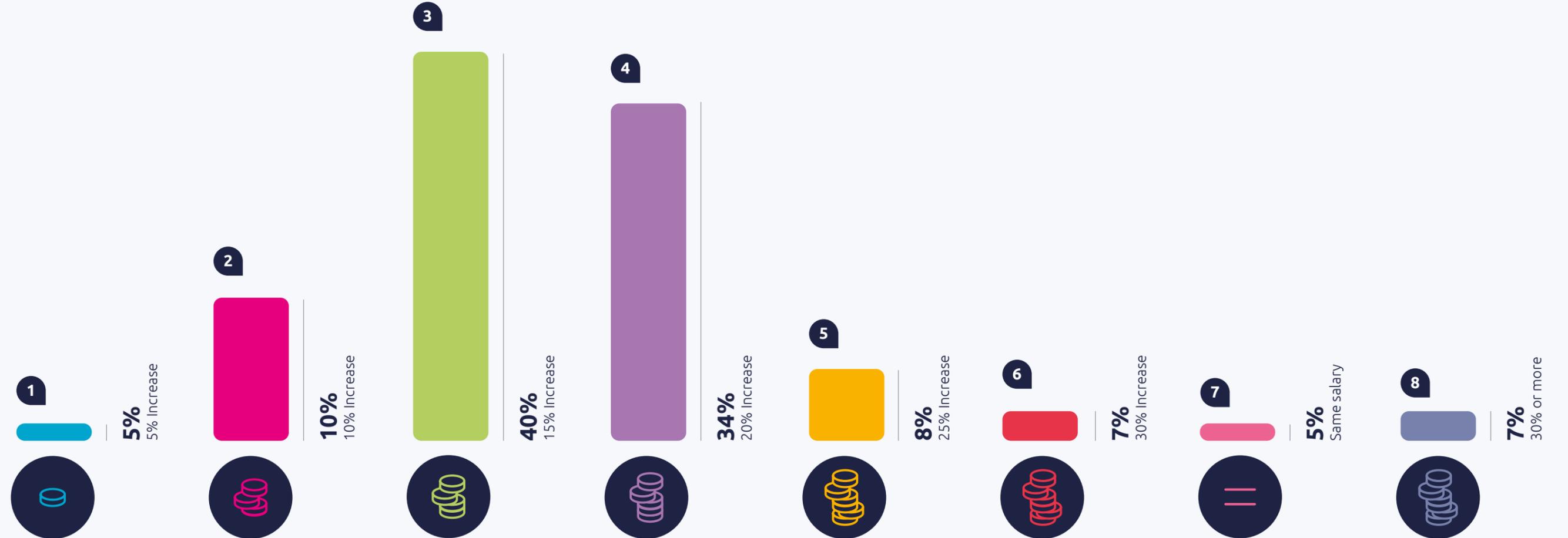
Salary expectations play a crucial role in job changes. According to our survey, 40% of respondents expect a 15% salary increase, while 34% aim for a 20% raise when considering a job switch in 2025.

## Are you aligned with expectations?

1	Expected a 5% increase	5%
2	Expected a 10% increase	10%
3	Expected a 15% increase	40%
4	Expected a 20% increase	34%
5	Expected a 25% increase	8%
6	Expected a 30% increase	7%
7	No increase expected	5%
8	More than 30% increase	7%

Employers, are you aligned with market expectations?

**Methodology:** This report is based on survey data collected from 590 IT professionals across various industry sectors. Certain survey questions allowed respondents to select multiple choices, providing a broader perspective on key trends and preferences.



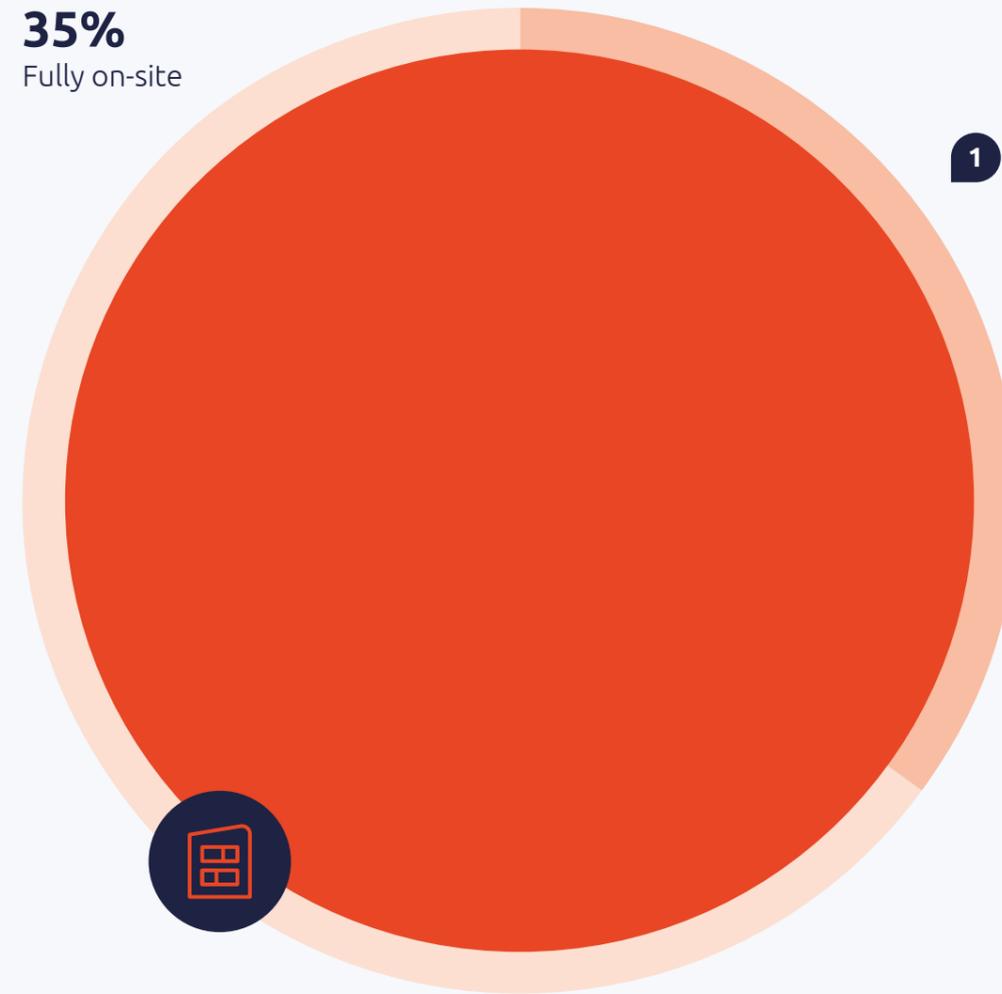
# Preferred working policy: hybrid takes the lead

Our survey reveals that a combined total of 61% of employees prefer a hybrid work model, compared to only 4% who prefer 100% remote. While 35% favour fully work on site.

## Work remotely or in the office?

1	Fully on-site	35%
2	Hybrid (on-site 2, WFH 3)	31%
3	Hybrid (on-site 3, WFH 2)	16%
4	Hybrid (on-site 1, WFH 4)	14%
5	Fully remote	4%

35%  
Fully on-site

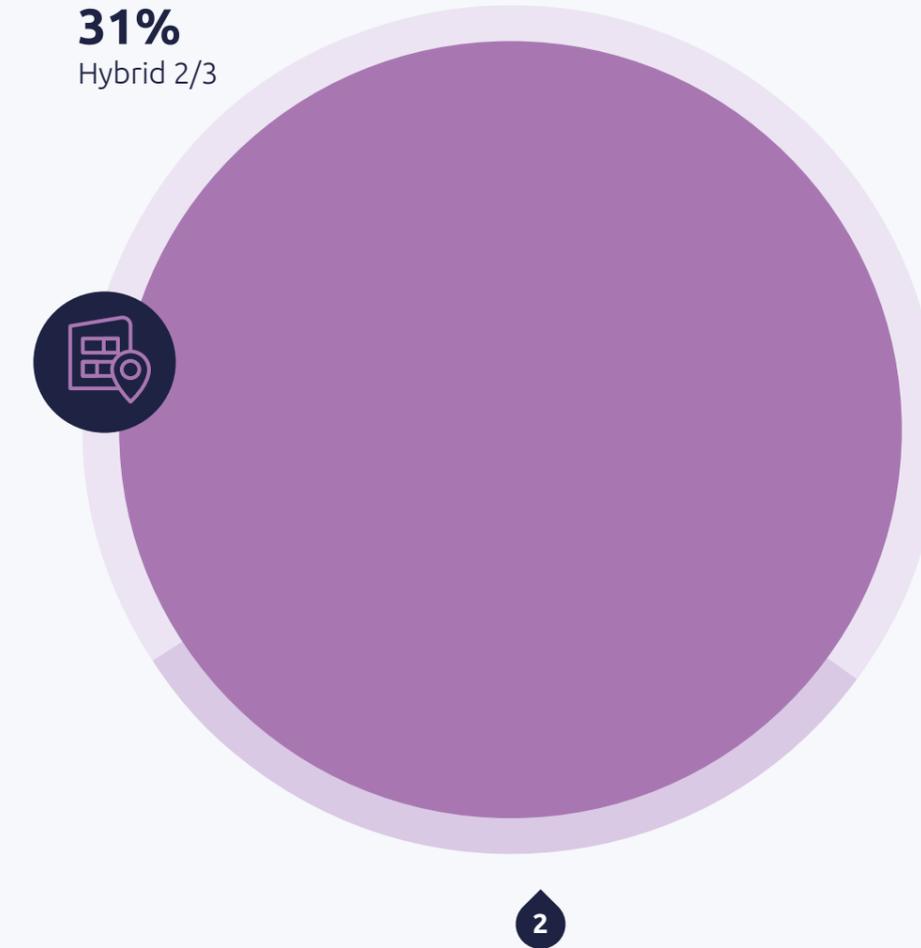


4%  
Fully remote

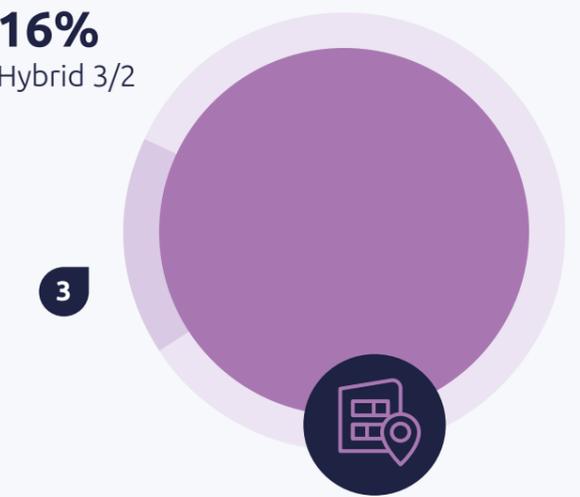


Hybrid  
Working policy

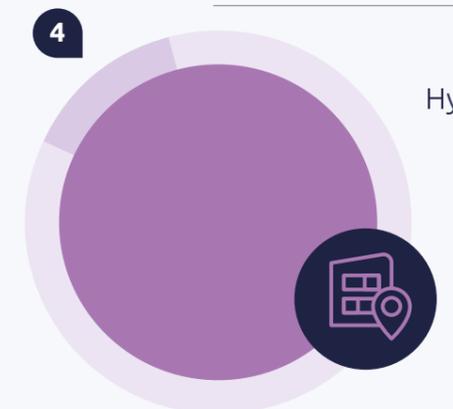
31%  
Hybrid 2/3



16%  
Hybrid 3/2



14%  
Hybrid 1/4



**Methodology:** This report is based on survey data collected from 590 IT professionals across various industry sectors. Certain survey questions allowed respondents to select multiple choices, providing a broader perspective on key trends and preferences.

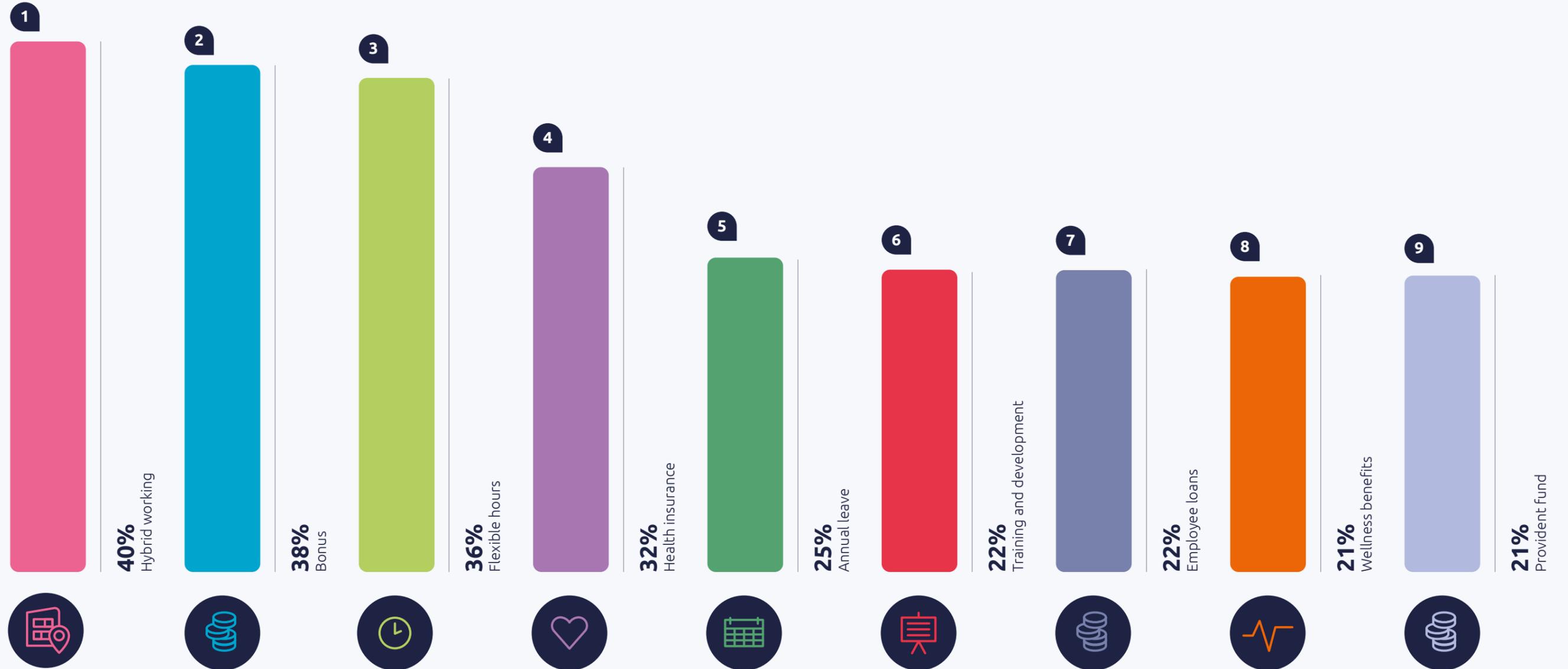
# What benefits matter most to employees?

According to our survey, hybrid working policies, bonuses, and flexible working hours are the leading priorities for individuals seeking employment.

Health insurance and annual leave also play a significant role in job satisfaction. Employers who align their benefits with employee expectations will have the competitive edge in attracting and retaining top talent.

What matters most to you?

1	Hybrid working policy	40%
2	Bonus	38%
3	Flexible working hours	36%
4	Health insurance	32%
5	Annual leave	25%
6	Training and development	22%
7	Employee welfare loans	22%
8	Wellness benefits (fitness)	21%
9	Provident funds	21%



**Methodology:** This report is based on survey data collected from 590 IT professionals across various industry sectors. Certain survey questions allowed respondents to select multiple choices, providing a broader perspective on key trends and preferences.

# Top platforms for job searching

LinkedIn stands out as the most frequently used platform for job seekers in our survey followed by job boards (such as JobsDB/Seek) and company websites.

Additionally, recruitment agencies, social media, and referrals are also important contributors. With the rise of digital networking, LinkedIn remains the go-to platform for professionals looking for new opportunities.

## What matters most to you?

1	LinkedIn	33%
2	Jobs boards (JobsDB/Seek, etc).	30%
3	Company websites	26%
4	Recruitment agencies	21%
5	Social media	20%
6	Referral or personal network	17%
7	Freelance	16%

**Methodology:** This report is based on survey data collected from 590 IT professionals across various industry sectors. Certain survey questions allowed respondents to select multiple choices, providing a broader perspective on key trends and preferences.



# Key job priorities for 2025

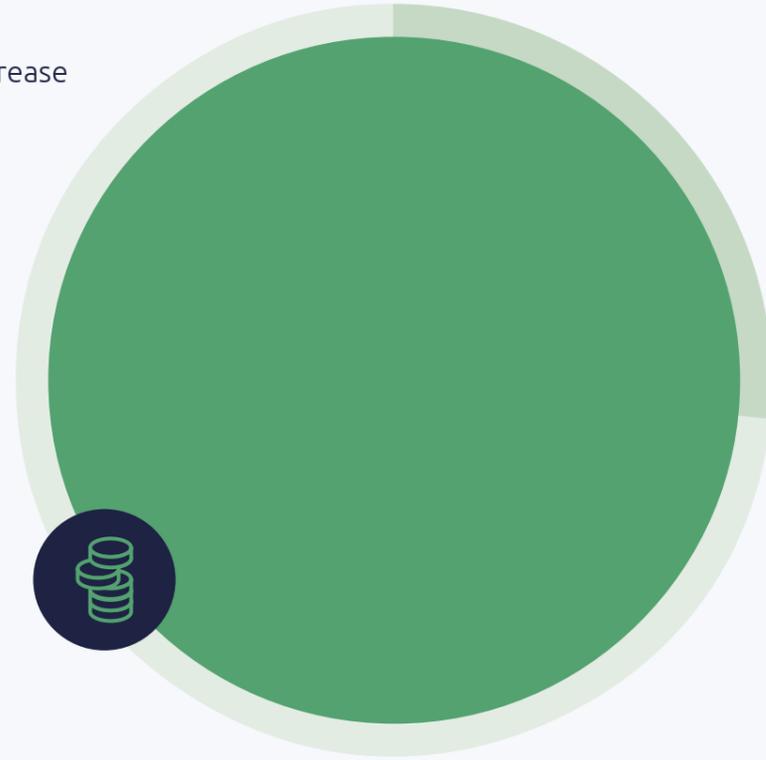
The survey highlights key priorities for IT professionals in 2025. The most significant focus is on a salary increase, with 27% of respondents prioritizing it.

The results highlight that while compensation remains a key driver, opportunities to work on interesting projects or new technologies, work-life balance and changing jobs also play crucial roles in job.

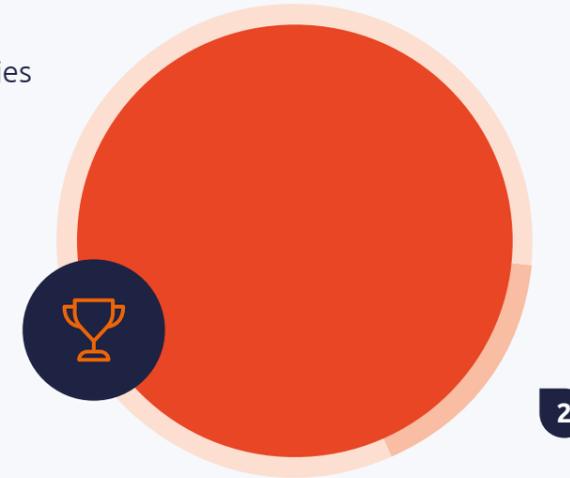
## What matters most to you?

1	Salary increase	27%
2	Work opportunities	17%
3	Work life balance	16%
4	Changing jobs	16%
5	Career advancement	15%
6	Financial stability	10%

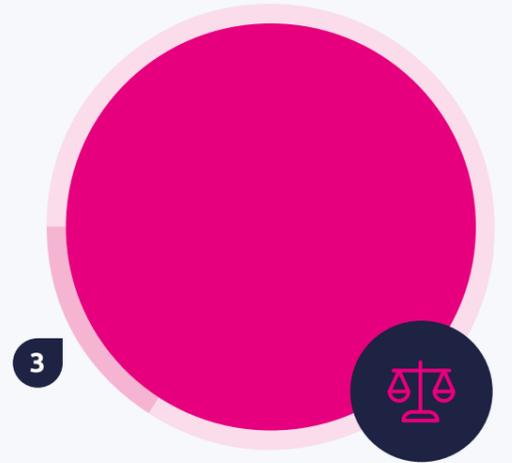
**27%**  
Salary increase



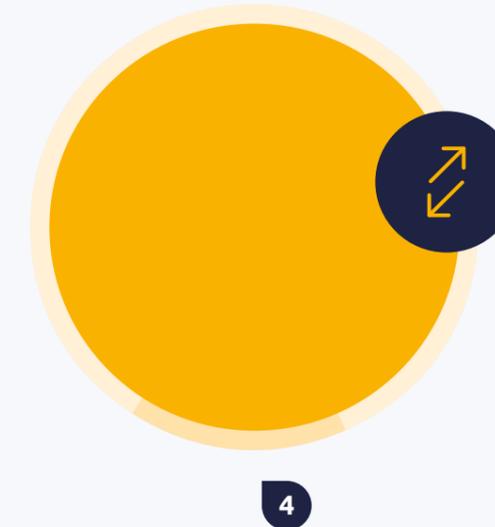
**17%**  
Work opportunities



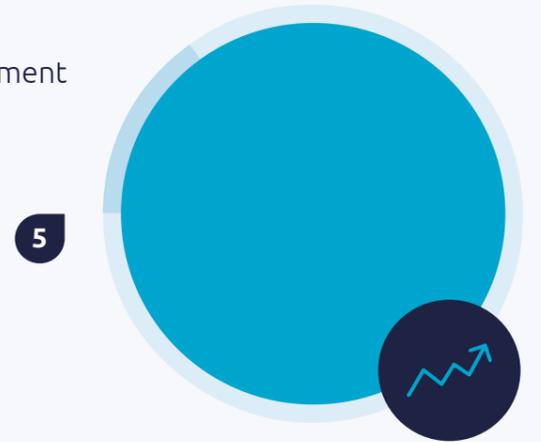
**16%**  
Work life balance



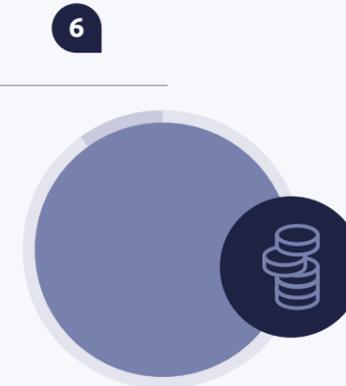
**16%**  
Changing jobs



**15%**  
Career advancement



**10%**  
Financial stability



**Methodology:** This report is based on survey data collected from 590 IT professionals across various industry sectors. Certain survey questions allowed respondents to select multiple choices, providing a broader perspective on key trends and preferences.

# Why employees resign

What's pushing professionals to explore new opportunities?

Our survey found that 24% cite unfair salary and compensation as the top reason, followed by company restructuring, poor work-life balance, and lack of career growth. Employers, taking action in these areas could be the key to better retention.

What matters most to you?

1	Compensation (salary)	24%
2	Company restructure	17%
3	Poor work life balance	16%
4	Limited career growth	16%
5	Lack of opportunities	15%
6	Issues with leadership	10%
7	Relocation (or personal reasons)	7%

**Methodology:** This report is based on survey data collected from 590 IT professionals across various industry sectors. Certain survey questions allowed respondents to select multiple choices, providing a broader perspective on key trends and preferences.



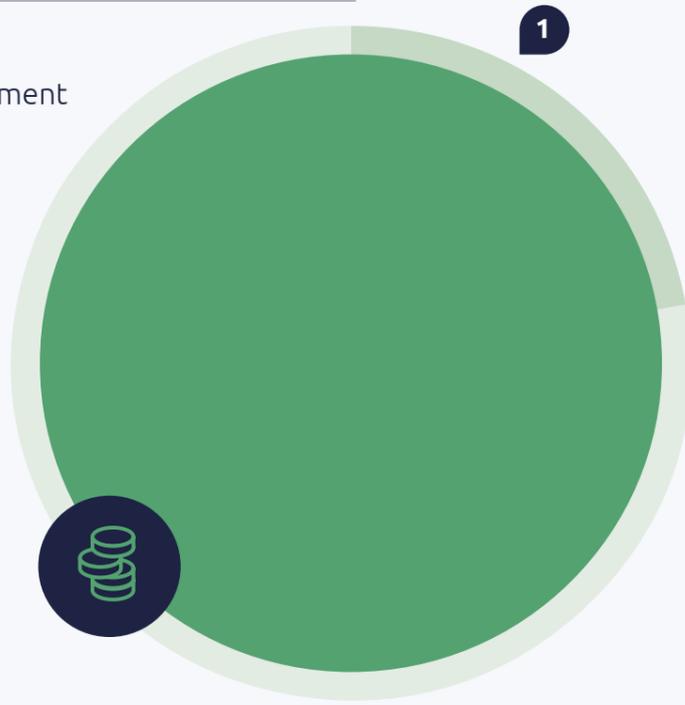
# Retaining employees

Salary adjustments and clear career growth plans are the most critical factors for enhancing job satisfaction.

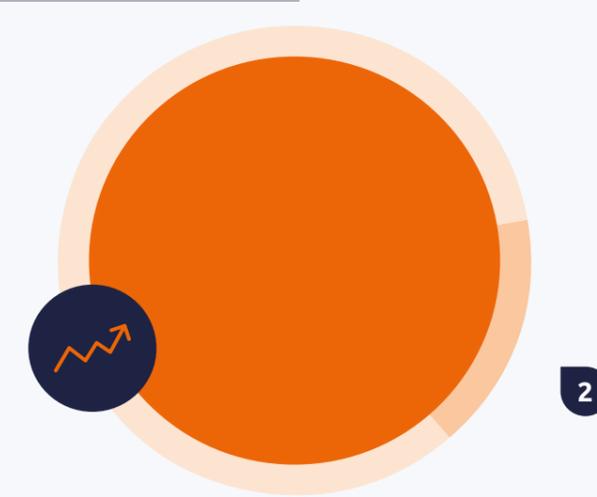
## What matters most to you?

1	Salary adjustment (pay rise)	23%
2	Career growth plans	16%
3	Enhanced benefits (gym)	14%
4	Better work life balance	14%
5	Improved management	12%
6	Work from home policy	8%
7	Training and development	7%
8	Flexible working hours	5%

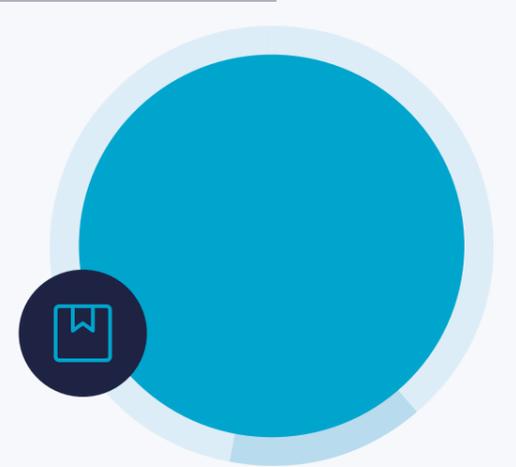
**23%**  
Salary adjustment



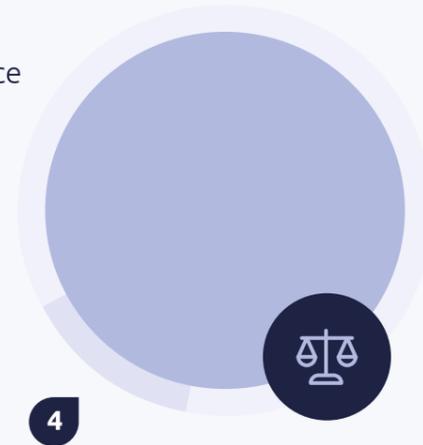
**16%**  
Growth plans



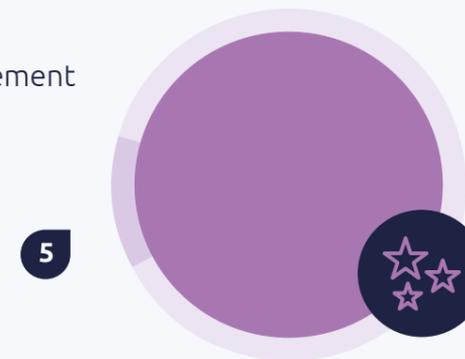
**14%**  
Enhanced benefits



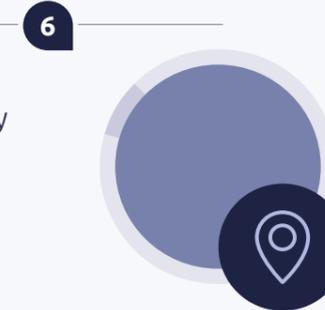
**14%**  
Better work life balance



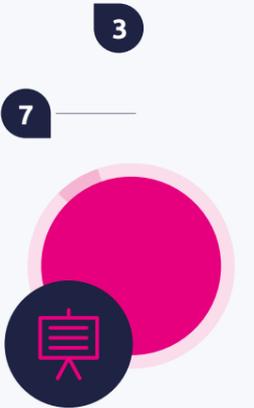
**12%**  
Improved management



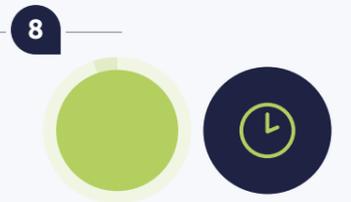
**8%**  
Work from home policy



**7%**  
Training and development



**5%**  
Flexible hours



**Methodology:** This report is based on survey data collected from 590 IT professionals across various industry sectors. Certain survey questions allowed respondents to select multiple choices, providing a broader perspective on key trends and preferences.

## Why choose us?

We are a team of dedicated recruitment agents with extensive knowledge of Thailand's tech sector, and we strive to become your trusted partners in IT recruitment.

### Trusted partner

Working with you to build great teams.

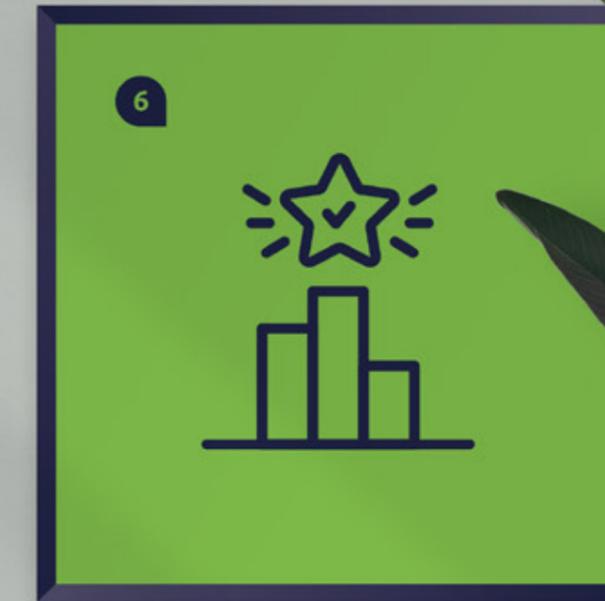
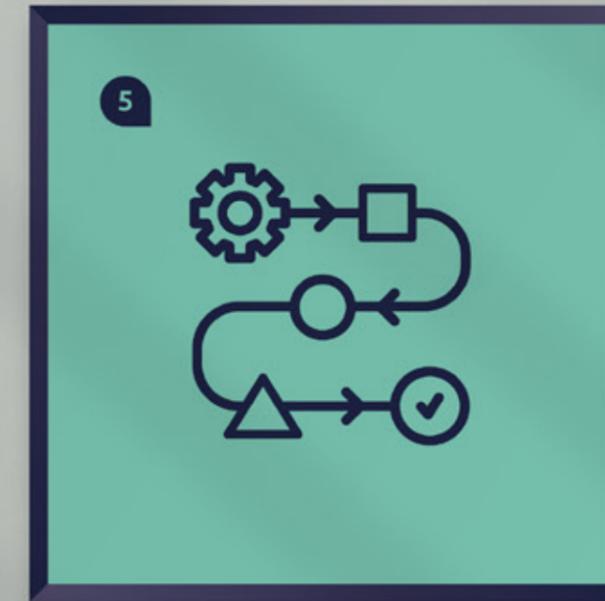
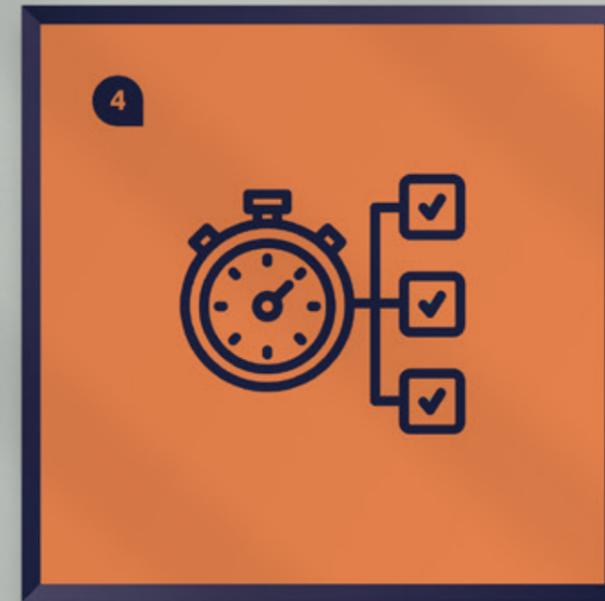
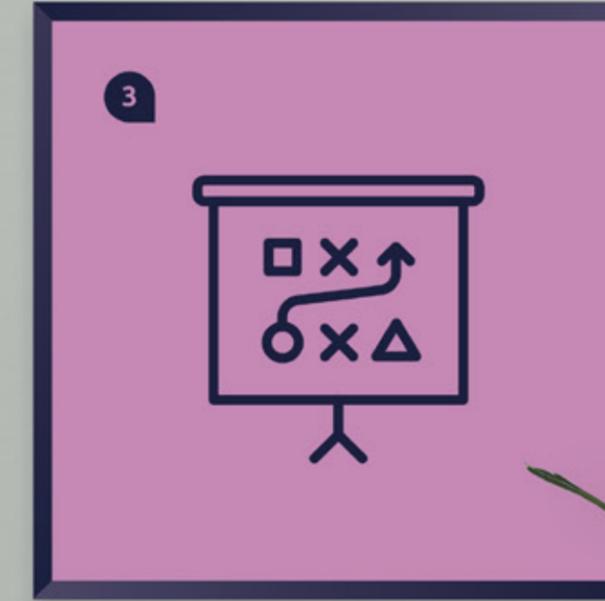
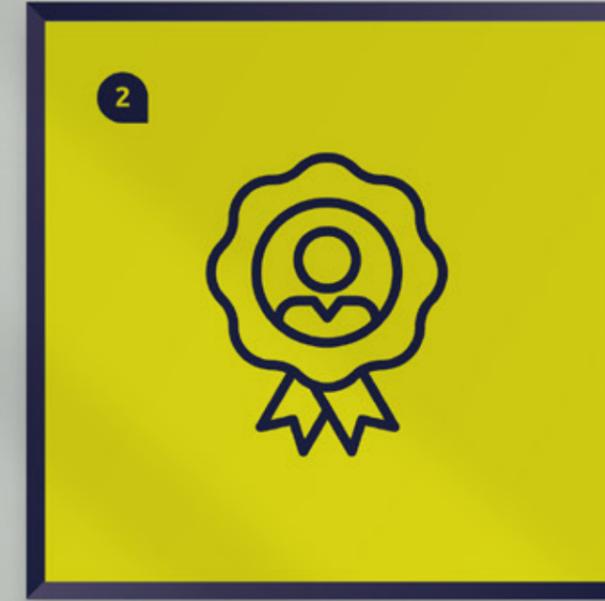
# Benefit of working with Cathcart Technology, your trusted partner in IT recruitment

## Key benefits

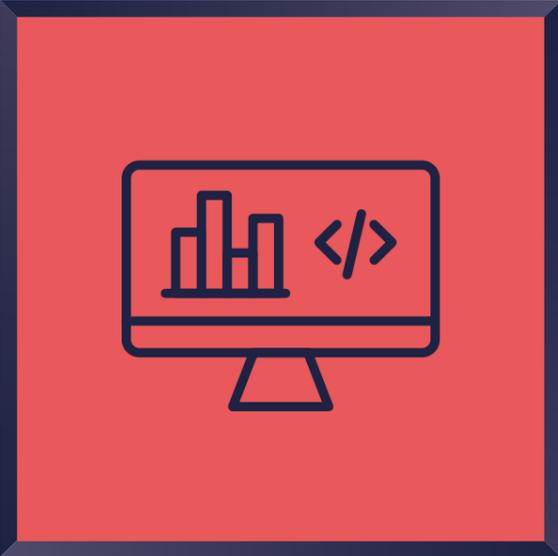
Our six client promises.

We bring a unique blend of support, expertise, and partnership to the table, setting us apart from the competition.

- 1 Expertise in the IT job market
- 2 Increased access to top talent
- 3 Advertising and strategy
- 4 Enhanced efficiency and speed
- 5 Support beyond recruitment
- 6 Now-Win-No-Fee



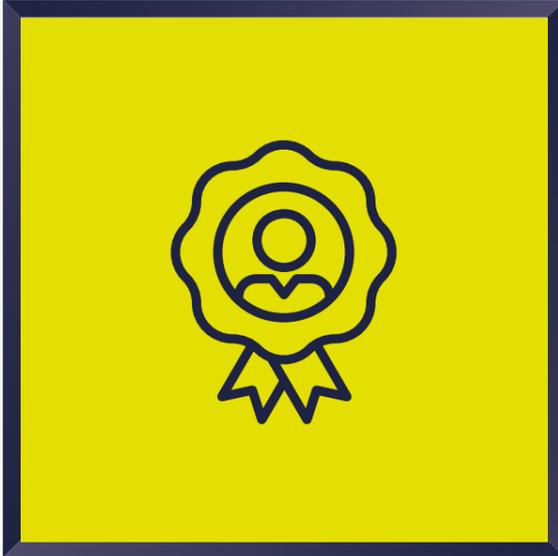
# Key benefits



1

## We have nine years of expertise in the IT job market

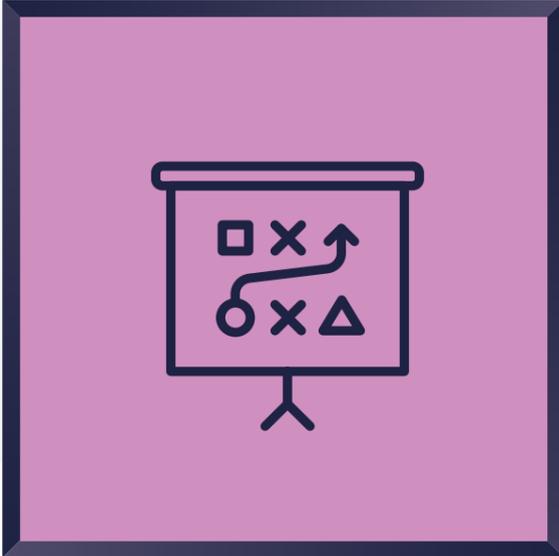
Our comprehensive understanding of the Thai technology landscape means we can provide detailed consultation and insight that perfectly fits your company and the role.



2

## One of Thailand's biggest technology focussed databases

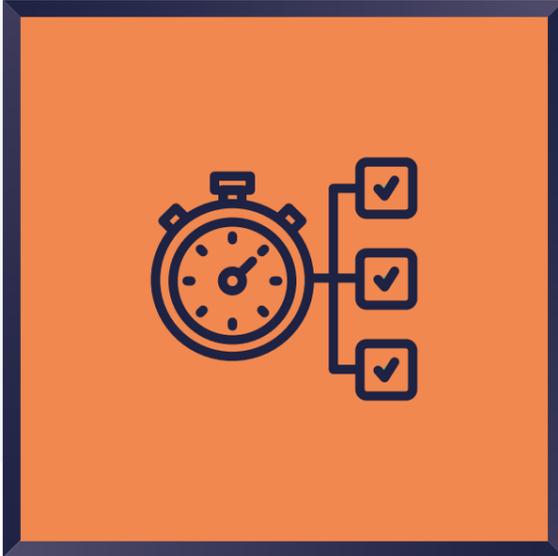
We have access to one of Thailand's biggest databases, with over 57,000 technology candidates. Our consultants can use this enormous talent pool to find the best candidates for our clients.



3

## We advertise roles on various platforms for maximum reach

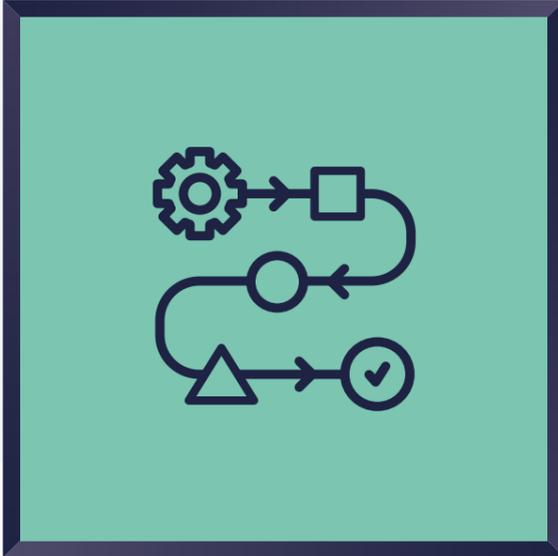
We write and post a tailor-made advert on JobsDB, our website and LinkedIn page, saving you time and money, giving you further access to our inclusive network of candidates.



4

## We save you time, improve efficiency, and enhance speed

We quickly connect you with qualified candidates, who are screened and evaluated by our hard-working consultants, providing a detailed analysis to why we think they're a good match for the job.



5

## We work alongside you through the process from start to finish

Not only do we assist our clients, but we also guide candidates from the starting point of CV submission, right through to the interview process, and all the way to the offer stage, which is the most critical stage.



6

## You only pay for our services when the candidate starts

No-Win-No-Fee. It's only when the candidate begins their new career journey with you that you will pay for our services.

# Corporate social responsibility

Cathcart Technology is committed to sustainability through “Care the Wild” by SET Social Impact.

Amidst the growing concerns of global warming and environmental issues, achieving a balance between nature and development is a challenge that requires collaboration from all sectors. As a leading IT recruitment agency in Thailand, Cathcart Technology recognizes the importance of the environment and sustainability.

Therefore, we have extended the CSR initiative from our headquarters, Cathcart Associates Group in Scotland, to Thailand. Our initiative focuses on tree planting and supporting organizations that work on environmental issues.

## Care the Wild

Care the Wild project is a collaborative effort between the government, private sector, and civil society, aiming to create sustainable forest areas. It was initiated by the Stock Exchange of Thailand (SET) under the concept of “Plant & Protect.” Cathcart Technology has partnered with SET Social Impact’s Care the Wild project to restore the ecosystem, prevent drought, and create green spaces for the community in spaces for Ban Sokhlok the community forest in, Chai Nat Province, with a target of planting 200 trees by 2024.



## Beyond IT Recruitment

Cathcart Technology is more than just an IT recruitment agency. We are committed to being an organization that drives sustainable development through our CSR projects, which focus on supporting and creating a balance for the environment. For every successful candidate, Cathcart Technology will plant one tree in partnership with Care the Wild, under the concept of One Hiring - One Tree.

At Cathcart Technology, we believe that collaboration between all sectors can lead to positive change and create a sustainable future for society.



# Scholarships

Congratulations to the recipient of the Cathcart Technology Scholarship 2024.

## Strengthening connections

We are delighted to announce that Khun Thanaphut (Potter), a 1st-year Computer Engineering student at Kasetsart University, has been awarded the Cathcart Technology Scholarship 2024.

This scholarship demonstrates Potter’s outstanding academic achievements and dedication to the field of technology.

We are grateful for the opportunity to support his educational journey through this scholarship and wish him success in the future endeavours.



# Client testimonials

## EVme Plus Co., Ltd.

Talent Acquisition and People Success

“I’m happy to share my experience working with you. Working with you has been a great experience.

Your team is professional, responsive, and truly understands our needs, making the hiring process smooth and efficient. You helping us find the right talent and ensuring a smooth hiring process.

Thank you for your continued support, I look forward to working together in the future na ka.”

## Big4

Talent Acquisition Senior Specialist

“I have had a good experience working with the Cathcart team, especially with Khun Tam Supasiri, who has always been active and supportive, as well as understanding and not pushing too hard when our hiring teams need more time to consider candidates or when the hiring process takes longer time than expected. Cathcart’s support is very much appreciated by me and the entire KPMG Talent Acquisition team.”

## Prime Selections

Managing Director

“The Cathcart team is highly proactive and supportive. They take the time to carefully listen to our requirements and make an effort to understand our business and organizational needs in order to recommend the best candidates. Cathcart doesn’t simply function as a talent acquisition agency; they have become a trusted partner in our success.”

## Lotus

Data Science and Analytics Manager

“Working with Cathcart has been a smooth experience. The team quickly grasp our specific needs, resulting in a consistent stream of top-notch data talent for us to interview. Regular communication keeps us aligned throughout the process, and they consistently deliver on their promises. This reliable partnership has made Cathcart a key source of talented individuals for our growing data team.”

## IT Consulting Company

Consulting Manager

“Working with Cathcart Technology for almost a year has been an outstanding experience. You have successfully recruited top-notch candidates for our PM and BSA roles. Your response time is incredibly fast, ensuring we never miss out on top talent. The candidate pool you provide is extensive, giving us a variety of skilled professionals to choose from. Most importantly, the quality of candidates you bring to us is consistently high, which has significantly elevated our team’s performance. Thank you for your exceptional service!”

## Thai NS Solutions

Human Resources and General Affairs

“I have never been disappointed with the service of Cathcart Recruitment agency. They always have excellent service and polite behaviour for customers.”

## Denso International Asia

Recruitment and Corporate Communications

“On behalf of DENSO International Asia, we are extremely satisfied with the service provided by Cathcart Technology, especially with Khun Thunwarat and Khun Kasamapong. Their quick response to our inquiries and needs made the recruitment process efficient and effective. The team offered strong support at every stage, ensuring we felt guided and informed.

Every interaction was clear, concise, and professional, which made it easy to collaborate effectively and ensure alignment at every stage. Most importantly, they delivered good, qualified candidates who not only met the technical requirements but also fit well within our company culture

We highly recommend Cathcart to any organization seeking reliable and effective IT recruitment support.”

## KBTG

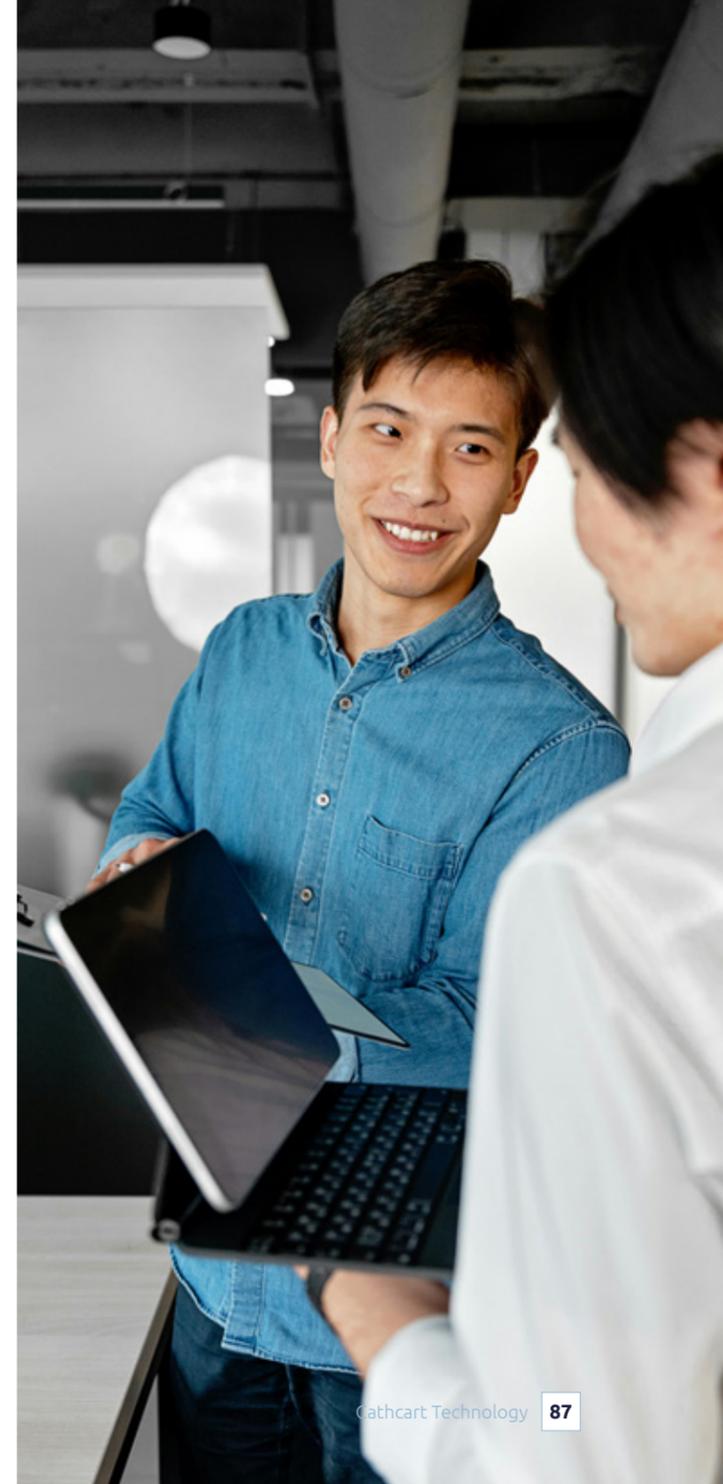
Talent Acquisition Team

“It has been a year since our partnership. The Cathcart team always delivers a professional standard and excellent service, 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.”

## Distribution Company

Director

“ประทับใจการทำงานของคุณพี่และ Cathcart Technology ที่ทำงานรวดเร็ว มีให้บริการและความกระตือรือร้นในการช่วยลูกค้า หา candidate ที่มีคุณภาพ ตรงกับความ ต้องการบริษัท มีการจัดระบบระเบียบดีทุกขั้นตอน.”



# Candidate testimonials

## Business Development Manager

"I highly recommend Yupawan (Nok) Silpsrikul as an IT Recruitment Consultant. Nok shows great care for her candidates and has a strong knowledge of the IT industry. She communicates clearly with the company and me and diligently finds the right job matches. Her professional approach and negotiation skills make her an excellent recruitment partner. Working with Nok has been a pleasure, and I confidently recommend her services.."

## Solution Sales

"Fully recommend! She was my recruiter when I was looking for a job and I got really great support from her. I can say she's the best recruiter ever!!"

## SAP SD Functional Consultant

"Regarding my experience with your assistance at Cathcart Technology, I must honestly say that I have always received excellent support and coordination. Your consistent follow-ups and professional advice throughout the process have been incredibly helpful.

I am truly impressed and very pleased with the communication and assistance I received.

Thank you so much once again for your dedication and for keeping in touch regularly."

## Junior Consultant (SAP MM)

"ประทับใจการทำงานกับคุณแทนมากๆค่ะ คุณแทนให้การเสมอ ตั้งแต่การแนะนำตำแหน่งงานที่ตรงตามความต้องการ การเตรียมตัวสำหรับสัมภาษณ์ ไปจนถึงติดตามผลหลังจากนั้น รู้สึกได้ถึงความจริงใจและความเป็นมืออาชีพที่ช่วยให้การหางานเป็นไปอย่างราบรื่นมากๆค่ะ"

## Back-end Developer (Golang)

"I wanted to take a moment to express my sincere gratitude for the exceptional service provided by you and the Cathcart Technology team.

Throughout my job search journey, your guidance has been invaluable. What particularly impressed me was your team's ability to truly understand my career aspirations and technical expertise, matching me with opportunities that perfectly aligned with my goals. The consistent communication, prompt responses, and personalized attention made the entire process smooth and efficient.

Your professional insights and honest feedback during interview preparations were especially helpful. The dedication your team showed in ensuring the best possible outcome for my career move demonstrates why Cathcart Technology stands out in the recruitment industry.

Thank you for making this experience so positive and successful."

## QA Engineer

"Dollada is a professional recruiter. She is very nice and takes care of her candidates and gives the useful information that she can provide, and she also gives tips to prepare before going to the interview. Once you get the job, she still follows up on your work life. I highly recommend her if you are looking for a new job. You will not be disappointed."

## Systems Analyst

"K.Kong has been very helpful in providing job referrals that match my career path well, and has introduced me to good companies. We can communicate directly and openly with each other."

## Development Engineer (Firmware)

"I highly recommend Pimpetch as an outstanding recruitment agent. Throughout my job search, she provided exceptional support and guidance. Pimpetch not only managed and coordinated every aspect of the application and interview process but also went above and beyond to ensure I was well-prepared. Pimpetch was always available to answer my questions and offer valuable advice, which was instrumental in helping me secure the opportunity. If you're looking for a dedicated and proactive recruitment agent, Pimpetch is the one to trust."





## Where to find us

Our Thailand office is located right in the heart of Bangkok's Central Business District (CBD).

We also have offices in Europe, with our head office located in Edinburgh, Scotland.

### Bangkok

540 Mercury Tower,  
5th Floor, Unit 502-503,  
Ploenchit Road, Lumpini,  
Pathumwan, Bangkok 10330

### Contact

Tel: 02 038 5878  
[hello@cathcarttechnology.co.th](mailto:hello@cathcarttechnology.co.th)  
[cathcarttechnology.co.th](http://cathcarttechnology.co.th)

### Edinburgh

Ardmore House  
40 George Street  
Edinburgh  
EH2 2LE

### Manchester

13th Floor  
Piccadilly Plaza  
Manchester  
M1 4BT

### Helsinki

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Antinkatu 3D 7. kerros  
00100 Helsinki

