

Skilling Up for the Future

The Growing Demand for Salesforce Talent



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About Burning Glass Technologies



Burning Glass Technologies delivers job market analytics that empower employers, workers, and educators to make data-driven decisions. The company's artificial intelligence technology analyzes hundreds of millions of job postings and real-life career transitions to provide insight into labor market patterns. This real-time strategic intelligence offers crucial insights, such as which jobs are most in demand, the specific skills employers need, and the career directions that offer the highest potential for workers. Find out more at www.burning-glass.com.

About Salesforce



Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, artificial intelligence, voice and blockchain—to create a 360-degree view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

About Trailhead



Trailhead is Salesforce's free online learning platform that empowers anyone to skill up for the future. Trailhead reduces barriers to entry for all—regardless of gender, ethnicity, education level or socioeconomic background—to join the workforce of the future with access to a growing library of content represented by almost one thousand badges covering business, tech, Salesforce and soft skills. More than 2 million learners across the world are currently skilling up and earning resume-worthy credentials on Trailhead, all while discovering new career opportunities and connecting with the vibrant Trailblazer Community. Trailblazer Connect helps career changers learn in-demand job skills and connect to opportunities, from mentorship to employment. We invite all future Trailblazers into our thriving community to learn, connect, have fun, and give back together. Explore at www.trailhead.com.

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1.

Executive Summary

Established in 1999 as a pioneer of the cloud-computing era, Salesforce, today, is the leading customer relationship management (CRM) platform: the company's market share in CRM applications is more than double that of its nearest competitor,¹ and the Salesforce platform has been the most-requested CRM tool in online job postings for more than five years.² The Salesforce platform is an ecosystem of customizable cloud products that support marketing, sales, customer service, lead generation, business analytics, and more. Within the platform, users are able to implement existing features from a wide menu of options, as well as customize those features or build new ones to unique specifications. Salesforce drives this digital transformation within organizations by bringing workflows online, consolidating them within a single platform, and providing a single 360-degree view of all customers, all lines of business, and all aspects of development.

The Salesforce platform has been a disruptive force in business and technology, and this *Salesforce effect* is also evident in the job market. In 2019, experience with the Salesforce platform was requested in nearly half a million online job postings. Demand for the platform has been growing at nearly three times the

rate of overall job market growth in the U.S. and it is projected to grow by over 60% in the next five years. In 2019, Salesforce was a commonly requested skill in more than three times as many occupations as in 2013. Demand for the Salesforce platform has grown upward and outward, and that is a testament to the ease of use and effectiveness of the tool. A report by the IDC, a market intelligence firm, estimates that the use of Salesforce cloud products will add \$1.2 trillion in new business revenues through 2024.³ The growth and adoption of the Salesforce platform also has benefits for workers: the average salary advertised on job postings requesting Salesforce skills was approximately \$80,000 in 2018.

To better understand how the Salesforce ecosystem is affecting work, workers, and the labor market, Salesforce partnered with Burning Glass Technologies, a labor market analytics firm. Burning Glass leveraged its database of more than 1 billion online job postings to track demand for skills specific to Salesforce products. Burning Glass analyzed data over the five-year period of 2013–2018. The key findings of this research are summarized below:

¹ Louis Columbus, "Salesforce Now Has Over 19% of the CRM Market." *Forbes*, June 22, 2019.

² Unless otherwise cited, job posting demand, demand growth, and projected demand growth are Burning Glass calculations

³ John F. Gantz, "The Salesforce Economic Impact: 4.2 Million New Jobs, \$1.2 Trillion of New Business Revenues from 2019 to 2024." IDC Report, October, 2019.

Key findings



The Salesforce platform enables digital transformation of business, stoking demand

Companies are bringing work online, and they are doing it through the Salesforce platform. Salesforce was the most in-demand cloud-based technology in 2018. The Salesforce platform was the 5th-most in-demand software tool in 2018 (excluding products in the Microsoft Office Suite), rising quickly from 20th in 2012 and 7th in 2016. Consolidating work online in a single digital platform has proven attractive to companies: more than half a million (599,963) job postings in 2018 requested the Salesforce platform or related skills, and demand for workers knowledgeable in the platform is growing 2.7 times faster than the job market overall. The trend towards workplace digitalization through the Salesforce platform is likely to continue. Burning Glass projects that demand for Salesforce and related skills will increase by 62% over the next five years.



Gaining and signaling proficiency with Salesforce pays off for workers and jobseekers

The growth and proliferation of the Salesforce platform has positively affected compensation and career progression for those who can demonstrate proficiency in the tool. Job postings for sales roles that ask for Salesforce skills offer a salary bonus of 19% for the Salesforce Administrator certification. The salary bonus is 25% for positions in office management. The certification for Salesforce Service Cloud Consultant carries a salary bonus of 15% for business analytics professionals, and job postings for marketing professionals offer salaries that are 20% higher when they list Marketing Cloud certifications. On average, jobs requiring Salesforce skills pay approximately \$80,000 per year.



The rise of the Salesforce Administrator

In adopting the Salesforce platform, organizations often staff an internal authority on how to implement, manage, maintain, and modify the platform across the organization. This function is referred to as a Salesforce Administrator. Burning Glass and Salesforce identified job postings for Salesforce Administrators using a combination of job titles and skills. In 2018, there were nearly 50,000 job postings for this position. The average salary advertised for these roles was \$91,000, ranging from entry-level positions advertising an average salary of \$71,000 to senior roles advertising an average salary of \$102,000.

**Demand is ubiquitous in the core professional areas of sales, marketing, and business analytics**

Salesforce is the top tech skill in sales, a top-three tech skill in marketing, and a top-10 tech skill in business analytics. Tableau, a recent Salesforce acquisition, is also a top-10 tech skill in business analytics. Together, job postings in sales, marketing, and business analytics account for one-third of total demand (32%) for the Salesforce platform and Tableau. The Salesforce platform connects these workflows together, for example by tying marketing efforts to sales performance and generating reports that calculate business efficiency.

**For certain roles in information technology, particularly development and operations, demand for Salesforce is growing rapidly**





Following the interconnected cluster of sales, marketing, and business analytics, the next largest cluster of demand for Salesforce skills is in information technology. The IT roles that exhibit the strongest demand for the Salesforce platform are in development and operations. Developers customize features within the Salesforce platform, and operations roles manage the information systems that integrate with the platform. In 2018, 71,000 job postings for developers requested familiarity with the Salesforce platform, Salesforce programming skills, or Tableau. The share of all developer positions that request Salesforce skills grew 207% between 2013 and 2018. In 2018, there were 35,000 job postings for operations roles that requested Salesforce skills. Among all operations roles, 200% more request Salesforce skills in 2018 compared to 2013, indicating that businesses are increasingly integrating Salesforce with their core systems. In certain sophisticated cases, organizations need Salesforce Architects to oversee feature development or the implementation of new information systems. Among all job postings for IT architects, the share requesting Salesforce skills grew 1,292% over the last five years.

**The Salesforce platform is reaching new professionals**

Occupational data show accelerating demand for Salesforce skills outside of the job categories discussed above. Demand for the Salesforce platform registers in finance (10,758 job postings in 2018), human resources (7,484 postings), and communications (3,815 postings). The acquisition of Tableau also extends the reach of the Salesforce company to these and other job families, adding to the demand in finance (8,504 postings) and bringing in new professionals in data science and data analytics (24,154 postings).

Findings from Around the World

Burning Glass tracks detailed labor market data from Australia, New Zealand, and the United Kingdom. These countries register substantial demand for Salesforce skills and high demand growth since 2013.

COUNTRY	2018 SALESFORCE JOB OPENINGS	GROWTH SINCE 2013
Australia and New Zealand	12,123 	 475%
United Kingdom	59,302 	 170%

Burning Glass also tracks the global job postings of Fortune 500 employers. Japan, India, Germany, and Brazil represent growing markets for Salesforce demand among these large employers.

COUNTRY	GROWTH IN DEMAND WITHIN FORTUNE 500 EMPLOYERS (2017-2018)
Japan	 32%
India	 17%
Germany	 38%
Brazil	 133%

2.

Context

Salesforce Adoption Causes Rapid Growth
in Demand for Salesforce Skills

The Salesforce platform offers businesses a complete view of their customers with tools across sales, service, marketing, commerce, operations, and more. End-users employ intuitive Salesforce interfaces to do their jobs more effectively, while employees on information technology teams support Salesforce customization and deployments. As a cloud-based software as a service (SaaS) set of tools, Salesforce is well positioned to ride the wave of SaaS adoption in recent years. Advantages of cloud-based systems include providing access from anywhere, disaster recovery, flexibility, and cost savings.⁴ Market analysts Gartner forecast double-digit growth in cloud revenue for years to come,⁵ and revenue growth for Salesforce indicates wider adoption of its tools in the workforce.

The Salesforce platform includes products and solutions for several broadly defined categories of use. Sales professionals use Salesforce to manage accounts, opportunities, and leads. Marketing professionals use the platform to deploy campaigns, unify data from secondary sources, and customize brand

experience. Organizations also use the Salesforce platform for customer service, by creating self-help portals, connecting with customers on their preferred channels of communication, and implementing AI-empowered chatbots and recommendation generators. The Salesforce platform collects and connects the data generated from these activities, and the platform generates reports that analyze these data.

The Salesforce platform is also customizable, and users have a range of options for altering existing applications or building new ones. The Salesforce platform is flexible to declarative programming, which enables development through point-and-click and drag-and-drop interfaces. Salesforce describes this approach as “Clicks, not Code.”⁶ Salesforce developers can also use code-based programming, which may be appropriate for complex business processes. Because customization is a key characteristic of the Salesforce platform, organizations will often staff Salesforce experts internally or work with consultants during the planning and implementation stages of deployment.

⁴ Victoria Wilson, “10 Cloud Computing Statistics You Need to Know.” Sysgroup, 2018.

⁵ “Gartner Forecasts Worldwide Public Cloud Revenue to Grow 17.5 Percent in 2019.” Gartner, April 2, 2019.

⁶ “Click, Not Code: The Benefits of Declarative Programming vs. Imperative Programming.” Salesforce.

As adoption of Salesforce products increases, so does the demand for Salesforce skills. Salesforce was the most in-demand CRM tool in 2018,⁷ and the product suite and accompanying ecosystem of third-party apps greatly expand its potential use cases: for example, the Salesforce Marketing Cloud features marketing automation capabilities, and Tableau, a recent Salesforce acquisition, is a data visualization tool that can be integrated with the Salesforce platform or used independently. Being skilled in Salesforce can mean being proficient in any one area of the ecosystem, or understanding how all of the products, applications, and features fit together. As the Salesforce company continues to expand and refine its product offerings, demand for Salesforce skills is likely to deepen and spread.

To understand how adoption and growth of the Salesforce technologies have affected the workforce, Salesforce collaborated with Burning Glass Technologies, a labor-market analytics firm,

to measure the demand for Salesforce skills over time across industries and occupations. To examine current and historic trends in demand for Salesforce skills, Burning Glass Technologies leveraged its unique data assets: a collection of more than 1 billion job postings, built by aggregating job postings from more than 35,000 online job boards, newspapers, and employer sites daily. Burning Glass worked closely with Salesforce to define the Salesforce ecosystem according to the skills and tools leveraged by a Salesforce-enabled worker, and around occupation categories that represent Salesforce end users.

Our analysis reveals that Salesforce's growth has had many quantitative and qualitative effects on the employment market. That growth is expanding both the number of jobs requesting Salesforce skills and the range of occupations touched by Salesforce, and it is keeping salaries high for workers who know how to use the platform.

⁷ "Gartner Says Worldwide Customer Experience and Relationship Management Software Market Grew 15.6% in 2018." Gartner, June 17, 2019.

3.

Findings

New Foundational Skills for the Digital Economy

Previous Burning Glass research has explored the increasing digitalization of the workforce.⁸ In this prior research, Burning Glass identified the new foundational skills of the 21st Century economy, which included digital skills such as analyzing and managing data, computer programming, and software programming. By simplifying these digital tasks, the Salesforce platform has positioned itself as a key component to drive digital transformation across business and the workforce.

Business adoption of Salesforce is evident in the dramatic growth of its total share of labor market demand since 2013. Demand for Salesforce proficiency has grown 2.7 times faster than the overall job market. In 2018, 439,754 job postings requested knowledge of the Salesforce platform skills related to the platform. Another 174,389 additional job postings requested Tableau.

Salesforce and Tableau are the most in-demand tools in their respective fields, CRM and data visualization. In fact, Salesforce was the most in-demand cloud software in 2018, and the 5th-most in-demand software tool overall, excluding products in the Microsoft Office Suite. The Salesforce platform has risen in the ranks of technology tools, as it was the 7th-most in demand technology tool in 2017 and the 18th-most in-demand tool in 2012.

There are also more companies, organizations, and professionals using the Salesforce platform now than ever before. Over ninety of the Fortune 100 companies listed Salesforce in their job postings in 2018. In the same year, and across the full U.S. economy, over 180 different occupations (of the 680 tracked by Burning Glass) requested Salesforce skills in at least 100 job postings. Salesforce empowers users

⁸ "The New Foundational Skills of the Digital Economy." Burning Glass, 2018.

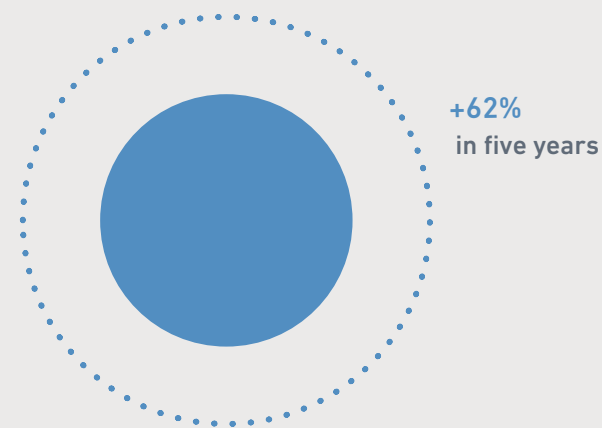
"The Digital Edge: Middle-Skill Workers and Careers." Burning Glass, 2017.

across departments to build relevant applications and automate business processes.

For those with limited technical skills, low-code and no-code solutions such as drag-and-drop and point-and-click interfaces make accessible tasks that would have previously required more digital savvy.

Demand for the Salesforce platform is set to grow as the digital economy grows. Burning Glass projects that demand for Salesforce and related skills will increase by 62% over the next five years. A separate report by the IDC release last year estimates that the use of Salesforce cloud products will add \$1.2 trillion in new business revenues through 2024.⁹ These two trends are likely to continue in parallel.

Predicted growth in demand for the Salesforce platform and related skills



The Growth of & Demand for Key Roles in the Salesforce Ecosystem

The growth of the Salesforce platform is affecting existing professions and defining new ones. In particular, organizations are developing Salesforce talent internally through three positions: Salesforce Administrators, Salesforce Developers, and Salesforce

Architects. When organizations need to bring in Salesforce talent from the outside, they call in Salesforce Consultants. This section explores how these key roles in the Salesforce ecosystem are performing in the employment market.



Salesforce Administrators



Salesforce Developers



Salesforce Architects



Salesforce Consultant

⁹ John F. Gantz, "The Salesforce Economic Impact: 4.2 Million New Jobs, \$1.2 Trillion of New Business Revenues from 2019 to 2024." IDC Report, October, 2019.

Salesforce Administrator

The growth of the Salesforce platform is affecting existing professions and defining new ones. By embedding itself as the core platform for many business operations, the Salesforce platform has created a new and important career: the Salesforce Administrator. Salesforce Administrators, or Salesforce Admins, own Salesforce at their organizations and work alongside management and stakeholders to streamline processes, enable end users, and deliver actionable insights for their organizations.

Using primarily declarative development, Salesforce Admins are often responsible for onboarding and training users, providing support, and implementing

feature requests that improve the user experience.

Salesforce Admins stay current with new features and Salesforce releases, and they manage the application lifecycle. Salesforce Administrators also generate insights and make business decisions by analyzing organizational data compiled by the Salesforce platform.

In 2018, there were nearly 50,000 job postings for Salesforce Administrators, boasting an average salary of \$91,000. Salesforce Administrators can advertise their proficiency using years of experience, relevant certifications, or both. Salesforce Administrators with more than eight years of experience will earn on average \$117,000.



Salesforce Administrator

Salesforce Administrators own Salesforce at their organizations and work alongside management and stakeholders to streamline processes, enable end users, and deliver actionable insights that drive success for their organizations. Using primarily declarative development, Salesforce Administrators are often responsible for onboarding and training users, providing support, and implementing features that improve the user experience. Salesforce Administrators also generate insights and make business decisions by analyzing organizational data compiled by the Salesforce platform.

Top Baseline Skills

- Communications
- Problem Solving
- Planning

Top Specialized Skills

- Salesforce
- Business Analysis
- Tableau

Demand and Growth

In 2018, there were **47,973 job postings for Salesforce Administrators**, up from 9,600 in 2013. This **400% growth** is evidence of the importance of Salesforce Administrators to manage the Salesforce platform within organizations.

Salary

According to job postings, the average market salary for Salesforce Administrators is **\$91,000**, a high figure that underscores the importance of this role within organizations. Salesforce Administrators grow their earning potential with additional years of experience and certifications. Job postings for **Senior Salesforce Administrators have a salary of \$117,000**. Entry-level Salesforce Administrator positions typically earn \$79,000. **A Salesforce Administrator certification nets on average an additional 8% salary premium for entry-level employees.**



Salesforce Developer

Where Salesforce Admins define a new role within organizations, Salesforce Developers represent a change to an existing role. Salesforce Developers help organizations customize their Salesforce instance to meet their business needs when the point-and-click tools available are not the best solution. Salesforce Developers are software developers that program within the platform itself.

Salesforce Developers utilize proprietary and open-source technologies to expand the functionality of the

platform. Salesforce Developers automate complex business processes, build custom apps, customize user interfaces, and more. Due to syntax similarities between Java and Apex, the Salesforce programming language, Java developers may choose careers as Salesforce Developers. Additionally, by leveraging industry frameworks such as JavaScript, Salesforce's new Lightning Web Components (launched in 2019, so not yet reflected in this reports findings) allow developers with JavaScript knowledge to quickly transfer their skill sets to the Salesforce platform.

Salesforce Developer

Salesforce Developers utilize proprietary and open-source technologies to expand the functionality of the platform. Salesforce Developers automate complex business processes, build custom apps, customize user interfaces, and more. Due to syntax similarities between Java and Apex, the Salesforce programming language, Java developers may choose careers as Salesforce Developers.

Top Baseline Skills

- Communications
- Teamwork/Collaboration
- Problem Solving

Top Specialized Skills

- Salesforce
- Tableau
- Java

Demand and Growth

In 2018, there were **89,164 job postings for Salesforce Developers**. Among developers generally, the fraction that are required to work within the Salesforce platform has **grown 206%** since 2013.

Salary

According to job postings, the average Salesforce Developer earns **\$108,000**. Entry-level Salesforce Developers earn \$91,000, a 7% salary premium over other entry-level developers.

Salesforce Developers can become Salesforce Architects. This upward trajectory could land a Salesforce Developer a position as a Salesforce-enabled Enterprise Architect, where earnings rise to \$141,000 on average.

\$108,000



Salesforce Developer

\$141,000



Enterprise Architect

The career of a Salesforce Developer will often have them transition to become one of many types of Salesforce Architects, such as an Enterprise Architect.

In the last five years, the share of developers that are required to exhibit Salesforce skills has increased by 206%. In 2018, there were nearly 90,000 job postings for Salesforce Developers. The average salary among these job postings was \$108,000. Even entry-level Salesforce Developers earn well: \$91,000 on average, a 7% higher salary than other entry-level developer positions that do not request Salesforce skills.

Outside of the U.S. demand for Salesforce Developers is rising, and there, too, Salesforce Developers can earn a salary premium for their value. In the United Kingdom,

the majority of Salesforce Developers make more than £90,000 a year. In Australia and New Zealand, Salesforce Developers are making more than AU\$100,000. These findings are echoed in Fortune 500 job postings across the world. In India, among Fortune 500 companies, MuleSoft tools have grown 450% and Salesforce development as a skill has doubled in demand in the past year. Demand for Salesforce skills among software developers at Fortune 500 companies in India has also grown 35% in market demand. Together, these findings highlight the value of Salesforce Developers for organizations in the U.S. and abroad.

Salesforce Architect

Just as software developers can program within the Salesforce platform, the platform can also be leveraged by IT architects, such as enterprise architects, technical architects, solutions architects, database architects, and others. Salesforce Architects assist with integrating Salesforce with other enterprise systems. Salesforce Architects also address traditional enterprise concerns such as application and network security and integrity, data management, and scalability.

The share of IT architects required to know Salesforce skills has grown 1,292% over the last five years. In 2018, there were 11,000 job postings for Salesforce Architects. These highly specialized, Salesforce-enabled architects can earn high salaries, too. Enterprise architects that are empowered by Salesforce skills earn on average \$141,000. Job postings hiring for Salesforce Architects by title paid on average \$130,000. These architects are required to know Salesforce as well as other enterprise technology, such as Oracle software and SQL programming software.



Salesforce Architect

Salesforce Architects manage the integration of Salesforce with other enterprise systems while addressing traditional enterprise concerns such as application and network security and integrity, data management, and scalability. Many types of IT architects can become Salesforce-enabled, such as enterprise architects, technical architects, solutions architects, database architects, and others.

Top Baseline Skills

- Communications
- Teamwork/Collaboration
- Problem Solving

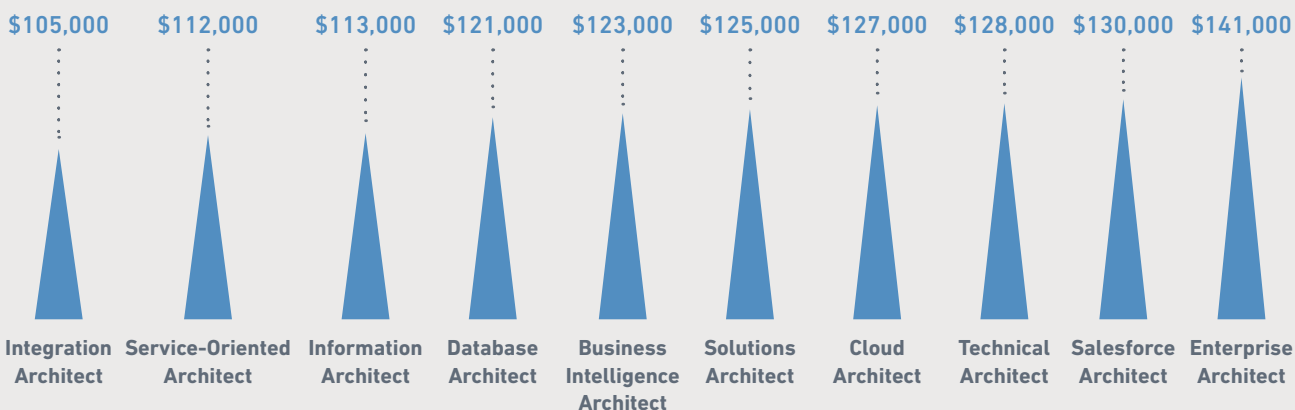
Top Specialized Skills

- Salesforce
- SQL
- Oracle

Demand and Growth

Since 2013, the share of IT architects required to have knowledge of the Salesforce platform has **increased 1,292%**, rising from only 300 job postings in 2013 to nearly 11,000 job postings in 2018.

Average Advertised Salary 2018



Salesforce Consultant

When implementing Salesforce within an organization, leaders of that organization must decide which capabilities to develop internally and which to bring in from the outside. For certain tasks involving implementation, customization, and training, an organization may look to outside consultants. Salesforce Consultants work closely with internal IT teams and management, and they assist in defining requirements, integrating the platform with existing infrastructure, customizing the platform, organizing change management, and training end users. Salesforce Consultants earn and advertise proficiency with Salesforce through certifications and specializations.

In the professional services industries that support management, technical services, and computing, there were 29,018 job postings in 2018 that requested Salesforce skills, and these jobs paid \$88,000 on average. Within these industries, the fraction of job postings that list Salesforce has increased by 103% since 2013. In 2018, there were 4,101 job postings that included Salesforce Consultant in the job title. The advertised salary for these jobs was on average \$110,000. The job postings that requested specific credentials advertised even higher salaries on average: for example, \$121,000 for the Salesforce Sales Cloud Certification and \$130,000 for the Salesforce Platform Developer Certifications.

Professional Services Industries

(Salesforce skills requested in the Management and Technical Consulting Services industry or the Computer Systems Services industry)



Ubiquity in Core Markets: Sales, Marketing, Business Analytics, and Supporting Roles

Salesforce users can be technical or non-technical. Among those who don't program within the platform, the largest group of Salesforce end users work in sales, marketing, and business analytics. Supporting those roles, there is also large demand for Salesforce among customer service professionals. Across these four professional areas, users use Salesforce applications to find, track, sell to, communicate with, and analyze customers. Occupations in these areas account for more than a third of demand for the Salesforce platform. In 2018, the job postings that requested

Salesforce skills numbered 107,965 in sales, 25,675 in marketing, and 29,116 in business analytics. Salesforce is a top-15 skill within each of these categories, and on average, one in 12 job postings in these areas requested at least one Salesforce skill. Additionally, to support activity in sales and marketing, there were 11,699 job postings in 2018 for Customer Service Representatives and Customer Service Managers that listed Salesforce skills. In fact, the share of postings for customer service jobs calling for Salesforce skills has tripled since 2013.



Sales



Marketing



Business Analytics



Customer Service

A Focus on Sales

Successful sales representatives showcase a talent for building relationships with customers and focus on demonstrating how what they sell can further the customers' goals. They are communicators and persuaders, serving as the first point of contact with customers who work with other teams to build customer solutions. Salesforce enables multi-discipline teams to manage a central view of each customer. Salesforce skills most in demand for sales occupations include account management, opportunity management, Salesforce Sales cloud, and prospecting. The share of all sales jobs that request knowledge of Salesforce tools

has increased by 123% since 2013. Job postings in sales that request Salesforce capabilities pay 25% more than those that do not.

Outside the United States, the same trends appear. In the United Kingdom there was a 136% growth in the share of sales jobs asking for proficiency with Salesforce tools through 2018, and in Australia and New Zealand there was a 267% increase. In Germany, according to job postings from Fortune 500 companies, the share of Business Development Managers and Sales Managers required to know Salesforce skills grew by 18% in the last year.



Sales

Successful sales representatives showcase a talent for building relationships with customers and focus on demonstrating how what they sell can further the customers' goals. They are communicators and persuaders, serving as the first point of contact with customers who work with other teams to build customer solutions. Salesforce enables multi-discipline teams to manage a central view of each customer.

Top Baseline Skills

- Communications
- Teamwork / Collaboration
- Building Effective Relationships

Top Specialized Skills

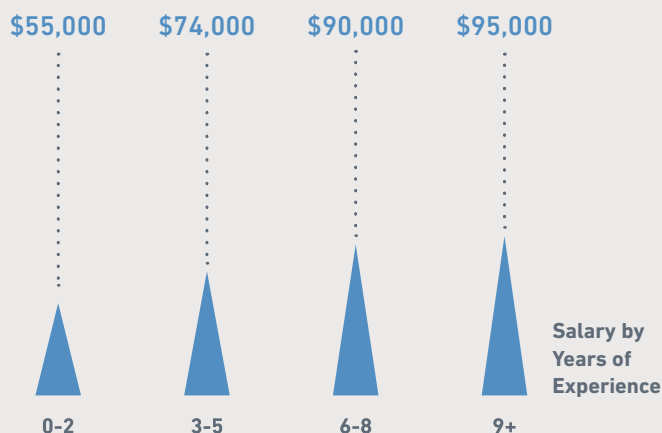
- Salesforce
- Sales Management
- Customer Contact

Demand and Growth

There were over **107,000 job postings in sales** requesting Salesforce skills in 2018. Among all sales jobs, the fraction that requested knowledge of Salesforce increased by 123% since 2013.

Salary

On average, job postings in sales that request Salesforce skills pay, before commission, **\$67,536**, a **25% salary premium** over the average salary in these roles. The sales professionals that see the highest premium from Salesforce skills are Sales Supervisors, who can earn a 43% salary premium over their peers in positions that do not request Salesforce. These high salary premiums suggest that Salespeople with Salesforce skills are highly valued by their employer.



A Focus on Marketing

Marketing is about telling the story of a product or a brand to attract customers. In recent years, occupations in marketing have included requests for more technical prowess in data acquisition and analysis, sophisticated use of social media, and the ability to connect

marketing initiatives with quantifiable results. A large set of Salesforce tools are applicable to marketing tasks, including email marketing, automation, strategy development, and social media management. The average marketing position requesting Salesforce in the United States pays \$69,327, a 8% salary premium over the average marketing salary.



Marketing

Marketing is about telling the story of a product or a brand to attract customers. A large set of Salesforce tools are applicable to marketing tasks, including email marketing, automation, strategy development, and social media management.

Top Baseline Skills

- Communications
- Teamwork / Collaboration
- Creativity

Top Specialized Skills

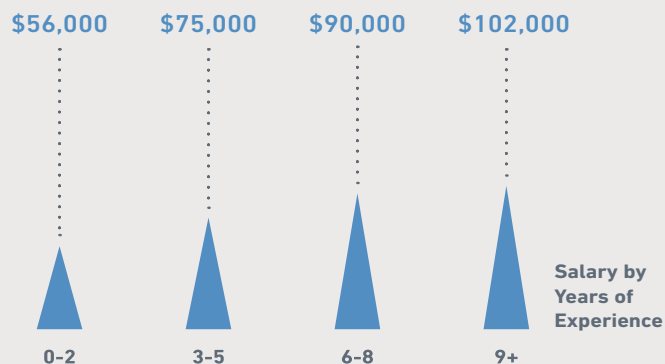
- Salesforce
- Digital Marketing
- Project Manager

Demand and Growth

Demand for marketing professionals with Salesforce knowledge has grown to include **25,675 job postings** in 2018. The share of all marketing jobs looking for Salesforce skills has **increased 160% since 2013**. Compared to other marketing skills, demand for the Salesforce platform has grown five times faster over that same time.

Salary

The average marketing position requesting Salesforce skills pays **\$69,327, an 8.47% salary premium** when compared to the average marketing salary. Some senior marketing roles that require nearly a decade's worth of experience, pay on average over six figures.



A Focus on Business Analytics

Business analytics is typically a bridge between the business side of an organization, which might not have the deepest understanding of Salesforce and what it can do, and the IT or technical side, which is hands-on with Salesforce every day.

A business analyst identifies relevant patterns in large data sets, giving guidance to other teams such as product development, sales, marketing, and strategy. Business analytics teams use Salesforce and Tableau to both gather and communicate data to internal stakeholders. Largely driven by the spread of Tableau,

the share of business analytics jobs requiring at least one skill from the Salesforce ecosystem has increased by 240% since 2013.

In the United Kingdom, between 2013 and 2018, the share of business analytics jobs requesting Salesforce skills grew by 150%. In Australia and New Zealand, the growth was even more dramatic, at 250% over the same years. This growth can be seen with the quick rise of Tableau and affects both the United States and countries such as Japan or Brazil, where Fortune 500 job postings requesting Tableau have more than doubled.



Business Analytics

Business analytics is typically a bridge between the business side of an organization, which might not have the deepest understanding of Salesforce and what it can do, and the IT or technical side, which is hands-on with Salesforce every day. A business analyst identifies relevant patterns in large data sets, giving guidance to other teams such as product development, sales, marketing, and strategy. This field uses Salesforce both to gather data and communicate its most relevant relationships to internal stakeholders.

Top Baseline Skills

- Communications
- Problem Solving
- Detail Oriented

Top Specialized Skills

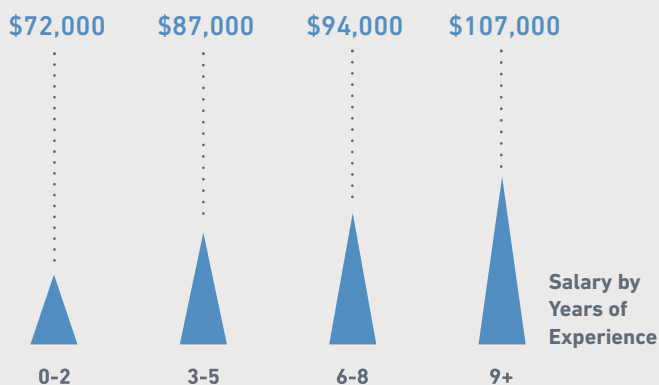
- Tableau
- SQL
- Salesforce

Demand and Growth

There were **29,116 job openings** in business analytics requesting Salesforce skills in 2018. In the five years since 2013, Salesforce is requested in business analytics jobs **240% more often**.

Salary

On average, jobs in business analytics that request Salesforce skills pay **\$84,000**. Entry-level salaries in business analytics that look for Salesforce skills are \$72,000 on average.



A Focus on Customer Service

Customer service is a job family that supports sales and marketing. Like these disciplines, modern customer service means combining communication skills with data management. The Salesforce ecosystem includes Service Cloud, a suite of customer service applications. Salesforce enables customer service employees to access customer records including their interactions with other teams, and details customer service

interactions for customer-facing disciplines such as sales.

The fraction of customer service jobs requesting Salesforce has grown by more than 200% since 2013. In 2018, there were nearly 12,000 job postings for Salesforce-enabled customer service workers.

Salesforce skills can earn customer service professionals a 33% salary premium.



Customer Service

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Top Baseline Skills

- Communications
- Problem Solving
- Teamwork / Collaboration

Top Specialized Skills

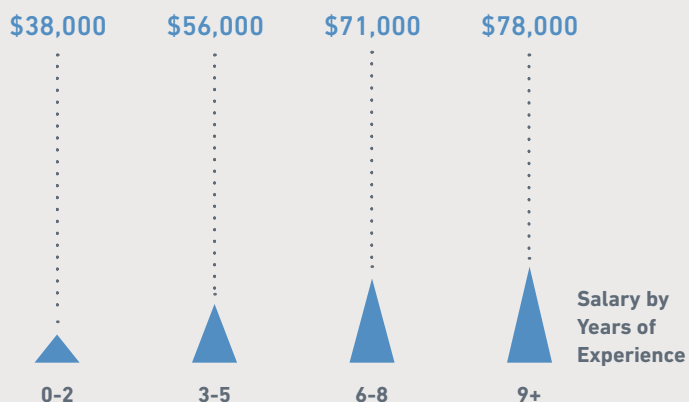
- Salesforce
- Customer Contact
- Account Management

Demand and Growth

Salesforce skills have been growing within the customer service industry: the fraction of customer service jobs requesting Salesforce has **grown by more than 200%** since 2013. There were nearly **12,000 job postings** for Salesforce-enabled customer service workers.

Salary

On average, customer service roles requiring Salesforce knowledge pay **\$53,300, a 33% salary premium** when compared to the average customer service salary.



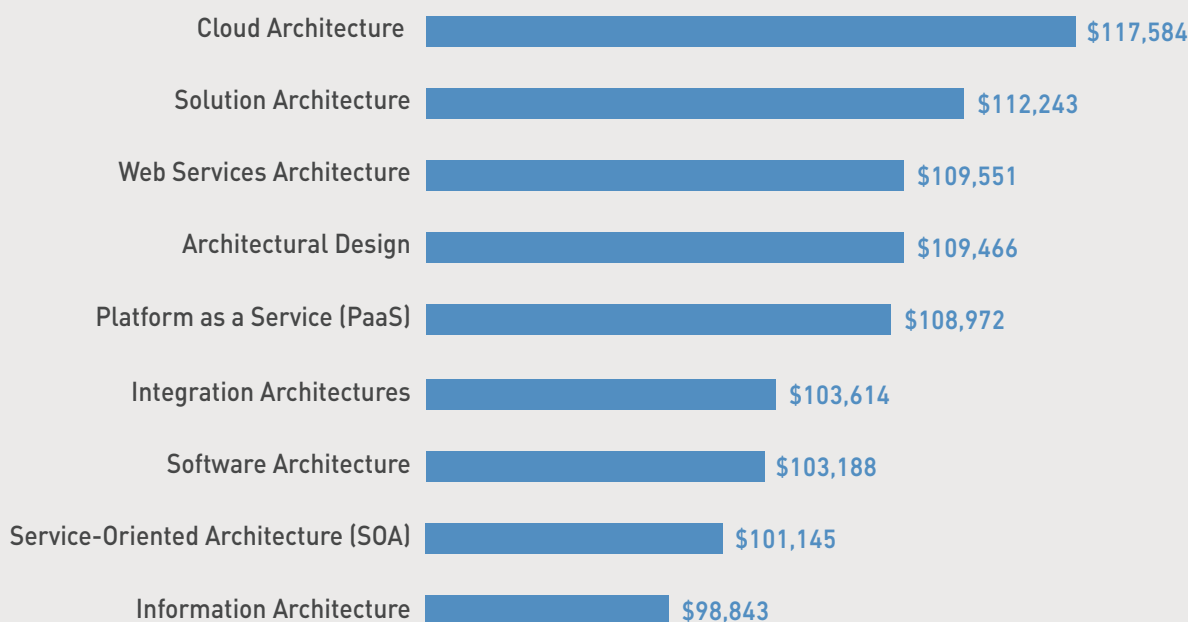
Rapid Growth of Demand in IT Operations Jobs

Integrating Salesforce with other enterprise systems, customizing applications, migrating data, and other information technology operations create another large portion of total demand. In the most sophisticated of cases, these tasks will be performed by Salesforce Developers or Salesforce Architects. More often, however, general IT operations professionals carry out the work. In 2018, there were approximately 35,000 job postings for such workers. Since 2013, the share of IT operations jobs requesting Salesforce skills has more than tripled. Given the large size and fast growth of this professional area, continued growth in demand for Salesforce skills among IT operations professionals will

lead to large increases in the number of job postings requesting these skills.

In online ads for these jobs, Salesforce is often requested alongside other skills in software development, data architecture, and cloud technology. Where Salesforce skills are paired with advanced proficiency in cloud technology and software architecture, the salaries advertised in job postings are high. The market rate for a combination of Salesforce proficiency and cloud architecture is \$118,000 annually, and combining Salesforce knowledge with software architecture nets \$103,000 annually.

Average Salary for Architect Skills Co-Occuring with Salesforce



Familiarity with Salesforce also can be beneficial to IT professionals in support roles who offer troubleshooting and technical assistance. Computer support specialists who are familiar with the Salesforce ecosystem earn on average 18% more than their

counterparts who are not. These support roles are important as Salesforce is rolled out across multiple teams. As the use cases for the platform continue to broaden, IT professionals of all types may benefit from gaining proficiency in the Salesforce ecosystem.

The Salesforce Platform Is Reaching New Professionals

Salesforce has added advanced capabilities to its ecosystem that extend its user base beyond its core constituency of sales, marketing, business analytics, customer service, and IT. For example, its acquisition of Tableau Software expanded Salesforce capabilities in data visualization and business intelligence and broadened the professional areas covered by Salesforce products. In 2018, there were 24,154 job postings for data scientists and data analysts that requested Tableau, adding to the 4,207 that requested Salesforce skills. Salesforce also expands capabilities internally. Its Einstein artificial intelligence features add predictive analytics across its product offerings. Lightning Web Components is a new programming model for 2019 web standards. These added capabilities and the ubiquity of Salesforce in its core markets encourage the spread of Salesforce to new sectors of the economy. In 2013, 22 of the 680 occupations that Burning Glass tracks commonly requested Salesforce skills (meaning at least 1 in every 100 job postings for the occupation referenced Salesforce skills). By 2018, that number had increased more than threefold, to 80 unique occupations. Over time, as Salesforce adds value to more roles and spreads to new sectors, more people benefit from entering the ecosystem.

Burning Glass identified two occupation categories that exemplify the expanded reach of the Salesforce platform: finance and human resources. In finance,

Salesforce skills have experienced a 410% increase in demand share since 2013, meaning Salesforce has grown exponentially when compared to the average skill's growth in finance. Salesforce and Tableau are now the 7th and 8th most requested technology skills in finance, respectively. In total, 10,758 job postings in finance requested Salesforce skills, and 8,504 job postings in finance requested Tableau. Salesforce is being used by Financial Analysts and Financial Managers to manage bookings, and Tableau helping these professionals turn spreadsheets into visuals.

Growing demand for Salesforce skills in finance is also born out internationally: the fraction of jobs in finance requesting Salesforce skills is growing in the United Kingdom, Australia, and New Zealand. Since 2013 there has been a 250% increase in the share of finance jobs requesting Salesforce skills in the United Kingdom and a 590% increase in Australia and New Zealand.

The Salesforce platform is also extending into human resources (HR). Across job postings for HR positions, Salesforce skills have grown in prevalence by almost 300% since 2013. In HR, Salesforce tools have moved from the 26th to the 7th most requested technology skill since 2013.¹⁰ Learning Salesforce skills comes with a salary boost—on average, an HR job pays 7% more for those who are proficient in Salesforce tools. These jobs pay, on average, \$74,000.

¹⁰ Not including products in the Microsoft Office Suite.

Salary Premiums for Salesforce Skills

Workers who acquire Salesforce skills can receive a significant salary premium. This effect is especially strong in entry-level jobs and jobs that traditionally do not require deep software expertise, such as in customer service and human resources. As Salesforce applications spread through an enterprise, demand for skills that apply Salesforce capabilities to existing functions increases.

Workers who master Salesforce skills can follow specialized career trajectories within the Salesforce ecosystem that lead to salary premiums and job

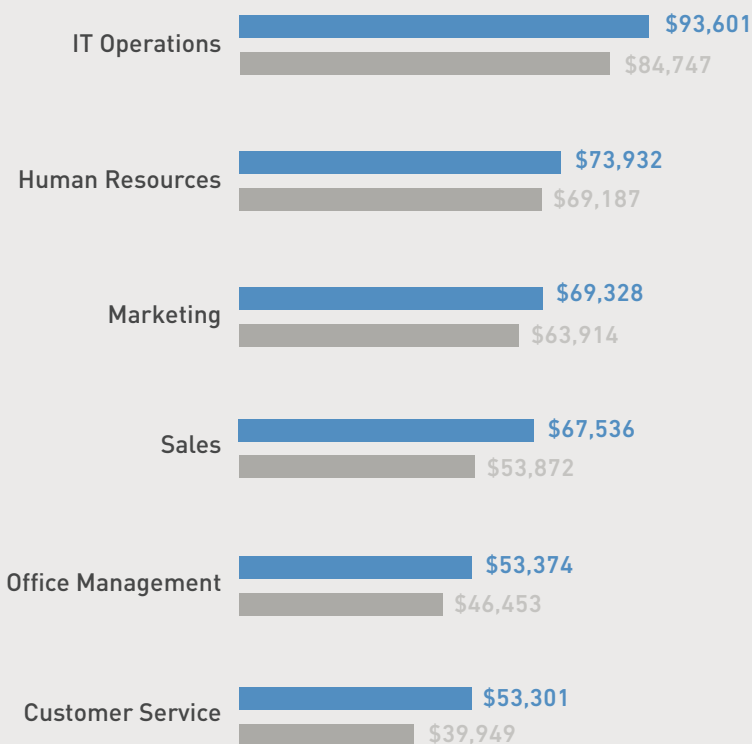
security. For example, demand for Salesforce Administrators has grown by more than 300% since 2013, and Salesforce Developer roles can offer a salary premium of 60% more than the average salary of jobs requiring a bachelor's degree.

The salary premiums offered to those with Salesforce skills are high. Job openings that look for proficiency in Salesforce are offering handsome salary boosts to those who can fit the bill. These salary premiums are especially great within entry level jobs and in careers that are normally lower paying.

Average Salary Premium

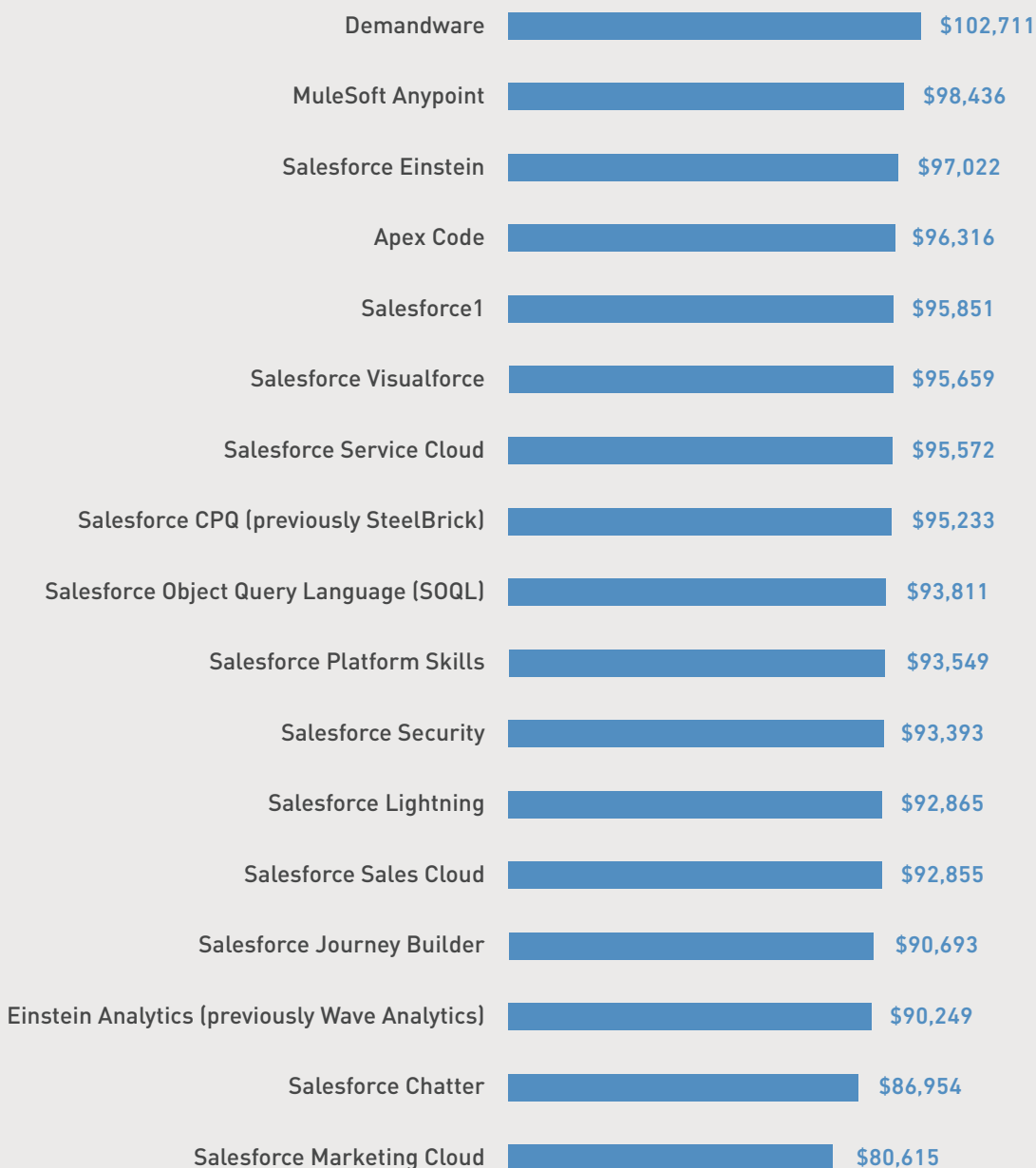
■ Average Salary with Salesforce Skills

■ Average Salary without Salesforce Skills



Job openings that request software Salesforce skills are often high paying. Salesforce expertise proves highly desirable and valuable to companies.

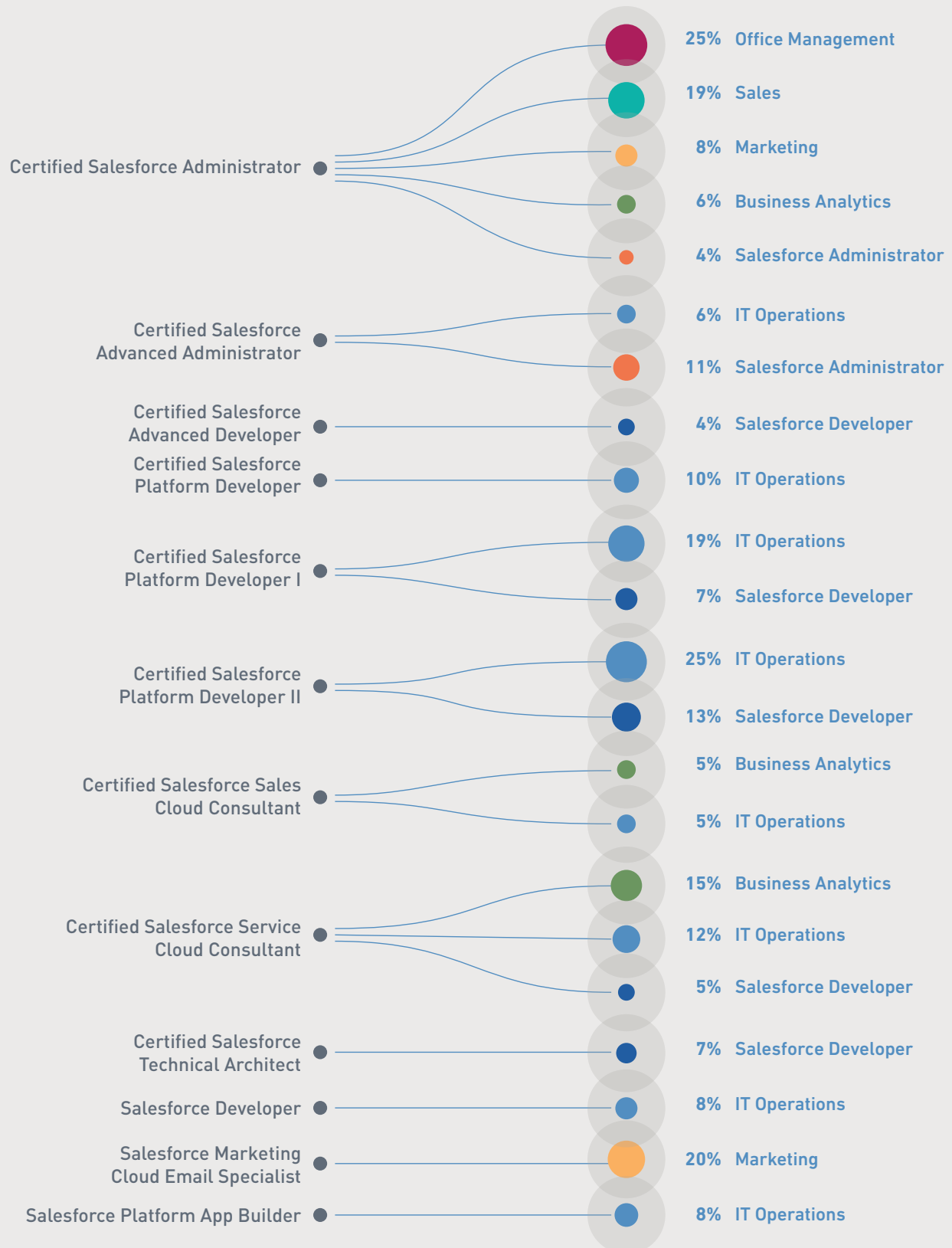
Average Salary for Key Salesforce Skills



Certifications that prove Salesforce mastery also can provide salary boosts. An official recognition of Salesforce knowledge magnifies the effects of

Salesforce on a job. For example, the average marketing job opening that requests the Salesforce Marketing Cloud Email Specialist Certification pays almost \$90,000.

Salary Premiums for Certificates in Occupation Categories



4.

Conclusion

The growth of market demand for Salesforce skills is fueled by several forces that all act to reinforce one another. Salesforce has sustained powerful growth in market penetration among its core occupation categories—sales, marketing, and business analytics, which together constitute the overall CRM landscape—and has evolved as a tool for companies to manage both external relationships with customers and prospects and internal relationships among members of an enterprise. Just like with Microsoft Office, employees can use Salesforce’s integrated tools across a wide range of skill levels and adapt them to many different occupational functions.

Salesforce also has benefited from two widespread business trends: the adoption of cloud-based software services and the digitalization of jobs. To some extent, Salesforce has encouraged both of these trends as its number of users grow. As Salesforce skills expand into new occupations, the use of Salesforce becomes more sticky across the workforce. The salary premiums that Salesforce skills provide is further motivation for people to acquire those skills. Trailhead, Salesforce’s free online training and certification site, enables

this learning, and the community of Trailhead users learn from and teach one another. As more candidates acquire marketable Salesforce skills, bringing them to a variety of disciplines and enterprises, the productive use of Salesforce will increase.

Our data suggest that acquiring Salesforce skills can help the career progression of entry-level employees, both directly and indirectly. Directly, learning more advanced Salesforce skills can lead jobseekers to obtaining Salesforce Administrator, Salesforce Developer, and Salesforce Architect jobs that are in high demand and offer high salaries. Indirectly, gaining proficiency in Salesforce skills makes professionals in sales, marketing, business analytics, customer service, and IT more marketable.

Market demand for people with Salesforce skills grew much faster than overall employment demand from 2013–2018, and the forces that drive that trend continue into 2020. Employees and job candidates looking for advancement, regardless of whether they work in Salesforce’s core occupation categories, can benefit from adding Salesforce to their skills.

5.

Appendix

Methodology

To support this research, Burning Glass Technologies mined its dataset of more than 1 billion unique online job postings dating back to 2007. Burning Glass uses “spidering” to extract information from close to 35,000 online job boards, newspapers, and employer sites daily and de-duplicates postings for the same job, whether the job is posted multiple times on the same site or across multiple sites. Burning Glass applies detailed text analytics to code and extract granular data from job postings. This approach contextualizes each job posting and therefore can extract more relevant data than keyword-based approaches.

At the same time, Burning Glass also recognizes that statistical analysis, quantitative data analysis, and big data analytics are all manifestations of the broader

skill set of data analysis. Burning Glass maintains a team of analysts who constantly monitor labor-market trends to identify new and emerging skills and include them in Burning Glass Technologies’ coding rules and taxonomies.

Burning Glass worked in conjunction with Salesforce to determine the skills and occupations that define the Salesforce universe. Burning Glass maintains a skills taxonomy with nearly 18,000 unique skills. Burning Glass and Salesforce determined which of those skills fall within the Salesforce ecosystem. The result of that collaboration is the list of software tools, programming languages, and skills in the table below. Any job posting that listed one of these skills was considered to be part of the Salesforce universe.

Full list of Salesforce skills used to determine Salesforce universe of job openings:

Apex Code	Salesforce Administration	Salesforce Platform Skills
AppExchange	Salesforce Chatter	Salesforce Sales Cloud
Demandware	Salesforce Data.com	Salesforce Security
Einstein Analytics (previously Salesforce Wave Analytics)	Salesforce Desk.com	Salesforce Service Cloud
Heroku	Salesforce Development	Salesforce CPQ (previously SteelBrick)
MuleSoft	Salesforce Einstein	Salesforce Thread
MuleSoft Anypoint	Salesforce Journey Builder	Salesforce Visualforce
Pardot	Salesforce Lightning	SalesforceIQ
RemedyForce	Salesforce Marketing Cloud	Tableau
Salesforce	Salesforce Object Query Language (SOQL)	

Occupation Categories

Occupation Category	Occupations
Business Analytics	Business Intelligence Analyst, Business / Management Analyst
Communications	Public Relations / Communications Specialist, Communications / Public Relations Manager
Customer Service	Customer Service Representative, Customer Service Manager
Data Analytics	Data Scientist, Data / Data Mining Analyst
Finance	Accountant, Bookkeeper / Accounting Clerk, Auditor, Financial Manager, Personal Financial Advisor, Financial Analyst
Fundraising	Fundraising / Development Specialist, Fundraising Manager
Human Resources	Recruiter, Human Resources / Labor Relations Specialist, Training and Development Specialist, Human Resources Manager, Compensation / Benefits Analyst
IT Operations	Chief Information Officer / Director of Information Technology, IT Project Manager, Engineering Manager, Cyber / Information Security Engineer / Analyst, Systems Analyst, Data Warehousing Specialist, Network / Systems Administrator, Operations Manager / Supervisor, Scheduler / Operations Coordinator, Operations Analyst, Logistics / Supply Chain Analyst
Marketing	Marketing Manager, Marketing Specialist, Social Media Strategist / Specialist
Office Management	Office / Administrative Assistant, Office Manager, Executive Assistant, Event Planner, Healthcare Administrator, College / University Administrator, Data Entry Clerk
Sales	Account Executive, Account Manager / Representative, Technical Sales Representative, Business Development / Sales Manager, Contract Administrator, Sales Supervisor, Sales Representative, Financial Services Sales Agent, Medical / Pharmaceutical Sales Representative, Sales Engineer, Advertising Sales Representative

Four roles studied in this report are defined explicitly around their use of Salesforce and related skills: Salesforce Administrator, Salesforce Developer, Salesforce Architect, and Salesforce Consultant. To appropriately capture job postings for these roles, various methodological approaches were implemented. Salesforce Developers are defined using the same approach as above: if a job posting is classified as one of a set of developer occupations (see table below) and requests one or more skills from the Salesforce ecosystem, that is a Software Developer job posting. In this way, Salesforce Developers are understood to be Salesforce-enabled developers, as opposed to a wholly new position. Salesforce Administrators, on the other hand, represent a newly created role within organizations. Salesforce provided Burning Glass with a list of job titles that are commonly used to describe Salesforce Administrators (see table below). Job titles,

which are listed directly on job postings, are much more granular than the occupations that Burning Glass typically uses to classify job postings. If the title on a job posting matched one of the titles in the list provided by Salesforce, and the posting requested Salesforce skills, that posting was classified as a Salesforce Administrator. These titles span sales, marketing, information technology, and other professional areas, which is representative of the variety of backgrounds from which Salesforce Administrators come to their positions. The same job-title approach was used for Salesforce Architects, but for a different reason. In this case, Salesforce provided Burning Glass a list of job titles for specialized roles that best characterize the systems architecture performed by Salesforce Architects (see table below). Finally, Salesforce Consultants were defined narrowly around a single job title: Salesforce Consultant (see table below).

Specialized Role

Methodology



Salesforce Developer

A job posting that requested at least one skill from the Salesforce ecosystem and was classified as one of these occupations: Software Developer / Engineer, Business Intelligence Architect / Developer, Computer Systems Engineer / Architect, Network Engineer / Architect, Database Architect, Web Developer, Software QA Engineer / Tester, Data Engineer, Computer Programmer, UI / UX Designer / Developer, Product Manager



Salesforce Administrator

A job posting that requested at least one skill from the Salesforce ecosystem and matched one of these job titles: Business Analyst, Business System Analyst, CRM Manager, CRM Specialist, CRM Technical Lead, Director of Operations, Head of CRM, Lead Solution Designer, Sales and Application Engineer, Sales Application Specialist, Sales Operations, Salesforce Administrator, Senior Business Analyst, Systems Manager



Salesforce Architect

A job posting that requested at least one skill from the Salesforce ecosystem and matched one of these job titles: BI Architect, Business Intelligence Architect, Cloud Architect, Database Architect, Information Architect, Integration Architect, Service-Oriented Architect, Solution Architect, Solutions Architect, Technical Architect, Web Architect



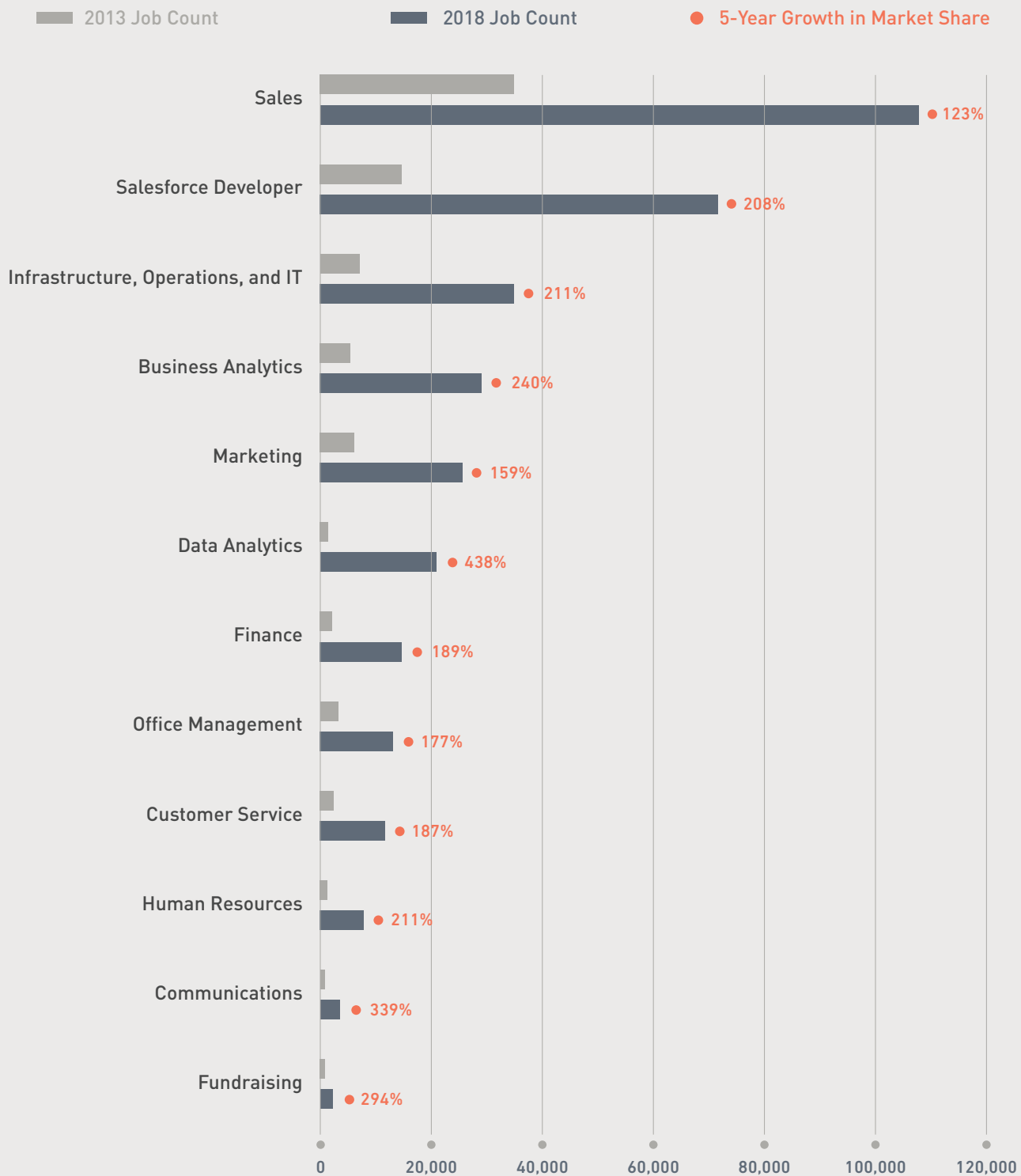
Salesforce Consultant

A job posting that requested at least one skill from the Salesforce ecosystem and matched one of these job titles: Salesforce Consultant

Supplementary Data Table

Occupation Category	Job Postings In 2018	Growth Within Occupation Category Since 2013	Job Postings Requesting Salesforce Skills in 2018
Sales	107,965	123%	1 in 13
Salesforce Developer	89,164	206%	1 in 18
IT Operations	35,010	211%	1 in 27
Business Analytics	29,116	240%	1 in 11
Marketing	25,675	159%	1 in 10
Data Science	20,952	438%	1 in 5
Finance	14,791	409%	1 in 50
Database Administrator	13,402	339%	1 in 10
Office Management	13,147	177%	1 in 72
Customer Service	11,699	211%	1 in 56
Human Resources	7,874	294%	1 in 59
Communications	3,540	195%	1 in 25
Fundraising	2,264	128%	1 in 14

Growth in Demand



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