talent hub

INSIGHTS

2025 ANZ Salesforce Market Survey

presented by Talent Hub, the Salesforce Recruitment Experts

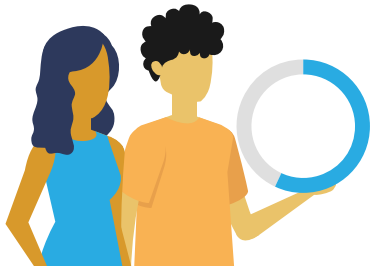
* Data collected in March 2025 | www.talent-hub.com.au

Salesforce Professionals

We spoke to Salesforce professionals for their perspective on salary and recruitment trends. In this section, find out why they are leaving and joining companies, what they are looking for when moving roles, and what the big Salesforce talent attractors are for 2025

Current Work Situation	3
Salesforce Team Turnover	4-5
Attracting and Retaining Top Talent	5-7
The Contract Market	8-9
There's a Lot of Choice for Salesforce Professionals	9-10
Current Demand	10-11
Salesforce Teams and Projects	11-12
Remuneration and Upskilling	13-14
Salesforce related Cloud/Products	14-15
A Spotlight on Mulesoft	16
The Marketing Cloud Market	17-18
The Salesforce Developer	18-19
The Platform Manager	20
Awesome Admins	21-22
Aspirations After Functional Consultant	23
Commerce Cloud	23-24
The CTA	24-28
Solution and Technical Architects	28-29
A Move Towards Remote Working?	29
Review Boards and Mentorship and Expectations	29-30
The AI Era	30-32
Agentforce	32-34
Utilising AI day to day	34-35
The Salesforce Market	35-36
Additional comments and insights from Salesforce professionals	37-40
What do Salesforce professionals really think of AI?	41-43

Current Work Situation



57% of Salesforce professionals that we surveyed have been working in the Salesforce ecosystem for **8+ years**, up *6%* from last year

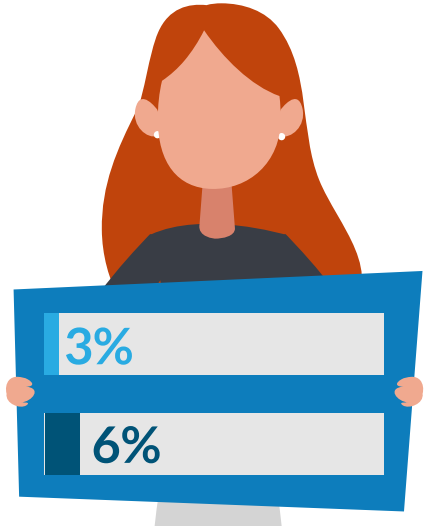
The contract market has grown slightly from **15%** last year, in 2024/25 making up **16%** of the ANZ Salesforce ecosystem





28% of **Salesforce Developers** are currently working in a contract role, making them the job title most likely to seek contract employment in ANZ

3% of ANZ Salesforce professionals are in between roles/immediately available, which has dropped slightly from **6%** last year

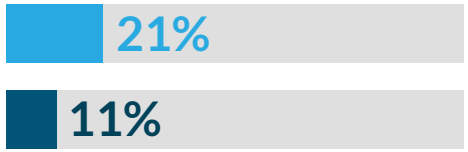




The Functional Consultant group reported the largest number of immediately available Salesforce professionals at **5%**. Last year it was Marketing Cloud professionals at **13%**

Salesforce Team Turnover





The most frequent reason for Salesforce professionals leaving their last role is remuneration (21%), followed by redundancy **(11%)**

Redundancy was the main reason for leaving for 9% of Salesforce professionals last year



Lack of support from management was the main reason for 9% of Salesforce professionals this year



Lack of progression was the reason for leaving for **9%**

While remuneration is shown to be a highly important factor when leaving a role, only 17% said it would be the most important factor when looking for their next role





Only **3%** left their last role due to a lack of flexibility, whilst it was the most important factor for most Salesforce professionals when they were considering a new role. **25%** of those asked said it was the most important consideration for them





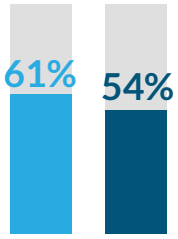
58% of Salesforce professionals expect to be in their current role for at least the next 12 months, with only **13%** planning to leave in the next 6 months. **66%** expected to stay for more than 12 months last year

Mulesoft professionals had the smallest number of those surveyed planning to stay for over a year, at 40%. Last year it was Business Analysts with the fewest expecting to stay for over 12 months





Salesforce Developers are expecting less movement in the market than last year as 61% expect to be with the same employer this time next year. Last year **54%** expected to be



Attracting and Retaining Top Talent



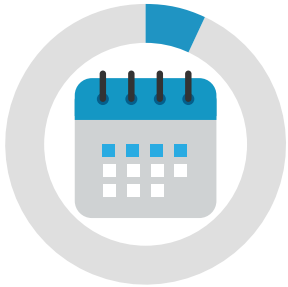
Salesforce professionals are looking more frequently at jobs boards such as Seek, Indeed etc. with most now looking monthly (29%), compared to last year when most only looked a couple of times a year

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Salesforce Functional Consultants look the most frequently with **44%** visiting daily or weekly. Most Functional Consultants were only looking a couple of times a year last year

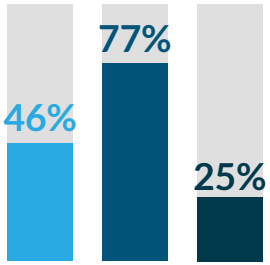




7% of Salesforce professionals never look, down from **9%** last year

This rose for Marketing Cloud professionals are the group looking the least, with **17%** never looking at jobs boards



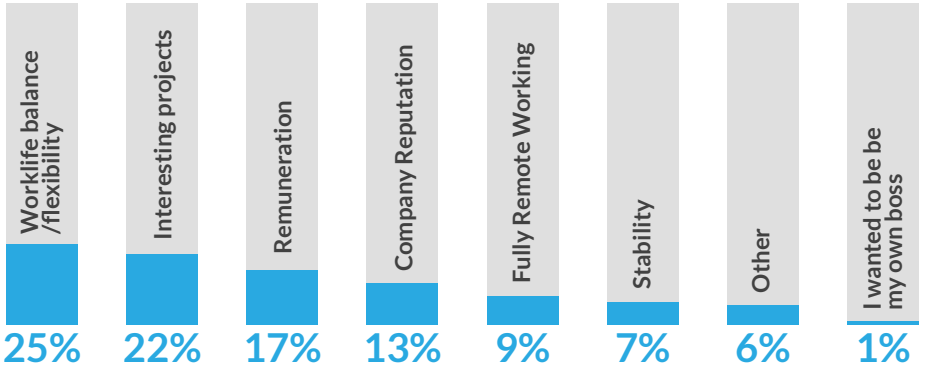


The CTAs we asked are using jobs boards more frequently this year. Two years ago **46%** never looked, and this year **77%** do. **25%** visit weekly, which is a big shift from less frequent visits last year

25% of Salesforce professionals said that worklife balance/flexibility was the number one attraction to their current/last role. Last year it was working on interesting projects



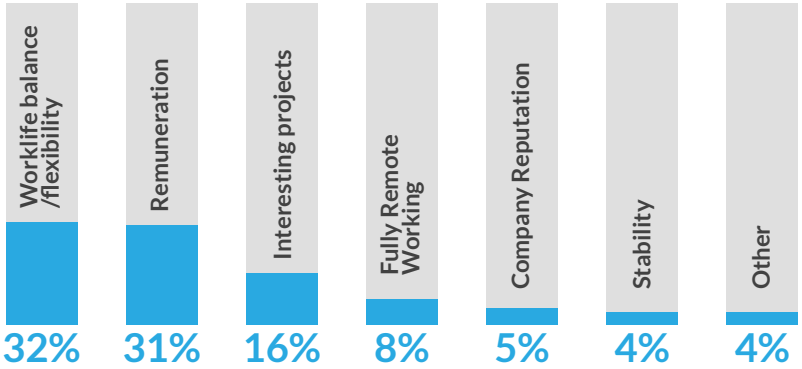
Primary reasons for Salesforce professionals taking current/last role



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Factors which will be most important when Salesforce professionals next look for opportunities





When next looking at opportunities, worklife balance/flexibility will be most important to them (32%) which is the biggest attractor overall across Salesforce professionals in ANZ as a whole in 2025

Last year surveyed Salesforce professionals also said that worklife balance was the most important factor when looking at new opportunities

92% of Salesforce professionals that we asked, would prefer full-time hours





12% of Salesforce professionals have been in their role for 6 months or less

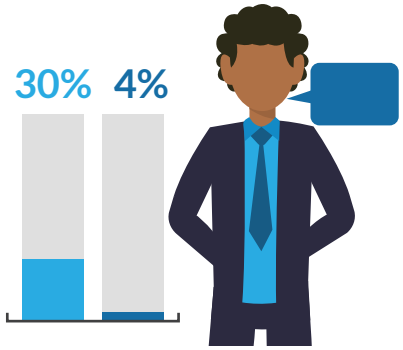
Most, at **61%** have been in their role for more than two years





The Contract Market

30% of Salesforce professionals said that they would prefer a contract role in their next move, with a preference of daily rate over fixed term (salaried). Only **4%** of Salesforce professionals would consider a fixed term (salaried) contract for their next move

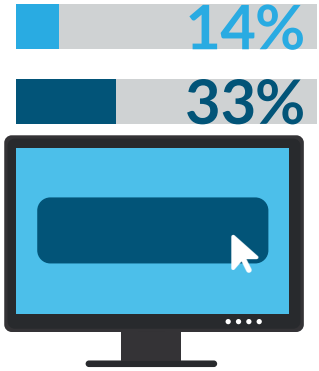




Contracting proves to be the most popular with Salesforce Developers with **45%** preferring a contract role for their next move

84% would only consider contracts of over 6 months, and of those, **34%** would seek over 12 months





14% of Salesforce CTAs would prefer to start their own business, making them one of the biggest groups aspiring to this, although this has dropped from **33%** last year for this group

Only **1%** of those we asked plan to start their own business, across all skillsets



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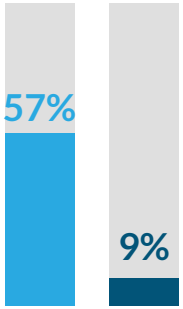
Private end users are the biggest employers of contractors in ANZ, with **53%** of current contractors working for one

The second biggest employer of contractors are government departments, with **28%** of contractors working within one



There's a Lot of Choice for Salesforce Professionals

57% of jobseekers interviewed for 2 or more jobs the last time they moved role and only **9%** were interviewing for 4+ roles





Nearly half at **43%** only interview for one role

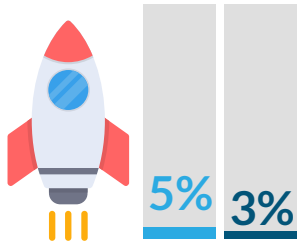




Private end users are the biggest employers in the ANZ Salesforce ecosystem, with **38%** of Salesforce professionals employed by one

The second biggest employer are Consulting partners, employing **33%** in ANZ





5% are employed by Salesforce themselves and **3%** run their own business

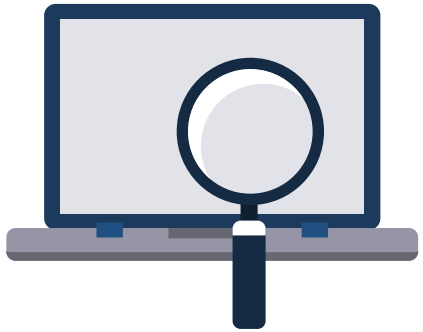
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2025 is the continued popularity of the end user. **37%** of Salesforce professionals in ANZ that we surveyed, would ideally like to work for a private sector end user organisation

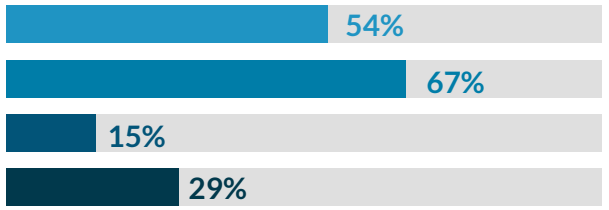
This is closely followed by Consulting partners, which is where **31%** would ideally like to work



6% would ideally like to work for Salesforce itself which has fallen from **18%** last year

Current Demand





54% of Salesforce professionals are contacted 2 or more times per month regarding new opportunities down from **67%** last year. **15%** are contacted at least 4 times, down from **29%** last year

4% of Developers that we surveyed are contacted over 9 times per month, down from **9%** who were last year



2025 ANZ Salesforce Talent Survey

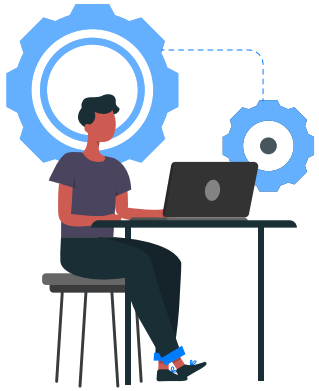
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Technical Architects were the group most frequently contacted, with **14%** of those we asked reporting being contacted over 9 times a month

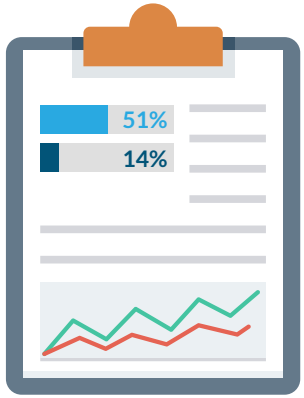
Salesforce CTA's overwhelmingly identified Salesforce Technical Architects as being the market most lacking in quality resources for their location at **43%**





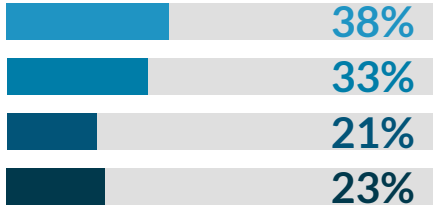
For the last two years running, CTAs had considered Salesforce DevOps Engineers and Salesforce Solution Architects to be the most lacking

Interestingly, **51%** of the Salesforce Solution Architects we surveyed are only being contacted about new opportunities less than twice per month. Only **14%** reported being contacted over 3 times a month



Salesforce Teams and Projects





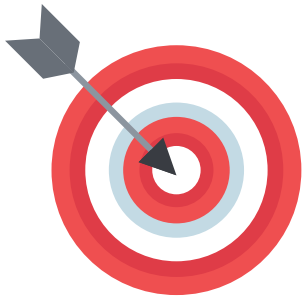
38% of Platform Managers currently don't have any direct reports, with **33%** having between 2 and 4 direct reports, and **21%** having 10 or more. Last year only **23%** of Platform Managers had no direct reports. However, larger teams of 10 or more have also increased when compared to last year's data

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All of the Salesforce Project Managers we asked consider a blend of Agile and Waterfall to be the best methodology for delivering Salesforce projects **#Wagile**





Scope creep was the biggest challenge identified for most Project Managers in delivering their projects **(43%)**, which was the case last year also

The Salesforce Solution Architect was again named as being the skillset most difficult to source by Project Managers this year **(57%)**





Most Project Managers **(76%)** consider Salesforce platform knowledge to be important or essential in the role of a Salesforce Project Manager

Around half of Salesforce Project Managers we surveyed have delivered **13 Salesforce projects** or more



Remuneration and Upskilling



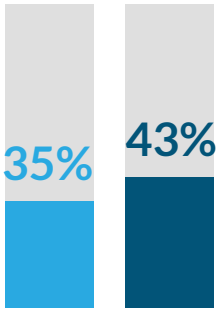
86% of Salesforce professionals wouldn't move roles unless they were securing a pay rise



23% looking for an increase of 20% or more. This figure has stabilised from the buoyant market of 2021, when **37%** were looking for an increase of **20%** or more

38% of Salesforce professionals be would seeking a rise of between **11-19%** this year

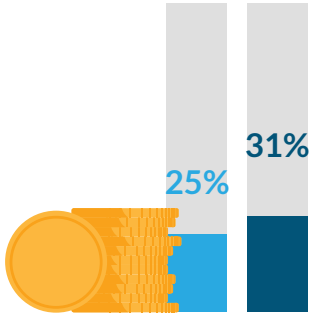




35% of Salesforce professionals feel that additional Salesforce certifications should be rewarded with a higher salary/daily rate, down from **43%** last year

46% of Salesforce Administrators feel that their salary/daily rate should go up when additional Salesforce certifications have been achieved, dropping slightly from **49%** last year

SALESFORCE CERTIFIED
Administrator



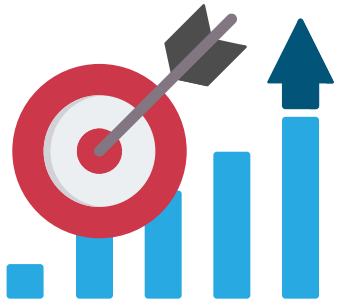
25% of Salesforce Platform Managers feel that salaries and daily rates should go up when additional Salesforce certifications are secured, which has also dropped from **31%** last year

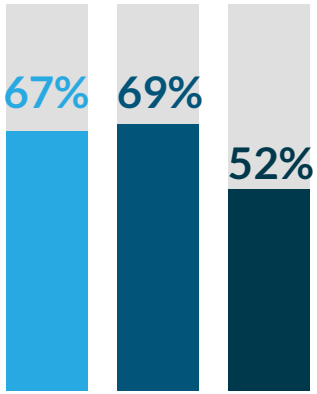
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43% of Salesforce professionals that we spoke to this year reported placing less value of Salesforce certifications than they have in the past

Most at **47%** said that they place the same value on Salesforce certifications, and only **10%** said that they place more value on them than they have in the past

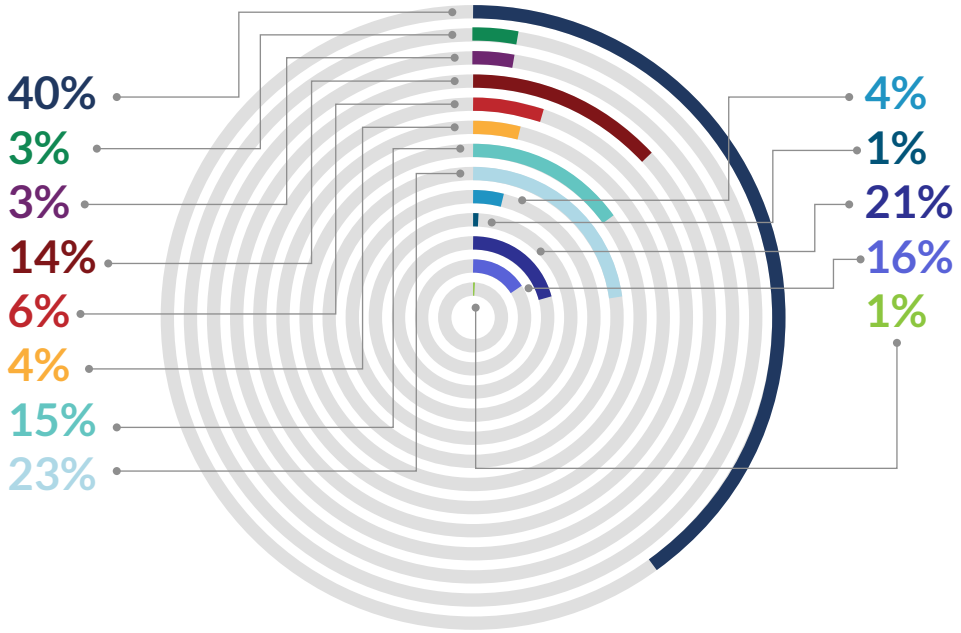




67% of Salesforce professionals have received a pay rise in the last 12 months, down slightly from **69%** last year. **52%** received a pay rise at their current company without even needing to move roles. These figures are in line with last year's data

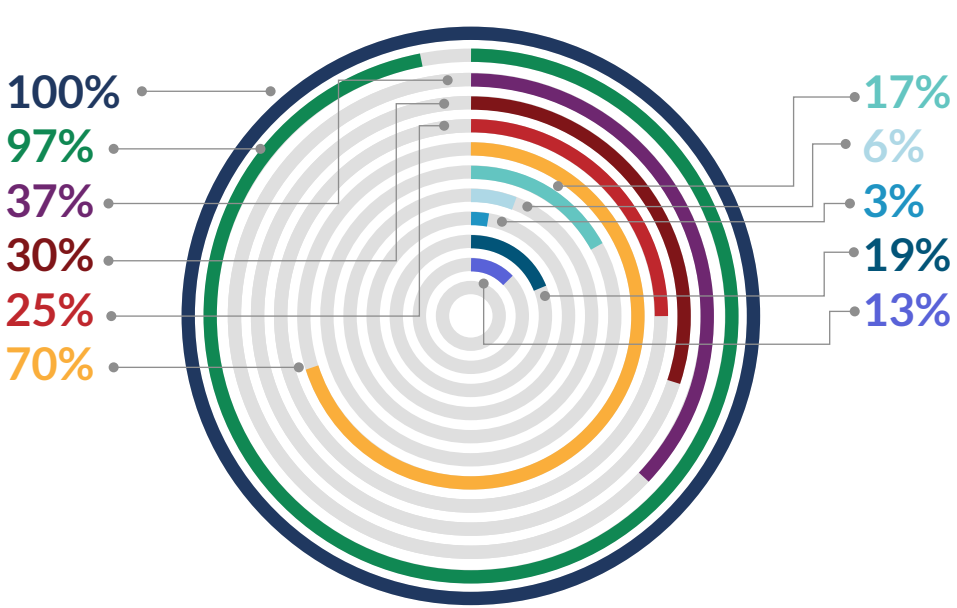
Salesforce related Cloud/ Products

Which Salesforce Industry Clouds Salesforce professionals have had exposure to in a commercial environment

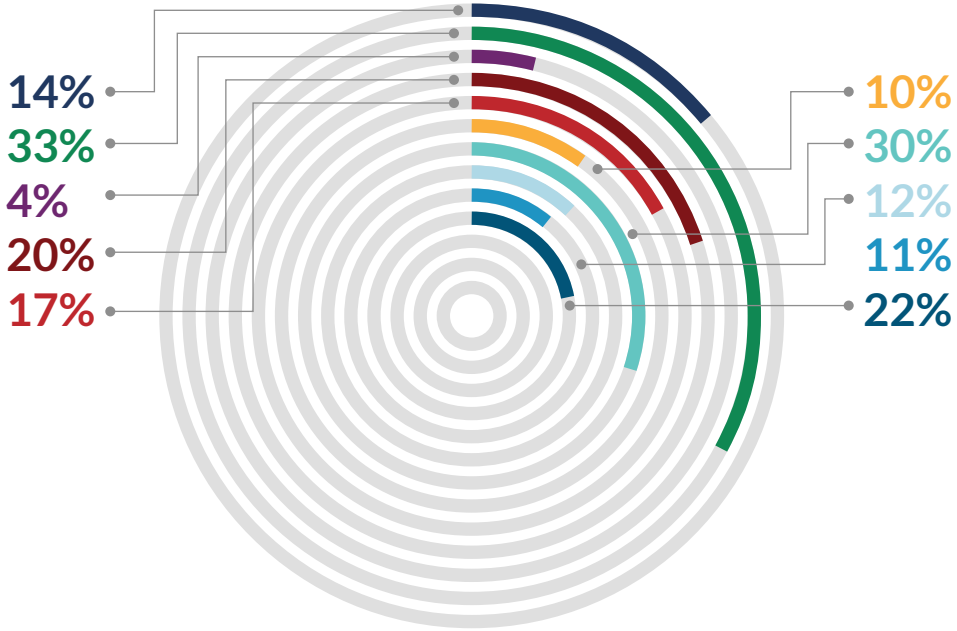


- No
- Automotive Cloud
- Communications Cloud
- Education Cloud
- Energy and Utilities Cloud
- Salesforce for Insurance
- Health Cloud
- Financial Services Cloud
- Consumer Goods Cloud
- Manufacturing Cloud
- Non Profit Cloud
- Public Sector Solutions
- Media Cloud

Which Salesforce related Clouds/Products Salesforce professionals have practical experience with, in a commercial environment?



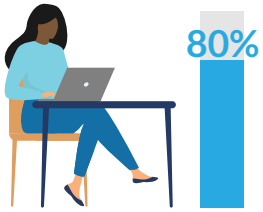
- Sales Cloud
- Service Cloud
- Marketing Cloud
- Pardot
- Field Service Lightning
- Experience Cloud (Communities)
- Revenue Cloud (CPQ)
- Commerce Cloud (B2B)
- Commerce Cloud (B2C)
- Mulesoft
- Tableau CRM

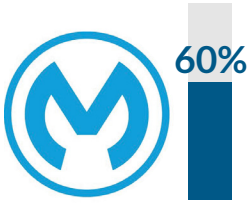


- Tableau
- My Trailhead
- Net Zero Cloud
- Agentforce
- Data Cloud
- Public Sector Cloud
- Salesforce DX
- Prompt Builder
- Financialforce
- Slack

A Spotlight on Mulesoft

Most Mulesoft professionals who responded class themselves as Lead level (80%)





60% have worked in the Mulesoft ecosystem for 4 years or more

94% Mulesoft professionals that we asked said that their projects now have a Salesforce CRM component





80% of Mulesoft professionals told us that some of the projects they now work on have a Salesforce CRM component, however only 20% said that most do

The employer type most popular with Mulesoft professionals are Consulting partners, with **60%** of those we asked working for one





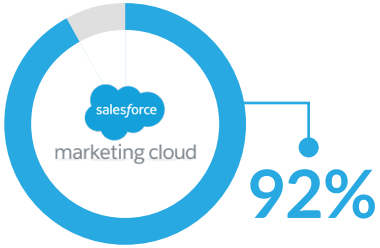
Most Mulesoft professionals said that they're currently investing time into learning more about the Salesforce core platform, or already have done (80%). This has risen from **57%** last year

However, **80%** of Mulesoft being unsure about the continued growth of Mulesoft opportunities in their area of expertise based on current markets and trends



The Marketing Cloud Market

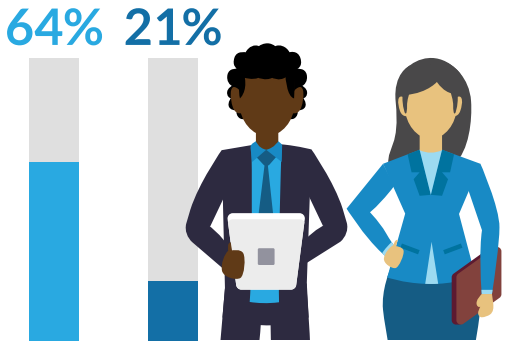
Most Marketing Cloud professionals said that they thought it's important for them to have a good understanding of the Salesforce core platform





46% of Marketing Cloud professionals that we asked have spent 4 years or longer working in the Salesforce/ExactTarget ecosystem. **82%** have AMPScript development experience

64% of Marketing Cloud professionals that were surveyed would consider a role outside of the Salesforce ecosystem, up from **21%** last year





Only **38%** said that based on current markets and trends, that they are optimistic about the continued growth of Salesforce opportunities in their area of expertise. This has dropped back from **50%** last year

Private sector end users are still the employer of choice at **42%**, alongside Consulting partners at **42%**. These two employer types employ the majority of Marketing Cloud professionals of those we asked

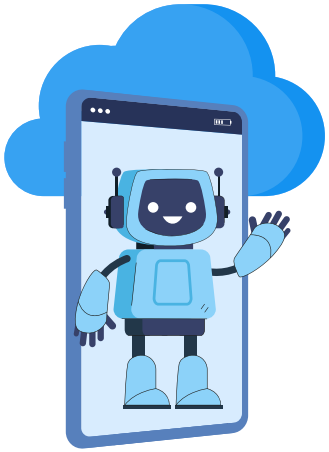




We asked Marketing professionals what they're currently upskilling on to enhance their expertise in Salesforce Marketing Cloud, and most at **58%** said APIs and integrations with other platforms; so connecting Marketing Cloud with external system



A slightly smaller number of people also said generative AI and Einstein AI for Marketing, specifically AI-driven content creation and predictive insights (54%)





46% of Marketing professionals aren't using AI yet but are planning to explore it, and of those that are, most **(27%)** are integrating AI into their Salesforce Marketing Cloud work with the use of automating campaign performance analysis, essentially using AI-driven insights to optimise send times, messaging, and conversion rates

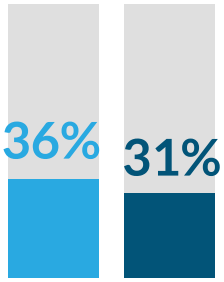
The Salesforce Developer



93% of Salesforce Developers have used source control management tools in their current or last role

36% of Salesforce Developers are currently upskilling in other programmatic languages, last year it was **45%**





36% of Salesforce Developers consider themselves to be full-stack Salesforce Developers, up from **31%** of those we asked last year

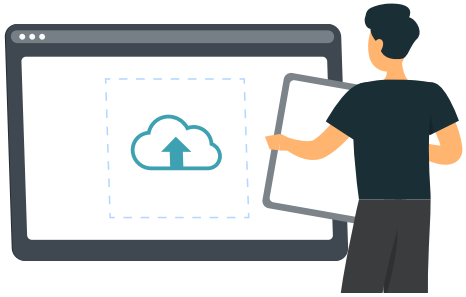
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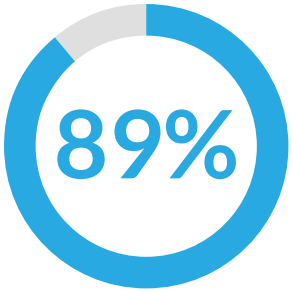
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2% of Salesforce Developers we asked consider themselves to be DevOps specialists

The largest percentage consider themselves to be Full-stack Salesforce Developers at **36%** . Last year, the most we asked considered themselves to be Salesforce Development Leads at **32%**

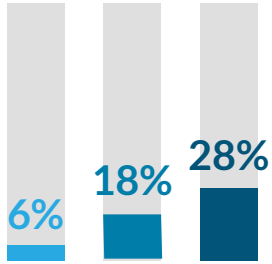




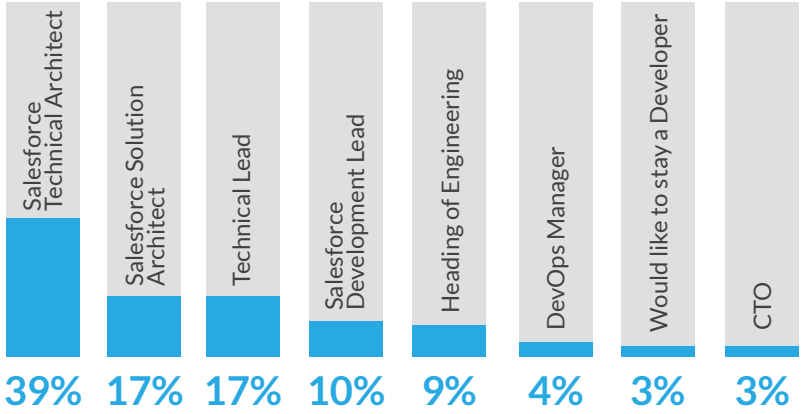
of Salesforce Developers use CI/CD tools in their current/last role



Only **6%** of Salesforce Developers that we asked specialise in one Cloud/product offering. **18%** would consider it, last year **28%** would consider it



Salesforce Developer planned career path



Private sector end user is still the preferred employer type this year, with **44%** working for one, and it being the preferred ideal employer last year



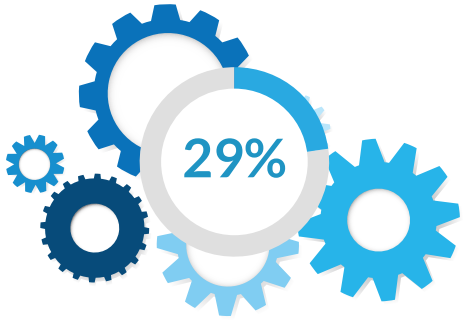
The Platform Manager



29% of Platform Managers surveyed are responsible for managing other non-Salesforce related platforms, down from **65%** last year



Most Platform Managers spend **1-10%** of their day working hands-on on configuration and development **(24%)**



29% don't do any configuration or development at all, and **9%** spend over **70%** doing this

71% of Platform Managers of those we asked report the rate of adoption in their current/last company as High, up from **51%** last year. **9%** rate it as low, down from **14%** last year





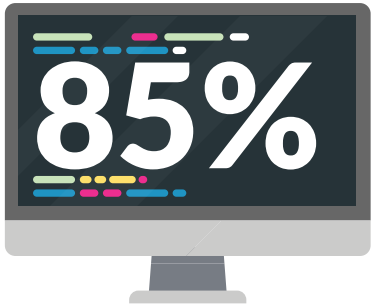
71% of Platform Managers are, or have been, in a hiring capacity, down from **93% last year**

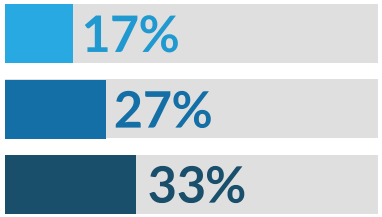
The Marketing Cloud specialist role is the one that the most Platform Managers identify as being the most challenging to fill **(17%)**. The last two years running it has been the Salesforce Developer



Awesome Admins

Nearly all Salesforce Administrators surveyed said that they shouldn't be expected to code, at all





However, **17%** of Salesforce Administrators can already code in Apex, **27%** are learning, and **33%** would like to learn in the future

44% of Salesforce Administrators we asked consider themselves to be at Advanced level when building Salesforce Flows



salesforce

SALESFORCE ADMINISTRATOR

Most **Salesforce Administrators** rate the adoption within their current/last company as high **(59%)**

49% of Salesforce Administrators are managing deployments using change sets in their current/last role, and **39%** use AppExchange deployment tools



salesforce appexchange

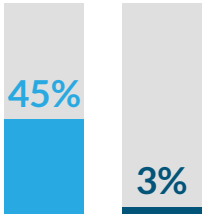
The **AppExchange deployment** tool referenced the most frequently was Gearset

2025 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

14% of Salesforce Administrators are not responsible for deployments in their current/last role





Most Salesforce Administrators that we asked consider themselves to be Senior (45%). Only **3%** of those asked consider themselves to be Junior

7% less Salesforce Administrators that we asked aspire to become Solution Architects this year than last year



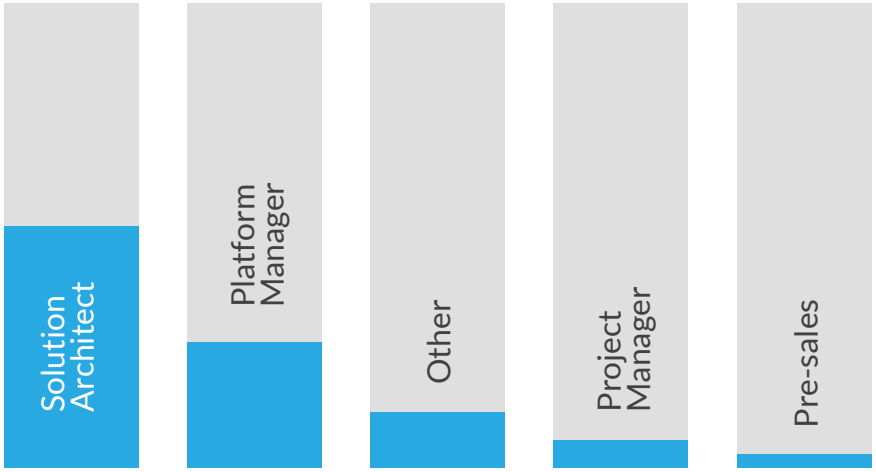
Salesforce Administrator planned career path





Aspirations After Functional Consultant

Functional Consultant career path





29% of Functional Consultants aspire to become a CTA at some stage in the future, for **19%** this is realistically over 2 years away

Commerce Cloud

Most of the Commerce Cloud specialists surveyed have worked in the Salesforce ecosystem for over **8 years** and consider themselves to be at Lead level



37% of Commerce Cloud professionals have experience in both **B2C and B2B**, last year none did

12% Commerce Cloud specialists are contacted about new opportunities over **9 times a month**



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All of the Commerce Cloud professionals we surveyed ideally would like to work for a private end user



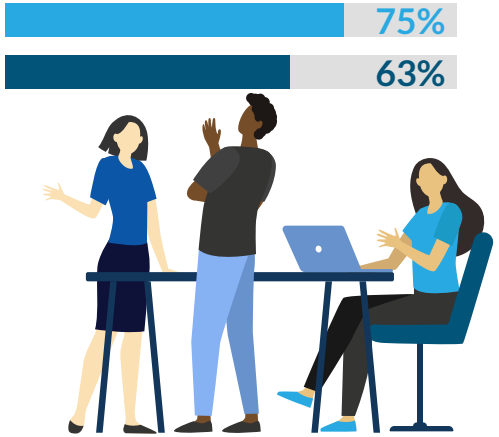
Most of the Commerce Cloud professionals we surveyed don't believe that it's important to have a good understanding of the core Salesforce platform

However, last year most of the Commerce Cloud specialists we asked, believed it was important

All Commerce Cloud professionals that we surveyed place more or the same value of Salesforce certifications than they have in the past, which makes them one of the more positive groups that we surveyed



The CTA



75% of CTAs we surveyed come from a coding background and **63%** of CTAs are currently working at a Consulting partner

SALESFORCE CERTIFIED
Technical Architect

50% of CTAs we surveyed were part of a CTA study group prior to passing the CTA Review Board, up from **44%** of CTAs we surveyed last year

25% studied with external companies or peers

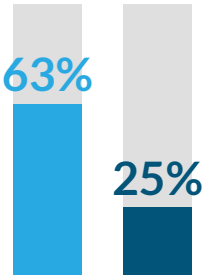


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This year CTAs reported spending the greatest percentage of their time in a technical architecture and delivery capacity (40%). Last year they reported spending most of their time in an advisory capacity





However **63%** would still like to be spending most of their time in an advisory capacity, only **25%** said that they are happiest spending most of their time in a technical architecture and delivery capacity

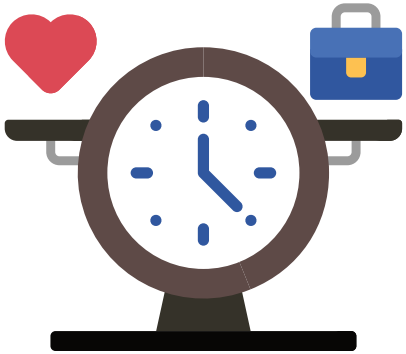
13% said that they would like to spend the greatest percentage of time in their role undertaking team management and mentoring



63% of CTAs continue to sit further Salesforce certifications post Review Board out of choice

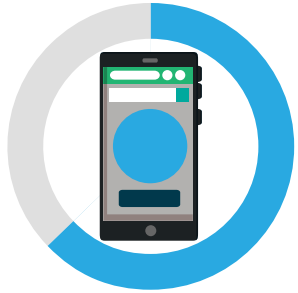


CTAs consider themselves to be more influenced by worklife balance and remunerations than any other factors if looking for a new role this year



Worklife balance would take overwhelming precedence in their next move (71%), up from **44%** last year for this group

63% of CTAs we surveyed mentor aspiring CTAs, at least within their current company



We asked Salesforce CTAs what the biggest benefit has been since passing the Review Board. The most, at **38%**, said more influence in their role and organisation. Last year most said credibility



72% of CTAs we asked have considered a role outside of the Salesforce ecosystem in the last 24 months, up from **56%** of those we surveyed last year



We asked CTAs what they see as the biggest risk to Salesforce's continued success and dominance in the market over the next **5–10 years** and the most commonly identified risk was the complexity of implementations. As Salesforce grows, it becomes harder to deploy and maintain - **71%** said this



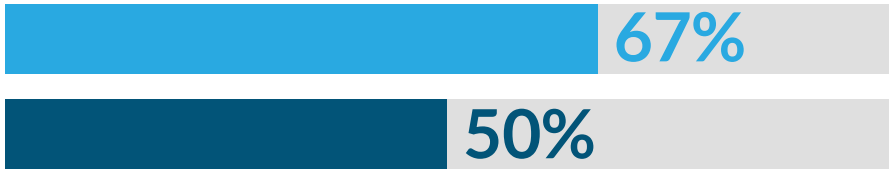
57% said the high cost of Salesforce products and licensing, as pricing could drive customers to alternative solutions

43% of CTAs reported that the skillset they feel is most lacking of quality resources in their location is the Technical Architect role



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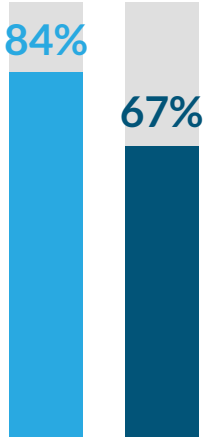
We asked how confident they are that Agentforce addresses the most pressing needs of the Salesforce market, and whilst **67%** are confident, **50%** are only somewhat confident. Those CTAs said that it has potential, but adoption will depend on execution and real-world use cases





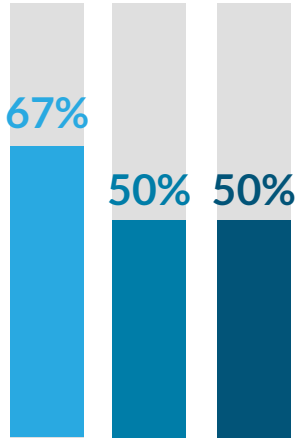
Most CTAs are also confident that Salesforce Data Cloud addresses the most pressing needs of the Salesforce market **(67%)**

When asked how beneficial CTAs believe Salesforce's industry-specific solutions (e.g., Public Sector Solutions, Financial Services Cloud, Health Cloud) have been for the market, **84%** said they've been beneficial, and **67%** highlighted somewhat beneficial. So, they offer value, but customisation is still required for most implementations





CTAs believe Salesforce professionals in their regions should focus on upskilling to meet future market demands in the areas of AI and automation (Agentforce) according to **67%**, and data management and integration (Salesforce Data Cloud, CDP) according to **50%**. Finally, **50%** highlight Salesforce DevOps (CI/CD, Git, DevOps Center) as being important

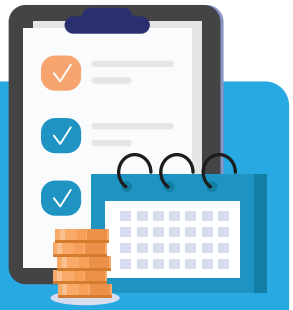




Solution and Technical Architects



66% of the Solution and Technical Architects that we asked come from a coding background



Only **24%** of Solution Architects say that their salary/rate expectation increases when additional certifications are achieved, which is lower than the average for Salesforce professionals in general. The average answer across all Salesforce job titles was **35%**

Less than half of Solution Architects have aspirations to become a Certified Technical Architect **(38%)**, down from **61%** last year. **17%** see it as a longer term goal of achieving in 2 years time or more, and **7%** said realistically they hope to achieve it in the next 12 months

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Only **13%** of Architects believe that there's a good balance of experience, quality and candidates in the Salesforce market, down from **17%** last year





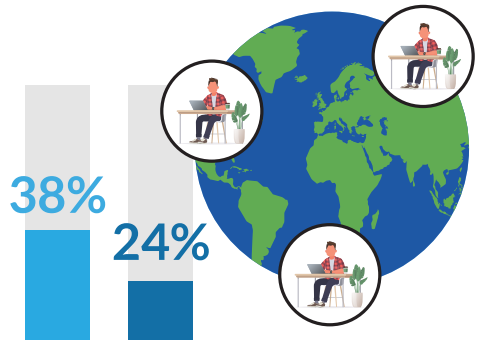
Most Architects surveyed reported that there's a shortage of quality in the talent pool in ANZ **(67%)**, up from **56%** last year

A Move Towards Remote Working?

Salesforce professionals have embraced remote working and **98%** have a preference for adopting a permanent regular remote work pattern



2 days a week working from the office is the preferred balance for most Salesforce professionals **(38%)**, closely followed by fully remote **(24%)**





Anything over 3 days is strongly unfavoured, with only **3%** happy to commute to the office for any more time than this per week

Review Boards and Mentorship and Expectations

61% of non-certified Architects don't aspire to become a CTA, up from **49%** last year



Less than half (24%) of Salesforce Architects have a mentor. However, **74%** mentor other Salesforce professionals



28% of Salesforce professionals overall told us that they have a mentor. The most mentored job title was Functional Consultants and the least was the Mulesoft group

79% of Salesforce Business Analysts think that those in the role should be expected to have Salesforce configuration skills, last year **87%** thought they should have





43% of Salesforce professionals put less value on Trailhead certifications than they did in the past, however most place the same value as previously **(47%)**

The AI Era

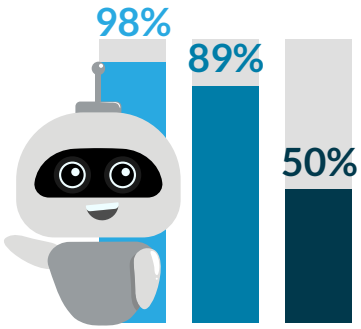
Most Salesforce professionals consider their organisation to be somewhat ready to adopt and leverage AI in Salesforce (38%). **29%** believe that their organisation is very ready

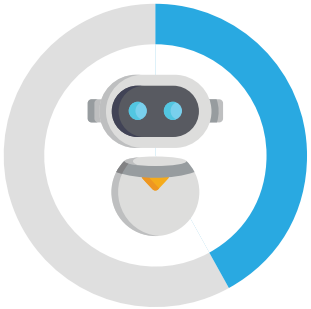


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Most Salesforce professionals that we asked believe that AI will change the way that they work in the next 5 years. **98%**, up from **89%** last year. Most, at **50%** believe that the changes will be moderate



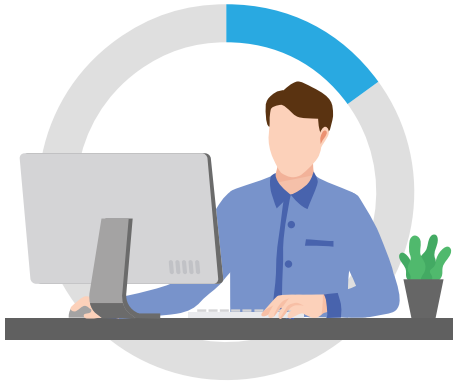


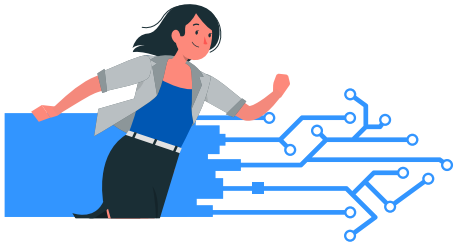
42% perceive the impact of AI on their role within Salesforce to be somewhat positive. Only **6%** believe that the impact on their role will be negative

Overwhelmingly, the Salesforce professionals that we asked believe that AI will lead to a mix of both job displacement or job creation within the Salesforce community (61%). Only **12%** believe that it will lead to mostly job creation



15% believe that it will lead to mostly job displacement





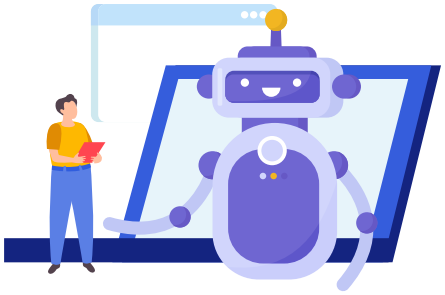
The Mulesoft professionals that we surveyed were the most bullish on the emergence of AI amongst the group. **80%** believe that there will be major transformation in the way that Salesforce professionals will work over the next 5 years

CTAs are the most positive about the change. **43%** believe that there will be a significantly positive change to their own role within Salesforce



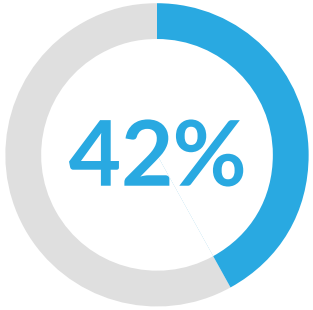
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Only **14%** of CTAs that we asked believe that AI will lead to job creation only, down from **33%** last year. Most said a mix of both job creation and displacement, at **57%**

Most Salesforce professionals in general think that Agentforce and other AI-powered Salesforce tools will impact their role in the next **1–5 years** moderately. They believe that AI will assist with some tasks, but human expertise will remain crucial

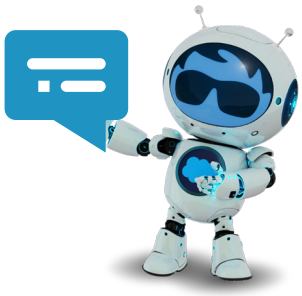


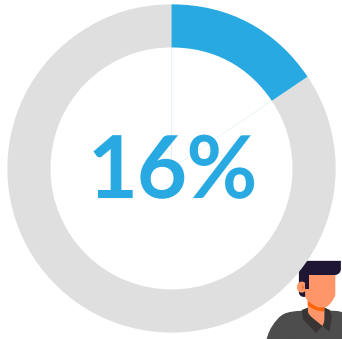


Only **3%** reported feeling that AI was threatening their role and that AI will automate key parts of their job, reducing the need for their skill set

Agentforce

83% of Salesforce professionals that we asked have not worked with Agentforce in a Salesforce environment yet



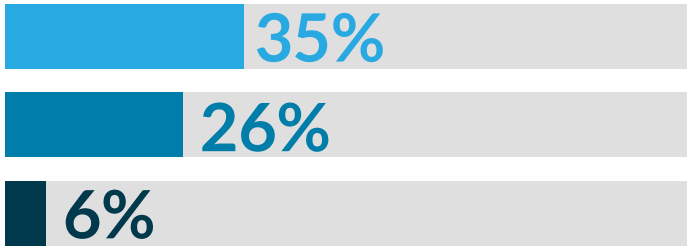


of Functional Consultants that we asked have worked with Agentforce in a Salesforce environment



2025 ANZ Salesforce Talent Survey

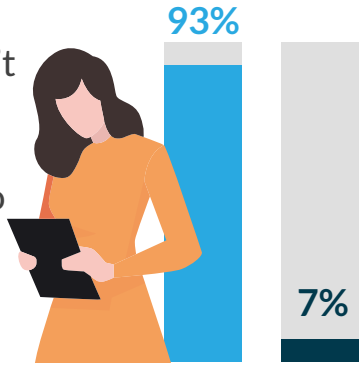
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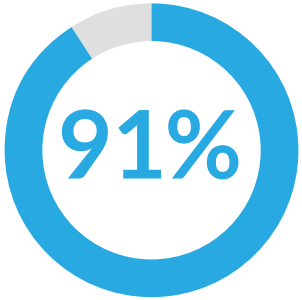


35% of Salesforce professionals haven't invested time in upskilling around Agentforce due to a lack of time available. A further **26%** said they haven't invested the time to upskill as their employer hasn't started to adopt it or been engaged to deliver a project yet, and so they don't see the need. **6%** said they haven't started learning due to not having found a structured learning path



93% of Project Managers haven't yet implemented Agentforce into a Salesforce environment as part of one of their projects. Of the **7%** who have, the specific task or process which has been automated using Agentforce is specifically in a customer service capacity





It's a similar story for Platform Managers, of which **91%** haven't yet utilised Agentforce in a Salesforce environment. Of those that have, customer service is the main area it's being used by this cohort

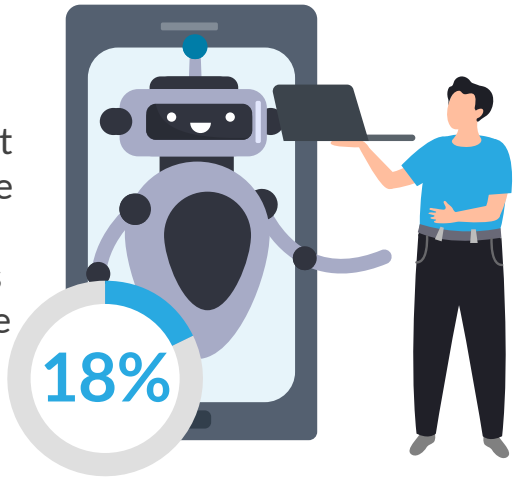
Most **(44%)** of Architects were neutral in their confidence that Agentforce addresses the most pressing needs of the Salesforce market, as they feel that it's too early to determine its true impact



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AI and automation (Agentforce) is where most CTAs and Architect believe that Salesforce professionals should focus on upskilling to fulfil future market demands



Of the Admins that are integrating AI into their work, **16%** are automating user support and case resolution, by using AI-powered chatbots to assist users and deflect common issues



Utilising AI day to day

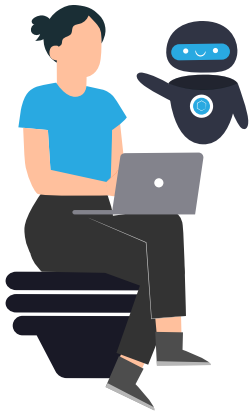


70% of Salesforce Administrators aren't yet integrating AI into their Administration work, and **57%** of Project Managers aren't yet integrating AI into their project management and delivery processes, but plan to explore it



Of the Project Managers who are, most are using it for AI enhanced stakeholder communication, specifically leveraging AI for summarising project updates and crafting responses **(29%)**

31% of Architects are integrating AI into their architectural decision-making and solutions, most by guiding AI adoption within teams and helping organisations implement AI-driven solutions in Salesforce





Only **4%** of Architects aren't using AI currently and don't see a need for it



The Salesforce Market

Most Architects were at least somewhat confident that Salesforce Data Cloud addresses the most pressing needs of the Salesforce market, with most **(42%)** feeling some degree of confidence, as it provides useful capabilities, but success will depend on ease of integration and adoption



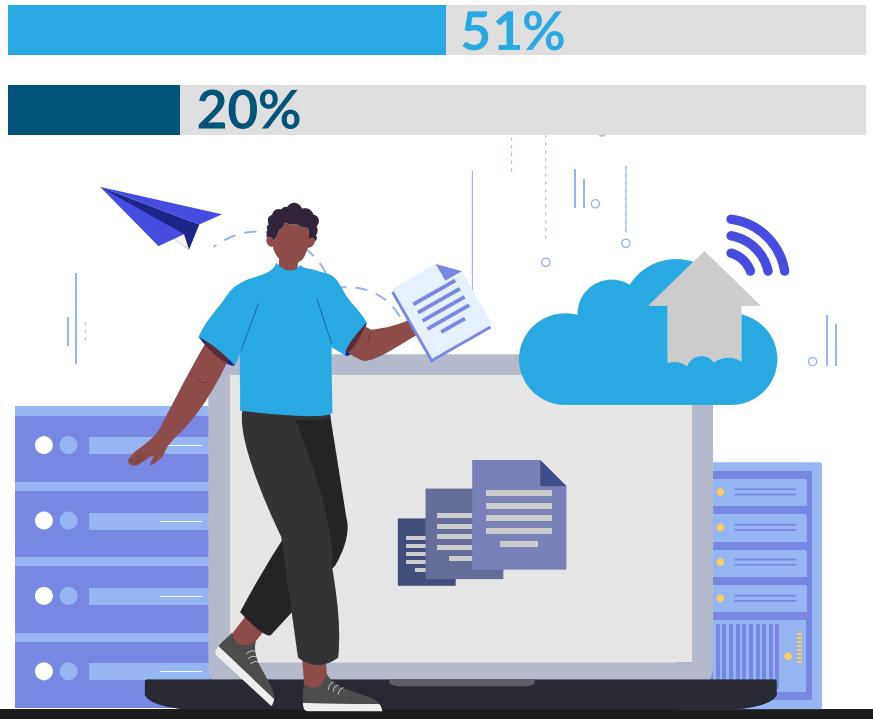


25% of Architects are somewhat skeptical of Data Cloud addressing the most pressing needs of the market, and **5%** have no confidence at all, stating that it is unnecessary or too complex

2025 ANZ Salesforce Talent Survey

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51% of Salesforce Architects that we asked feel that Salesforce's industry-specific solutions (e.g., Public Sector Solutions, Financial Services Cloud, Health Cloud) have been somewhat beneficial for the market, as they offer value, but customisation is still required for most implementations. **20%** of Architects feel that Industry Clouds have been very beneficial



57% of Salesforce professionals are optimistic about the continued growth of Salesforce opportunities in their area of expertise in 2025, down from **61%** last year. However, this is still the majority





29% are unsure about the continued growth of Salesforce opportunities in their area of expertise in the coming 12 months

34% of Salesforce professionals we asked have considered a role outside of the Salesforce ecosystem in the last 24 months, up slightly from **28%** last year



Additional comments and insights from Salesforce professionals

- Great survey! Curious to learn about the sentiment of others in the field
- It's a pleasure to work in the Salesforce ecosystem and see the benefits it can deliver to non-profit organisations
- Salesforce certifications are primarily valuable for individuals who are new to the Salesforce ecosystem. For those with more experience and familiarity with the platform, the certification holds little significance. It often serves more as a tool to help candidates pass through initial recruiter filters, rather than a true indicator of expertise
- Engineers with experience in other languages tend to be much stronger than those with only Salesforce experience. If I could change one thing, it would be encouraging all Engineers to deepen their knowledge of other development languages
- I'd like to see a clear definition on what a good consultant is for roles. A lot of the time emphasis is on certs but most resources learn on the job. Coming back to the question, what comes first, the role or the experience
- I'd like to see a Salesforce Marketing Cloud course and materials to make it easier to learn code e.g. AMPscript and SQL. So, test exams for all Salesforce Marketing Cloud exams. Also, a Trailhead playground rather than just quizzes for Salesforce Marketing Cloud for more points and hands-on experience
- LinkedIn posts are good for promotion but not the measure of quality talent
- I think in the market at present when working for a partner you need to have experience across multiple clouds. Being a specialist at one in smaller partners does not last for long
- Remuneration, although important, is not the only thing. Mentoring, sexy tech stack, flexibility are also very important

- I like how the Salesforce ecosystem is currently
- In an ideal world, I would want flows to be more intuitive with better error handling, version control and simpler debugging
- Pre-Covid it was all about connecting. It feels like that has disappeared, we need more connection!
- I really like Salesforce but I see a lot of loud individuals/influencers who are more talk than action. I prefer my knowledge to come through my work output, not my LinkedIn posts, presentations etc.
- I think the entire ecosystem needs to concentrate on the following. - Security - Sharing - Data Model Design The ability to manage Salesforce Partners and provide direction and guidance on their solutions. Too many clients rely on a partner to take responsibility of the entire solution so that they have someone to blame if it doesn't go well
- Knowing what practice specifies in certain industries certainly helps in motivating people in understanding and providing in-depth experience in a domain. It seems that there is a lot of competition on general projects but nothing in relation to specialisation
- I'd like to see more focus on enhancing basic functionalities that are pending in Ideas portal. Enhance the capabilities of Apex programming language. Enhance DevOps capabilities such as making it easier to deploy from source for profiles, workflows, apps, etc
- I think so far everything is great within the Salesforce ecosystem so far
- The ecosystem is very large and with AI technologies, the CTA path is not as attractive anymore
- As a contractor I am not really looking for crazy amounts of money. I earn what I like to earn and it is more about the project and length or potential length of contract
- I really love the community and the shared passion for knowledge most people in the ecosystem I come across have
- I'd like to see the messaging toned down on how easy everything is to do. It's not. If you've spent even a small amount of time under the hood, you know this not to be true and it sometimes impactsstakeholder expectations in harmful ways

- I'd like to see job opportunities that are realistic and also the employers should understand that you can't expect an individual to be a know-it-all. There is always some learning curve when you get into a new role
- I see little sign of Ohana these days…
- I'd like to see improved material and content available on Partner Learning Camp. Make the Accredited Certifications available to more people with a clear path to achieve them outside of PLC
- Some companies are relocating their workforce overseas, but I'm confident the market will stay strong
- I'm unsure what the future of SaaS will be with the rise of tools that let you create MVPs very fast
- Unless it is a new trend like Data Cloud and AI, I am not looking for other traditional available Salesforce certifications after achieving more than 20 certifications
- I love what I do and want to keep doing it
- It would be beneficial to ensure roles are cloud specific, as the ecosystem is getting quite large
- It would be good for Salesforce to change their internal policy to share customers between regions so even though our AE is in America, I could have a relationship with AEs in the NZ office
- More live events would be welcomed, where you can learn how people are using different features and solve daily issues
- I'm concerned there is little career growth for me in Brisbane as I very rarely see jobs for Salesforce Administrators online
- I'm confident about the future of the Salesforce market in South Australia, but I think after a few years the hype will ease, the price will put customers off, and a competitor will enter the market

- Salesforce Administrators do or are expected to do a variety of roles including being the BA, Project Manager, Data Analyst, DevOps, trainer and more, compared to a Systems Administrator in IT with a much higher salary on average

- I believe there is becoming a large number of certifications that are obsolete or just not as important as previously

- Coding requires practice to be both familiar and efficient. Unless an admin is coding on a regular basis it's more cost effective for an organisation to engage developers with Apex skills Some of the certifications flooding Trailhead need to be cleared out or graded as less valuable somehow, so that I can set my team clearer and more valuable learning paths

- My salary has dropped by 10% in my new role as a Workday Project Manager

- It is crazy how much certifications don't matter in the Salesforce ecosystem. I deal with people that have 20+ certs and they still can't design their security model correctly or complete all details about a data model

- It would be useful to have clearer comms about products and certs, i.e. partners were encouraged to take the AI Associate certification (with the first attempt being free) only to find out this month thecert is being retired. Similarly, I've seen messages speculating CPQ being EOL but there's no official comms from Salesforce itself

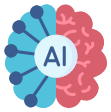
- My last job change was a 50% salary increase... I start a new role (gov contract) in a week which will be 60-70% increase on my current remuneration

- Mulesoft is heavily tied up with Salesforce. I think they should keep both options as independent integration platforms, focusing on any external systems and as well as with Salesforce

- Who is the logical future successor to Salesforce? I feel like it might be around the corner. Something more AI based, cheaper, easier, perhaps with pay as you go pricing like AWS?

- When will the Salesforce job market in Australia start growing again - 2025?

What do Salesforce professionals really think of AI?



I think A.I. Is going to change how we work a bit, not necessarily in the massive ways people fear. It's a helpful tool enabling us to do more, it still requires maintenance and setup but enables Juniors to extend and Seniors to focus on valuable tasks



AI is an interesting topic, I believe Salesforce can do more in this space. Ecommerce experience OOB is very basic and expect merchants to custom develop latest trends. Eg: multi modal search, simplified checkout, socials integration, etc…



I think it has become harder to stay ahead of the technical evolution especially with AI as it brings another significant platform shift. Embracing change, managing all internal Salesforce projects and BAU scalations/change requests, as well as keeping up with all the functional and technical new features, apps etc. while sticking to a budget on behalf of a company is a lot of knowledge to juggle. The small players (companies) will struggle to keep ahead of the game both financially and technically. IT teams will need to become specialised in their Salesforce skill set

I'd like to see an improvement in the low-quality documentation, especially regarding LWC. This is probably the main reason why AI has a hard time to assist with LWC development. Improvements for Developer tools. Salesforce seems to focus on the window dressing where minor platform tweaks could significantly increase a Developer's workflow

I'm adopting AI, but not Salesforce AI. It's limiting to the one platform, e.g Agents outside of Salesforce ecosystem can work with Salesforce as well as other products

I feel resistance to Marc Benioff stating that AI will replace jobs and so the business is cautious about implementation

I have started learning Agentforce, but haven't had solid use case that meets ROI requirements



AI has its place but hiring people that rely on AI will lead to inefficient and unscalable solutions. These people will then not have the knowledge of how to fix them. I'm referring to solution design and development



It seems the setup and training in AI will take longer than any time it would actually save



The impact of AI will all depend on your role. Developers for example, will be impacted a lot as AI can write the code for you



Our company recently approved the launch of working group around AI



AI should help Developers, but I think the impact will mostly be on Administrators

Someone will have to fix those nuances when using AI

There is hype around Agentforce - it is a highly beta product that has potential but is not production ready for the vast majority of organisations. I'd like to see Salesforce and the broader ecosystem focus more on the basics around development lifecycle

I think the impact on jobs within the Salesforce community will be minimal, but the products built by Salesforce professionals could lead to job displacement in other areas of the business

I believe that more Testers will be needed to ensure that what is designed and built, is fit for purpose

There is organisation wide drive to get all salesforce professionals certified in AI and Data Cloud and it is working well. But getting the AI/Data cloud/Agentforce related projects is the challenge

> Honestly there's so many non-Einstein features that are under utilised or unused that I want us to take advantage of before we even look at AI. The problem with AI is that the business side needs to be at a level of maturity and competence to take advantage of it, and unfortunately I don't have enough I fluence over the business side to highlight that they're being dogmatic about terrible inefficient work practices which are causing harm to their growth

> I use AI primarily as a tool to reorganise meeting and solution notes, develop solution ideas and considerations, which I then whittle down based on experience and fit for purpose

> I complement my experience with AI Generative suggestions

> We have rolled out 7 Agentforce projects already, including some of the first in Australia

> Soft skills and understanding of Salesforce offerings will become paramount in the near future

> I think the jobs that are displaced will be replaced by the jobs that are created

> We all need to get on the AI bandwagon. Opportunities in the space will be endless



talent hub

INSIGHTS

2025 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

* Data collected in March 2025 | www.talent-hub.com.au

Salesforce Hiring Managers

In this section, we hear from Salesforce Hiring Managers. Find out what their goals look like for the coming 12 months, and what challenges they tend to come up against when recruiting Salesforce talent in their teams. We have their perspective on Salesforce salaries, Salesforce certifications and what their typical interview process looks like in 2025

Salesforce Talent is in Short Supply 46-47

Hiring in Salesforce Teams 48

How much value do you place on Salesforce certifications when making hiring decisions? 49

The Recruitment Process 50

Salesforce Teams and Projects 50-52

A Move to Remote Working? 52

Salesforce Related Clouds/Products 53-54

Will the Salesforce talent pool in ANZ move to a more specialist model? 54-55

The Era of AI 55-57

Looking Ahead 58

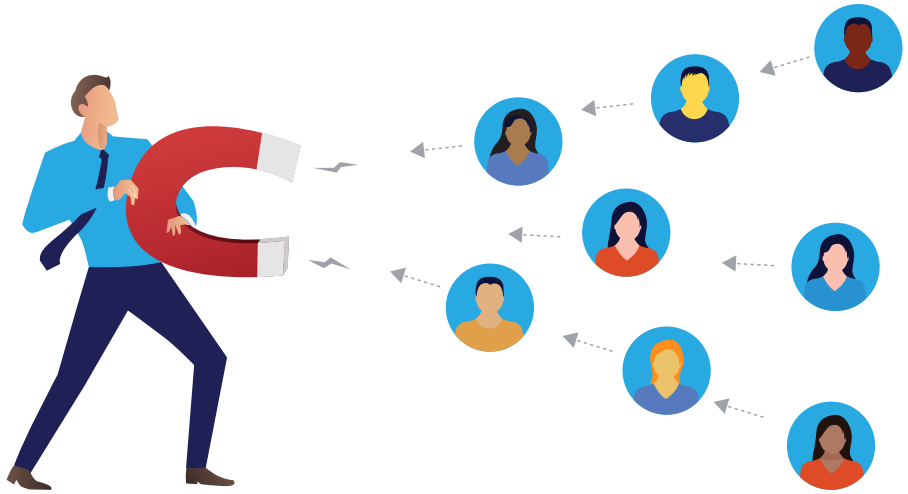
2025 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Salesforce talent is in short supply

What do Salesforce managers see as the biggest challenge to their team's growth for the next 12 months

Attracting experienced talent	19%
Retention of current team	36%
Winning enough work to keep the team busy	27%
Unsustainable salaries	18%





74% of Salesforce managers find it challenging to find and hire Salesforce talent, down from **84%** last year

90% of Consulting managers added to their team during 2024/5, and **64%** of End User managers made new hires in this period, down from **84%** last year



2025 ANZ Salesforce Manager Survey

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36% of Consulting managers surveyed this year said that they finding salary expectations being higher than the budget being their biggest challenge

End User managers are finding the same thing with **32%** saying this, whereas last year most found the lack of suitable candidates the biggest challenge



The **Salesforce Developer** is the hardest role for **Salesforce managers** overall to fill in 2025, and this was consistent with last year's results



27% of Consulting practices surveyed, said that Salesforce Industries experience was the most challenging skill to find and fill. Last year the **Salesforce Technical Architect** role was the hardest to fill for them

They're also finding it challenging to secure Salesforce Marketing Cloud expertise

In the End User space, the Salesforce Developer role is the hardest to fill according to **38%** of those we surveyed. Last year it was the hardest for only **26%**



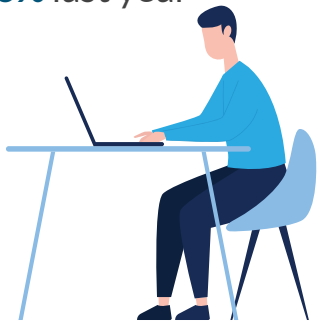


38% of Salesforce managers said that they'd experienced a role being unfilled for over **3 months** due to a lack of available talent

Hiring in Salesforce Teams



57% of Salesforce managers anticipate hiring in their teams in the next 12 months which is down from **76%** last year



Of the **57%** who expect to hire, most forecast onboarding between **1** and **5** people outside of replacement hires **(36%)**



All Consulting practices surveyed expect to hire into their Salesforce teams in 2025, and of those expecting growth, most expect to hire over 1-5 new team members, outside of replacement hires. **30%** expect to hire 1-10 additional team members. **9%** expect to hire over **20**



Over half of the Consulting practices we spoke to, currently have over 20 team members **(73%)**. Last year **63%** had over 20 team members



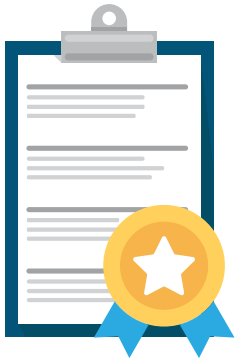
88%



Whilst **88%** of Consulting managers do hire Salesforce contractors in their teams, **64%** said that they prefer not to

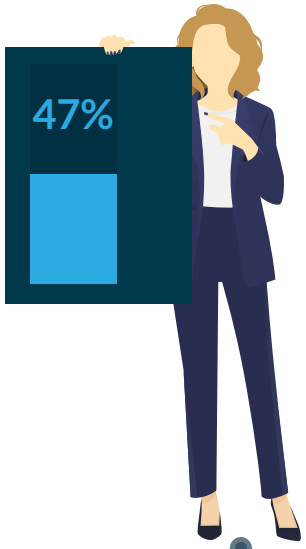
How much value do you place on relevant Salesforce experience when making hiring decisions?

Salesforce managers ranked **culture fit** as the **most important** factor when making hiring decisions, and location and certifications as being the **least important** factor. This was consistent with last year's data

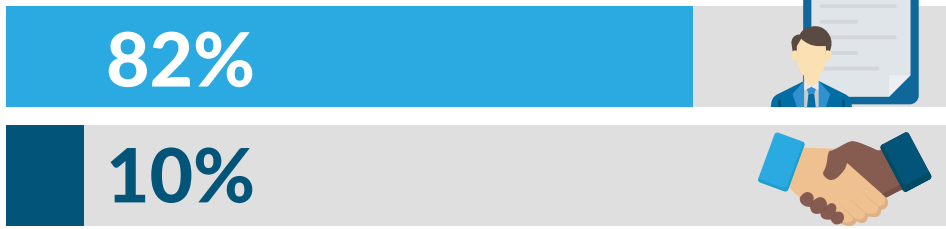




55% of Consulting managers specifically cited consulting experience as being the most important factor overall, and **13%** of End User managers considered relevant industry experience to be the most important factor



47% of Salesforce managers within End User companies said that they do not hire candidates from a non-Salesforce background in their Salesforce team



Within Consulting practices, **82%** of managers surveyed said that annually, less than **10%** of their workforce are hired with no prior Salesforce experience

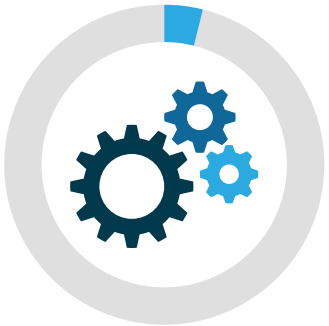
2025 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

The Recruitment Process



53% of organisations manage their recruitment internally, either with an internal team of through the hiring manager alone



7% only use external recruitment partners with no internal recruitment expertise or process



23% use external recruitment partners to enhance their internal capabilities and talent search



45% of Salesforce Managers commented that less than 1 out of 4 of job applicants typically match the job required for the role that they are applying for. This has dropped from **53%** who said this last year

Salesforce Teams and Projects

Most End User organisations typically deliver Salesforce projects with a mix of an in-house team, partners and contractors **(31%)**

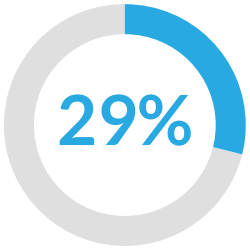
49% of End User organisations typically deliver a Salesforce project with the support of a Salesforce partner, down from **58%** last year

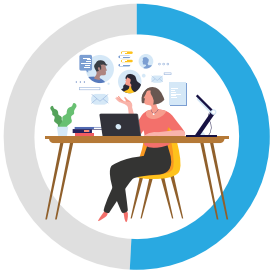


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presented by Talent Hub, the Salesforce Recruitment Experts

29% of End User organisations reported that they typically deliver Salesforce projects with an in-house permanent team only, up from **21%** last year





51% of End User managers deliver Salesforce projects with contractors to support their in-house team

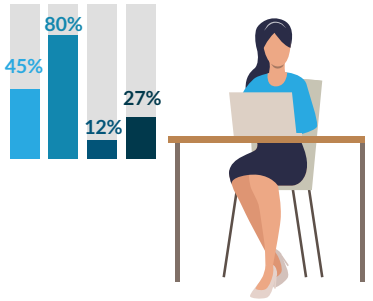
28% of End User managers have had to delay or cancel projects due to a lack of available Salesforce talent in the last 12 months, down from **32%** last year





91% of Consulting managers of those we surveyed have experienced turnover, last year only **56%** of them had. Most lost between 1-25% of their team **(82%)**

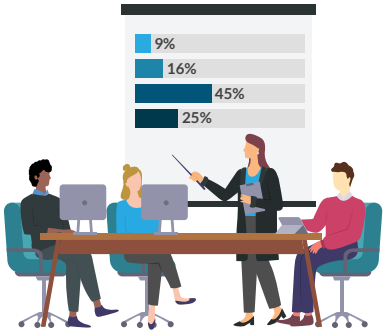
The average utilisation rate for team members has gone up this year at **71-80%** for **45%** of Consulting practices. Utilisation of over **80%** has risen from **12%** last year to **27%** this year





Only **9%** of Consulting practices have lost out on potential projects/clients due to a lack of available resources in their teams this year, whereas last year it was **63%**

9% of End User organisations have had to make Salesforce roles redundant this year, down from **16%** last year. **45%** of Consulting practices have needed to, up from **25%** last year



2025 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Most Consulting managers that we asked said that the biggest Salesforce team challenge they anticipate facing for the next 12 months is retention of current team (36%)



A Move to Remote Working?



96% of Salesforce managers reported having a preference for some degree of ongoing remote working within their teams, meaning that only 4% of Salesforce managers surveyed have a preference for their teams to consistently work from the office 5 days a week.

This has shifted slightly from last year, when only 1% had a preference for 5 days in the office

2 days per week working from the office is now the ideal balance identified by Salesforce managers at 38% who prefer it, followed by 3 days per week at **29%**. Last year 3 days per week was preferred, followed by 2 days





13% have a preference for fully remote this year

This is more in balance with Salesforce professionals than last year as most also have a preference for 2 days a week in the office



Salesforce Related Clouds/Products

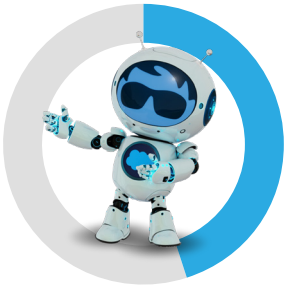
55% of End User managers are planning to add new products to their existing suite this year, up from last year's **53%**

Most Consulting managers are confident that Salesforce Data Cloud will be widely adopted by their clients, with **27%** very confident and **27%** somewhat confident



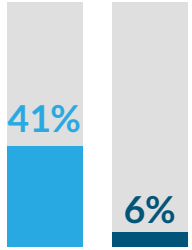
42% of End User managers are somewhat confident that Salesforce Data Cloud aligns with the real needs of their business, and **10%** are very confident that it does





45% of Consulting managers are somewhat confident that Agentforce will be a game-changer for their clients and a further **27%** are very confident that it will be

End User managers are less confident. Only **41%** are confident that Agentforce will be a game-changer for them, only **6%** of these being very confident



2025 ANZ Salesforce Manager Survey

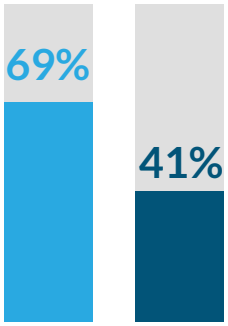
presented by Talent Hub, the Salesforce Recruitment Experts

64% of Consulting managers that we asked, reported that their consulting firm has actively built expertise and implemented new Salesforce technologies like Agentforce and Data Cloud



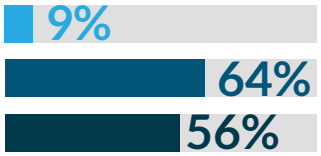
Only **9%** haven't, due to waiting for more demand from their clients

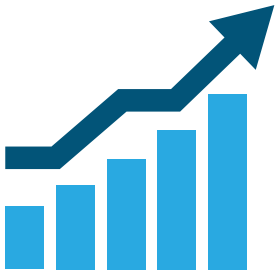
Most End User managers **(69%)** consider the biggest challenge in adopting new Salesforce technologies is the cost of implementation and pricing, and **41%** consider the biggest challenge to be a lack of clear ROI or proven business value



Will the Salesforce talent pool in ANZ move to a more specialist model?

9% of Consulting managers claim to have Salesforce cloud/product specialists within their team, whereas **64%** hire only cross-cloud talent, and will continue to hire cross-cloud rather than specialist consultants, up from **56%** last year





27% expect to hire specialists in favour of Salesforce generalists in the future, up from **19%** last year

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64% of Consulting managers are finding that strong multi-cloud experience (Marketing, Commerce, Health Cloud, etc.) are the hardest skills to find when hiring Salesforce professionals today





Moderate changes to the way that Salesforce professionals work in the next 5 years as a result is therefore expected by **57% of Salesforce managers**



45% said that it was business consulting & stakeholder management skills

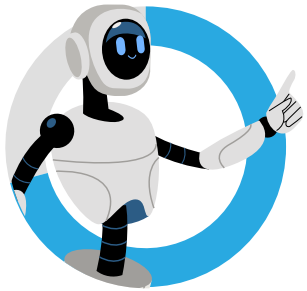
31% believe that there will be a major transformation of roles in the next 5 years, up from **15%** last year



The Era of AI

Most organisations surveyed are poised to adopt and leverage AI, with **51%** either somewhat or very ready





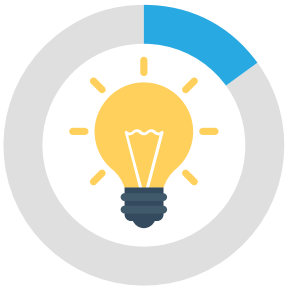
Will this change be positive?

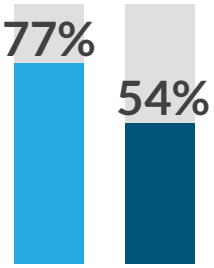
71% believe that it will be. Most Salesforce managers expect the impact of AI to be somewhat positive on individual Salesforce roles within their organisation **(56%)**

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15% believe that it will be significantly positive, although this is down from **26%** last year



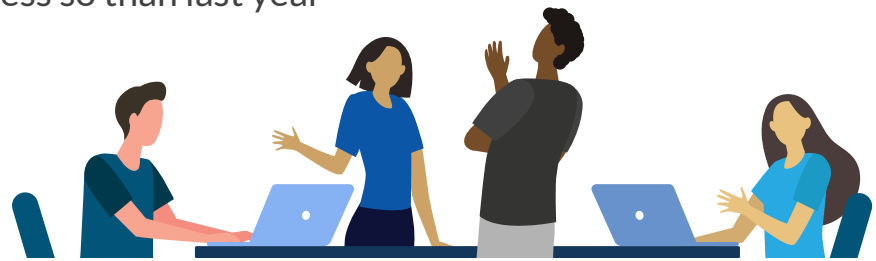


Broken down into End User and Consulting, **77%** of End User managers expect AI to have a positive impact on individual roles within their team, and **54%** of Consulting managers expect it to have a positive impact

Only **2%** believe that AI will negatively impact roles in the Salesforce community



In terms of job creation and displacement within the Salesforce market, sentiment is optimistic, although slightly less so than last year



Whilst **83%** expect there to be changes to the number of jobs, only 10% of Salesforce managers expect the adoption of AI to bring about mostly job displacement



14% believe that AI will only bring about job creation for the Salesforce community

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Most **(57%)** believe that there will be a mix of both job displacement and job creation



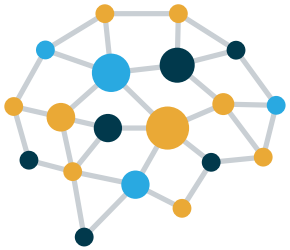


Most End User managers said that their team is being encouraged to utilise AI tools in their day to day tasks **(52%)**

Only **3%** are actively discouraging it

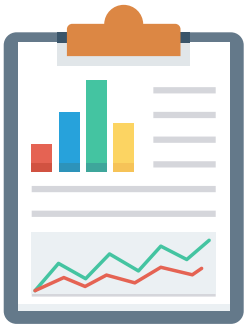
AI is mainly being used by Consulting practices for AI assisted development and testing **(55%)** and very little else consistently by those we asked





Only **18%** are using it for AI-powered solution design and architecture recommendations

36% of Consulting managers report that expertise in AI and automation are some of the hardest skills to find when hiring Salesforce professionals



Looking Ahead

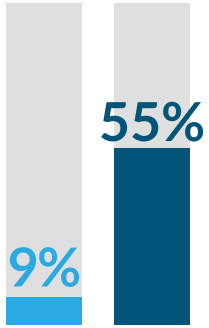
How do Salesforce managers feel about the current Salesforce talent pool in ANZ?

Candidate short	12%
Quality short	45%
There is a good balance of experience, quality and candidates	17%
Experience short	12%
I'm not sure	14%

The leading risk that Salesforce managers identified as being the biggest risks to Salesforce's continued dominance in the CRM and cloud market is rising costs of Salesforce licences and products (64%), followed by the complexity of the Salesforce ecosystem (55%)

52% of End User managers feel that they're achieving a positive return on their Salesforce investment, up from **47%** last year. **32%** are unsure





However, **9%** of End User managers indicated that their company is considering moving away from Salesforce, and more reported plans to invest further into Salesforce products in 2025 versus 2024, at **55%** this year

Last year only **5%** were considering moving to another technology

82% of Consulting managers we spoke to expect the Salesforce market in their area to be more buoyant in 2025



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