talent hub

INSIGHTS

2026 ANZ Salesforce Market Survey

presented by Talent Hub, the Salesforce Recruitment Experts

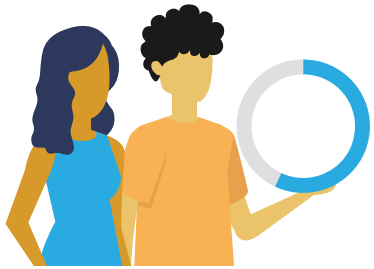
* Data collected in May 2026 | www.talent-hub.com.au

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 2026

Current Work Situation	3
Salesforce Team Turnover	4
Attracting and Retaining Top Talent	5
The Contract Market	5-6
Where are Salesforce Professionals Working in 2026?	6-7
Salesforce Teams and Projects	7-8
Salesforce Related Cloud/Products	9-10
A Spotlight on Mulesoft	10-12
The Marketing Cloud Market	13-14
The Salesforce Developer	15-17
The Platform Manager	17-20
Awesome Admins	20-22
Aspirations After Functional Consultant	22-23
The CTA	23-26
Solution and Technical Architects	27-28
A Move Towards Remote Working?	28
The AI Era	28-29
Agentforce	29-30
Utilising AI Day to Day	31-32
The Salesforce Market	32-33
Additional comments and insights from Salesforce professionals and hiring managers	34-36

Current Work Situation



64% of Salesforce professionals that we surveyed have been working in the Salesforce ecosystem for **8+ years**, up **7%** from last year

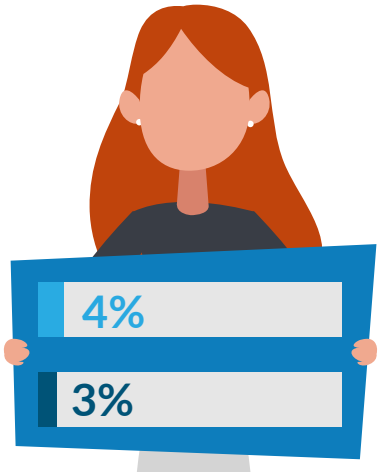
The contract market has dropped slightly from **16%** last year to **15%** of the ANZ Salesforce ecosystem in 2025/26





24% of **Salesforce Developers** are currently working in a contract role, making them the job title most likely to seek contract employment in ANZ

4% of ANZ Salesforce professionals are in between roles/immediately available, which has risen from **3%** last year





The Administrator group reported the largest number of immediately available Salesforce professionals at **5%**. Last year it was Functional Consultants at **5%**

With **64%** of the market now boasting **8+ years** of experience, we're seeing a 'seniority squeeze.' The challenge for 2026 isn't finding experience; it's finding modern experience. A veteran who hasn't pivoted to Agentic AI could potentially be outpaced by others who have

Salesforce Team Turnover



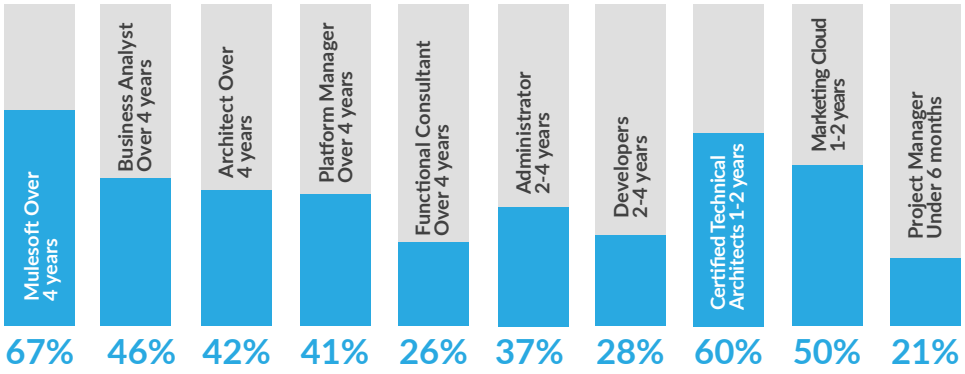
29%

11%

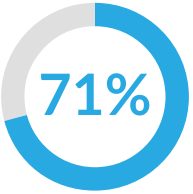
The largest proportion of Salesforce professionals have been in their current role for over 4 years **(29%)**

Only **11%** have been in their current role for under 6 months

How long have the majority of Salesforce professionals been working in their current roles for?



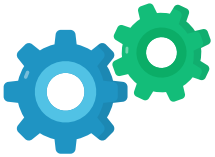
When next looking to move role, **71%** of Salesforce professionals would ideally be seeking a permanent role





42% of Salesforce CTAs would prefer to start their own business, making them one of the biggest groups aspiring to this, and this has risen from **14%** last year for this group

Only **2%** of those we asked plan to start their own business, across all skillsets





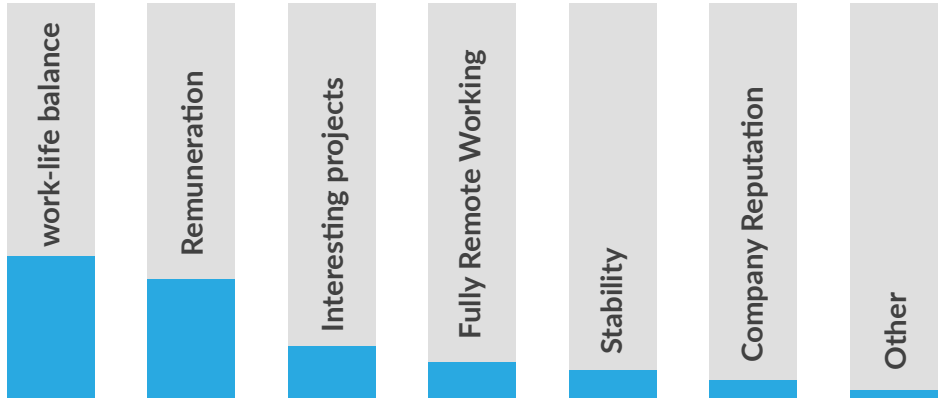
Critical Retention Insight

On the surface, this looks like a stable workforce. However beneath these tenure numbers, the confidence that anchors people is quietly eroding.

The Salesforce professionals who haven't moved perhaps aren't necessarily happy, they're waiting for certainty. In a cooling confidence environment, a compelling opportunity lands much harder than it did two years ago...

Attracting and Retaining Top Talent

When next looking for opportunities which factor will be the most important to Salesforce professionals ?

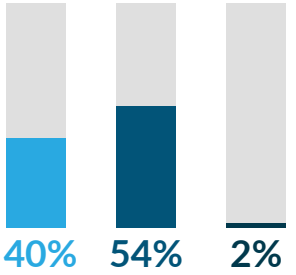




When next looking at opportunities, work-life balance/flexibility will be most important to them **(36%)** which is the biggest attractor overall across Salesforce professionals in ANZ as a whole in 2026

This does vary between job titles this year, more than previous years

CTAs and Architects are the groups attracted most by remuneration with **40%** of CTAs and **54%** of Architects citing it as their priority. Administrators also prioritised remuneration **2%** higher than work-life balance





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

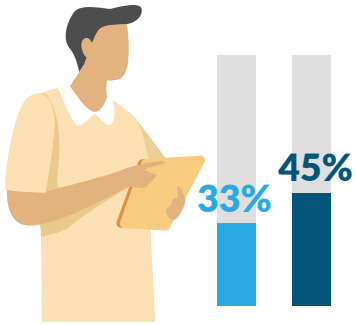
The Contract Market

26% of Salesforce professionals said that they would prefer a contract role in their next move, with a preference of daily rate over fixed term, this has dropped from **30%** last year. Only **2%** of Salesforce professionals would consider a fixed term contract for their next move



2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts



Contracting proves to be the most popular with Salesforce Developers with **33%** preferring a contract role for their next move, although this is down from **45%** last year

89% would only consider contracts of over 6 months, and of those, **28%** would seek over 12 months



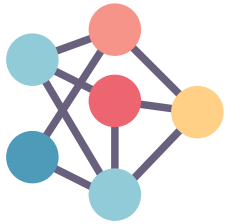


Private end users are the biggest employers of contractors in ANZ, with **35%** working for one

The second biggest employer of contractors are government departments, with **34%** of contractors working within one



Where are Salesforce Professionals Working in 2026?



Private end users are the biggest employers in the ANZ Salesforce ecosystem, with **39%** of Salesforce professionals employed by one. This is a continuation from last year, when it was **38%**

The second biggest employer are Consulting partners, employing **38%** in ANZ



1% are employed by Salesforce themselves which has fallen from **5%** last year

3% run their own business, which is consistent with last year's numbers

2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

8% of Salesforce professionals work for the Government

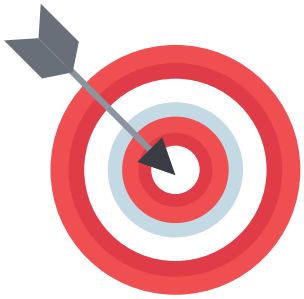
2% work for an ISV or product company

9% work for a Not for Profit organisation

Salesforce Teams and Projects

91% 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 **(28%)**, 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 **(36%)**, alongside Salesforce Marketing Cloud Specialists **(36%)**





57% of Project Managers consider Salesforce platform knowledge to be important or essential in the role of a Salesforce Project Manager, down from **76%** last year

2026 ANZ Salesforce Talent Survey

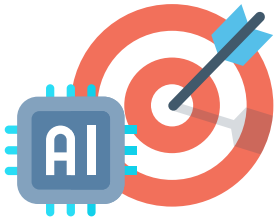
presented by Talent Hub, the Salesforce Recruitment Experts

Around half of Salesforce Project Managers we surveyed have delivered 13 Salesforce projects or more **(55%)**



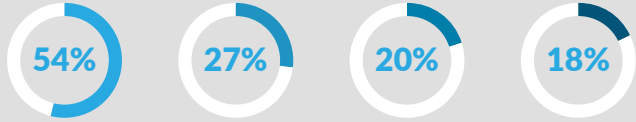


Most Project Managers that we asked said that data quality/cleanup taking longer than expected is the biggest risk to a Salesforce project becoming red status



64% of Project Managers believe that the impact of AI on their role within Salesforce will be positive to some degree and most feel that in 2026, data governance and security knowledge (for AI readiness) is the most critical technical skill for a Salesforce Project Manager to possess

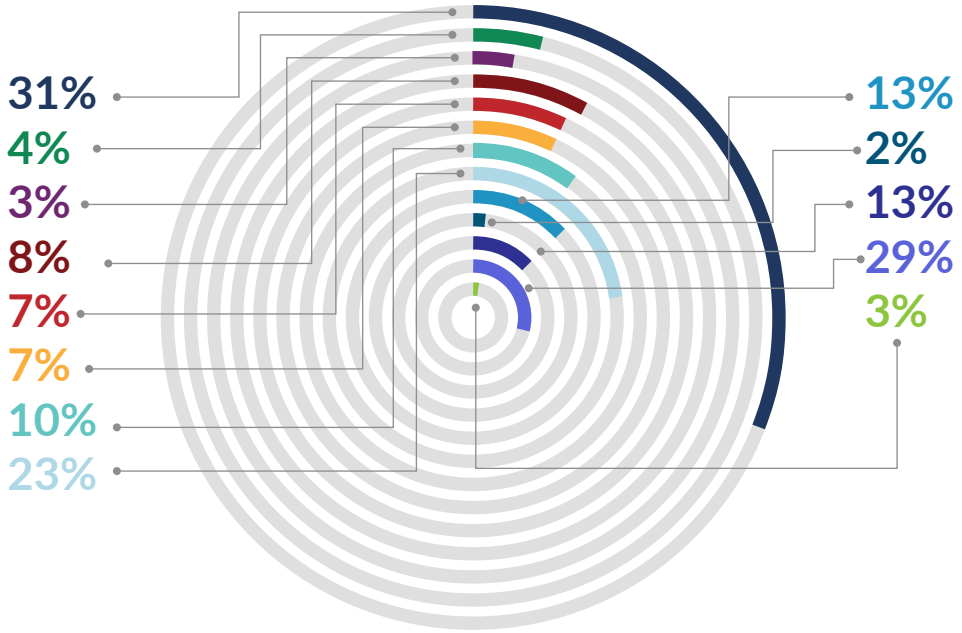




54% of Project Managers we asked said that they haven't integrated AI into their build phase yet. Of those that have, **27%** said that delivery cycles are significantly faster (**20%**+ reduction), and **18%** said that projects are taking longer due to the complexity of AI grounding and data cleanup

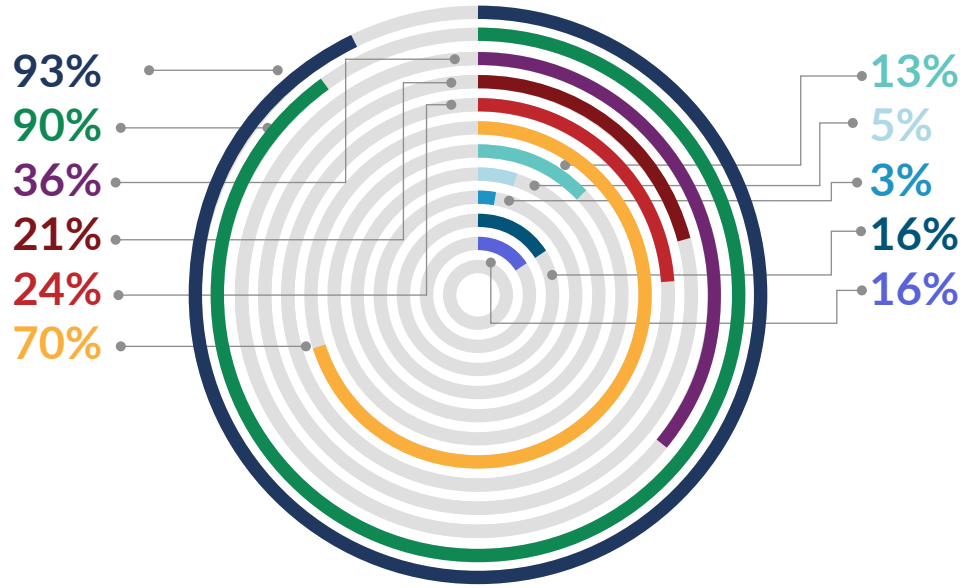
Salesforce Related Cloud/Products

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

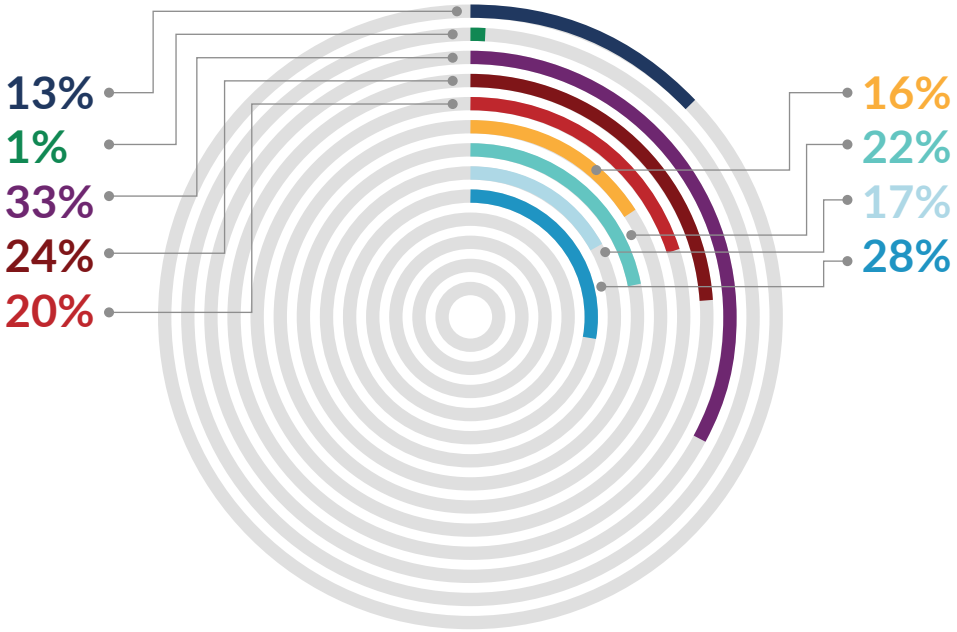


- None
- Automotive Cloud
- Communications Cloud
- Consumer Goods Cloud
- Education Cloud
- Energy and Utilities Cloud
- Salesforce for Insurance
- Health Cloud
- Financial Services Cloud
- Vaccine Cloud
- Manufacturing Cloud
- Public Sector Solutions
- Media Cloud

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

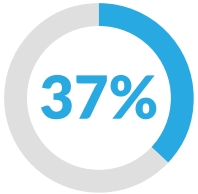


A Spotlight on Mulesoft



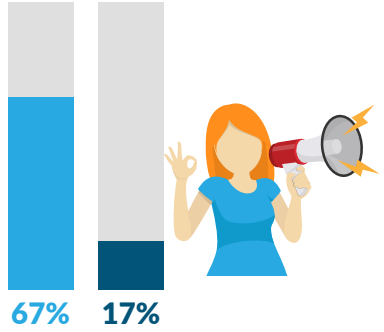
Most Mulesoft professionals who responded class themselves as Lead level **(48%)**

62% have worked in the Mulesoft ecosystem for 4 years or more



The employer type most popular with Mulesoft professionals are private sector end users, with **37%** of those we asked working for one

67% of Mulesoft professionals that we asked said that their projects now have a Salesforce CRM component, however only **17%** said that most do



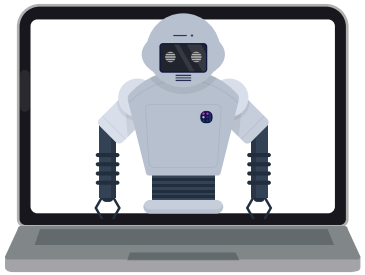
2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

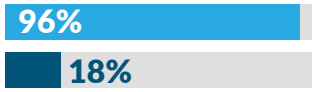


Most Mulesoft professionals said that they're currently investing time into learning more about the Salesforce core platform, or already have done **(89%)**

The most popular answer when we asked Mulesoft professionals what they're currently upskilling on to enhance their expertise in Mulesoft, was exploring AI-driven integrations and intelligent process automation **(83%)**



MuleSoft

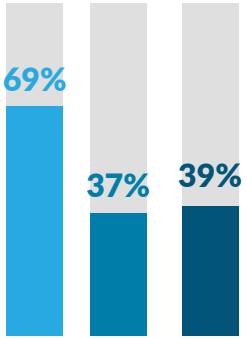


We also asked components of the Mulesoft Automation Suite Mulesoft professionals are commercially active in, and **96%** said the Anypoint Platform (traditional integration) and **18%** said Flex Gateway (microservices/non-Mule management)

The most common answers for how Mulesoft professionals are integrating AI into their Mulesoft development and API integration work, are using AI to assist with DataWeave transformations

- API development, and integration logic **(94%)**
- Using AI-driven tools to generate documentation and automate API testing **(67%)**
- Leveraging AI for data cleansing, enrichment, and transformation **(37%)**
- Using AI-powered analytics to detect integration issues and optimise API performance **(35%)**

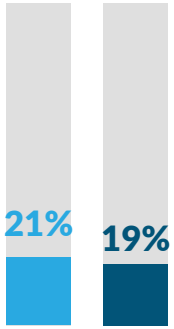
Most Mulesoft professionals haven't personally worked with AI capabilities in a commercial environment **(69%)**. Of those that have, most said Agentforce agents (Custom topics/actions) **(37%)** and Einstein Copilot/Prompt Builder **(39%)**



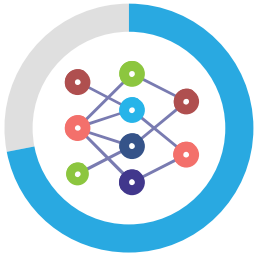
2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

21% said that they are currently building Agent-Ready APIs (using MCP - Model Context Protocol) and a further **19%** said that they are implementing Mulesoft Agent Fabric to govern multi-agent workflows



Model Context Protocol



72% said that their Mulesoft environment is currently not supporting the Agentic Enterprise and they are still strictly focused on traditional API-led connectivity

Controlling what agents can access and do via APIs **(42%)** and legacy APIs which are not structured for AI discovery **(43%)** are the biggest architectural challenges their teams are facing with AI agents



Agentforce

Most **(62%)** said that their organisation/clients weren't yet ready to adopt Agentforce/AI

46% believe that high licensing costs and **42%** believe that unclear business ROI are the biggest blockers to AI adoption





However most **(63%)** perceive the impact of AI on their role within Mulesoft to be positive

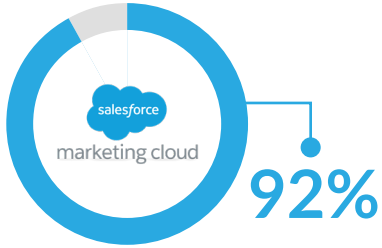
Despite this, only **36%** of Mulesoft professionals feel optimistic about the continued growth of Mulesoft opportunities in their area of expertise based on current markets and trends and **59%** have considered a role outside of the Salesforce ecosystem in the **last 24 months**



It's interesting that Mulesoft professionals are the most "bullish" on AI, yet they are the most sceptical of the market

The Marketing Cloud Market

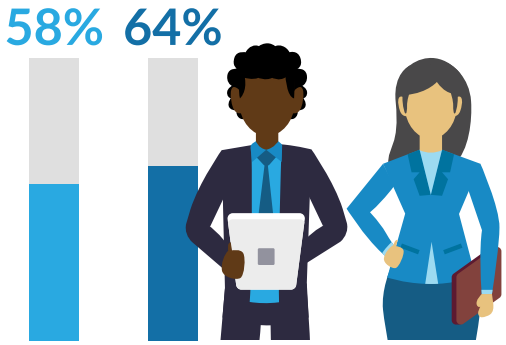
Most Marketing Cloud professionals said that they thought it's important for them to have a good understanding of the Salesforce core platform





54% of Marketing Cloud professionals that we asked have spent 4 years or longer working in the Salesforce ecosystem, up from 46% last year. **75%** have AMPScript development experience

58% of Marketing Cloud professionals that were surveyed would consider a role outside of the Salesforce ecosystem, down from **64%** last year





Only **36%** said that based on current markets and trends, that they are optimistic about the continued growth of Salesforce opportunities in their area of expertise

Private sector end users are still the employer of choice at **58%**. Only **8%** run their own business





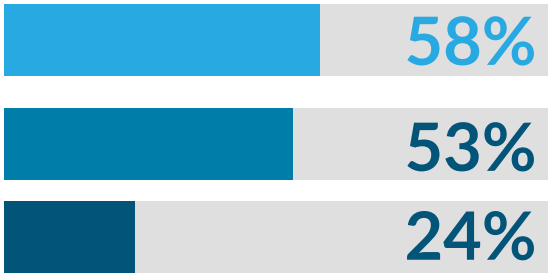
We asked Marketing professionals what they're currently upskilling on to enhance their expertise in Salesforce Marketing Cloud, and most at **52%** said Data Cloud and CDP (Customer Data Platform)

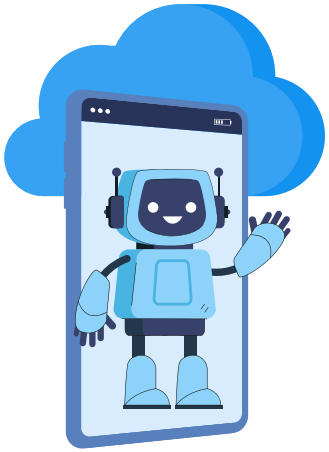
2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

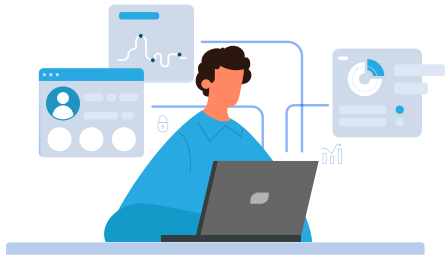


A slightly smaller number of people also said generative AI and Einstein AI for Marketing **(41%)**





58% of Marketing professionals aren't using AI yet, and of those that are, most **(24%)** are integrating AI into their Salesforce Marketing Cloud work, are using it to enhance AI-driven personalisation and recommendations



81% haven't integrated AI into their production marketing yet, of those who have, most are using it for autonomous journey optimisation (AI choosing the best path)

Most are using native SFMC data extensions and SQL queries to manage their organisation's primary marketing audiences



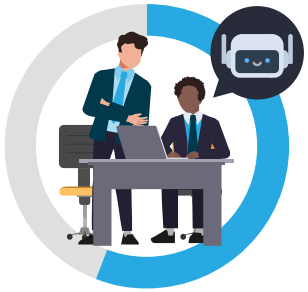


Cost/licensing (the price of Data Cloud/Agentforce) is the biggest hurdle to achieving a true Customer 360 in their current role, according to **32%** of those we asked

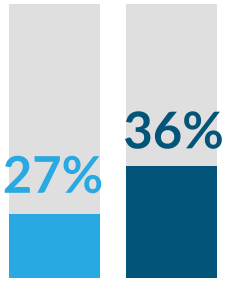
Only **29%** perceive the impact of AI on their role within Salesforce to be negative in the future



The Salesforce Developer

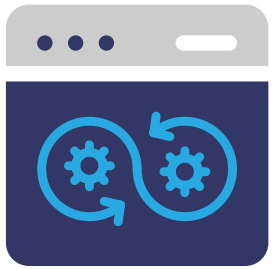


Most Salesforce Developers are upskilling in the AI and Data Path (Python), learning to build AI agents and connect Salesforce to large data systems **(56%)**

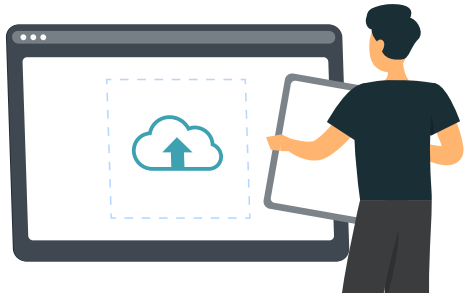


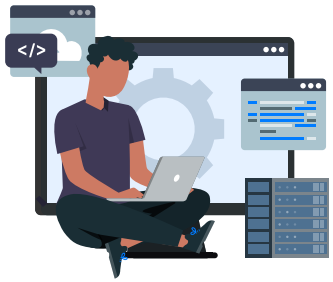
27% of Salesforce Developers consider themselves to be full-stack Salesforce Developers, down from **36%** of those we asked last year

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



The largest percentage consider themselves to be Salesforce Technical Leads at **43%**. Last year, the most we asked considered themselves to be full-stack Developers





All the Salesforce Developers we asked use CI/CD tools in their current/last role, the most popular being GitHub Actions

Mandatory peer review (human-only) is the most common primary gatekeeper in CI/CD pipeline for AI-generated code/metadata



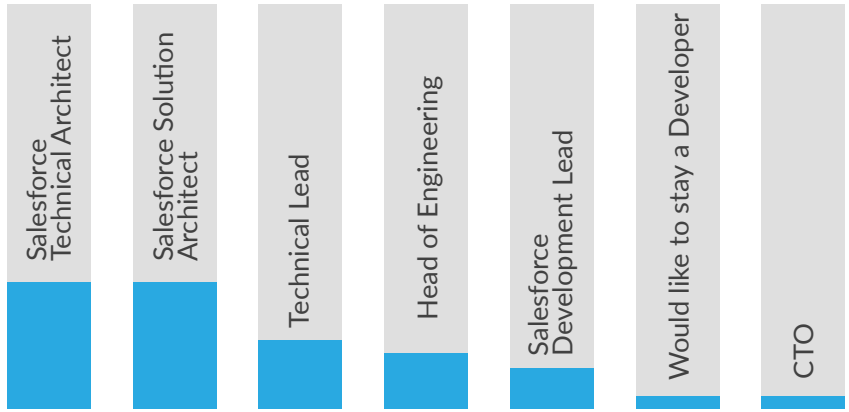
2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

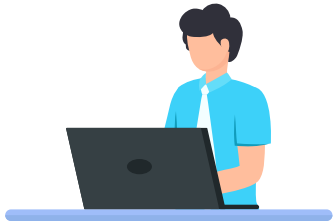
Only **9%** of Salesforce Developers that we asked specialise in one Cloud/product offering. **22%** would consider it, last year **18%** would consider it. **69%** would prefer to continue to work cross-Cloud



Salesforce Developer preferred future career path



Private sector end user is still the main employer type this year, with **45%** working for one, and it being the most common employer type last year





Most Salesforce Developers that we surveyed, said that they are being asked to build in Flow more often than in code in their role **(43%)**

The most common ways that Developers are integrating AI into their development work are using AI-powered coding assistants



(e.g., Einstein for Developers, GitHub Copilot, ChatGPT) for writing, reviewing, or debugging code **(80%)** and generating code snippets, optimising queries, or refactoring legacy code **(66%)**

Only **10%** of Developers that we spoke to are not yet using AI in their work



2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts



Most Developers



44% that we asked said that AI-assisted coding (e.g., Cursor, GitHub Copilot) has meant that they deliver faster, but they spend significantly more time on QA and Code Review to catch AI errors. **26%** said that delivering code is significantly faster with no change in quality



61% of Developers have not yet integrated Agentforce into a Salesforce environment. Of those that have, the most common specific tasks or processes they have automated using Agentforce is for internal workflows and task automation

61% have not worked with Data Cloud in the last 12 months





Most Developers we spoke to said that the biggest challenge they've seen in Industry Cloud delivery is the OmniStudio learning curve **(23%)**, and OmniStudio is the Industry component that is used the most **(27%)**

For Developers in 2026, *the differentiator is no longer just writing code; it's the wisdom of knowing when not to write it. With AI generating over 10 million lines of code last year, the most sought after Devs will be able to operate as 'guardians of the org.' They aren't just shipping faster; they are the ones preventing un-governed AI code from severely compounding their technical debt*

The Platform Manager

18% of Platform Managers currently don't have any direct reports, with **53%** having between 2 and 4 direct reports, and **12%** having 10 or more. Last year **38%** of Platform Managers had no direct reports



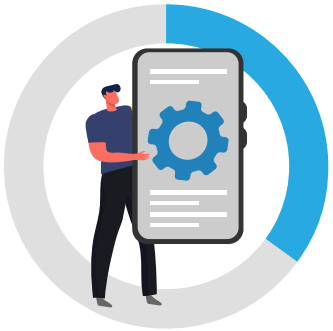
However, larger teams of 10 or more have decreased when compared to last year's data

2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

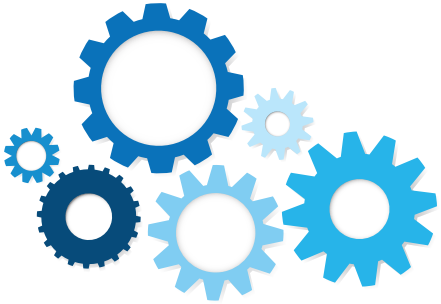
69% of Platform Managers surveyed are responsible for managing other non-Salesforce related platforms, up from **29%** last year



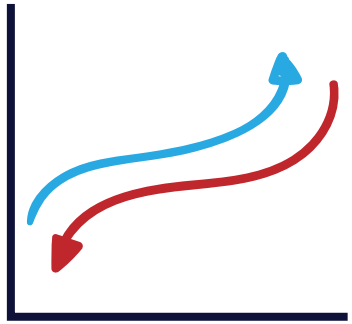


Most Platform Managers spend **1-10%** of their day working hands-on on configuration and development **(35%)**

24% don't do any configuration or development at all, and **12%** spend over **50%** doing this



59% of Platform Managers of those we asked report the rate of adoption in their current/last company as high, down from **71%** last year. **1%** rate it as low, down from **9%** last year





53% of Platform Managers are, or have been, in a hiring capacity, down from **71%** last year and most manage 2-4 team members **(53%)**. **18%** don't manage anybody

The Salesforce Developer role is the one that the most Platform Managers identify as being the most challenging to fill **(18%)**. Last year it was the Salesforce Marketing Cloud Specialist role



2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

65% of Platform Managers haven't yet integrated AI into their platform management and system administration work. Of those that are, most are using it to streamline approval processes, case routing, and data updates **(18%)**





Perhaps therefore surprisingly, most Platform Managers that we asked said that the introduction of AI/Automation tools hasn't reduced their weekly manual workload, there's been no change **(35%)**

How Platform Managers primarily demonstrate the ROI of their Salesforce platform to stakeholders was slightly split, with productivity gains with the time saved via automation being the primary for **41%** and not currently having a formal way to measure Salesforce ROI for **35%**

Agentforce

59% have a formal AI governance framework for managing Agentforce/AI actions in the shape of a cross-functional AI Ethics committee



47% of Platform Managers have integrated Agentforce into a Salesforce environment and the most common specific tasks or processes they've automated using Agentforce are for customer service automation, and around half said that their company is either very ready or somewhat ready to adopt Agentforce/AI

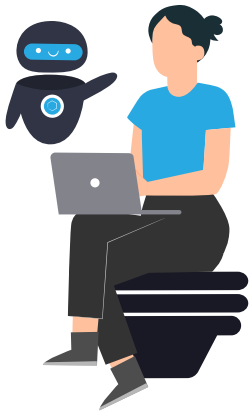
53% of Platform Managers said that in 2026, Data Cloud is a nice-to-have, our organisation sees the value, but aren't ready for the implementation cost

salesforce Data Cloud

2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

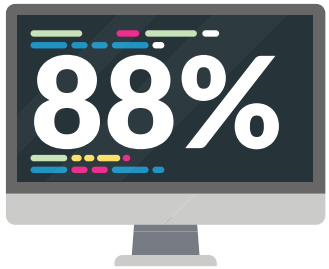
59% say that the rate of Salesforce Adoption however, is high

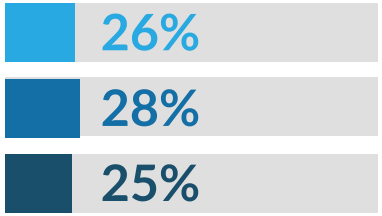


Most Platform Managers and Product Owners would like to progress their careers into more senior management roles, such as Head of CRM or Head of Platform **(66%)**

Awesome Admins

Nearly all Salesforce Administrators surveyed said that they shouldn't be expected to code, at **88%**





26% of Salesforce Administrators can already code in Apex, **28%** are learning, and **25%** would like to learn in the future

38% of Salesforce Administrators we asked consider themselves to be at Advanced level when building Salesforce Flows





SALESFORCE ADMINISTRATOR

Most **Salesforce Administrators** rate the adoption within their current/last company as high **(63%)**

Most Salesforce Administrators that we asked consider themselves to be Senior **(48%)**.
Only **2%** of those asked consider themselves to be Junior or Entry-level



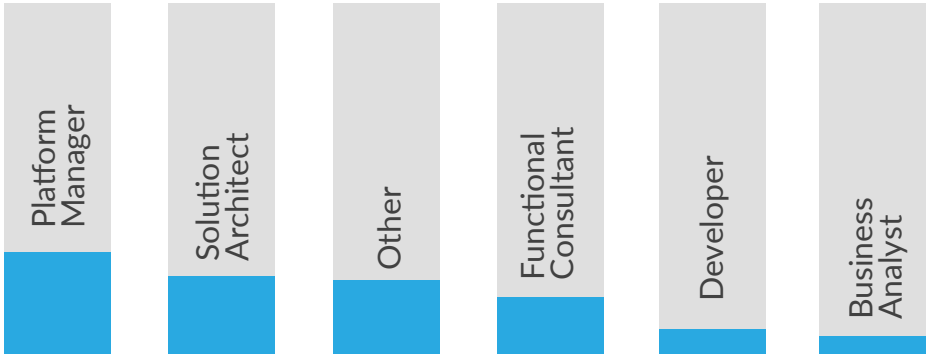
2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts



10% more Salesforce Administrators that we asked aspire to become Platform Managers this year than last year

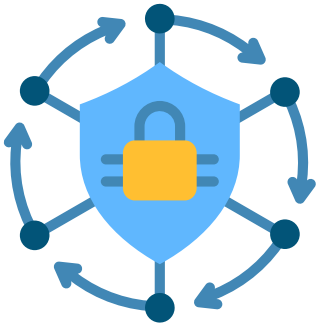
Salesforce Administrator preferred future career path





69% of Administrators haven't worked on Data Cloud in the last 12 months

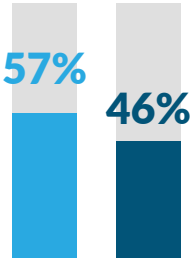
63% of Administrators have successfully transitioned their current/previous org towards a permission set-led security model



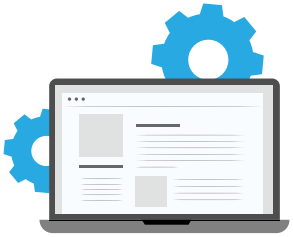


72% of Administrators haven't yet integrated Agentforce into a Salesforce environment and of those who have, most have done so for customer service automation

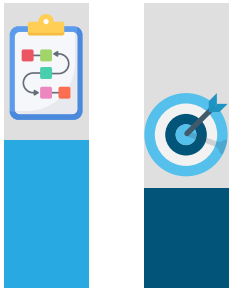
57% aren't yet integrating AI into their Salesforce administration work, although **46%** are planning to explore it. Of those who are, most are using it for AI-powered chatbots to assist users and deflect common issues



When describing their current primary focus regarding Salesforce AI, most Salesforce Administrators said that they have not yet started configuring or using AI in their org **(39%)**, and of those who are, most said that they have used it to build Agentforce actions (via Flow) for autonomous task execution



Most Administrators we asked, said they are now building complex logic that previously required Apex (via Flow/Orchestrator) **(52%)** and **35%** said that their role has remained focused on traditional system maintenance



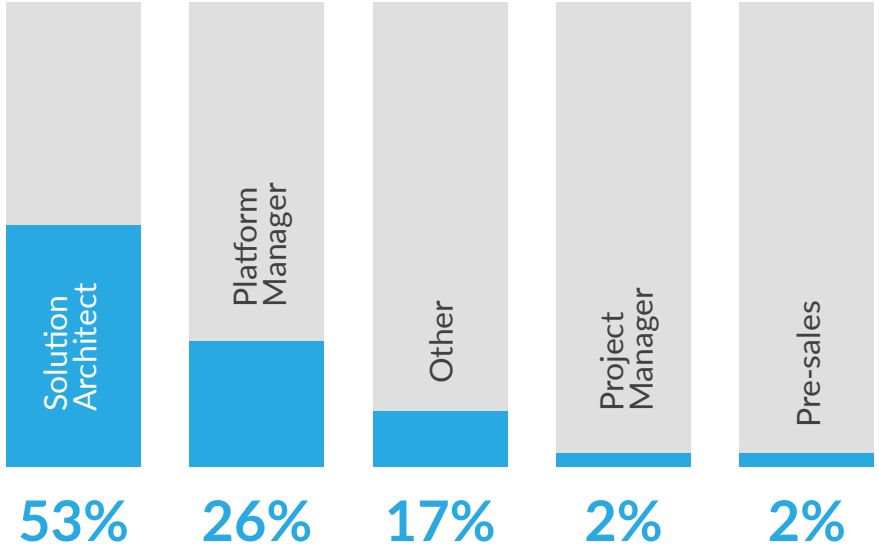


Aspirations After Functional Consultant

Prior to becoming a Functional Consultant, most **(31%)**, were Salesforce Administrators



Functional Consultant preferred future career path



2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts



Most **(35%)** of Functional Consultants said that the rise of Agentforce/AI hasn't impacted their discovery and requirement gathering phase

59% of Functional Consultants would prefer to continue to work cross-Cloud when we asked whether they'd consider specialising in one product/Cloud offering from Salesforce (e.g. FSL)



OmniStudio



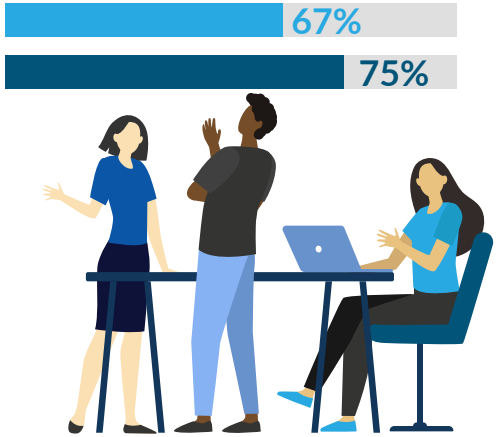
OmniStudio (FlexCards, OmniScripts) is the Industry component used the most by Functional Consultants, according to **33%** of those we asked, but the OmniStudio learning curve is the biggest challenge in Industry Cloud delivery according to most **(23%)**

62% of Functional Consultants haven't yet integrated Agentforce into a Salesforce environment



The CTA

67% of CTAs we surveyed come from a coding background, this was **75%** last year



SALESFORCE CERTIFIED
Technical Architect

71% of CTAs are currently working at a Consulting partner, this was **63%** last year

11% of CTAs this year work in daily rate contracts, which is a change from last year when all worked in a permanent role



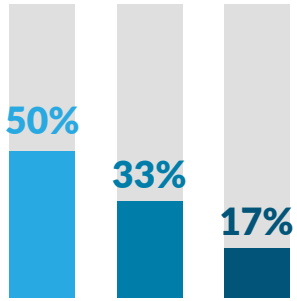
2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

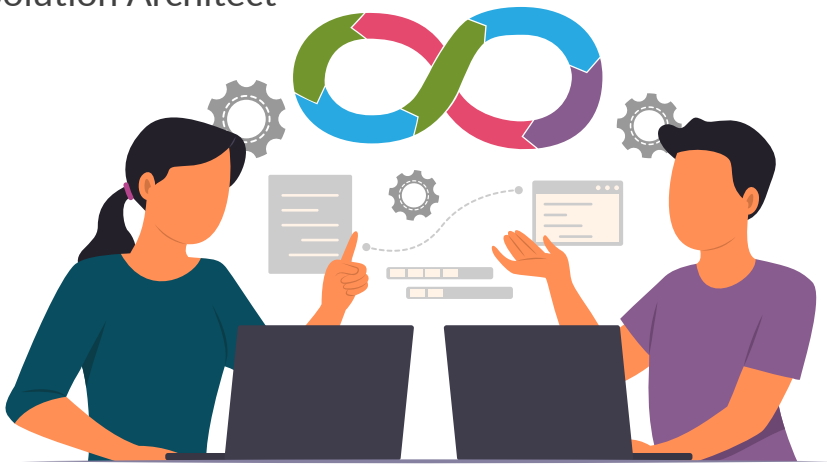
78% of CTAs we asked have considered a role outside of the Salesforce ecosystem in the last 24 months, up from **72%** of those we surveyed last year



We asked how confident they are that Agentforce addresses the most pressing needs of the Salesforce market - **50%** are somewhat confident, **33%** are somewhat sceptical, and **17%** are not confident that it does



CTAs reported an even spread of skillsets they feel is most lacking of quality resources in their location, across Functional Consultant, DevOps Engineer and Solution Architect

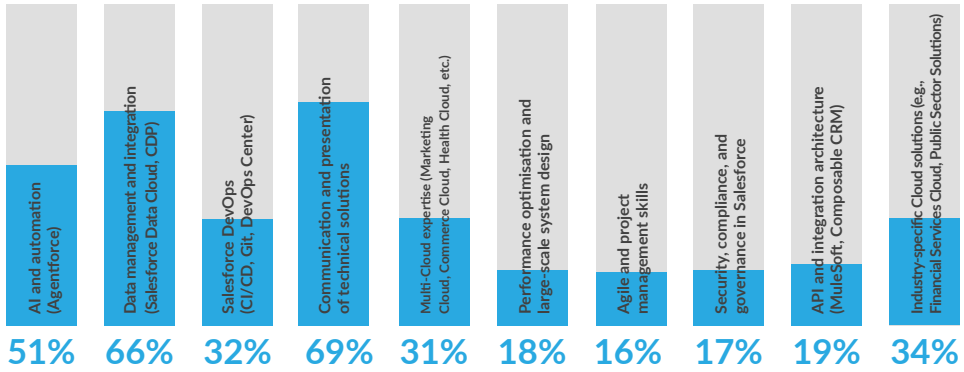


Most CTAs are also confident that Salesforce Data Cloud addresses the most pressing needs of the Salesforce market **(83%)**



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, **98%** said they've been somewhat beneficial

CTAs believe Salesforce professionals in their regions should focus on upskilling to meet future market demands in the following areas



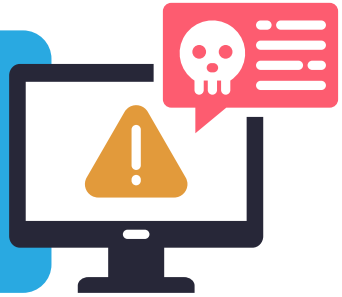


Most CTAs **(74%)** are "cautious" about Vibe-coding (Agentforce Vibes/Vibe Codey) within the development lifecycle - they use it only for "throwaway" prototypes or initial scaffolding



Most **(52%)** of CTAs that we asked said that their architectural focus hasn't shifted with the rise of the orchestrated workforce (Humans + Agents) and most hadn't been involved with Agentforce led architecture yet

Of those that have, most said that preventing prompt injection or malicious intent is the most difficult component



2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Cost/value and justifying the consumption credits vs. the business output is where the most significant Data Cloud bottleneck happens in their current enterprise projects, according to **61%** of CTAs that we asked



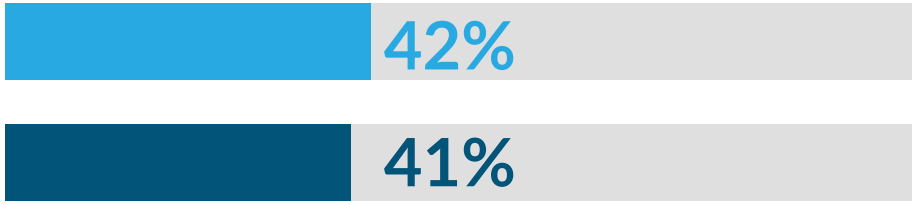


82% of CTAs that we asked rate their organisation/client's readiness to adopt Agentforce/AI as being somewhat ready



Only **42%** of CTAs are optimistic about the continued growth of Salesforce opportunities in their area of expertise, based on current markets and trends and only **41%** see the impact of AI being positive on their role within Salesforce in the future





CTAs are seeing the complexity of AI implementation up close and adjusting expectations accordingly. For employers, this should prompt investment in retention of senior technical talent. For candidates at this level, it validates the value of their experience outside Salesforce, their skills are genuinely portable now

Solution and Technical Architects



55% of the Solution and Technical Architects that we asked come from a coding background, last year it was **66%**

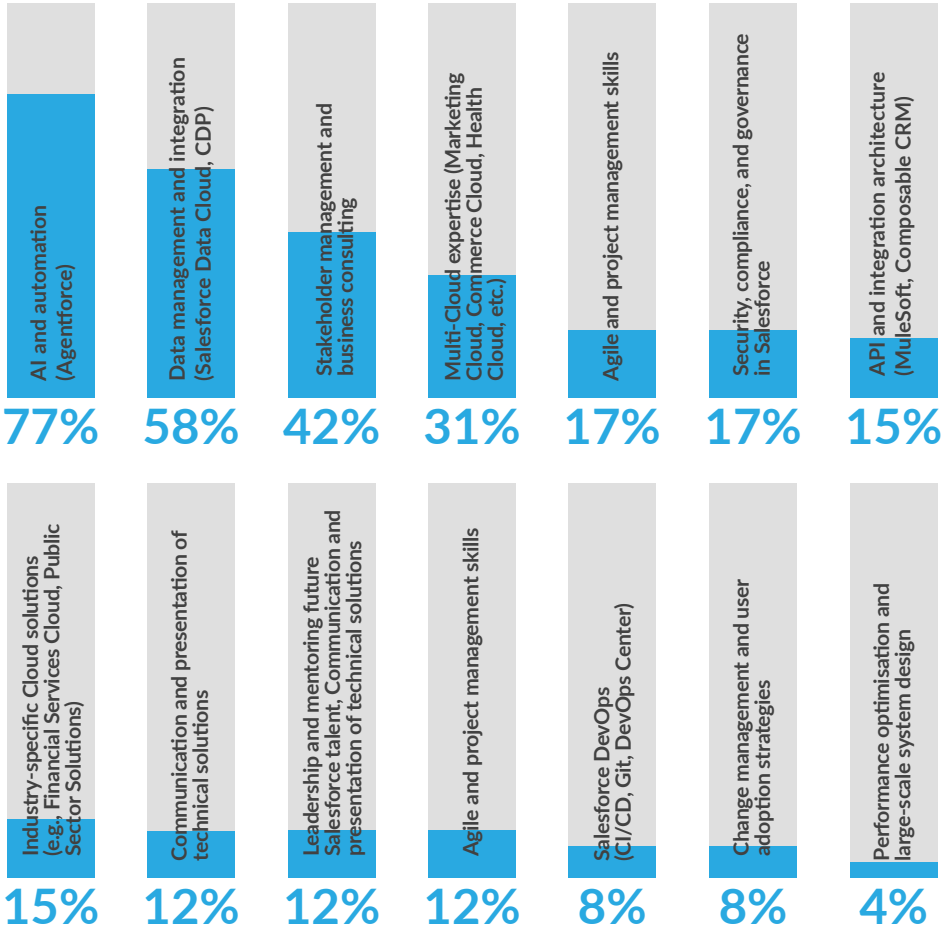
Only **15%** of Architects believe that there's a good balance of experience, quality and candidates in the Salesforce market





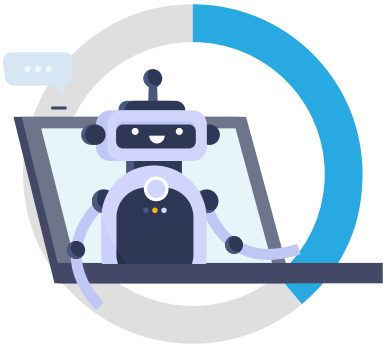
Most Architects surveyed reported that there's a shortage of quality in the talent pool in ANZ **(67%)**

Solution and Technical Architects believe Salesforce professionals in their regions should focus on upskilling to meet future market demands in the following areas



2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts



Architects that we surveyed conveyed that the biggest challenge they face when presenting AI-driven solutions to ANZ stakeholders is stakeholders expecting AI to be a magic wand for broken processes **(39%)**

Most Architects said that vibe-coding being strictly governed in their organisation is their preference, they allow it, but every line of AI-generated code requires human peer review **(33%)**

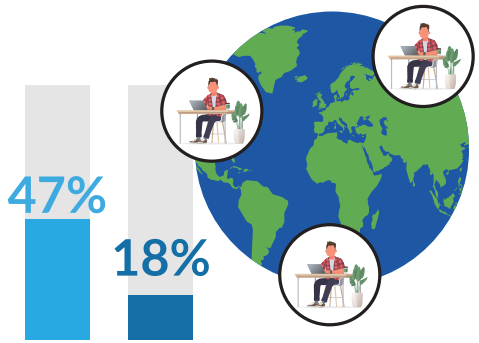


A Move Towards Remote Working?

Salesforce professionals have embraced remote working and **99%** 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 **(47%)**, closely followed by fully remote **(18%)**





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

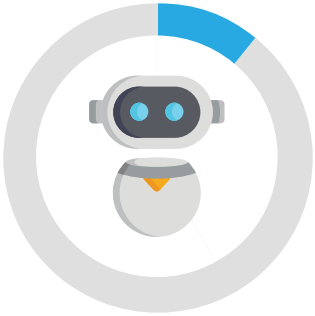
The AI Era

Most Salesforce professionals consider their organisation to be somewhat ready to adopt and leverage AI in Salesforce (piloting/POC stage) **(34%)**. **23%** believe that their organisation is very ready (already in production)



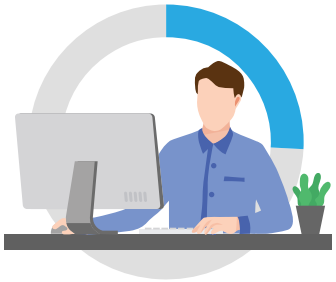
2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts



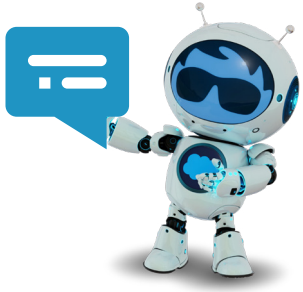
Only **11%** of Architects perceive the impact of AI on their role within Salesforce to be negative. **55%** believe that the impact on their role will be some parts automated but their role remains essential

26% of Architects believe that their role will be enhanced and in higher demand



Agentforce

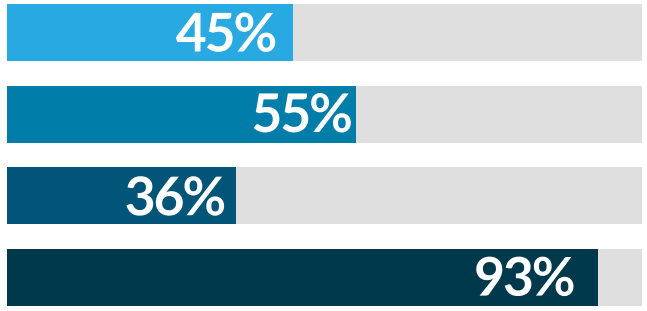
63% of Salesforce professionals that we asked have not worked with Agentforce in a Salesforce environment yet, last year it was **83%**





46% of Functional Consultants that we asked have worked with Agentforce in a Salesforce environment, up from **16%** last year

45% of Project Managers haven't yet implemented Agentforce into a Salesforce environment as part of one of their projects. Of the **55%** who have, the most common specific task or process which has been automated using Agentforce is specifically in a customer service capacity **(36%)**. Last year **93%** hadn't yet implemented Agentforce





2026 ANZ Salesforce Talent Survey

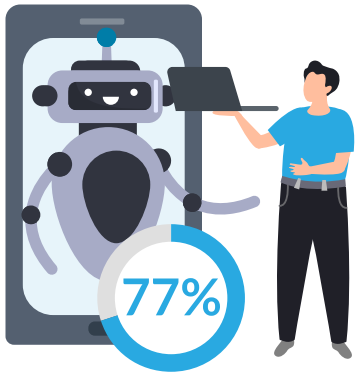
presented by Talent Hub, the Salesforce Recruitment Experts



It's a similar story for Platform Managers, of which **53%** 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 **(29%)**. Last year **91%** hadn't yet implemented Agentforce

29% 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, however most **(33%)** are not confident





AI and automation (Agentforce) is where most Architects believe that Salesforce professionals should focus on upskilling to fulfil future market demand **(77%)**

CTAs that we surveyed believe that communication and presentation of technical solutions and data management and integration (Salesforce Data Cloud, CDP) are where Salesforce professionals should focus on upskilling to fulfil future market demand

salesforce Data Cloud



It's interesting that **77%** of Architects say to upskill in AI, but **63%** of the ecosystem hasn't actually touched Agentforce in production yet. Is this a gold rush phase where everyone is preparing, but few are mining yet?

If you've actually successfully deployed an autonomous agent in 2026, you are currently ahead of the curve



Utilising AI Day to Day



57% of Salesforce Administrators aren't yet integrating AI into their Administration work, and **18%** of Project Managers aren't yet integrating AI into their project management and delivery processes, but plan to explore it

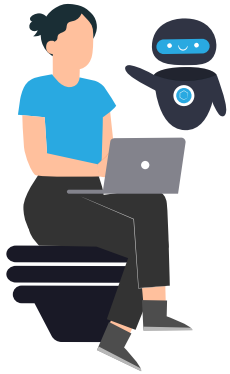
Of the Administrators that are integrating AI into their work, **21%** are automating user support and case resolution, by using AI-powered chatbots to assist users and deflect common issues

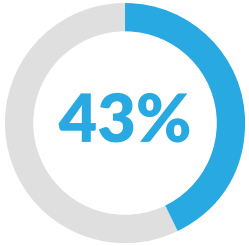




Of the Project Managers who are, most are using it for AI enhanced stakeholder communication, specifically leveraging AI for summarising project updates and crafting responses **(64%)**

Of the Architects who are integrating AI into their architectural decision-making and solutions, most by AI assisted code generation and technical problem solving/brainstorming





Their default for 2026 is business process first – assess whether the requirement can be addressed through process changes before technology for most **(43%)**



Only **7%** of Architects aren't using AI currently in architectural decision-making and solutions and don't see a need for it



Overall the data suggests that AI isn't taking the jobs, it's taking the tasks, and the people who manage those tasks are more valuable than ever

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 **(41%)** feeling some degree of confidence, as it provides useful capabilities, but success will depend on ease of integration and adoption





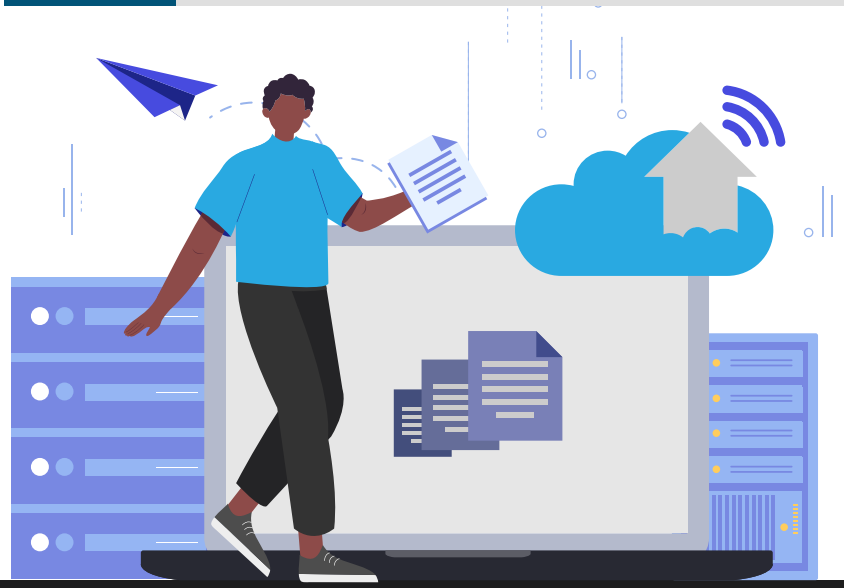
37% of Architects are somewhat sceptical of Data Cloud addressing the most pressing needs of the market, and **7%** have no confidence at all, stating that it is unnecessary or too complex

2026 ANZ Salesforce Talent Survey

presented by Talent Hub, the Salesforce Recruitment Experts

56% 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. **19%** of Architects feel that Industry Clouds have been extremely beneficial







37% are unsure about the continued growth of Salesforce opportunities in their area of expertise in the coming 12 months, up from **29%** last year

38% of Salesforce professionals we asked have considered a role outside of the Salesforce ecosystem in the last 24 months





Most Salesforce professionals are optimistic about the continued growth of Salesforce opportunities in their area of expertise in 2026 **(52%)**

Additional Comments and Insights from Salesforce Professionals and Hiring Managers



The comments in this section are shared verbatim and unedited. They represent a cross-section of voices from across the ANZ Salesforce ecosystem, who gave their time to this survey. As always, the range of perspectives reflects a community that cares deeply about the platform and its future. We share them in that spirit

- Thanks to you and your team for everything you do for the community
- I'd like to see a balance between Agentforce and ongoing Salesforce product developments
- An improvement in my opinion, would be better UI and ease of use for simple businesses, the current UI home page etc looks dated
- I'd like to see a change in licensing complexity and clarity, stop the nickle & dime approach
- I see benefit in having more community focused events about Agentforce, Data Cloud implementation and hearing from first hand customers about impact and experience
- I'd like to see a focus on communicating what is the vision and where do you see upskilling opportunities
- Please stop mapping on how many certifications a person has, and focus on what quality he/she brings on
- I feel that we need to bring the community back. It's lacking!
- I think we need a clearer direction in where the product is going
- We need better support and realisation from Salesforce that custom code is a reality
- It would be beneficial to make it easier for specialists to develop themselves and play with new tools and functionality

- We need to embrace code in the AI era
- The ecosystem is partly what keeps me here, it's so great
- I would love to improve and make the mentorship programme more visible in the eco system
- I find that marketing implementation is overly complex and requires too much internal expertise
- We could do with more quality talent locally
- I'd like to change the expectation that Admins should be able to code
- Thank you for contributing to the Salesforce ecosystem!
- This is the best eco system to work in. The community is second to none in terms of helpful, curious and genuine people
- We need more support for community groups
- I think use the right tool for the job. Agentforce isn't always the answer, and neither is low-code
- I would encourage empowering and upskilling employees/Trailblazers while using AI as a support tool rather than replacing roles, and continue strengthening the already supportive community by expanding mentorship programs to help more people grow
- We need stability in product / feature branding and the importance of a general product roadmap paired with AI
- I'd like to see better Partner rewards for customer retention
- We need more implementation guides rather than the thin help documentation and limited Trailhead scenarios
- I think it would be beneficial to simplify the product offering

- We need support and training resources that are more available and in depth with somewhere to escalate further for clarity
- AI projects in Salesforce needs a more matured and innovative approach than mimicking what is in the market
- AI is actually having an impact on roles and jobs in the market, so it will be an interesting next 12 months
- Expecting a PM to have code experience and those kind of things have to stop. Also both sides need to revisit the role descriptions and expectation. For example, if you ask for a Salesforce BA with an insurance background and then write Superannuation experience, you are just making it impossible for candidates to apply. Either you will end up someone going to AI and learning some things and coming up on the interview and then it leading to failed hires. Focus on the quality of the person, what skills they bring, not so much sector focussed experience
- I use AI tools to improve productivity in solution design, documentation, and problem solving. It helps structure workshop notes into requirements, generate draft architecture documents, review code patterns, and explore technical options quickly
- To me, business consulting is one of the most core competencies that will differentiate you in the market
- Having the ability to talk to a room of stakeholders and articulate their business problems back to them puts you miles in front of a lot of consultants
- Salesforce is good. But just Salesforce won't help you anymore as a skillset in the long term. End to end architecture, connectivity across systems, knowledge on AIML, being able to build train RAG models/ integrate and use them in Salesforce will help in future
- I always love contributing to this survey!

talent hub

INSIGHTS

2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

* Data collected in May 2026 | 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 2026

Salesforce Talent is in Short Supply 39-40

The Seniority Squeeze 40

Hiring in Salesforce Teams 41

The Lean Team Movement 41-42

How Much Value do You Place on Relevant Salesforce Experience When Making Hiring Decisions? 42-43

The Recruitment Process 43-44

Salesforce Teams and Projects 44-46

A Move to Remote Working? 46-47

Salesforce Related Clouds/Products 47-48

Will the Salesforce Talent Pool in ANZ Move to a More Specialist Model? 49

The Era of AI 49-50

The Shadow AI Risk 51

Looking Ahead 51-52

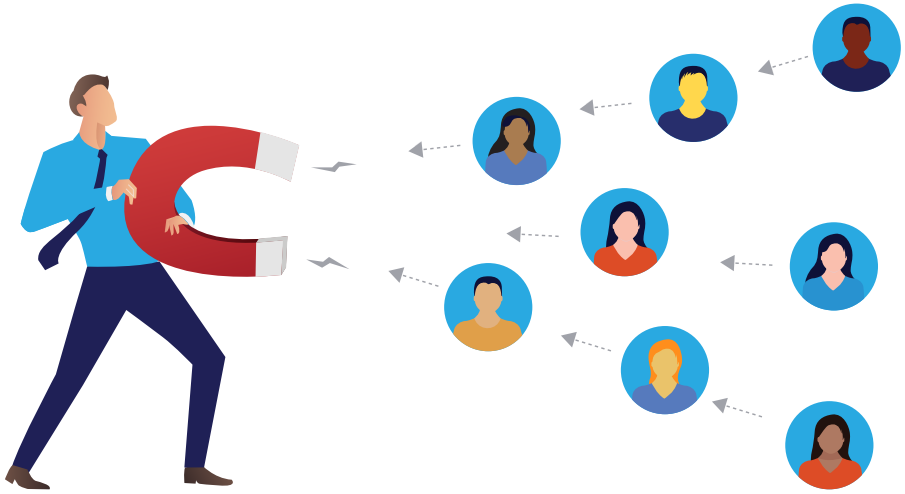
Navigating Salesforce ROI 52-53

A More Buoyant 2026? 53

2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Salesforce Talent is in Short Supply





67% of Salesforce managers find it challenging to find and hire Salesforce talent, down from **74%** last year

All Consulting managers added to their team during 2025/6, and **77%** of End User managers made new hires in this period, up from **64%** last year





39% of Consulting managers surveyed this year said that they are finding the lack of suitable candidates being their biggest challenge, whereas last year finding salary expectations being higher than the budget was their biggest challenge

End User managers are finding the same thing with **29%** saying this



2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts



Consulting managers said the skills they believe are hardest to find when hiring Salesforce professionals today are strong multi-cloud experience (Marketing, Commerce, Health Cloud, etc.) and business consulting and stakeholder management skills

End User managers said that the hardest skills to find are expertise in AI and automation **(59%)**



Advanced Apex, LWC, and custom development skills have fallen to the least important for End User managers





The Salesforce Developer is the hardest role for Salesforce managers overall to fill in 2026, and this was consistent with last year's results

The Seniority Squeeze

41% of Salesforce managers said that they'd experienced a role being unfilled for over 3 months due to a lack of available talent, up from **38%** last year



It's a paradox

67% of managers can't find talent, yet **64%** of the market are Salesforce veterans. This tells us the experience gap has shifted. Managers aren't looking for years on the platform anymore; they're looking for modern skillsets



2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Hiring in Salesforce Teams



47% of Salesforce managers anticipate hiring in their teams in the next 12 months which is down from **57%** last year

Of the **47%** who expect to hire, most forecast onboarding small numbers of people outside of replacement hires



The Lean Team Movement

Consulting Managers expecting to hire 1-5 people

37%

End User Managers expecting to hire 1-2 people

14%



Most Consulting practices surveyed expect to hire into their Salesforce teams in 2026 **(87%)**, and of those expecting growth, most expect to hire over 1-5 new team members, outside of replacement hires. **36%** expect to hire 6-19 additional team members. **14%** expect to hire over 20

Only **32%** of End User managers that we surveyed expect to hire into their Salesforce teams in 2026, outside of replacement hires





Over half of the Consulting practices we spoke to, currently have over 20 team members **(64%)**. Last year **73%** had over 20 team members

Salesforce teams aren't shrinking, they're sharpening. Is the era of headcount growth as the default response to demand shifting?

2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Over half of the Consulting practices we spoke to, currently have over **20 team** members **(64%)**. Last year **73%** had over **20 team members**



32% of End User managers have a team of **9 members** or more

Whilst **99%** of Consulting managers do hire Salesforce contractors in their teams, **32%** said that they prefer not to, down from **64%** last year

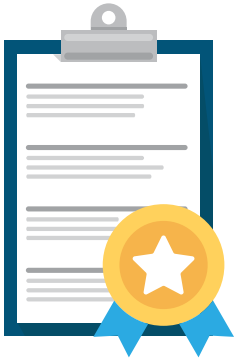




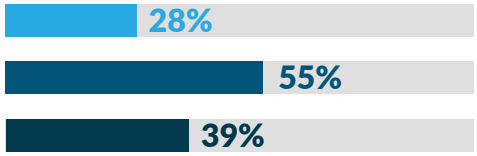
96% of End User managers that we asked hire Salesforce contractors in their teams, **48%** said that they prefer not to

How Much Value do You Place on Relevant Salesforce Experience When Making Hiring Decisions?

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







28% of Consulting managers specifically cited consulting experience as being the most important factor overall, which has fallen in importance from **55%** last year. However, the shift for Consulting managers specifically that we asked has been towards the importance on specific Salesforce product knowledge **(39%)**

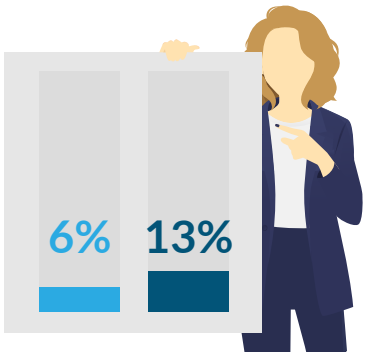
talent hub

2026 ANZ Salesforce Manager Survey

INSIGHTS

presented by Talent Hub, the Salesforce Recruitment Experts

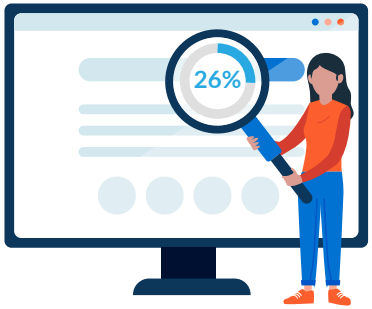
6% of End User managers considered relevant industry experience to be the most important factor, which has dropped from **13%** last year





74% of Consulting managers that we asked said that Salesforce certifications hold the same value to our organisation in 2026, as they have done in previous years

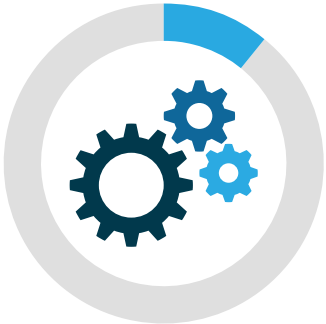
26% said that they don't consider them to be as important as they once were, as part of their hiring decisions



The Recruitment Process

55% of organisations manage their recruitment internally, either with an internal team or through the hiring manager alone

Are the organisations struggling most to hire, the ones least equipped to search and least willing to admit it?



11% only use external recruitment partners with no internal recruitment expertise or process, up from **7%** last year



15% use external recruitment partners to enhance their internal capabilities and talent search

2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts



31% 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 **45%** who said this last year

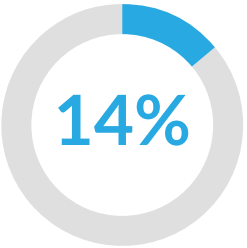
Salesforce Teams and Projects

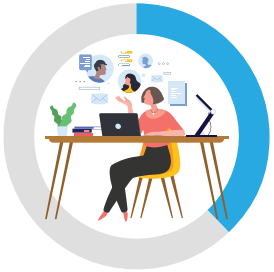
Most End User organisations typically deliver Salesforce projects with a mix of an in-house team, partners and contractors **(39%)**

42% of End User organisations typically deliver a Salesforce project with the support of a Salesforce partner



14% of End User organisations reported that they typically deliver Salesforce projects with an in-house permanent team only, down from **29%** last year





38% of End User managers deliver Salesforce projects with contractors to support their in-house team, down from **51%** last year

39% of End User managers have had to delay or cancel Salesforce initiatives in their organisation over the last 12 months, up from **28%** last year



talent hub

2026 ANZ Salesforce Manager Survey

INSIGHTS

presented by Talent Hub, the Salesforce Recruitment Experts



The primary reason for any delayed or cancelled Salesforce initiatives in End User organisations over the last 12 months is most commonly budget reprioritisation as funds were diverted to non-Salesforce AI or infrastructure projects **(36%)**

The data could suggest that budget pressures may be redirecting spend away from Salesforce initiatives?

The average utilisation rate for team members has gone up this year at **71-80%** for **76%** of Consulting practices. Utilisation of over **80%** is **26%** this year



23% 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 only **9%**





9% of End User organisations have had to make Salesforce roles redundant this year, which is consistent with last year. **37%** of Consulting practices have needed to, down from **45%** last year

Most Consulting managers that we asked said that the biggest Salesforce team challenge they anticipate facing for the next 12 months is winning enough work to keep the team busy **(39%)** and attracting experienced talent **(39%)**





Last year it was the retention of the current team at **36%**. This has dropped to **14%** this year

2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts



Most Consulting managers that we asked said that time and materials is the billing style for most of their projects in 2026 **(64%)**. **36%** said an outcome-based billing style

87% of Consulting managers said that they are using AI assisted development in their projects. **39%** said that there hasn't been any impact to project delivery timelines, and another **39%** said that AI has made them significantly faster





14% said that AI has slowed them down due to increased QA/governance

A Move to Remote Working?



99% of Salesforce managers reported having a preference for some degree of ongoing remote working within their teams, meaning that only **1%** 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 **4%** had a preference for **5 days** in the office

3 days per week working from the office is now the ideal balance identified by Salesforce managers at **48%** who prefer it, followed by 2 days per week at **32%**. Last year **2 days per week** was preferred, followed by **3 days**



2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts



11% have a preference for fully remote this year, it was **13%** last year

This is less in alignment with Salesforce professionals than last year as most have a preference for **2 days a week** in the office, and only **16%** preferring to be in any more days a week than 2



When we cross-reference with the candidate data, they want **2 days** in the office maximum. Salesforce managers are now settling on **3 days** as their preferred balance, up from 2 last year. Managers have shifted their expectations by a full day since last year. Candidates haven't moved at all. That gap could cost successful hires

Salesforce Related Clouds/Products

39% of End User managers are planning to add new products to their existing suite this year, down from last year's **55%**

Most Consulting managers are fairly confident that Salesforce Data Cloud will be widely adopted by their clients, **51%** are somewhat confident. **13%** are neutral



2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

38% of End User managers are somewhat confident that Salesforce Data Cloud aligns with the real needs of their business, and **14%** are very confident that it does





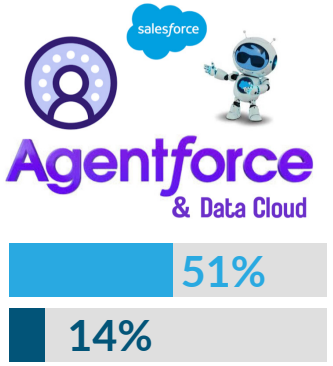
45% of Consulting managers are less confident than last year that Agentforce will be a game-changer for their clients. Last year **72%** were confident that it will be, and this year **47%** are. **48%** are neutral

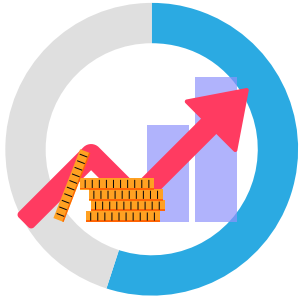
Is confidence recalibrating as the market moves from hype to implementation reality?

48% of End User managers are somewhat or very confident that Agentforce will be a game-changer for them



Most Consulting managers said that the most actual project work for Data Cloud and Agentforce they're seeing is for customers wanting to build autonomous AI agents quickly **(51%)**. **14%** said that they aren't seeing live projects yet; it's mostly internal upskilling and demos





55% of End User managers that we asked said that the complexity of Salesforce's evolving technology landscape is the biggest challenge in them adopting new Salesforce technologies, followed by the cost of implementation and licensing at **45%**



2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Will the Salesforce Talent Pool in ANZ Move to a More Specialist Model?

62% of Consulting managers said that they don't see the Salesforce talent pool in ANZ moving to a more specialist model e.g. CPQ Consultant rather than Functional Consultant, and they expect that their team members will work cross-cloud





However **26%** already employ specialists within their team

Last year, **9%** of Consulting managers had Salesforce cloud/product specialists within their team, whereas **64%** hired only cross-cloud talent



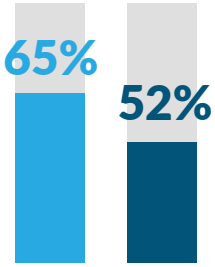


55% of End User managers are finding that strong multi-cloud experience (Marketing, Commerce, Health Cloud, etc.) are the hardest skills to find when hiring Salesforce professionals today

The Era of AI

Most organisations surveyed are poised or their clients are ready, to adopt and leverage AI, with **69%** either somewhat or very ready, last year it was **51%**



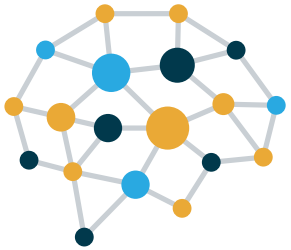


Most End User managers said that their team is being encouraged to utilise AI tools in their day to day tasks **(65%)**. Last year it was **52%**

2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Only **10%** aren't actively encouraging it



AI is mainly being used by Consulting practices for AI assisted development and testing **(88%)** and last year this was **55%** and was used for very little else consistently by those we asked

64% are using it for AI-powered solution design and architecture recommendations, last year this was only **18%**





51% of Salesforce managers report that expertise in AI and automation are some of the hardest skills to find when hiring Salesforce professionals

The overall hardest skill to find according to Salesforce managers we asked is strong multi-cloud experience (Marketing, Commerce, Health Cloud, etc.) **(57%)**



38% of End User managers that we asked have a dedicated Data Engineer or Data Architect within their Salesforce team to support their Data Cloud/AI strategy



91% of End User managers that we asked said that the adoption of AI hasn't changed their projected Salesforce headcount for 2026



The Shadow AI Risk

52% of End User organisations have a policy on 'Vibe Coding' or AI-generated code within their Salesforce production environment, and **33%** said that their stance is that it's allowed with strict peer review - **48%** said that they don't have a policy yet



Managers who don't set guardrails today are at risk of spending their 2027 budgets fixing insecure, unoptimised code, generated by well-meaning but ungoverned teams

Looking Ahead

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

Candidate short	15%
Quality short	35%
There is a good balance of experience, quality and candidates	25%
Experience short	1%
I'm not sure	24%

2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts



Most End User managers **(80%)** consider the biggest challenge Salesforce may face in the coming years based on their business needs, is the rising costs of Salesforce licences and products. This is ahead of talent shortages and skill gaps, only felt by **30%**

The leading risk that Consulting managers identified as being the biggest risks to Salesforce's continued dominance in the CRM and cloud market is the rising costs of Salesforce solutions could drive businesses to alternatives **(88%)**, followed by over-reliance on acquisitions rather than organic innovation **(51%)**



Navigating Salesforce ROI

43% of End User managers feel that they're achieving a positive return on their Salesforce investment, down from **52%** last year because a large number of these people have moved to being unsure that they are





44% are unsure which has risen from last year when **32%** were unsure. This represents an opportunity for the ecosystem to better support customers in realising value

Only **10%** of End User managers indicated that their company is considering moving away from Salesforce



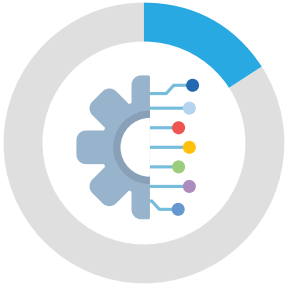
2026 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts



However, less reported plans to invest further into Salesforce products in 2026 versus 2025, at **38%** this year versus **55%** last year

Last year **16%** were considering moving to another technology





A More Buoyant 2026?

72% of Consulting managers we spoke to expect Salesforce projects/spend in their area to be more buoyant in 2026 than 2025



This is quite a contrast to the End User manager data, which suggests some hiring hesitancy, budget reprioritisation away from Salesforce, and project delays. However, the Consulting market in ANZ indicates a pretty healthy outlook. Read together, the talent and manager data tell a consistent story. This isn't a crisis, it's the definition of a market opportunity

THANK YOU

This report exists because of the generosity of the ANZ Salesforce community, the professionals, hiring managers, Architects, Administrators, Developers and everybody in between, who gave their time and their honest opinions to help us build a clearer picture of where the market stands.

We produce this survey every year because we believe that better information makes for better decisions, for candidates navigating their careers, for hiring managers building their teams, and for the ecosystem as a whole.

If you'd like to discuss what the data means for you personally or for your organisation, we're always happy to have that conversation at Talent Hub



Ben Duncombe

0405 838965 info@talent-hub.com.au

talent hub

www.talent-hub.com.au

info@talent-hub.com.au

talenthubglobal

Talent Hub Global

Talent Hub Global

talenthubglobal