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Tech Talent Hiring Guide 2025

Your roadmap to success

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Introduction

Technology continues to move at breakneck speed – and so does tech hiring. This is creating challenges for leaders looking to innovate in 2025. Simply put, securing the challenge needed to bring change transformation projects to life is no longer a luxury – it's crucial to a company's survival.

The demand for top tech talent now far outweighs supply, and the traditional methods of tech hiring are no longer working. The Venquis Tech Talent Hiring Guide 2025 aims to equip leaders with the insights and strategies to tackle tech hiring head on. From understanding the motivations behind why tech professionals leave and join a company and the rise of remote work, to leveraging AI and building a compelling employer brand, Venquis has got you covered.

Barnaby Parker
CEO, Venquis



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01

The technology landscape in 2025

Understanding industry shifts

As we've seen in the last few years, artificial intelligence is no longer a futuristic concept, but an integral part of life as we're becoming to know it. From self-driving cars and personalised medicines to state-of-the-art fraud detection, AI is already powering a huge percentage of our everyday. This is further amplified by the rise of generative AI and large language models, which have significantly impacted how we live and work – particularly within the last year. As a result, demand for AI/ML professionals with skills in machine learning and deep learning is skyrocketing.

While still in its early stages, the metaverse is gaining continued traction. Equally, advancements in virtual and augmented technologies are creating more immersive and interactive digital experiences, highlighting just how rapidly technology is integrating with our lives – while also creating new jobs and skill requirements for companies worldwide.

To address latency issues associated with cloud computing, edge computing is gaining increased momentum. By processing data closer to the source, edge computing provides faster response times, thus improving the performance of various applications, including autonomous vehicles and the Internet of Things (IoT) – where slow response times could cause significant damage. As a result, new job opportunities in edge computing for those with expertise in network engineering and data analytics, among others will become increasingly prevalent this year.

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However, as our reliance on technology continues to increase, so do threats – amplifying the need for cybersecurity experts. Throughout 2025, companies will begin to focus on advanced threat detection, proactive defence mechanisms and robust cybersecurity frameworks to safeguard against cyber threats. This increased emphasis on cybersecurity will see a surge in demand for ethical hackers, threat analysts and incident responders.

These interconnected trends are rapidly evolving and shaping the future of life and work as we know it – including hiring. This necessitates a new approach to talent acquisition. The demand for highly specialised skills in AI, data science, cybersecurity and other emerging fields is ever-increasing. Companies and leaders alike need to adapt their hiring processes to attract talent with these in-demand skills, while providing continuous learning opportunities for existing employees to improve retention.

Identifying key skills gaps

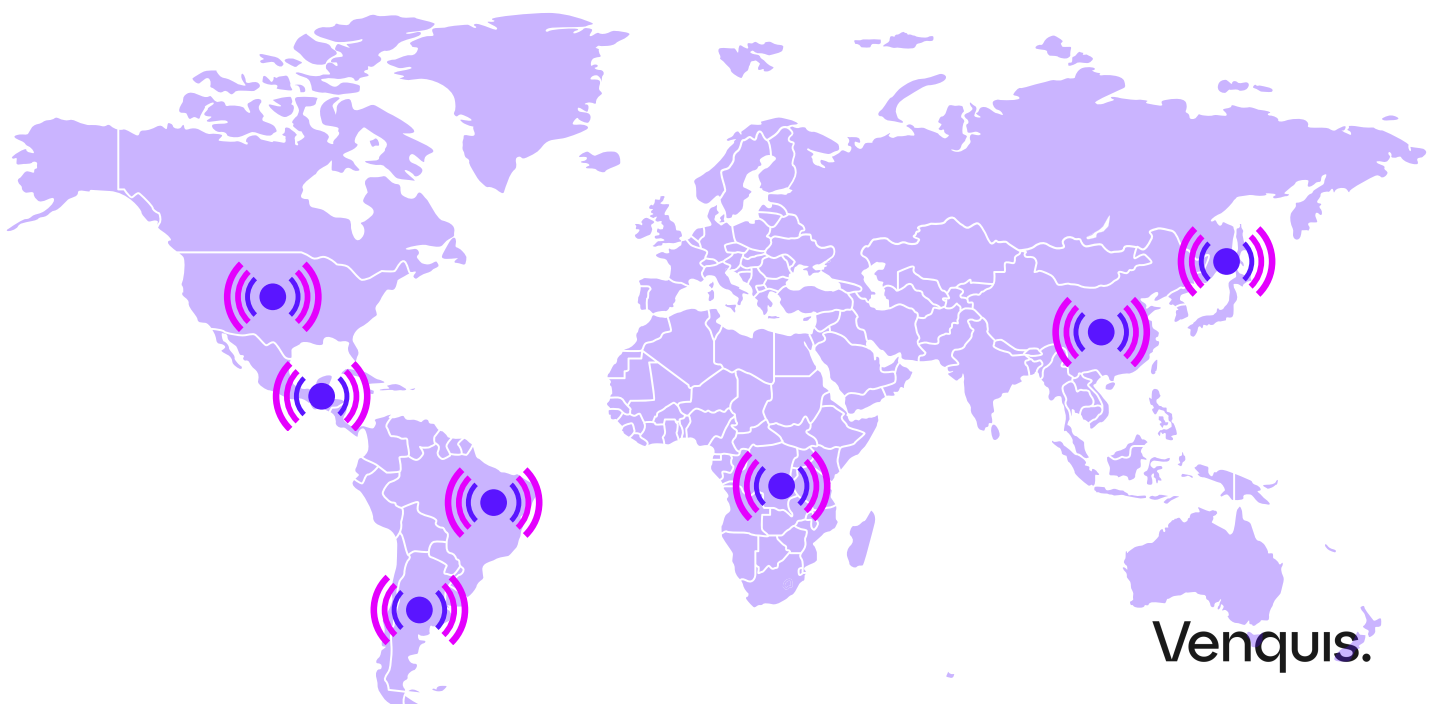
The pace at which technological progress has been made in recent years has created a critical skills gap that threatens to hinder innovation and competitiveness if not addressed. For tech leaders to ensure companies have the talent they need to succeed, acknowledging and assessing their internal skills gap is a first crucial step.

Conducting a skills gap analysis to evaluate current employee skills against the growing needs of the business (and broader industry) will help leaders identify where the current workforce lacks the skills in areas that are important for growth. As part of this skills gap analysis, it's equally important to assess – and invest in – talent development and upskilling your existing employees. Implementing training programmes to equip your team with the skills they need to grow in their roles also fosters a culture of continuous learning – which is vital in attracting (and retaining) the very best talent to your organisation.

The next step in setting your company apart when it comes to hiring in 2025 is your existing hiring strategy. When was the last time you assessed your hiring processes? Give it a try, there may be areas that could be improved; inefficiencies or potential biases hindering your ability to attract and retain talent in the first place. Let's face it, if you haven't looked at your hiring processes in the last couple of years, it's likely that your hiring methods are becoming obsolete. Given the pace at which technology is moving, academic credentials do not necessarily guarantee that you have the skills and experience to carry out a role crucial to your company's innovation goals and growth. By shifting focus to an assessment-based approach, coupled with portfolio reviews, to evaluate a candidate's practical abilities could support you in hiring the right people.

Expanding talent pools

Since 2020, work patterns, employee attitudes and approaches to hiring have fundamentally shifted. To build a truly innovative and competitive workforce, tech leaders are beginning to embrace diversity in all its forms – including location. As with academic credentials, someone's location in relation to an office should no longer be a primary factor in the talent acquisition process. Top talent exists everywhere – and talent pools are distributed across the globe. To attract and retain the right people, it requires leaders to look beyond boundaries and locations and gain an understanding of key regions and emerging talent hubs to tap into.



The United States remains a dominant force in the global technology landscape. Silicon Valley continues to be a major hub for innovation and talent, with Texas also recently emerging as a strong contender for top tech talent – thanks to universities and institutions producing highly skilled graduates in the area.

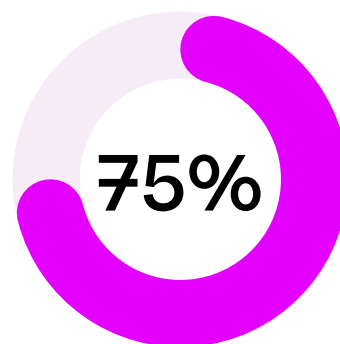
Asia is also a strong player in the global tech scene, with China and India leading the way. China has become a global leader in AI, 5G and other cutting-edge technologies, while India has an extensive pool of skilled software engineers and IT professionals.

Europe is an equally thriving ecosystem with strong clusters in Germany, the UK, France, Nordics and the Netherlands. These countries excel in areas like cybersecurity, AI research and sustainable technologies.

Beyond the established tech sectors, there are several emerging talent hubs gaining prominence globally. Brazil, Mexico and Argentina are developing strong tech networks, with a growing pool of skilled developers and engineers. Equally, Africa is experiencing rapid tech growth, with emerging hubs in Nigeria, Kenya and South Africa garnering global attention.

The rise of remote work since 2020, coupled with globalisation, has made it easier for companies to recruit talent from anywhere in the world, creating a much more competitive talent market. Equally, rapid technological advancements and changing demographics – such as an aging workforce in some locations and a growing youth population in others – are also influencing the availability and distribution of tech talent.

Flexibility remains a key expectation, with most Venquis candidates in our existing database preferring remote or hybrid models.



02

A data-driven hiring process

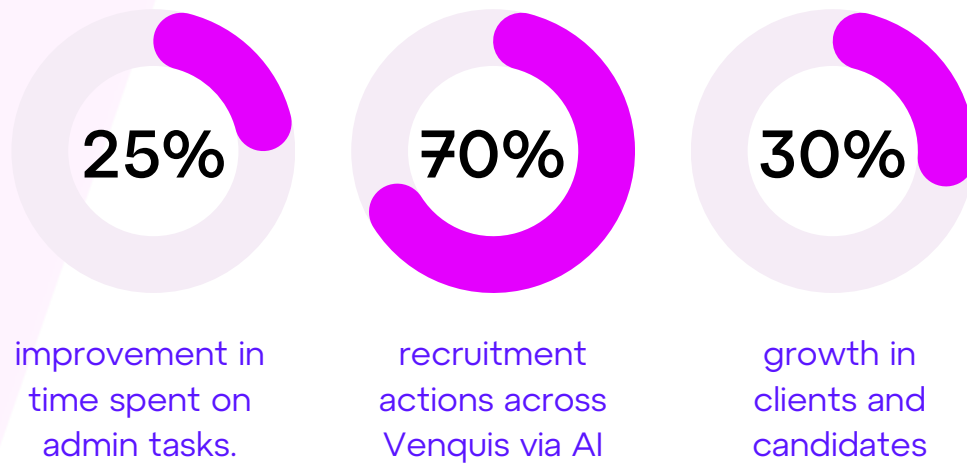
Understanding industry shifts

At Venquis, we are consistently looking at ways to innovate and adapt our processes to ensure we're providing our clients, candidates – and team! – the tools they need to thrive. Like other industries looking to technology to stay ahead, we use data and artificial intelligence to support our very human approach to talent acquisition.

Predictive analytics allows us to leverage historical data to forecast future outcomes. This includes predicting a candidate's success by analysing factors such as past performance, skills, education – even personality traits. This allows our clients to identify high-potential candidates with greater accuracy, significantly reducing the risk of mis-hires and optimising hiring decisions. We also use artificial intelligence to improve and expand our talent pool beyond traditional channels to tap into our unique networks and uncover hidden gems – this increases our chances of finding our clients individuals with unique skillsets and experiences.

We've found that a data-driven approach is crucial for optimising hiring processes to ensure consistent, high-quality outcomes. Leveraging analytics allows us to gain deeper insights into the market and recruitment performance of our team, as well as further insights into our candidates. We can identify bottlenecks in our clients' processes and provide them with data-informed decisions to improve efficiency and effectiveness with ease.

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Venquis data 2024

It's not you. It's your employer brand.

Approaches to work have shifted significantly in recent times – particularly among highly skilled tech professionals. Whereas previously job security, salary and benefits were the main catalyst behind someone's career move, now, workers are increasingly prioritising purpose and alignment in what they do for a living.

Factors such as opportunities that align with an individual's values, a sense of fulfilment beyond financial compensation and the rise of remote work are a few of the factors that have impacted the decision-making process for career paths. This nuanced approach to career moves has ensured that employer branding has become a critical strategy for companies looking to transform the way they are positioning themselves as a desirable way to work. As the hunt for top talent becomes more and more competitive, companies now must move beyond generic slogans and aspirational statements and start taking a data-driven approach to their employer branding.

At its core, employer branding shapes and communicates a company's unique value proposition to potential employees. It's your employer brand that showcases what makes your company a distinctive and desirable place to work. This means it's vital that you understand the needs and aspirations of your target talent pools to be able to successfully identify your company's unique strengths and identifiers. Doing so will allow you to craft a consistent and compelling narrative that authentically reflects the employee experience.

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A data-driven approach to employer branding begins with a thorough understanding of your target audience – beyond skills and expertise. Who are your ideal candidates? What are their career goals, values and motivations? Do you know what your ideal candidate – i.e. top talent – expects from their ideal workplace? Leveraging data provides valuable insights into preferences and behaviours of your target audience, further allowing you to identify key demographics, analyse their behaviour and understand their motivations when choosing a new employer.

Internal data also plays a crucial role in shaping your data-driven employer branding strategy. If you don't regularly survey your employees, conduct exit interviews and performance reviews, you should start. Analysing this data provides insight into employee satisfaction, retention and engagement. This allows you to identify strengths and weaknesses within the organisation, further enabling you to highlight areas for improvement and identify key differentiators that can be used in your employer brand.

Once a deep understanding of both is established, the next step is to define your employer value proposition. Your EVP is a concise and compelling statement that articulates what makes your company a great place to work. It should go beyond employee benefits and highlight the unique aspects of your employee experience – such as company culture, career growth opportunities, work-life balance and the opportunity to make a meaningful impact, for example. Your EVP should be authentic and reflect the reality of working at your company and should be communicated regularly across all internal and external touchpoints.

This approach is highly valuable but requires a consistent and continuous cycle of data collection, analysis and refinement. By regularly monitoring your metrics and adapting your employer brand strategy based on your insights, attracting and retaining the best talent on the market becomes a breeze.

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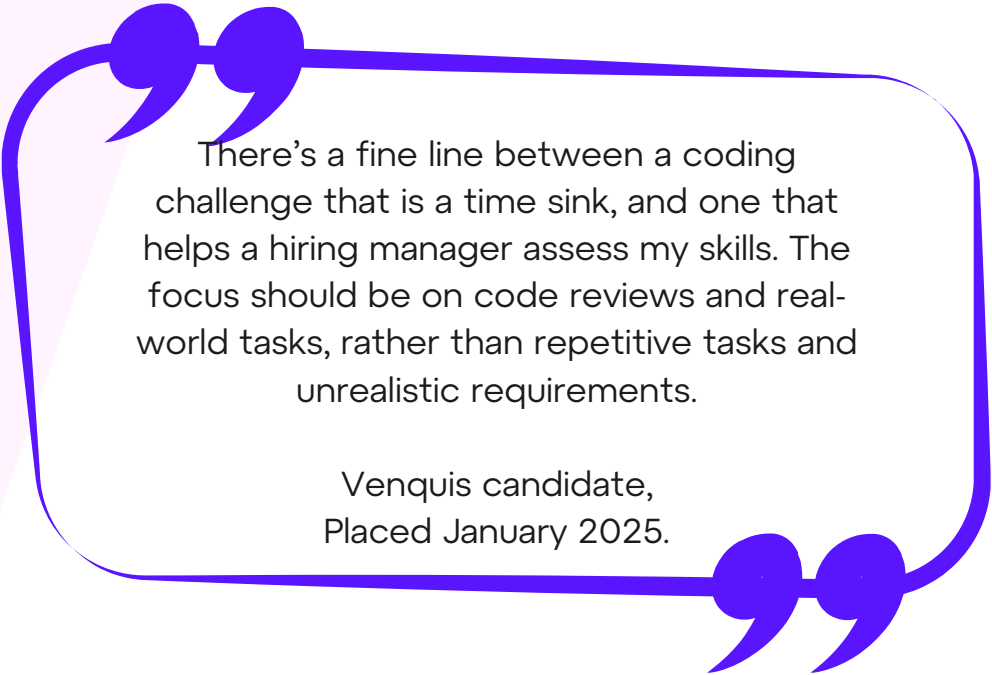
The art of technical interviews

Beyond the CV: effective interviewing

Companies aiming to innovate and remain competitive in an era of rapid technological advancements and shifting candidate priorities must get better at interviewing top tech talent. Gone are the days of processes heavily reliant on non-technical hiring teams screening CVs for exact matches, and generic technical questions causing drop outs in early stages.

Your target employees are experts in their field – and they're intelligent. They expect you to be too. Instead of relying on outdated methods, technical leaders succeeding in attracting and retaining the very best of the best have done so by mastering the art of technical interviews.

Technical interviews are a crucial evaluation tool used to assess a candidate's technical proficiency, problem solving abilities and cultural fit. However, conducting an effective technical interview is more than having access to a list of questions from your tech team – and providing an assessment requires careful planning, thoughtful question design and a commitment to fairness and objectivity.



There's a fine line between a coding challenge that is a time sink, and one that helps a hiring manager assess my skills. The focus should be on code reviews and real-world tasks, rather than repetitive tasks and unrealistic requirements.

Venquis candidate,
Placed January 2025.

Conducting effective coding challenges

Coding challenges are a cornerstone of the technical interview process. It provides hiring teams with a hands-on assessment of a candidate's coding skills, problem solving approach and ability to translate requirements into executable code. Designing effective coding challenges requires careful consideration and is often comprised of several factors:

A successful coding challenge should be clear, concise and directly relevant to the role's technical requirements and seniority. While the difficulty level should be adapted to complement the role's seniority – and be challenging enough to differentiate between strong and weak candidates – you should avoid making it discouraging or frustrating to qualified candidates. The challenge should, primarily, assess how candidates approach problem solving, and should be open-ended, encouraging candidates to explore different solutions and explain their reasoning. This allows you – or your hiring team – to evaluate their critical thinking and decision-making skills.

Unhidden gems in behavioural interviews

The core belief of behavioural interviews is that how someone has acted in the past, gives the strongest indicator of how they'll perform in the future. To conduct effective behavioural interviews, structure is key. Using a framework like STAR, ensures consistency and allows for fair comparison across candidates. Evaluating the consistency of a candidate's behaviour through different situations and the impact of their actions is crucial – it helps avoid bored generalisations or drawing conclusion based on limited information.



Bias mitigation

While it's certainly incredibly important to develop a persona for your ideal candidate, it's equally vital to avoid unconscious bias. This can creep into the hiring process, leading to unfair outcomes for qualified candidates. Having a bias mitigation strategy in place ensures everyone gets a fair shot, and you're not missing out on finding your ideal candidate.

For example, a study by Yale University found that job applicants with stereotypically masculine names were 79% more likely to be called back for an interview than those with typically feminine names – even when their CVs were identical. A bias mitigation strategy that incorporates blind CVs – where names and potentially biased information are removed – in this instance would be helpful in levelling the playing field for highly technical candidates with similar skills and experience.

For hiring teams and those involved in the interview process, regular training sessions to raise awareness and understanding unconscious bias – and how to address it – alongside formal processes for structured interviews – with clear guidelines and scoring rubrics – can also make the process more consistent and objective, reducing the risk of unconscious bias creeping into your hiring plans.

At Venquis, we have analysed hundreds of hours of interview data, which has allowed us to support clients in mitigating bias when hiring. We are committed to diversity and inclusion, and this ongoing effort for all involved (our clients and our team), allows us to create a more inclusive and equitable hiring process.

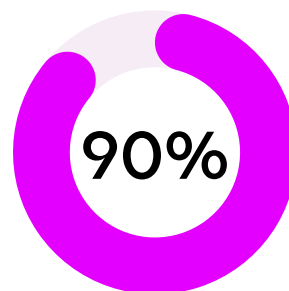
Callback rates

79%

Masculine
names



Feminine
names



of women in tech
have faced
gender bias in the
workplace.

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Creating a positive candidate experience for all

The candidate experience is the sum of all interactions a job seeker has with a company throughout the hiring process – and has emerged as a critical differentiator for tech professionals when choosing companies for their own professional development, as well as when recommending companies to others. A positive candidate experience fosters a strong employer brand, builds lasting relationships and, ultimately, contributes to a thriving company culture.

From the initial job posting to the final decision, every touchpoint with a potential employee shapes their perception of the organisation. A seamless and engaging application process, prompt communication and transparent feedback demonstrate respect for a candidate's time and effort. This not only improves your chances of attracting and hiring the best talent but strengthens your company's reputation in the job market.

Venquis is in the business of providing positive candidate experiences – whether we're hiring for our own team or supporting clients in finding their ideal candidates – so we know that a positive candidate experience extends beyond successful hires. It's equally important to provide unsuccessful applicants with a respectful and informative experience. Providing clear and constructive feedback, acknowledging time and effort, and maintaining open communication channels throughout demonstrates a commitment to ethical and transparent hiring processes. By taking this approach, you're not only minimising the disappointment for unsuccessful candidates, but leaving lasting impressions – perhaps turning them into brand advocates or future applicants!

Positive candidate experiences also significantly impact employee engagement and retention. When candidates feel valued and respected throughout the hiring process, they're more likely to accept job offers and become enthusiastic employees. This positive experience translates into higher morale, increased productivity and lower turnover rates.

04

Sourcing & engaging top talent

Throughout this guide, we've established that the tech industry thrives on innovation, and is fuelled by exceptional talent that is becoming increasingly scarce. Securing and retaining the expertise you need to thrive is no longer a luxury, it's a time sensitive imperative – one that your competitors are already tackling.

While building an in-house talent acquisition team and upskilling existing hiring teams may seem like a straight-forward task, it's simply one you don't have time to execute in 2025. The complexities of the modern technology industry demand a more strategic approach – one that blends your in-house hiring team, with specialise staffing solutions and change transformation services to provide you with the skills you need to tackle change transformation at pace.

It's a compelling case for a paradigm shift in how organisations approach talent acquisition. Here's how we work:

Identify

- Curated, diverse talent
- Venquis talent networks
- Targeted talent mapping
- Multi-platform attraction

Engage

- 24/7 continual engagement
- Dual branding advertising
- Automated engagement
- Social outreach programs

Qualify

- 4 step qualification process
- Tailored in-person selection
- Experienced project team
- Remote video interviewing

Select

- Bespoke shortlist creation
- Full reporting stack
- Referencing analysis
- Candidate scorecard

Manage

- End-to-end management
- Live feedback sessions
- Dedicated account manager
- Real-time status reporting

Hire

- Expert offer management
- Compliance and onboarding
- Aftercare programme
- Continuous feedback

Our team works with yours to avoid and overcome the pitfalls and challenges often overlooked by internal teams looking to hire both at scale and at pace. The Venquis team has access to an incredibly diverse global talent pool, cultivated for over a decade, and a critical aspect of building high-performing teams for our clients. We combine our specialised knowledge and deep understanding of inclusive recruitment practices to identify and engage with underrepresented groups – both at scale and at pace. This task necessitates constant research, extensive networking and the development of targeted sourcing strategies. Simply put, our team has the time yours doesn't – and we can work together to blend the time we have, with the resources you need, without working your internal teams to capacity.

Skill count. Not headcount.

We don't find hires. We fix problems.

Cut candidate dropouts

Engage with candidates intelligently.

An entire sourcing team

Expect the fastest results with a whole team behind you.

Lock down the right talent

We're your competitive edge in the market.

Beat the competition

Shortlist quickly with multiple talent pools.

Transparency guaranteed

Real-time check in for total confidence.

05

The future of tech talent acquisition

The tech world is in a constant state of flux, and AI's ongoing permeation - alongside a steady stream of emerging technologies - makes it clear that the methods used to attract, recruit and retain top talent must also adapt to avoid losing out on opportunities.

As we've seen in recent years, AI and automation are transforming businesses - and at Venquis, we're already benefitting from its incorporation into our unique approach to staffing solutions and talent acquisition.

Since its implementation, AI and automation have enhanced our interactions with candidates, improved our efficiency in matching candidates with clients, and has allowed us to gain valuable and actionable insights into a rapidly changing global talent pool. Our algorithms test and analyse vast amounts of data from various resources and networks to let our team identify potential candidates that match our client's ideal employee persona and necessary expertise.

By helping our team identify desirable candidates more effectively and objectively, not only are they able to place the right candidates more rapidly, but they are also able to focus their time on building relationships and engaging with candidates on a deeper level, to ensure we're able to support our clients in achieving their dream teams.

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Our team has the specialised expertise to identify and engage the talent you need to succeed. We understand the unique requirements and nuances within high-demand tech niches which enables us to effectively source and place highly qualified candidates in these crucial roles. Beyond simply filling positions, we also work with our in-house hiring teams to streamline processes and provide tailored talent solutions that future proofs your approach to talent acquisition.

Don't just take our word for it – take a look at some of our work:

Case studies

Case Study **Westfield Specialty**

[Westfield Specialty | IT
Change Team Growth Project](#)

Case Study **Netcompany Nordics**

[Netcompany Nordics](#)

Case Study **AON**

[AON Global
Transformation](#)

Partnerships



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Transformation delivered.