

Eye on Privacy

TRU Staffing Partners

September 17, 2024



Privacy, Ediscovery, & Cybersecurity Staffing

Jodi Daniels

Founder & CEO, Red Clover Advisors

Jodi Daniels is the Founder and CEO of Red Clover Advisors, a privacy consultancy that integrates privacy strategy into scalable solutions for businesses. With over 25 years of experience, she has held key roles at Deloitte, The Home Depot, Cox Enterprises, and Bank of America, where she led privacy efforts in digital banking and marketing.

Jodi now serves as an outsourced privacy officer, simplifying privacy for her clients and advocating it as a fundamental human right. She's a national keynote speaker, co-host of the She Said Privacy / He Said Security podcast, and co-author of the bestseller *Data Reimagined*. Her insights have appeared in *The Wall Street Journal*, *Forbes*, and *The Economist*.

Jodi holds an MBA and a Bachelor's in Accounting from Emory University. She lives in Atlanta with her family and dog, Basil.



Eye on Privacy

What You Can Expect Each Month

Remote vs.
In-Office
vs. Hybrid

Speed of Hire
Metrics

Point-of-Hire
Compensation
Metrics

Exciting Guest Speakers and More!

Offer
Acceptance
Likelihood

Contract
Staffing
Trends

Privacy Job
Seeker
Motivations

TRU's Upcoming Events

**September
18**

The A.I. & Privacy Job Market: Trends, Tech, and Opportunities



**September
23-25**

IAPP PSR 2024
The Triple Edge:
Unleashing Careers
Across Privacy,
Cybersecurity,
and AI



**October
29**

Eye on Privacy
Monthly Webinar
Featuring
Lorenzo Robleto,
Head of Privacy
at Doordash

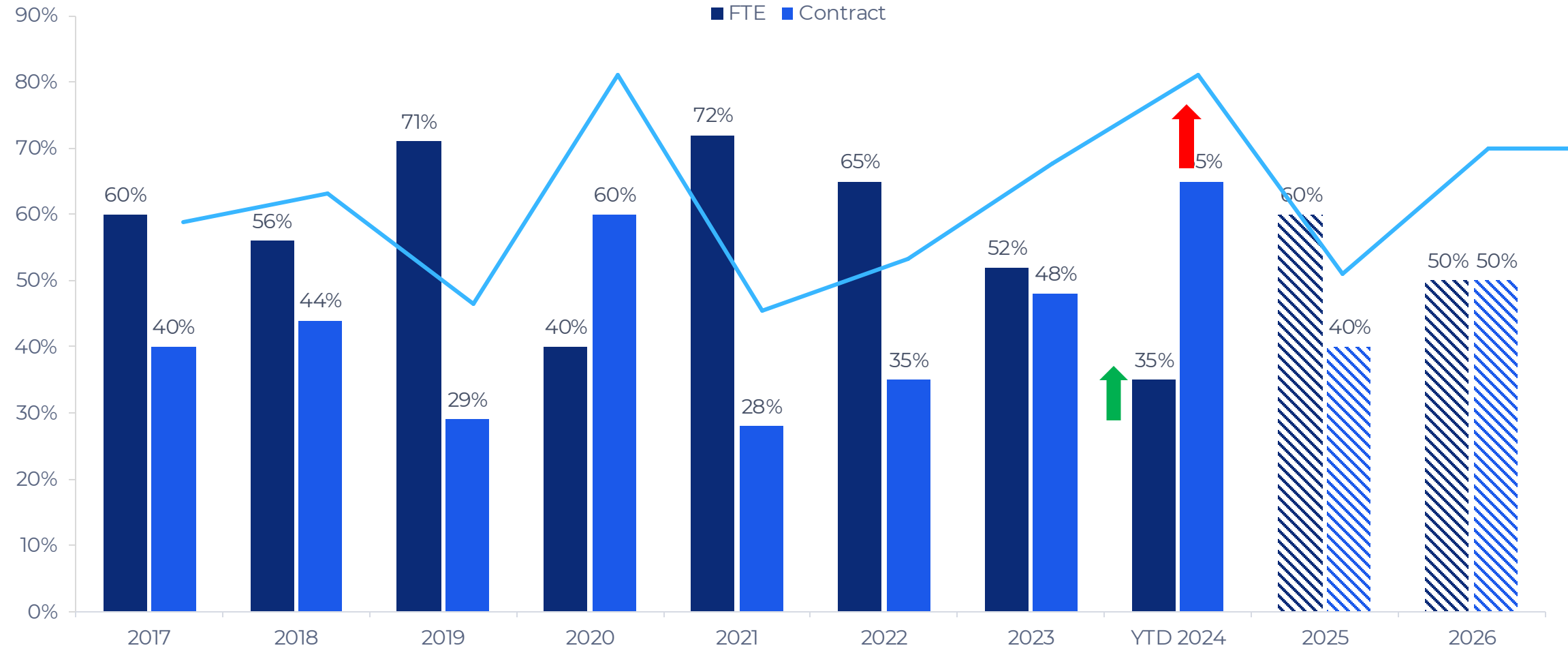


**November
13-15**

Consero Chief
Privacy Officer
Forum | Coral
Gables, FL

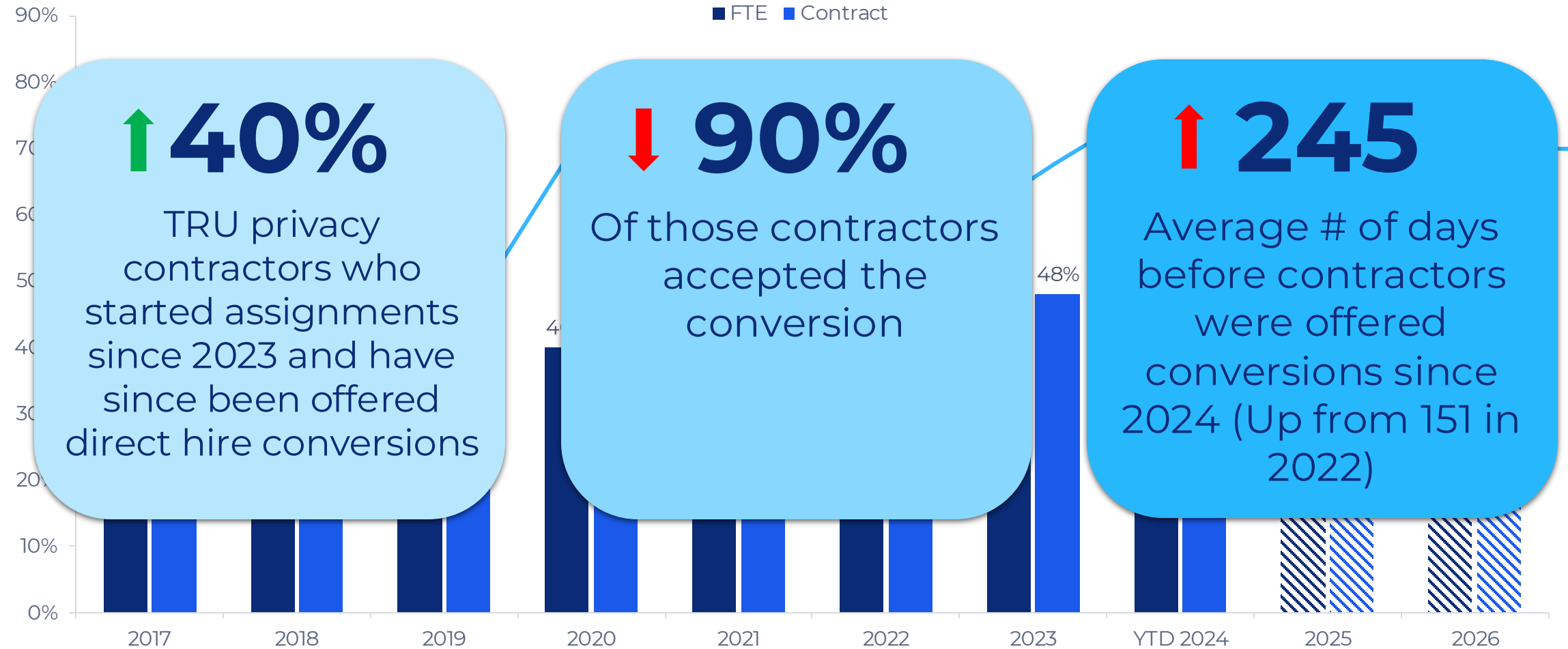


Privacy Contract vs. Direct Hire Staffing Trends (Last 7 Years) Based on Offers Accepted



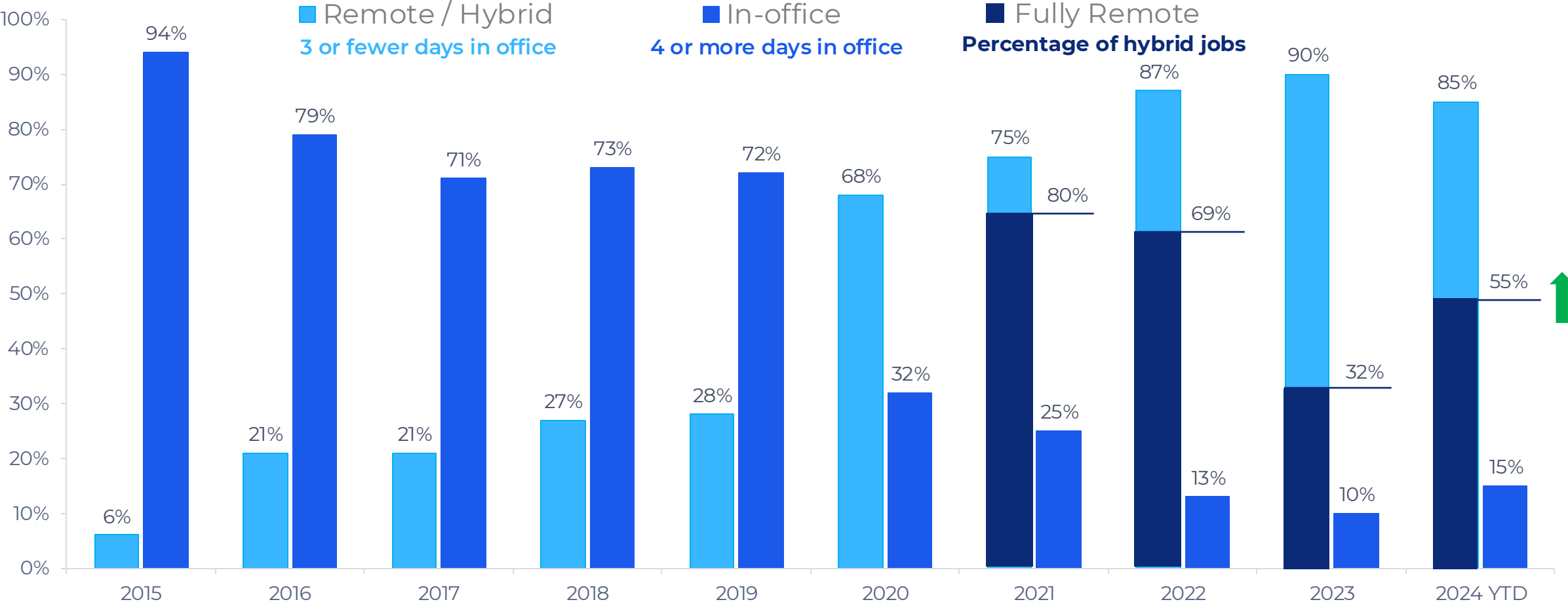
Privacy Contract vs. Direct Hire Staffing Trends (Last 7 Years)

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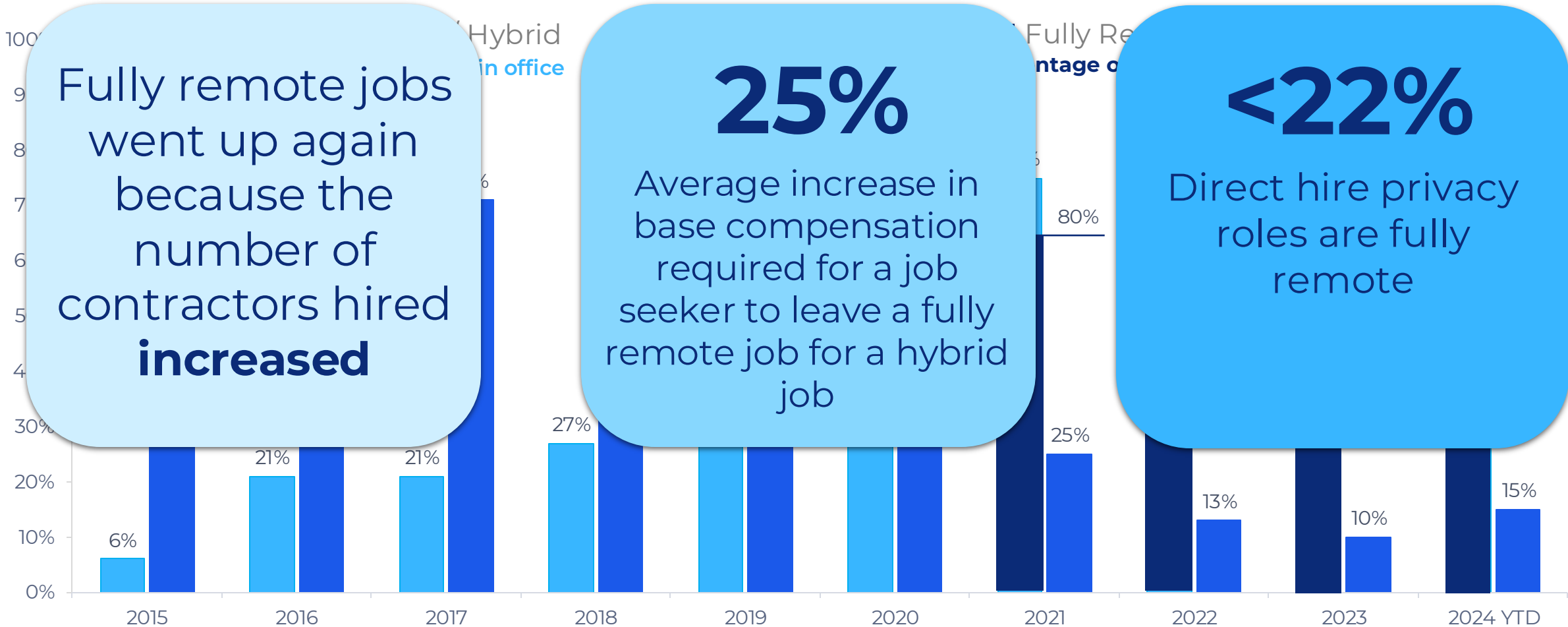
Remote/Hybrid vs. In-Office

Based on Offers Accepted



Remote/Hybrid vs. In-Office

Based on Offers Accepted



Fully remote jobs went up again because the number of contractors hired **increased**

25%
Average increase in base compensation required for a job seeker to leave a fully remote job for a hybrid job

<22%
Direct hire privacy roles are fully remote

Motivations for Privacy Job Seekers

2022 vs. 2023

TOP 5 MOTIVATIONS OF JOB SEEKERS IN 2022

1. Working remotely/hybrid
2. Mentorship/new leader
3. \$\$\$\$\$\$
4. Upskilling
5. Diversity, equity, & inclusion

VS.

TOP 5 MOTIVATIONS OF JOB SEEKERS IN 2023

1. Working remotely more
2. More challenge/opportunity
3. \$\$\$\$\$\$
4. Unemployment/out-of-work
5. Burnout

Motivations for Privacy

Job Seeker

2022 vs. 2023

TOP 5 MOTIVATIONS OF JOB SEEKERS

1. Working remotely
2. Mentorship/
3. \$\$\$\$\$\$
4. Upskilling
5. Diversity, eq

TOP 5

MOTIVATIONS OF JOB SEEKERS IN 2024 (BASED ON Q3 DATA)

1. Burnout*

2. \$\$\$\$\$\$ ↑

3. Innovation/Buy-In ↓

4. Working remotely ↑

5. Unemployment ↓

* Burnout has remained the #1 motivator for 12 consecutive months

MOTIVATIONS OF JOB SEEKERS IN 2023

- Working remotely
- Opportunity
- Out-of-work

Salary Increases at Point of Hire

2021, 2022, 2023, 2024 YTD (TRU Data)

2021

2022

2023

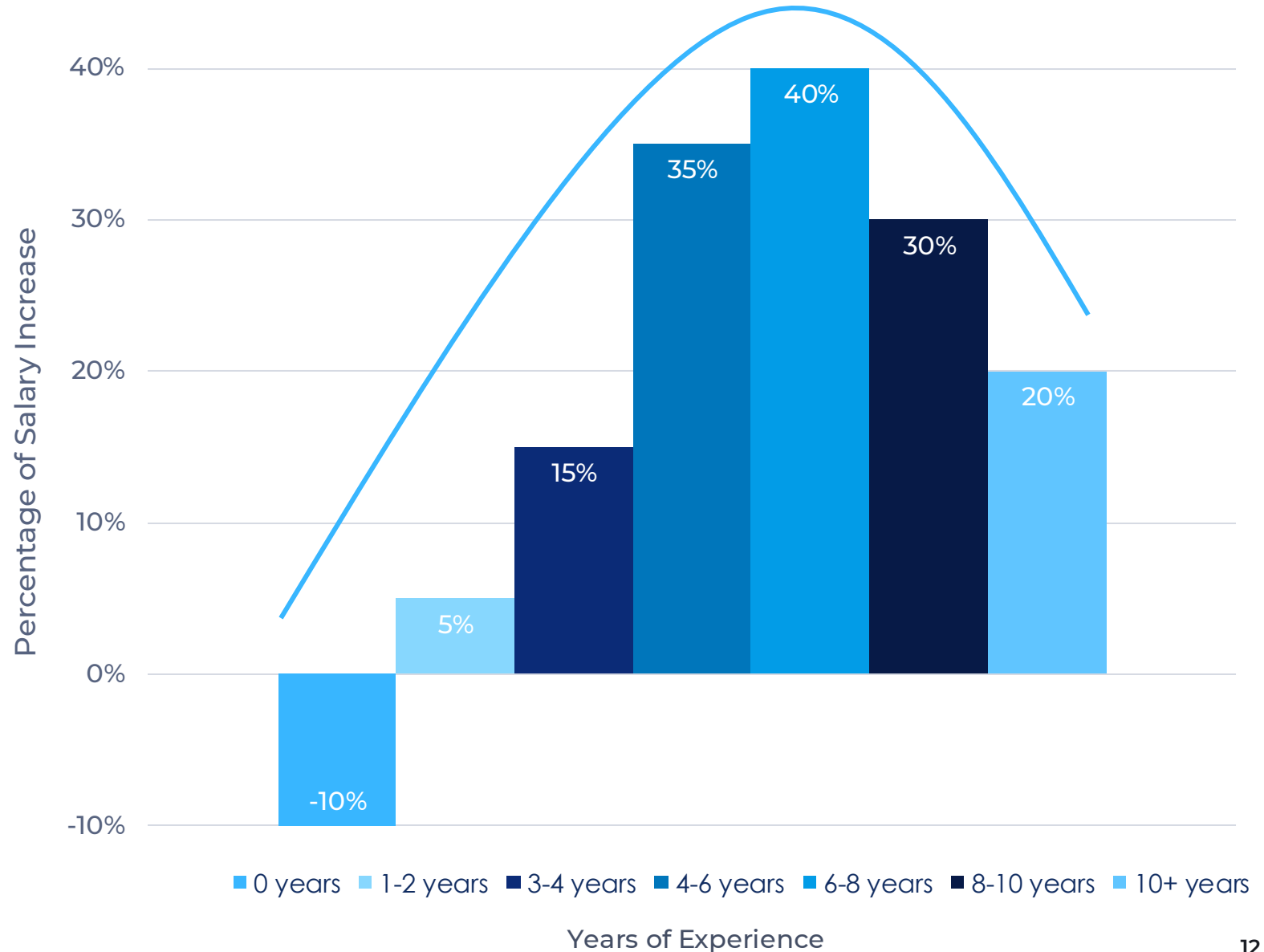
2024

2022

6-10+ years' experience in highest demand but lowest relative supply

20-40% base compensation increase for midmarket and executive professionals at point of hire in 2022

Percentage of Salary Increase Based on Years of Experience at Point of Hire (2022)

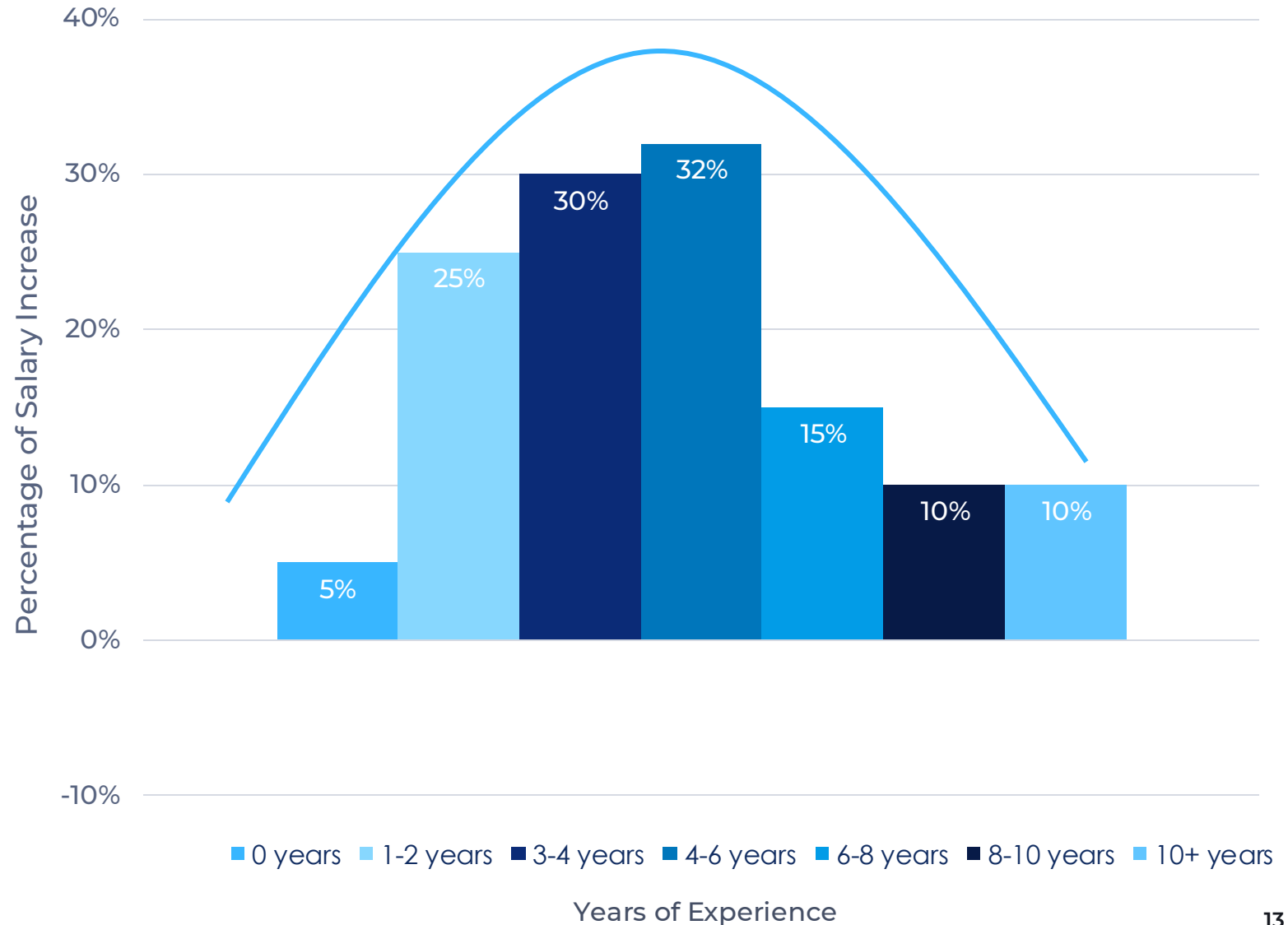


2023

1-6+ years' experience
in highest demand but
lowest relative supply

25-32% base
compensation increase
for early to mid career
professionals at point
of hire in 2023

Percentage of Salary Increase Based on Years of Experience at Point of Hire (2023)

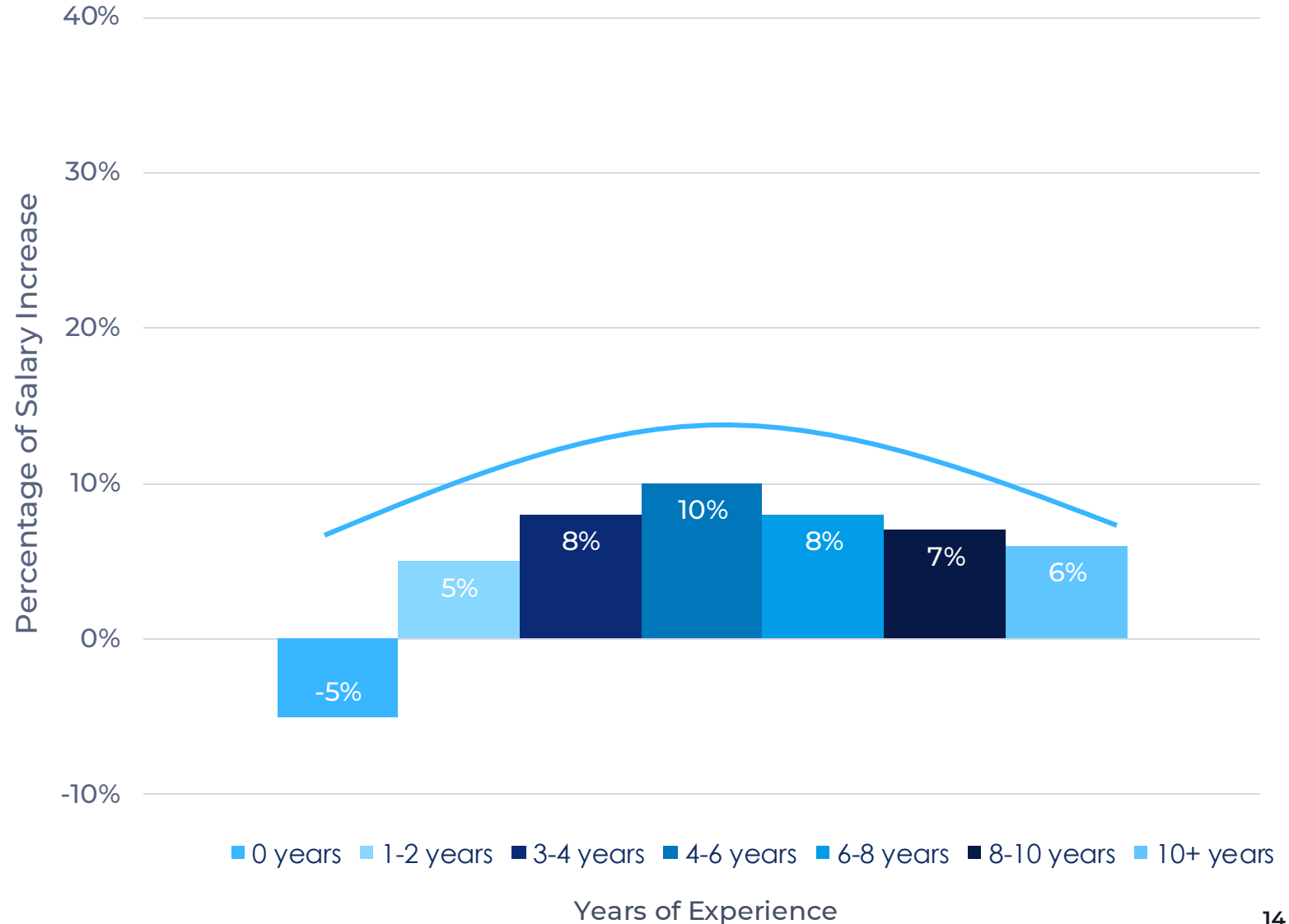


2024

1-6+ years' experience in highest demand but lowest relative supply

8% base compensation increase for privacy professionals in 2024

Percentage of Salary Increase Based on Years of Experience at Point of Hire (2024 YTD)



By the Numbers

TRU surveyed more than 100 CPOs in the Fortune 1000

2%

Of advertised
privacy jobs in
2024 were CPOs

10-20%

Time spent by
CPOs personally
recruiting in 2024

15-25%

Time spent on AI
Governance by
CPOs

AI Governance Salary Ranges

Snapshot as of Q3 2024

	Min	Median	Max
Analyst	\$59,000	\$107,500	\$151,600
Specialist	\$63,200	\$103,150	\$220,000
Lead	\$76,600	\$175,000	\$325,000
Manager	\$105,400	\$161,000	\$321,000
Director	\$110,000	\$200,000	\$282,800
Executive	\$133,700	\$203,700	\$500,000

Takeaways

September 2024

- Employers are running a **greater risk of losing contractors that don't convert after 241 days**
- **Contracting** remains a practical and perhaps **faster means of getting an FTE role** and/or a fully remote role
- **Less than 22%** of direct hire roles are **fully remote**
- **Burnout** has remained the **#1 motivator** for privacy job seekers for 12 months
- Percentage of **salary increase** at point-of-hire is at a **3-year low, 8%**
- **AI job definition** and corresponding **compensation remains ambiguous** and fractured at best



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