

# State of the Data Privacy Job Market

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Privacy, Ediscovery, & Cybersecurity Staffing

# TRU by the Numbers

Jared Coseglia, Founder & CEO



**24**

**13**

**4**

**4K+**

# Agenda

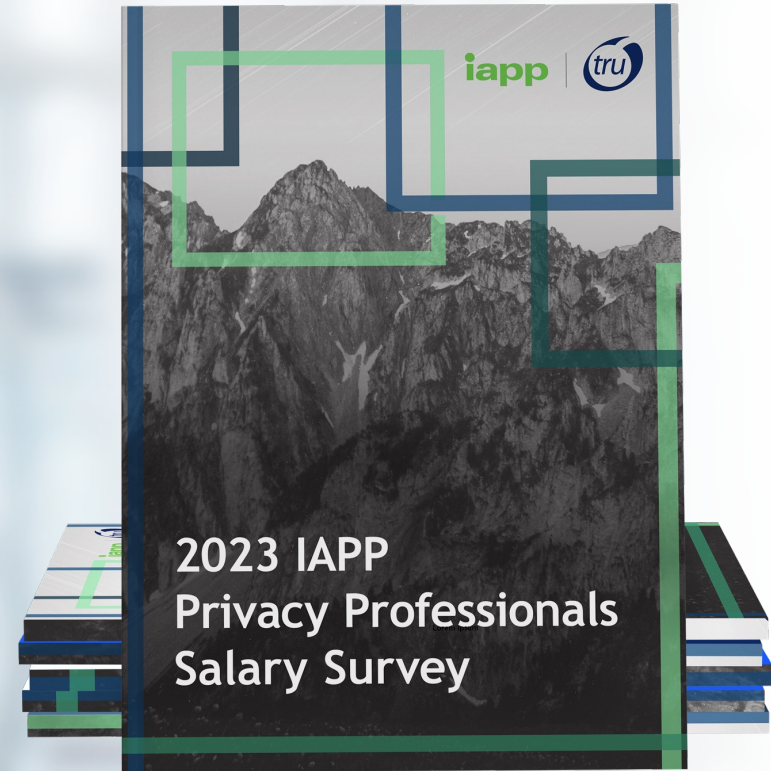
- What's Happening Now
- Speed of Hire
- Contract vs. FTE
- Remote vs. In-Office
- Compensation Benchmarks
- Counteroffer, Raise, Acceptance Culture
- Costs & Risks of DIY Staffing



# Benchmarking Job Market Trends



Data Based on  
Point-of-Hire Salaries



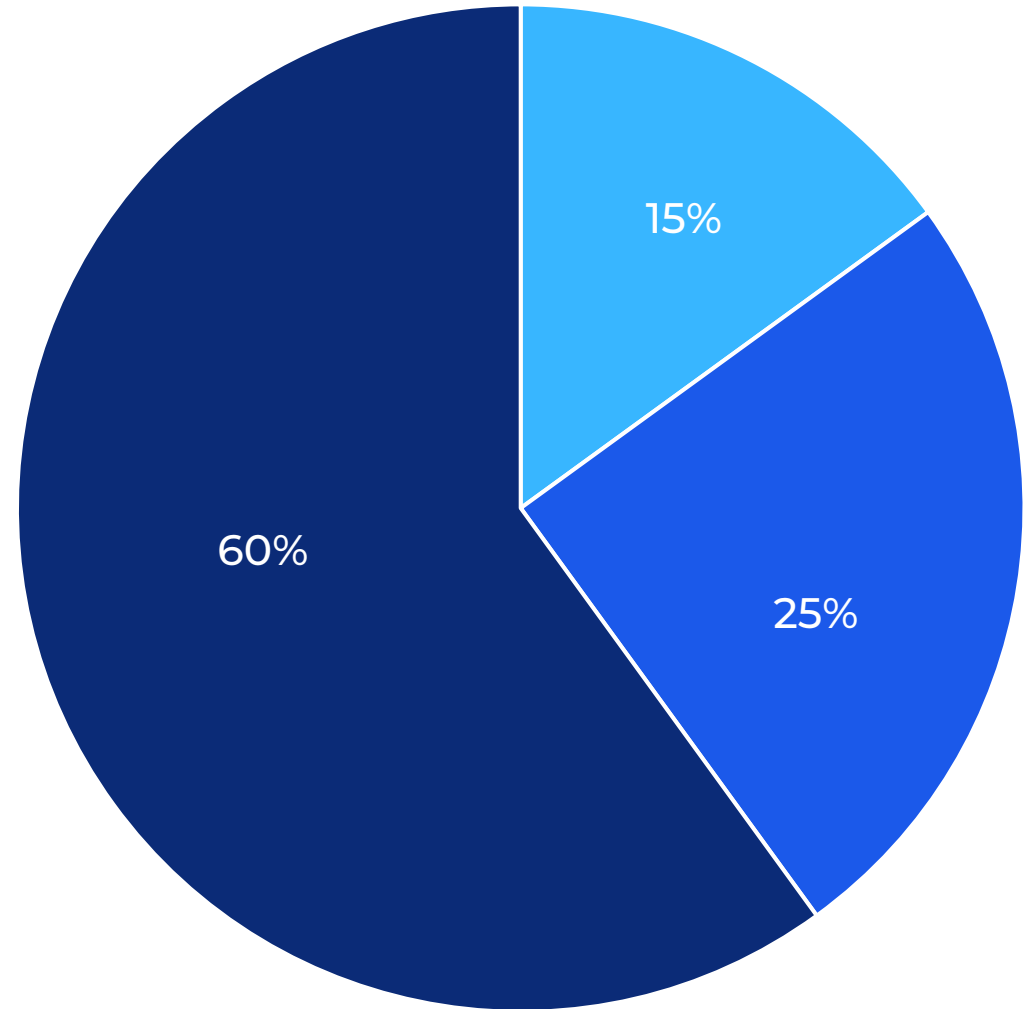
Data Based on  
Surveying Existing Salaries

# What's Happening Now



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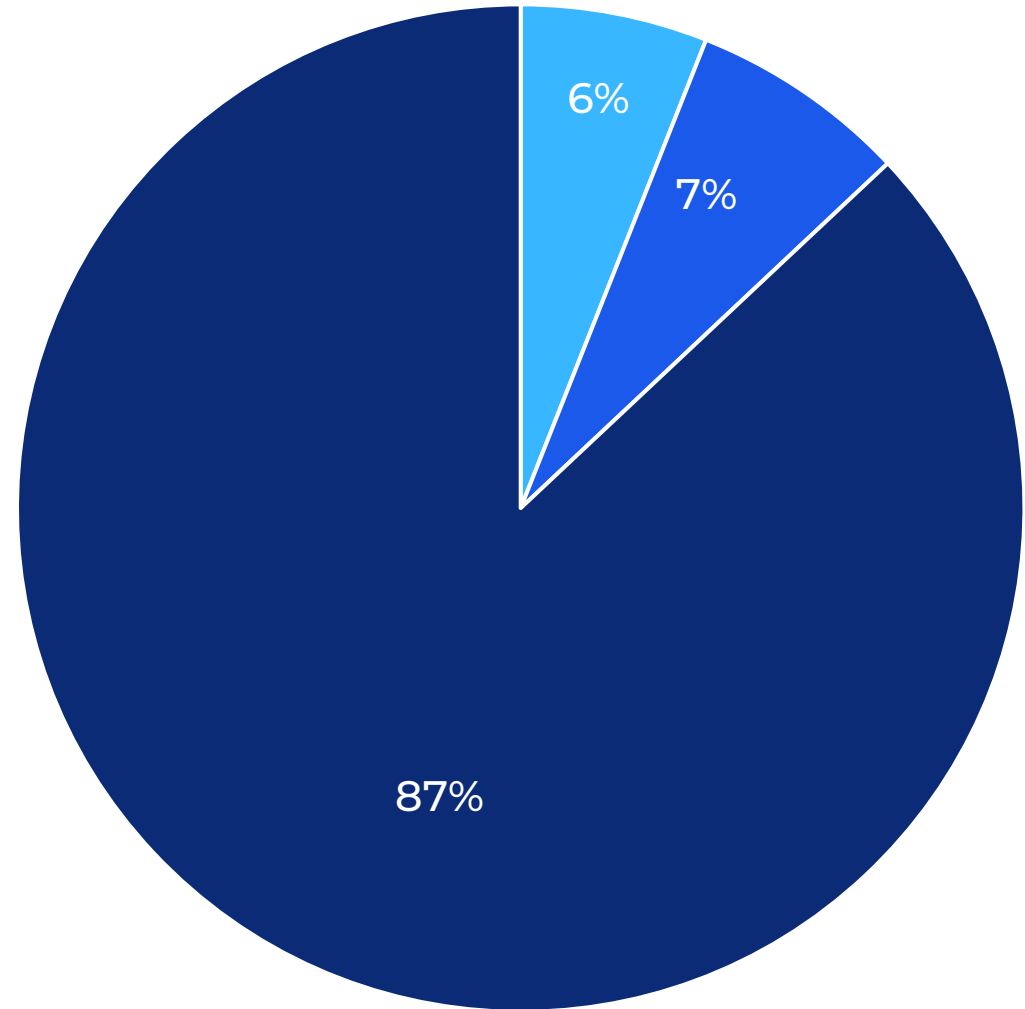
# Where were the jobs in 2021 and 2022?



■ Law Firms   ■ Consulting   ■ Corporations



# Where are the jobs in 2023?



■ Law Firms   ■ Consulting   ■ Corporations

# 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/hybrid
2. More challenge/opportunity
3. \$\$\$\$\$\$
4. Unemployment/out-of-work
5. Company culture/buy-in

# TRU's Guidance

## What's Happening Now

Any shifts in WFH policy will lead to employee attrition – prepare accordingly.

Law firms and consulting firms risk losing their staff to burnout as privacy program hiring volume continues to increase at corporations.

\$\$\$ will always matter to job seekers, but beware of talent or programmatic stagnation which can lead to attrition.



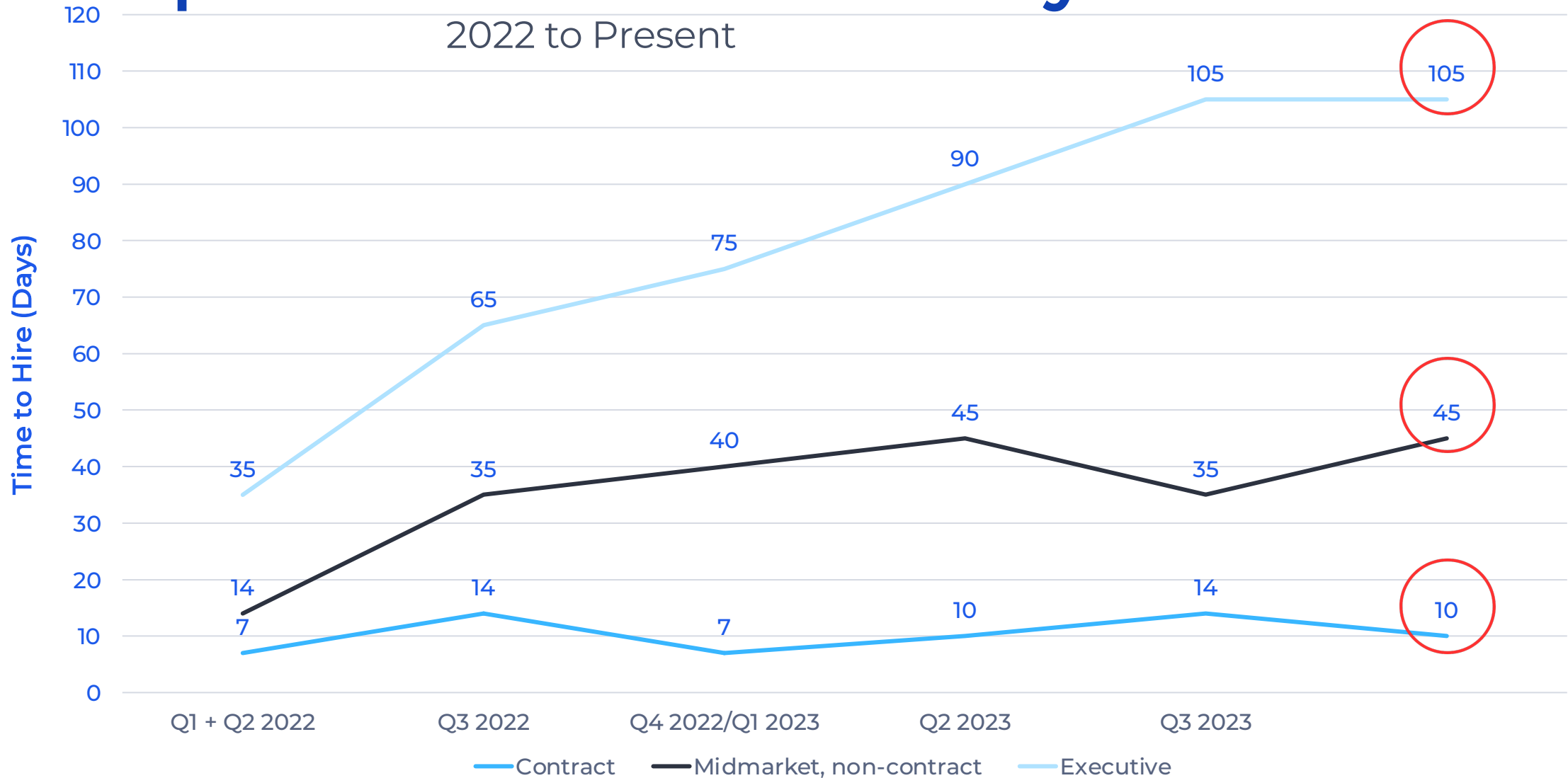
# Speed of Hire



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# Speed of Hire for Privacy

2022 to Present



\*from resume sent to verbal offer accepted



# TRU's Guidance

## Speed of Hire

Executives should be patient with their job search.

45 days is likely the new norm for mid-market hiring.

Avoid consensus/panel hiring for contractors.

Use speed of hire metrics to calibrate how long you have until a job seeker starts receiving other offers.



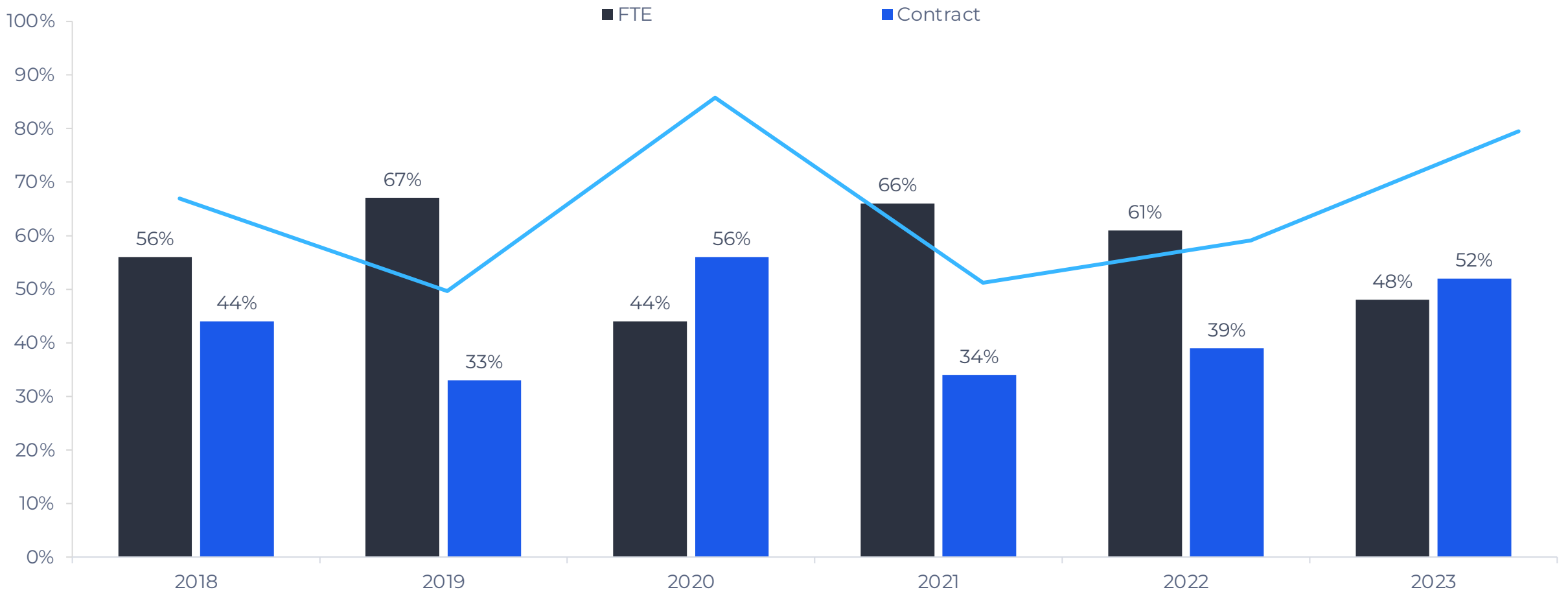
# Contract vs. FTE



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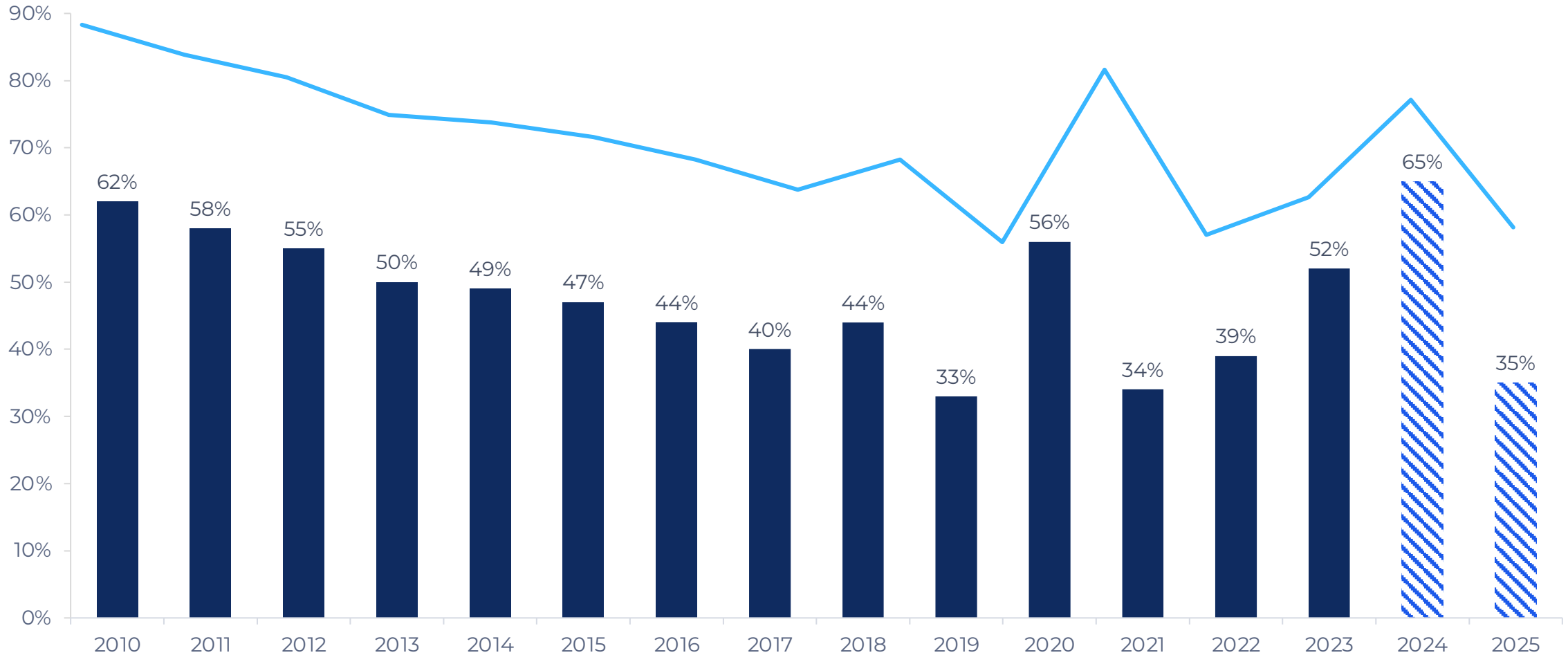
# Contract vs. FTE (Last 5 Years)

## Based on Offers Accepted



# Contract Staffing Trends (13+ years)

## Based on Offers Accepted



# TRU's Guidance

## Contract vs FTE

Be prepared for contract hiring to continue accelerating until late 2024.

Leverage high-caliber privacy pros to impact your program, then phase them out.

Make contract augmentation an ongoing part of evolving your program.

Don't expect out-of-work job seekers to compromise on FTE compensation when contract work is voluminous.

Out-of-work job seekers will be more willing to compromise on hourly compensation for contract work.

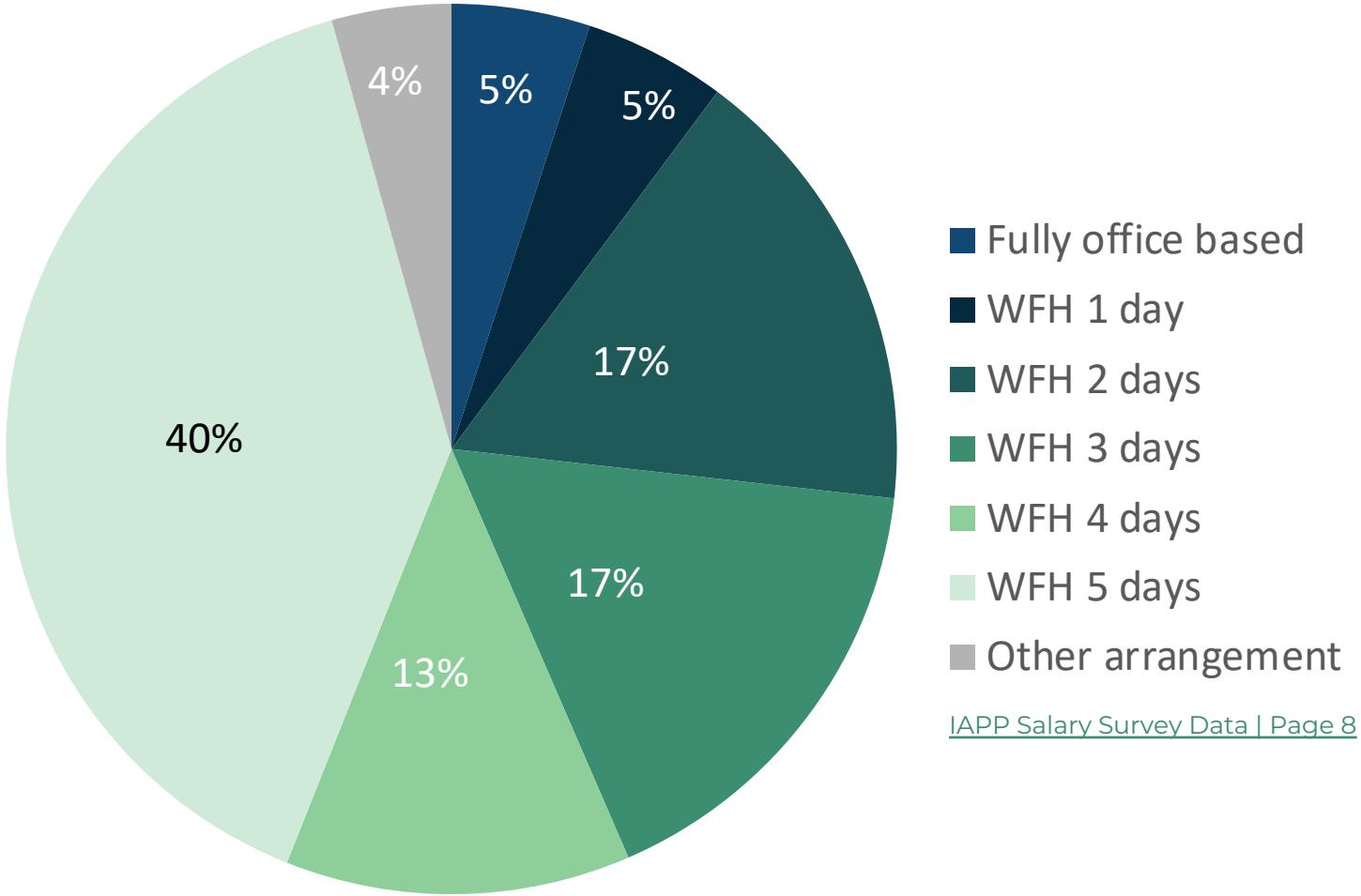


# Remote vs. In-Office



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# Percentage of Days Privacy Pros Worked Remote Per Week (IAPP data)



- Fully office based
- WFH 1 day
- WFH 2 days
- WFH 3 days
- WFH 4 days
- WFH 5 days
- Other arrangement

[IAPP Salary Survey Data | Page 8](#)

**69%**

Work from home more than in office

**40%**

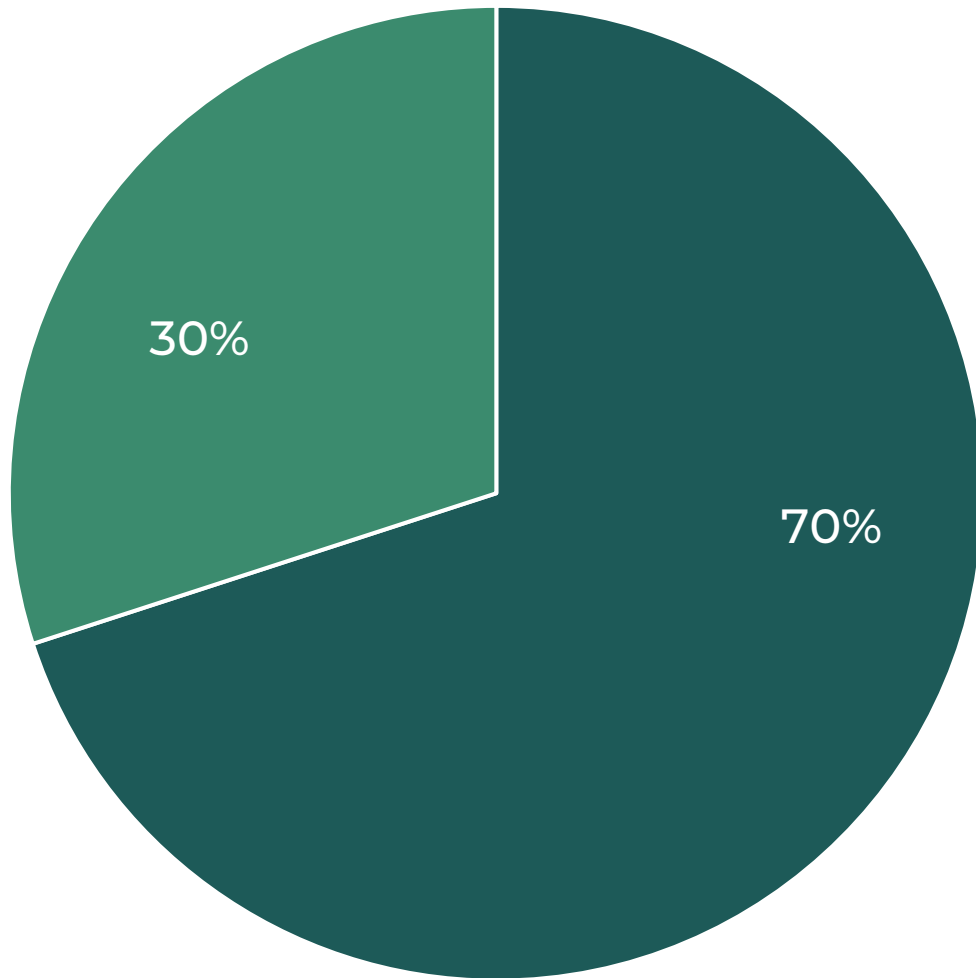
Fully remote

**5%**

Fully office based



## Simplified: Days Privacy Pros Worked Remote Per Week (IAPP data)



- 3 days or less
- 4 days or more

[IAPP Salary Survey Data | Page 8](#)

**30%**

Work in an office  
4 days or more

**70%**

Work remotely 3 days  
a week or more

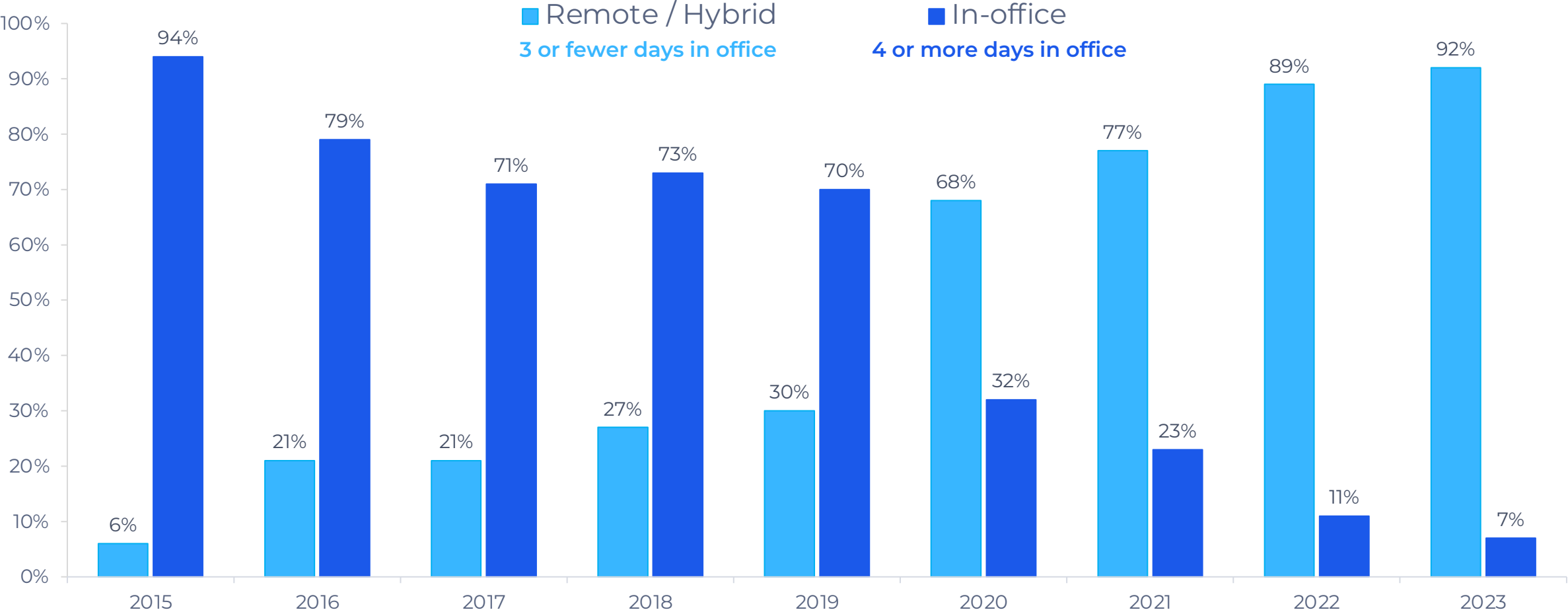
**50%** (\*TRU Data)

Increase in available  
candidates when  
shifting from 2 days to 3  
days work from home

# Remote/Hybrid vs. In-Office

Based on Offers Accepted

4-5 day in-office requirements extend searches by **60 to 90 days**



# TRU's Guidance

## Remote vs. In-Office

Give greater work-from-home flexibility to increase the volume of available job seekers.

3 in-office days a week or fewer is the new normal.

If requiring 4+ days in-office, fewer than 30% of privacy professionals will show interest.



# Compensation Benchmarks



Privacy, Ediscovery, & Cybersecurity Staffing

# Europe vs. North America

2023 Survey Highlights  
(IAPP data)

U.S. privacy pros make **55% more** on average in their base salaries compared to their European counterparts.

[— IAPP Salary Survey Data | Page 7](#)



# Europe vs. North America

Privacy professionals' base salaries (USD) by region based. (IAPP data)

	North America	Europe	Percentage Difference
Global CPO	\$244.2	\$154.8	44.81%
Country-specific CPO	\$177.0	\$94.4	60.87%
Regional privacy officer	\$170.6	\$117.1	37.19%
Privacy office risk and compliance manager	\$131.9	\$86.7	41.35%
Internal privacy lawyer	\$192.5	\$117.6	48.31%
Privacy champion/guru	\$118.1	\$80.0	38.47%
Privacy engineer	\$161.7	\$79.7	67.94%
Cybersecurity professional	\$170.0	\$105.2	47.09%
DPO	\$191.0	\$105.3	57.85%
Privacy manager	\$132.1	\$82.6	46.11%
Privacy analyst	\$97.8	\$51.2	62.55%
External privacy consultant	\$156.3	\$90.3	53.53%
External privacy lawyer	\$232.0	\$130.9	55.72%

# TRU Privacy Compensation Benchmarks 2023

\$ base (total comp) at point of hire

	Big Tech	Healthcare/Bio/ Pharma/HealthTech	Telecomm/Retail/ Entertainment/ Financial	TRU Contract (all-inclusive bill rate - average)
<b>Early Career</b>	\$60K –85K (70-95K)	\$60K –85K (70-95K)	\$60K –75K (70-85K)	\$70-100/HR
<b>Privacy Analyst/Specialist</b>	\$90K –140K (90 -165K)	\$90K –140K (90-165K)	\$90K –130K (90 -150K)	\$100 –125/HR
<b>Privacy Program/ Project Manager</b>	\$140K-180K (165-250K)	\$130K-160K (145-175K)	\$130K-160K (145-175K)	\$125 –175/HR
<b>Privacy Directors/SMEs (reporting to CPO/Privacy Lead)</b>	\$175K-200K (200-250K)	\$140K-170K (160-190K)	\$140K-160K (160-180K)	\$150 –200/HR
<b>Privacy Engineer</b>	\$175K-300K (225-460K)	\$150K-235K (175-360K)	\$150K-205K (175-325K)	\$175 –225/HR
<b>Privacy Counsel</b>	\$225K-325K (275K-450K)	\$200K-300K (250K-400K)	\$175K-320K (200K-400K)	\$175 –250/HR
<b>CPOs/Business Unit Privacy Lead</b>	\$265K-465K (325K-1.5MM)	\$235K-425K (275K-800K)	\$225K-315K (275K-600K)	\$250 –350/HR

# Industry Break Down 2023

## TRU Jobs Report VS. IAPP Survey Current Comp (In Base Salary)

	Big Tech	Financial/ Healthcare /Healthcare Tech	Telecom/ Retail/ Entertainment	IAPP Mean
Privacy Analyst	\$90K-140K	\$90K-140K	\$90K-130K	\$89.0
Privacy Program/Project Manager (Privacy Manager)	\$140K-180K	\$130K-160K	\$130K-160K	\$115.2
Privacy Sr. Manager/Consultant (Privacy Office Risk and Compliance Manager)	\$175K-200K	\$140K-170K	\$140K-160K	\$119.4
Privacy Director/SMEs (Regional Privacy Officer)	\$225K-300K	\$200K-260K	\$200K-250K	\$137.5
Privacy Engineer	\$175K-300K	\$150K-235K	\$150K-205K	\$135.6
Privacy Counsel (Internal Privacy Lawyer)	\$225K-325K	\$200K-300K	\$175K-320K	\$174.7
CPOs/Business Unit Privacy Leads (Chief Global Privacy Officer)	\$265-465K	\$235K-425K)	\$225K-315K	\$206.0

TRU Staffing Partners & IAPP Salary Survey Data

# Salary Increases at Point of Hire

2021, 2022, 2023 (TRU Data)

**2021**

**98%**

Percentage of placements received increases in compensation when changing jobs

**23%**

The average increase in base salary at the point of hire in 2021

**2022**

**99%**

Percentage of placements who received increases in compensation when changing jobs

**35%**

The average increase in base salary at the point of hire in 2022

**2023**

**65%**

Percentage of placements who received increases in compensation when changing jobs

**18%**

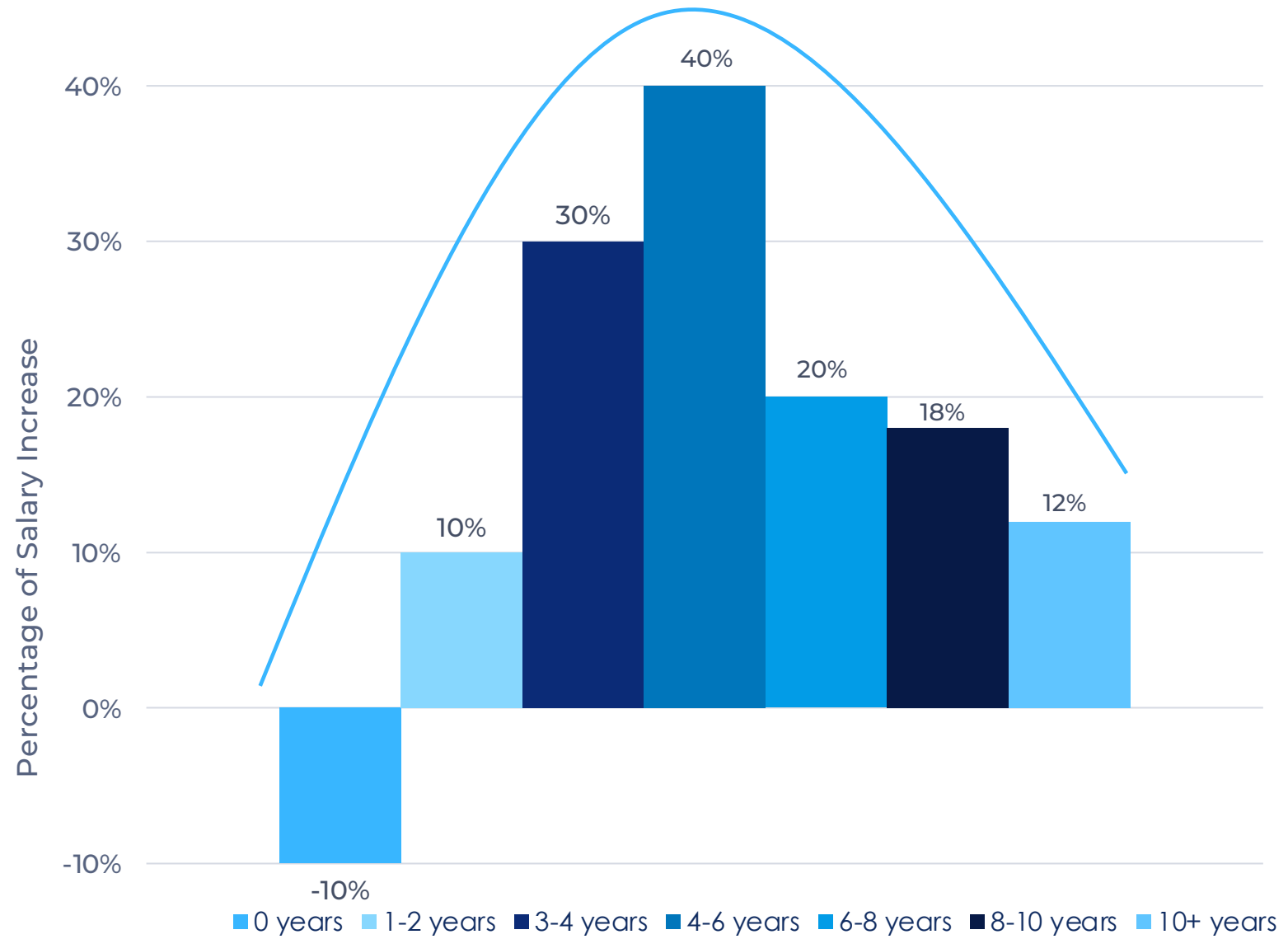
The average increase in base salary at the point of hire in 2023

**3-8** years' experience in highest demand but lowest relative supply

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

**12-24%** base compensation increase for all privacy pros with 3+ years of experience at point of hire in **2023**

TRU's Approximate Salary Inflection Data (2022)



# TRU's Guidance

## Compensation Benchmarks

Federal/global privacy regulation leads to job commoditization, meaning more jobs at lower wages (GDPR vs U.S.).

Consider hiring in EU/APAC/LATAM if lower cost talent is your highest priority.

Approach executive and mid-market search differently in terms of salary increase expectations from the job seeker.

Even though salary bands have been flat for 12 months, job seekers are getting 12-24% increases in compensation at the point of hire.



# Counteroffer, Raise, & Acceptance Culture



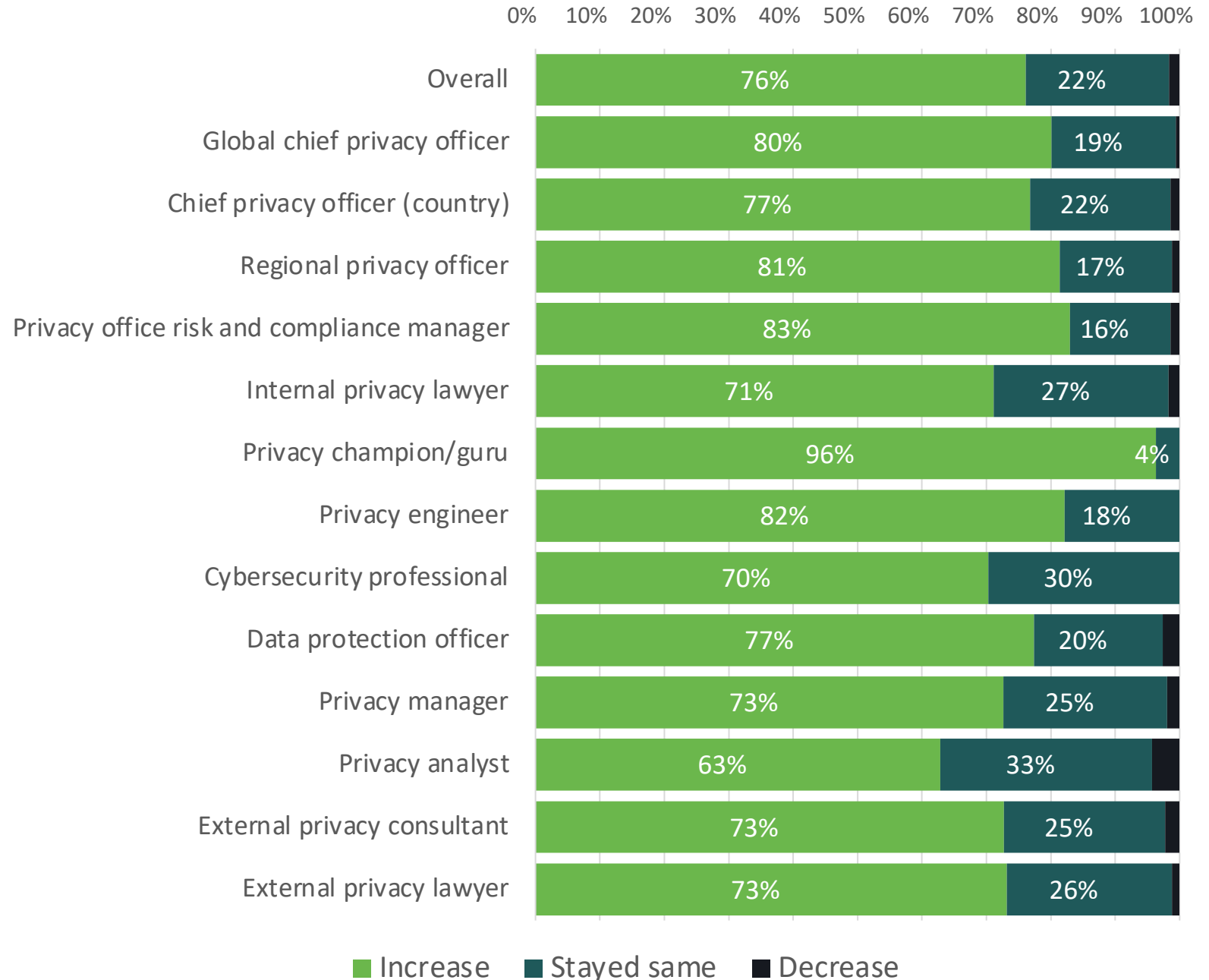
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# Raises by Role (IAPP Data)

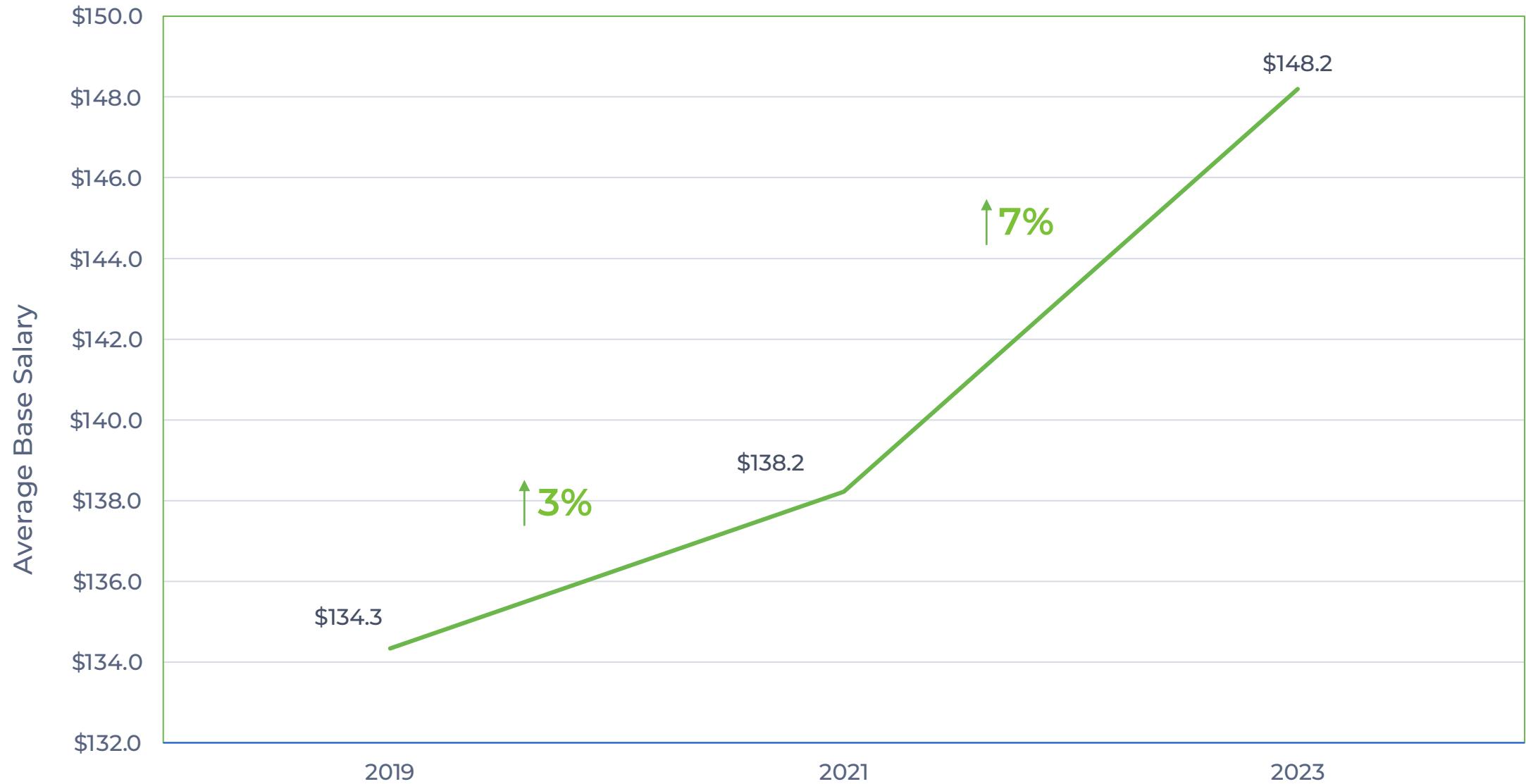
Percentage raise of base salary received by those respondents who received raises broken down by role

- 76% of respondents received a raise between 2021 and 2022.
- 4 out of 5 global CPOs received raises.

[IAPP Salary Survey Data | Page 12](#)



# Growth in Privacy Pros' Average Salary Over Time (IAPP Data)



# Raise vs. Changing Jobs

## 2021-2022

**7%** (\*IAPP Data)

Raise

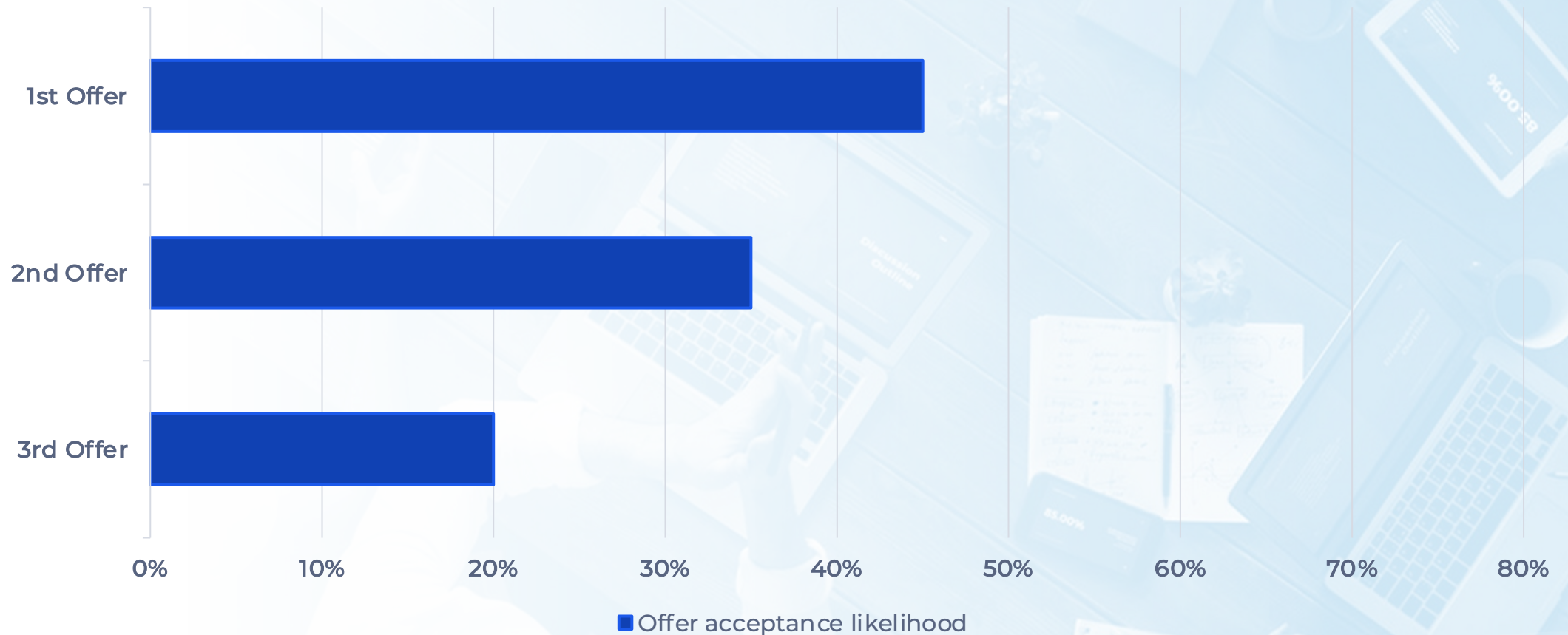
**10-40%** (\*TRU Data)

Changing jobs

**Switching Jobs = Higher Base Comp Faster**

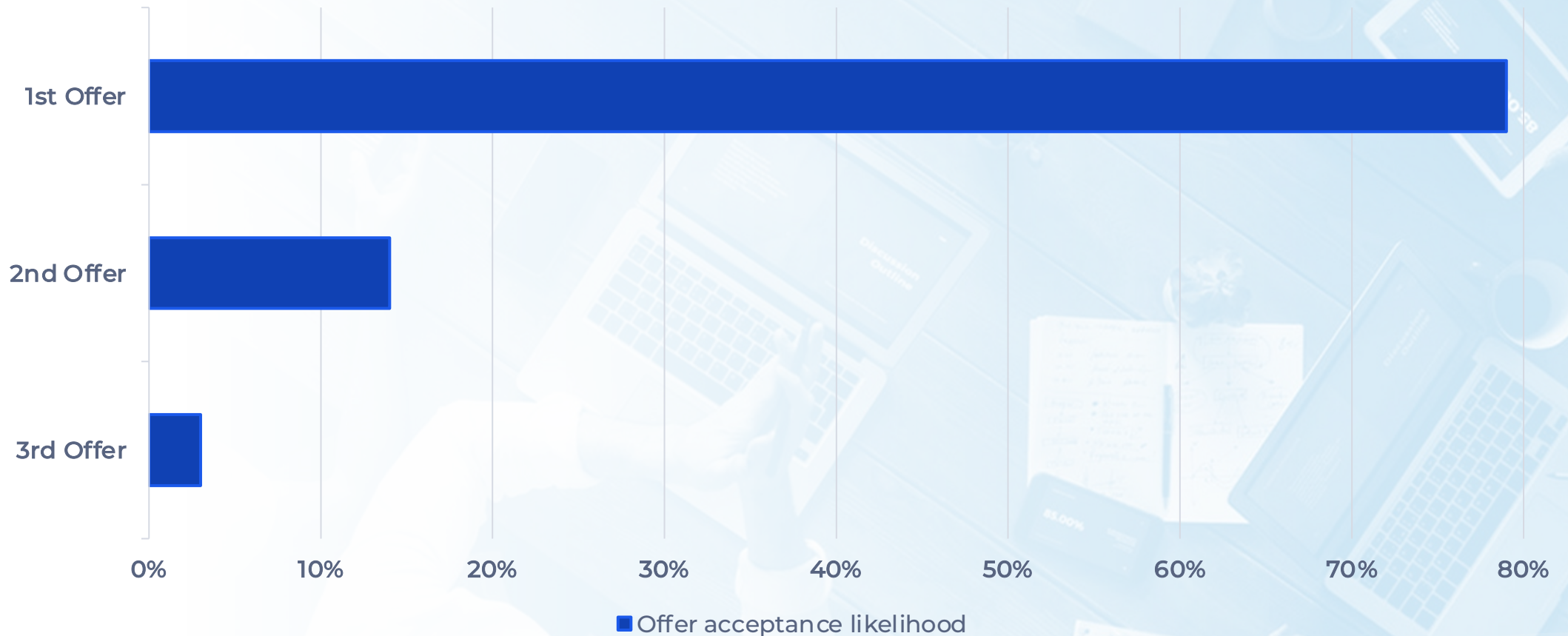
# Acceptance Likelihood (Q2 2022)

Offer acceptance likelihood



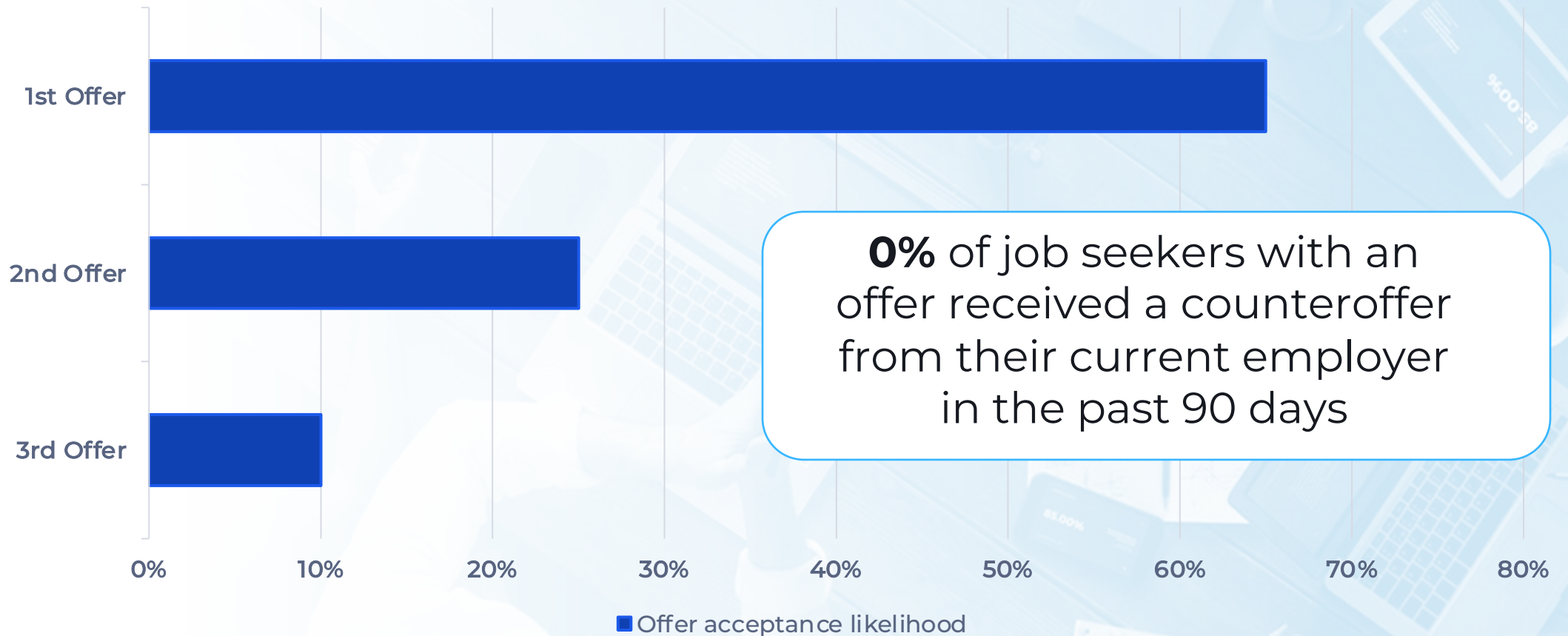
# Acceptance Likelihood (Q1 & Q2 2023)

Offer acceptance likelihood



# Acceptance Likelihood (past 90 days)

Offer acceptance likelihood



# TRU's Guidance

## Counteroffer/Raise/Acceptance

BE FIRST to extend an offer to ensure a higher likelihood of acceptance.

Job seekers should not expect counteroffers.

Aggressive raises may be required to retain staff with 3-8 years of privacy experience at the point of resignation.

Raises are unlikely to be as generous over the next two years which is motivating people to explore the market.



# The Costs & Risks of DIY Staffing

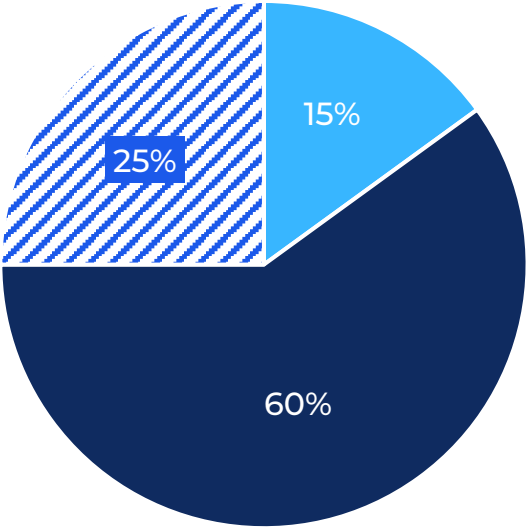


Privacy, Ediscovery, & Cybersecurity Staffing

# Pop Quiz: Your Responses

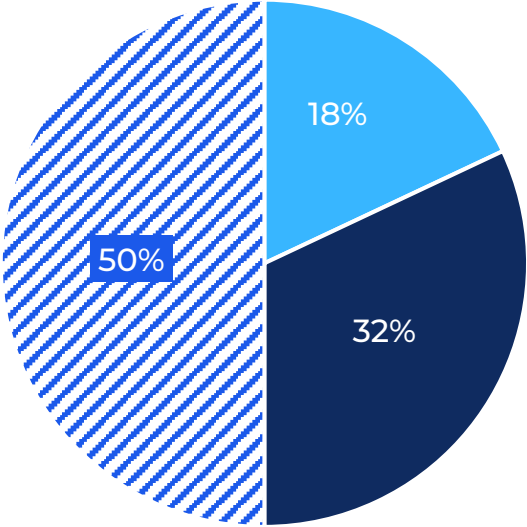
Do you intend to hire full-time or contract privacy pros within six months?  
Can you use talent agencies?

FTE Approval



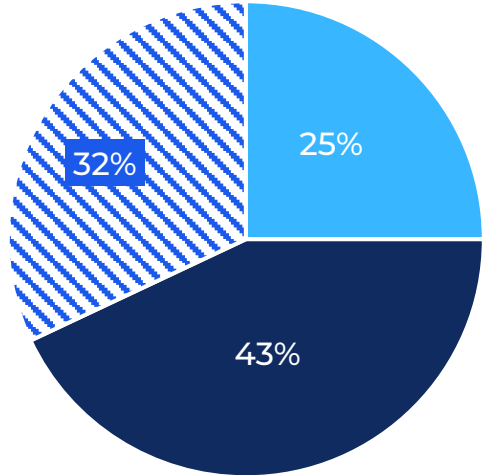
■ Yes ■ No ■ Maybe

Contractor Approval



■ Yes ■ No ■ Maybe

Third-Party Agency Approval

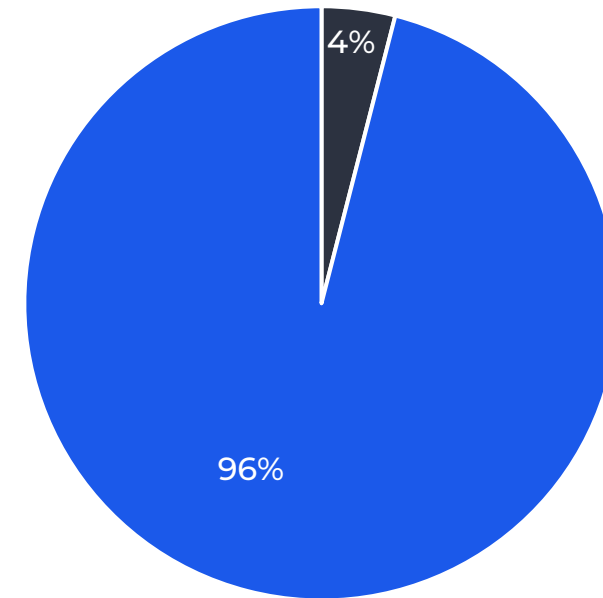


■ Yes ■ No ■ Maybe

# Are Hiring Managers Expected to be Recruiters?

- Data taken from a TRU analysis of **2,300+** hiring manager or above job descriptions:
  - Program directors/managers
  - CPOs / CISOs / GCs
  - Department/division heads
- Did your job description include any of these responsibilities?:
  - Recruit staff for your department
  - Source/parse new resumes for hire
  - Use personal network to staff
  - Train AI models for hiring efficiency
- **96%** of your responsibilities do not include sourcing, recruiting, or independently staffing your teams

Staffing Responsibilities  
in Job Descriptions



■ Included ■ Not included

# What are the primary ways to DIY staff?



Leverage your personal network



Use conferences as job fairs



Post on LinkedIn



Post on company website



Post on other job boards

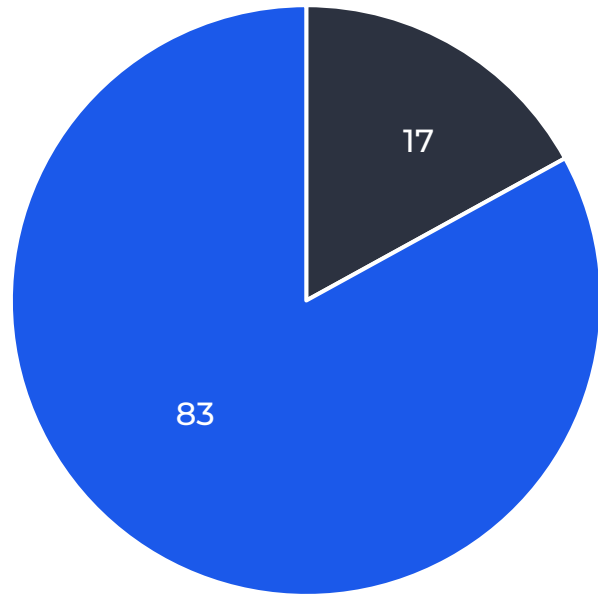


Rely on internal HR (who often rely on posting)

# Does Posting Jobs Work?

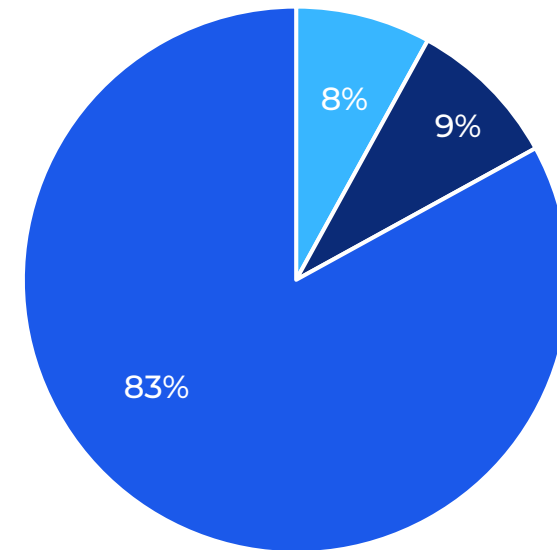
TRU's success rate filling jobs with candidates who applied through a job post

Source of successful placements  
(perpetual)



■ Applied online ■ Did not apply online

Source of successful placements  
(for that specific job)



■ Applied for specific job ■ Applied to a different job  
■ Did not apply online

# Potential DIY Staffing Limitations & Challenges

- Posting jobs limits you to inbound active job seekers.
- Posting jobs generates an enormous volume of unqualified talent.
- Parsing resumes is time-consuming.
- AI/OCR typically qualifies people out, rather than in.
- Who is training AI modules for resume parsing: You? HR? Time-consuming or inaccurate.
- Does internal human resources understand the nuances of privacy requirements?
- Applicant tracking systems are often non-existent, poorly governed, or inaccessible to key stakeholders.
- Hiring managers' personal networks have more peers than subordinates.
- Privacy pros with 3-6 years of experience (highest demand) are losing budget to attend conferences.
- Many conferences/networking events have shifted to online/virtual.

# The Costs & Risks of DIY Staffing

- Limited to inbound resumes
- Less/no access to passive job seekers (83%)
- Lower caliber talent pool (8% win)
- Hiring manager relinquishes other responsibilities
- Loss of privacy program productivity
- AI model misfires
- Brand & reputation damage
- Extended timeline to hire
- Loss of headcount approval
- Existing employee burnout & turnover
- Delayed utilization of billable resource (AKA revenue loss)

# The Cost of Agency Staffing

**\$125-175K**

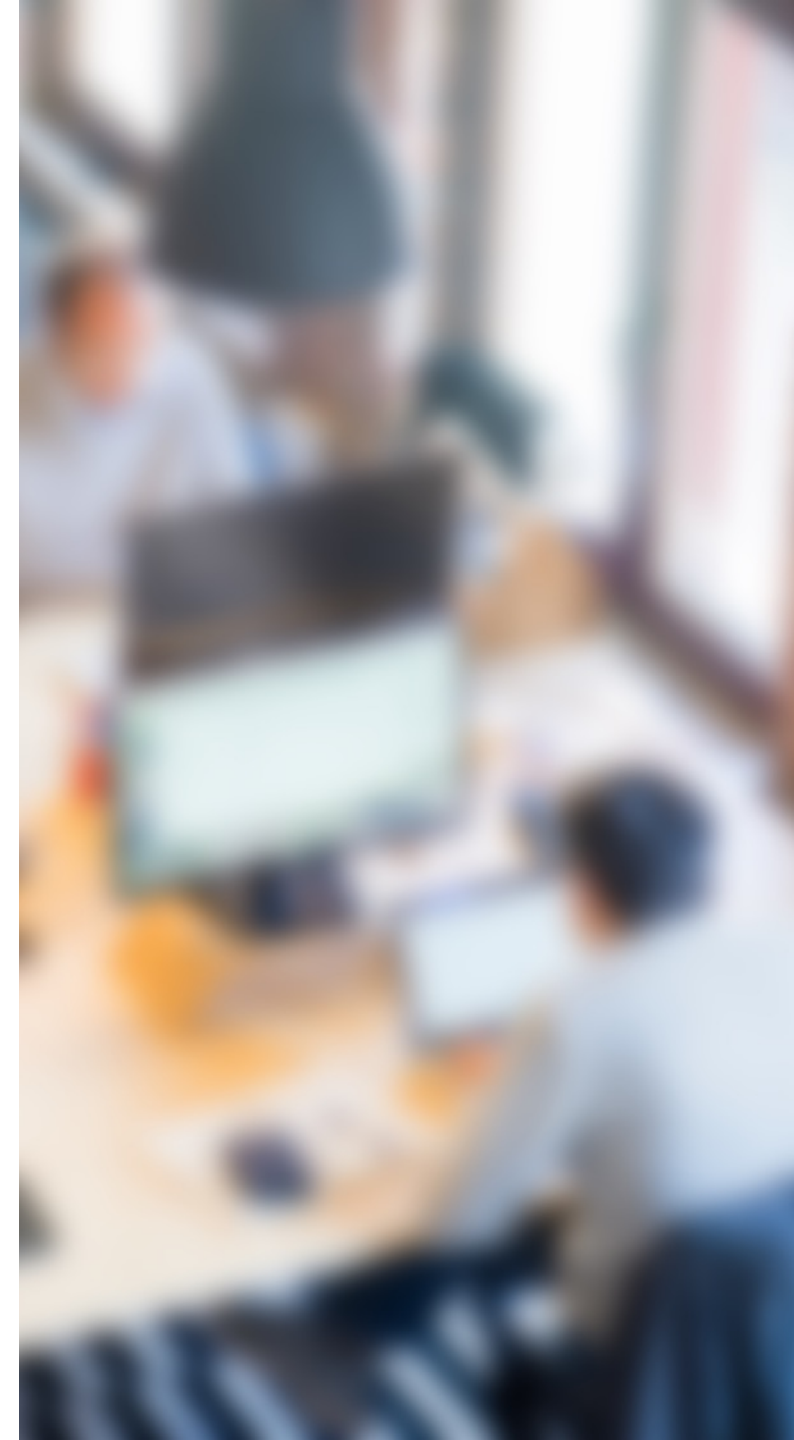
Base compensation for  
privacy jobs in highest  
demand

**20-25%**

Average recruiter fee  
(of base compensation)

**\$33K**

Average cost of third-party recruitment (per hire)



# Calculating Cost or Lost Revenue

**\$33K**

Average cost to hire a mid-level privacy pro using an agency

**\$250-\$350**

Average hourly bill rate for a privacy operations professional or privacy associate

**95-105**

Billable hours to reach \$33K

**4**

Weeks needed to achieve 95-105 billable hours

One month of billable or outsourced hours = cost of an agency fee

**35-45**

Number of days to hire a mid-market professional through an agency

**\$6-6.5K**

Outsourcing cost/lost revenue per week while you're DIY staffing

**\$33K**

Outsourcing cost/lost revenue per month while you're DIY staffing

**\$99K**

Outsourcing cost/lost revenue per quarter while you're DIY staffing

# TRU's Guidance

## Costs & Risks of DIY Staffing

Present strong statistical and anecdotal data regarding the risks associated with DIY staffing to your budgetary stakeholders.

Calculate the time, effort, and energy spent self-sourcing talent vs. focusing on primary job responsibilities.

Articulate potential reputational damage from misuse of AI, OCR, and resume culling technology to automate candidate search and disposition process.



# Additional Resources

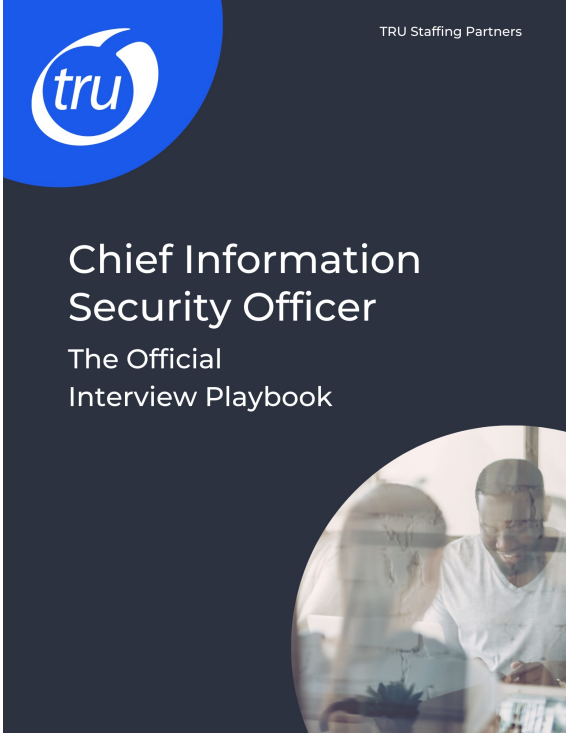
Ask us for a copy of any of our data sources or additional resources.



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## Chief Privacy Officer

The Official Interview Playbook



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## Chief Information Security Officer

The Official Interview Playbook



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## Expand Your Business Potential with Expert Privacy Contractors



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## Privacy Hiring Manager FAQ



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# Thank You!

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