A woman with dark hair and red lipstick looking slightly to the side.

# Strategic Insights: *Leveraging Freelance* Talent in Tech

We surveyed **500 tech executives** in the U.S. to gain insights into the evolving dynamics and needs of the technology sector. The findings highlight a commitment to adaptability, significantly focusing on overcoming cybersecurity challenges, integrating emerging technologies, and securing skilled talent.

Notably, the survey underscores the strategic embrace of flexible work models, including a widespread openness to leveraging freelancers for operational agility.

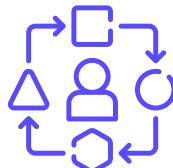
Key insights reveal a tech industry in flux, actively navigating workforce changes and prioritizing AI, software development, and cybersecurity skills. Emphasizing work-life balance and professional development strategies indicates a robust approach toward attracting and retaining talent.

Additionally, the positive outlook on AI and the strategic push towards rapid growth and scalability reflect the sector's ambitious drive.

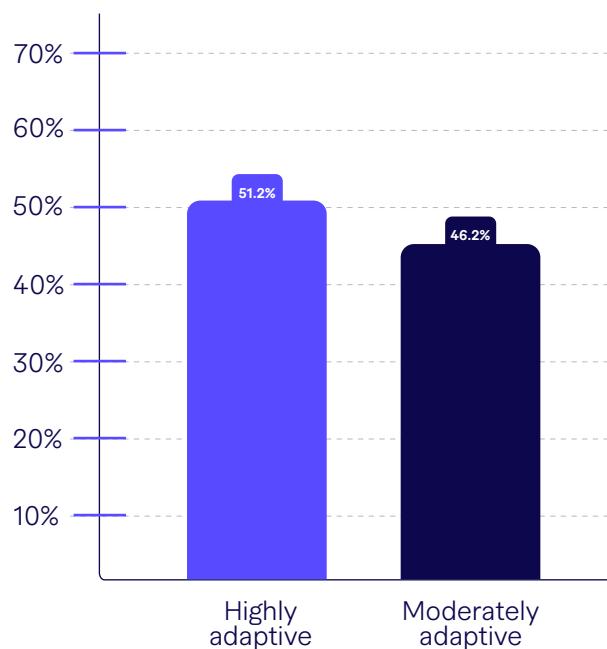


# Key Findings

## Organizational Adaptability



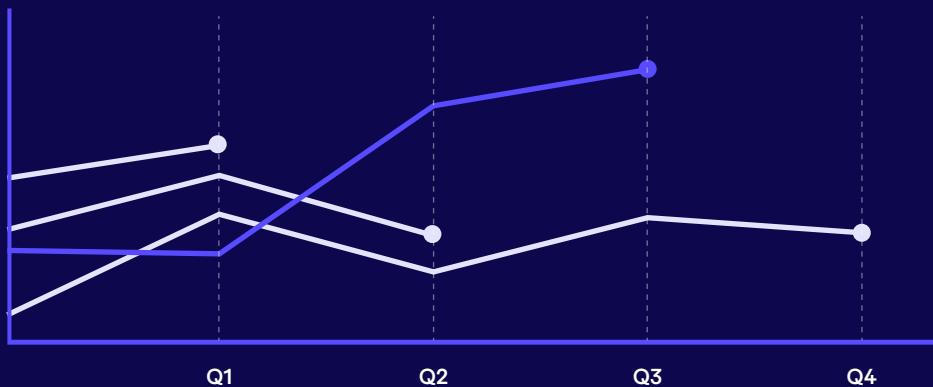
Over half of the tech companies surveyed (**51.2%**) consider themselves highly adaptive, consistently staying ahead of industry trends. While moderately adaptive, a significant portion (**46.2%**) acknowledge facing some challenges, indicating an awareness of the hurdles in maintaining pace with market evolution. Only a small fraction report being slow to adapt or struggling due to internal resistance or resource constraints.



## Obstacles and Pain Points



The survey data illuminates the leading challenges in the tech sector: cybersecurity threats emerge as the primary concern for **52.2%** of companies, followed by the integration of AI and related technologies at **39.0%** and talent acquisition and retention at **38.4%**. As organizations scale, **53.2%** report that optimizing technology and infrastructure is their top challenge, with maintaining company culture during growth and securing the right talent nearly as prevalent at **52.6%** and **50.6%**, respectively. Additionally, Q3 is the most stressful quarter for most tech executives.

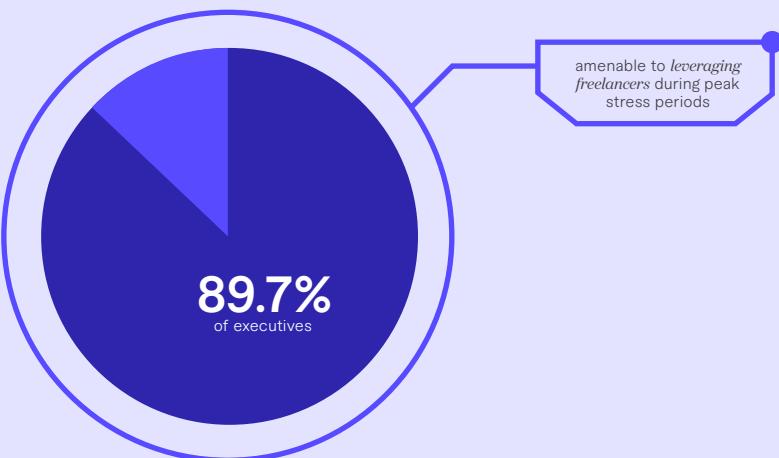


Q3 is the most stressful quarter for most tech executives.

## Potential for Freelancers



**89.7%** of executives are amenable to leveraging freelancers during peak stress periods, showcasing a strategic embrace of flexible workforce models for optimal operational agility. A mere **2.5%** remain averse to this approach, with a further **7.5%** still weighing their options, underlining the pivotal role of contingent workers. The employment of freelancers is prevalent, with **28.6%** of firms integrating them daily, signifying deep integration into operational processes. Frequent engagement is further evidenced by **21.2%** of companies utilizing freelancers nearly every workday and a significant **30.6%** deploying such talent two to three times a week, reinforcing the essential nature of flexible talent in sustaining tech industry demands.



## Navigating Workforce Dynamics and Skills

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Creativity

The tech industry's workforce dynamics are characterized by a delicate balance. A third of companies are experiencing an uptick in layoffs or redundancies, and roughly the same proportion are witnessing a decline or no change at all, signaling a sector navigating an evolving economic landscape.

In response to the industry's demands, tech executives are strategically bolstering their teams with coveted skills. A significant focus is on emerging technologies, with nearly half seeking AI and machine learning expertise and a strong demand for software and app development capabilities. Cybersecurity proficiency is equally prioritized, in line with the sector's push to fortify against increasing digital risks.



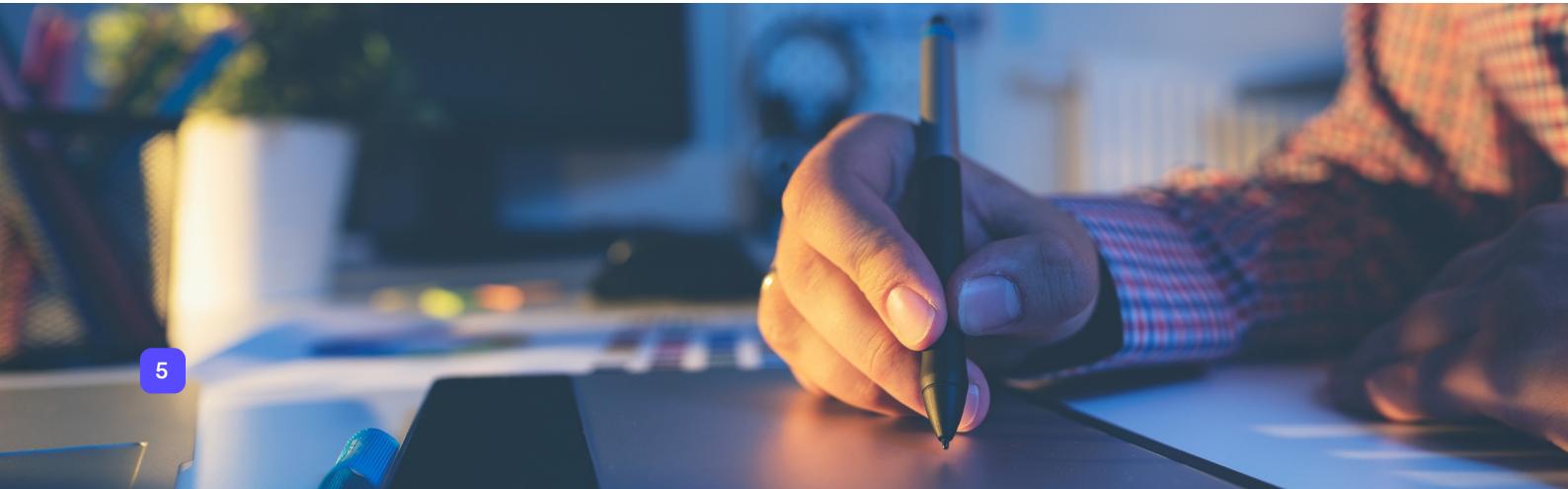
Innovation

The premium on soft skills is evident; problem-solving and critical thinking top the list, demonstrating the necessity for innovative and analytical competencies in today's complex tech scenarios. Creativity, innovation, adaptability, and communication sectors rank highly, reflecting the multifaceted skill set tech leaders prize for their teams' success.



Adaptability

Cross-industry skill acquisition is also a focus, with most tech leaders valuing the strategic communication and marketing expertise in those fields, followed by the analytical prowess typical of the banking sector. The discipline and meticulous skills from the health and medicine arena are recognized, highlighting a broader appreciation for diverse, transferable skill sets that can synergize with and enrich the technological domain.



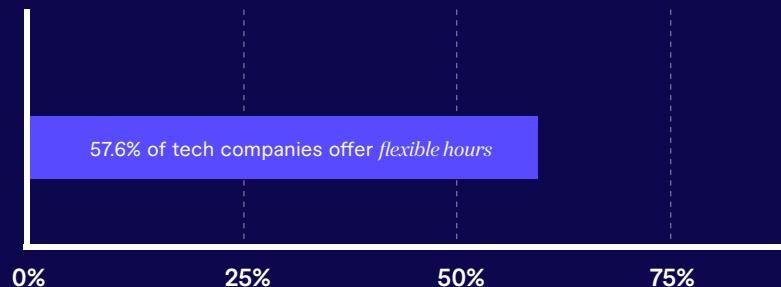
## Talent Recruitment and RTO Dynamics

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Tech companies prioritize work-life balance and professional growth in attracting and retaining talent. Leading the pack, **57.6%** offer flexible hours, while over half provide remote working options, indicative of the sector's pivot towards adaptable work environments. Learning and development initiatives are also a focal point for more than half of the organizations, evidencing a commitment to nurturing their workforce's future. Enhanced healthcare and additional paid time off further underscore the comprehensive approach to employee well-being.

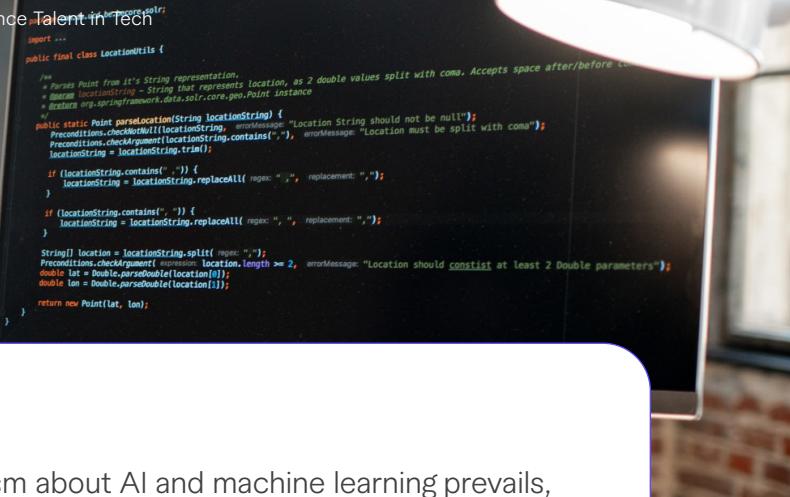
The predominant work arrangement is a hybrid model, with a third of companies endorsing a flexible presence of three days or less in the office. Yet, traditional in-office schedules persist among many, demonstrating the diversity in operational strategies. Notably, a select few maintain entirely remote operations, embracing the full potential of decentralized work. Executives report that these varied work models have positively influenced productivity, with a substantial majority observing enhancements in efficiency, signaling the effectiveness of flexible work strategies in the tech industry's pursuit of excellence.



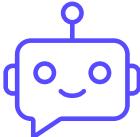
Work-Life  
*Balance*



Professional  
*Growth*

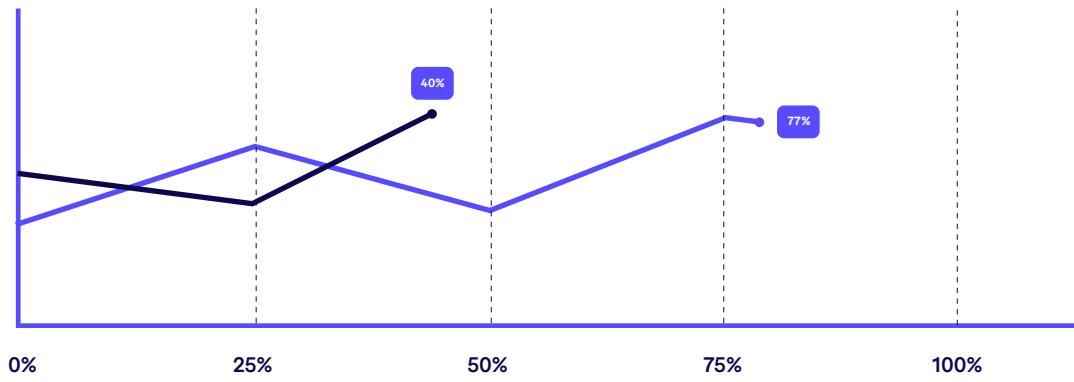


## Attitudes Toward AI and Integration Success



Optimism about AI and machine learning prevails, with nearly **77%** of executives holding a positive view and over **40%** heralding it as pivotal for the future. A sizable group maintains cautious optimism, reflecting eagerness for the technology's full potential. Skepticism is minimal, indicating overall confidence in AI's industry impact.

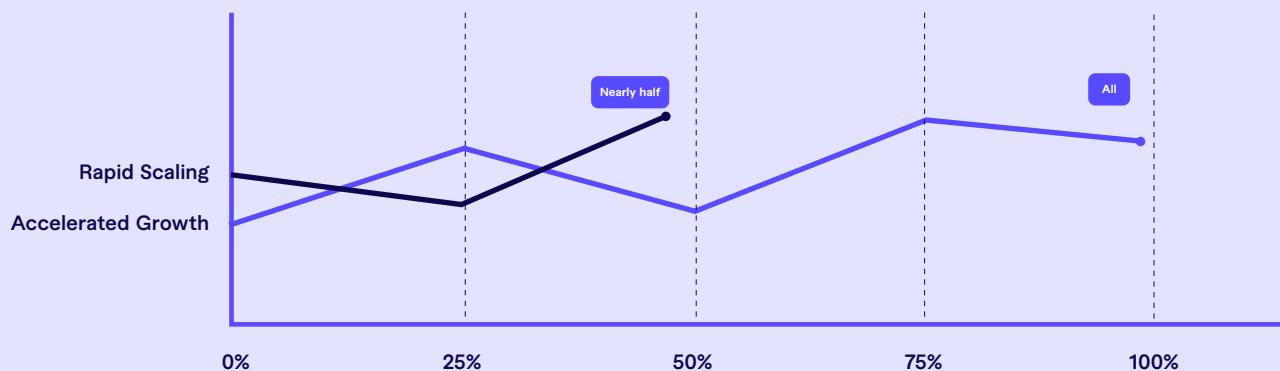
AI integration is seen as a success story by many leaders, with one-third noting it has surpassed expectations by significantly boosting efficiency. Around **31%** confirm that AI's benefits have been realized, albeit with substantial initial investment and training. Conversely, a few report that no major investment was needed for successful AI adoption. Some leaders, however, report mixed impacts on their operations, and very few consider AI integration to have fallen short, primarily due to implementation and capability hurdles.



## Strategic Aspirations



Tech companies are overwhelmingly aiming for accelerated growth, with nearly half prioritizing rapid scaling. This ambition reflects the sector's dynamic and forward-thinking ethos. Going public is a strategic aim for over **17%**, highlighting a quest for broader market reach and expansion. Meanwhile, acquisitions are on the agenda for **16%** of leaders, viewed as a means to enhance synergies or serve as an exit strategy. Conversely, a segment is focused on sustaining their growth rate, valuing steady progress and stability in a fast-paced industry environment.



## Insights from a Tech Executive

**Maya Roisman**, General Manager of Fiverr Pro, shares the importance of freelance talent in the tech industry.



"The agility freelancers bring to projects is *unmatched*. It's like having an on-demand skill set that perfectly complements the permanent team, allowing executives to *adapt rapidly* to market changes."

This perspective underscores the strategic advantage of integrating freelancers into business operations, reflecting the broader industry trend towards flexible talent ecosystems. On the topic of leveraging freelancers to retain top talent, Maya shared:

"Freelancers don't just fill gaps—they are part of a *strategic approach* to ensure that core teams feel supported and less overwhelmed. By bringing in specialized freelancers or a fully managed team of freelancers under the guidance of a project manager, executives can empower permanent staff to *focus on innovation and growth*, thereby enhancing job satisfaction and retention."

These comments echo the sentiments of many in the sector, pointing to a shift towards more dynamic, supportive, and adaptable workplace cultures as essential for attracting and retaining top talent in the competitive tech landscape.

## Analysis and Interpretation

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Our survey of 500 tech executives reveals a critical insight: the strategic integration of freelancers can significantly mitigate industry challenges and enhance operational flexibility. This approach addresses the immediate need for specialized skills and plays a pivotal role in navigating the evolving tech landscape. By adopting flexible work models and integrating freelance talent, companies can swiftly adjust to market demands, ensuring continuous innovation and growth.

The high adaptability observed among tech companies, with over half considering themselves at the forefront of industry trends, is partly attributed to this dynamic workforce strategy. Despite facing obstacles such as cybersecurity threats, the integration of emerging technologies, and the perennial challenge of talent acquisition, the strategic use of freelancers emerges as a powerful solution. It allows for bridging skill gaps and bolstering core teams without the long-term commitment of traditional hiring processes.

Additionally, the survey highlights a sector-wide shift towards prioritizing work-life balance and professional development, further enhancing the appeal of freelance engagements. This focus not only aids in attracting top talent but also in retaining it by providing a supportive and flexible work environment. As the industry continues to grapple with the pressures of rapid scaling and technological integration, the role of freelancers becomes increasingly central to tech companies' strategic aspirations.

In conclusion, leveraging freelance talent offers a dual advantage: it provides tech companies with the agility needed to stay competitive and effectively addresses workforce dynamics challenges. This insight underscores the need for tech executives to consider flexible talent solutions as a key component of their strategic planning, ensuring their organizations remain adaptable and innovative in the face of industry shifts.



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