KC
Tech Council

KC TECH SPECS
[v.08]

PRESENTED BY: **RSM**

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ABOUT **KC TECH SPECS**

KC Tech Specs provides a definitive analysis of Kansas City's thriving technology sector. Since 2017, this annual report provides C-suite executives, tech leaders, educators and policymakers with actionable intelligence to drive strategic decisions and accelerate regional growth.

Drawing from rigorously sourced data, including insights from CompTIA, JobsEQ and industry partners, KC Tech Specs transforms complex market dynamics into clear insights.

As the voice of the tech industry in the Kansas City region, the KC Tech Council leverages this data-driven platform to spotlight emerging opportunities, benchmark competitive advantages and chart our collective path forward as a premier tech destination. In an industry where data drives every key decision, KC Tech Specs empowers leaders with the intelligence needed to build Kansas City's tech future.

RSM ANALYSIS

TALENT & INNOVATION: KANSAS CITY'S PLACE IN THE TECH INDUSTRY'S SHIFTING LANDSCAPE

An evolving capital landscape is forcing technology companies to embrace intentionality in how they approach internal efficiency and external fundraising. For early- to mid-stage tech companies, this means extending their runway by leveraging artificial intelligence and eliminating redundancies. If incorporated thoughtfully, these strategies can help companies maximize their current resources and reduce dependence on outside investment. Kansas City remains well-positioned to meet the moment, by continuing to offer numerous benefits to a mobile workforce seeking relief from the higher cost of living in other technology hubs.

A key factor in the metro area's success is its attractive workforce composition. Young professionals (ages 20-34) and mid-career professionals (ages 35-54) together comprise 60-70% of the workforce. According to the Bureau of Labor Statistics, technology jobs in Kansas City grew by 16% from 2021 to 2023. Furthermore, the technology sector's share of the local labor market was 18% higher than the national average in 2023. However, Kansas City's rise as a burgeoning technology hub has not been without challenges; the sector saw a loss of approximately 1,100 jobs from May 2024 to May 2025. This downturn was not limited to the technology sector, as total employment in Kansas City contracted by 1,900 jobs during the same period (excluding farming).

Still, the cost of living remains a significant factor in attracting talent. Forbes estimates that the cost of living in Kansas City is 81% lower than San Francisco, the technology epicenter. Compared to other emerging technology hubs like Seattle, Denver, and Austin, the cost of living in Kansas City is lower by 60%, 21%, and 7%, respectively. This affordability often offsets salary differences; in 2023, Kansas City paid between 14-21% less than the national average for programmers, software developers, and information security analysts. This wage arbitrage creates a win-win scenario where companies can retain more profits for growth investments, while employees enjoy greater disposable income relative to their local living costs.

In today's environment of heightened capital costs, the labor market has tightened. Businesses are consolidating vendors, reducing spending, and reassessing workforce composition to eliminate excess costs. The promise and hype of AI have served as potential counterbalances to these cost-cutting measures. AI adoption is expected to accelerate as companies leverage AI-powered analytics to enhance internal insights and user experiences.

> **AI adoption is expected to accelerate as companies leverage AI-powered analytics to enhance internal insights and user experiences.**

In the RSM Middle Market AI Survey 2025: U.S. and Canada, the top functions technology sector respondents said they use AI technology for were:

- Workflow development
- Text generation and summarization, language translation, image generation, ideating or coding
- Intelligent forecasting and demand planning
- Product and service development
- Risk management and compliance
- Fraud detection

RSM ANALYSIS CONT.

Kansas City ranked No. 53 among U.S. metro areas in AI adoption as of July 2025, according to a research report from the Brookings Institution, which characterized the city as a "nascent adopter" of AI. The report defined the category of nascent adopters as metro areas that showed moderate performance across three pillars: "the availability of abundant AI talent," "the accessibility of AI innovation and innovation infrastructure," and "actual adoption of AI by organizations."

While the possibilities of AI present long-term risks to lower-level workers, particularly in automatable tasks like simple coding, AI also offers opportunities for upskilling and productivity enhancement. Companies must be mindful of employee concerns regarding AI and potential job displacement. Providing opportunities to expand skill sets can help alleviate fears of labor replacement and foster a culture of labor enhancement and automation adoption. As companies implement AI models, they must carefully navigate the build-versus-buy decision and identify unique use cases to maximize the technology's potential.

TECHNOLOGY JOBS IN KANSAS CITY GREW BY

16%

FROM 2021 TO 2023.

Source: Bureau of Labor Statistics

Beyond AI, businesses must remain focused on cybersecurity. Recent global attacks have highlighted vulnerabilities, placing cybersecurity at the forefront of corporate priorities. The cost of a cybersecurity breach can be catastrophic, with the erosion of customer trust being equally damaging. Companies must invest in robust cybersecurity protocols and personnel to mitigate risks. Notably, the cybersecurity labor market in the Kansas City metro area increased by 85% from 2021 to 2023.

Kansas City's continued success in the technology sector, despite economic challenges, is a testament to its strategic investments in talent, innovation, and infrastructure. The region's affordability, coupled with a strong workforce, positions Kansas City as a competitive hub for technology growth. As businesses navigate the evolving landscape, Kansas City's ability to adapt and innovate will be crucial in maintaining its upward trajectory and fostering a resilient, forward-looking economy.

RSM US LLP is proud to be a Cornerstone Sponsor of the KC Tech Council and grateful for the opportunity to be a part of this year's KC Tech Specs report. RSM is the leading U.S. provider of audit, tax, and consulting services to the middle market. We understand the importance of communicating industry-specific trends to Kansas City and are grateful for the opportunity to promote the technology ecosystem in this great city.

ANDREW FEDELE

Senior Analyst Technology, Media & Telecommunications Senior Analyst & Director Transaction Advisory Services

STATE OF OUR TWO STATES

Kansas and Missouri demonstrate strong momentum in their tech sectors, with a combined 10.3% increase in tech job postings and 4.1% growth in tech businesses from 2023-2025, reflecting healthy market demand and expanding opportunities across the states.

Together, they support more than 225,000 technology professionals across various sectors, including cloud infrastructure and advanced manufacturing. This two-state region presents technology leaders with a compelling environment for steady growth, a well-established and talented workforce, and a mature business ecosystem.

2024 estimates based on analysis of CompTIA State of the Tech Workforce 2025 and Jobs EQ.

KANSAS

**STATE RANK
NET TECH EMPLOYMENT***
#30

2024 TECH BUSINESSES*
7,161
+7.9%
2023-2024

2024 TECH JOB POSTINGS*
24,145
+19.9%
2023-2024

NET TECH EMPLOYMENT

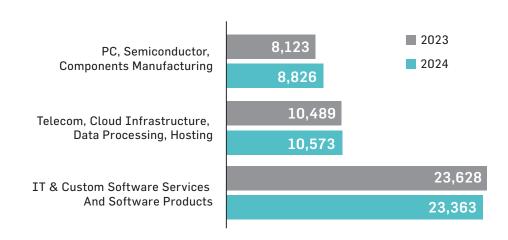| Year	Net Tech Employment
2019	63,598
2020	66,024
2021	66,277
2022	69,082
2023	69,903
2024 est.	68,606
2025 proj.	70,216

TECH EMPLOYMENT IN
THE OVERALL WORKFORCE

4.5%

TECH INDUSTRY SECTOR SUMMARY

Semiconductor and
components manufacturing
+9%
**YEAR-OVER-YEAR
GROWTH**

Sector	2023	2024
PC, Semiconductor, Components Manufacturing	8,123	8,826
Telecom, Cloud Infrastructure, Data Processing, Hosting	10,489	10,573
IT & Custom Software Services And Software Products	23,628	23,363

2023 TOTAL: 42,239   **2024 TOTAL: 42,204**   **2025 PROJECTED % CHANGE: 2.5%**

** The year-over-year comparability of this number has been affected by a narrowed definition of tech occupations by CompTIA,
the source of the data.*

Sources: CompTIA, JobsEQ

MISSOURI

**STATE RANK
NET TECH
EMPLOYMENT***
#19

2024 TECH BUSINESSES*
13,380
-2.2%
2023-2024
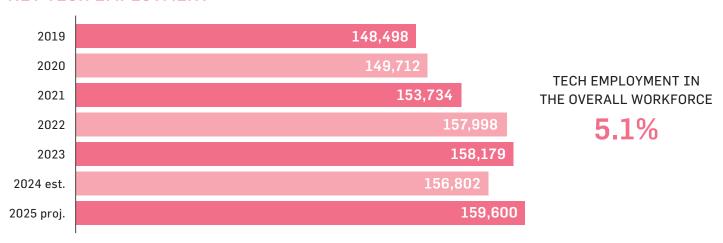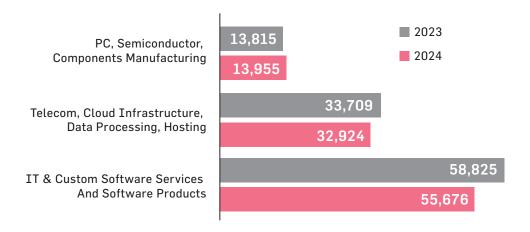
2024 TECH JOB POSTINGS*
40,463
+5.3%
2023-2024

NET TECH EMPLOYMENT

Year	Value
2019	148,498
2020	149,712
2021	153,734
2022	157,998
2023	158,179
2024 est.	156,802
2025 proj.	159,600

TECH EMPLOYMENT IN
THE OVERALL WORKFORCE

5.1%

The **1.2%** **COMPOUND ANNUAL GROWTH RATE** shows consistent, long term growth

TECH INDUSTRY SECTOR SUMMARY

■ 2023
■ 2024

Sector	2023	2024
PC, Semiconductor, Components Manufacturing	13,815	13,955
Telecom, Cloud Infrastructure, Data Processing, Hosting	33,709	32,924
IT & Custom Software Services And Software Products	58,825	55,676

2023 TOTAL: 106,350   **2024 TOTAL: 102,555**   **2025 PROJECTED % CHANGE: 1.9%**
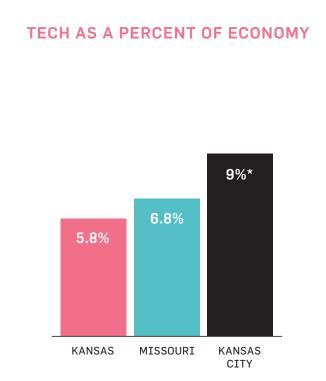
* The year-over-year comparability of this number has been affected by a narrowed definition of tech occupations by CompTIA, the source of the data.

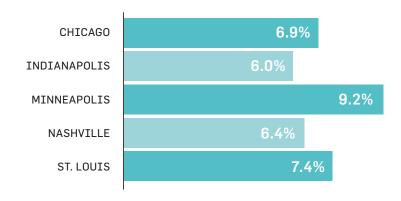*Sources: CompTIA, JobsEQ*

KANSAS CITY
BY THE NUMBERS

RISING ON THE WORLD'S STAGE

The Kansas City region's tech sector continues to grow steadily, contributing to Kansas and Missouri's $35.5 billion economic impact in the sector from 2023 to 2024. The market's brand is rising as a global destination to live and work, and leading brands are locating and growing in the region due to its unique blend of tech innovation and lifestyle.

ECONOMIC IMPACT

- KANSAS: $10.9 BILLION
- MISSOURI: $24.6 BILLION
- KANSAS CITY: $12.4 BILLION

TECH AS A PERCENT OF ECONOMY

- KANSAS: 5.8%
- MISSOURI: 6.8%
- KANSAS CITY: 9%*

COMPARATIVE TECH ECONOMIC IMPACT (2023)*

- CHICAGO: 6.9%
- INDIANAPOLIS: 6.0%
- MINNEAPOLIS: 9.2%
- NASHVILLE: 6.4%
- ST. LOUIS: 7.4%

At the time of publication, city-specific tech as a percentage information still reflected 2023 data.
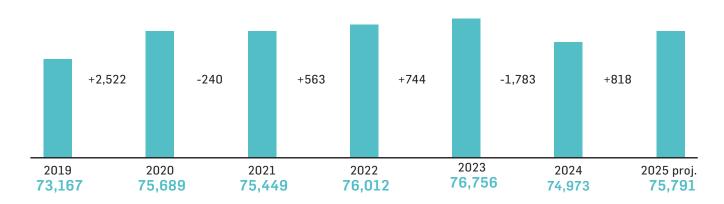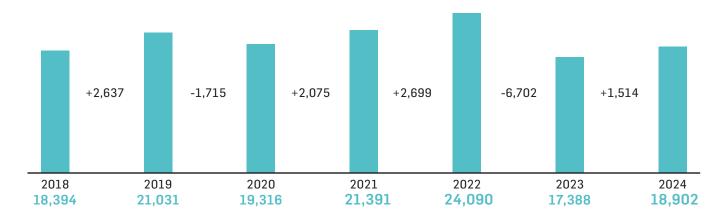
KANSAS CITY **TECH WORKFORCE** AT A GLANCE

Nationally, the technology sector is still adjusting to the post-COVID landscape. These adjustments included hiring freezes in 2022, followed by an overcorrection and subsequent rightsizing amid global economic pressures.

Kansas City has emerged as a strategic opportunity for experienced professionals seeking advancement. **The region offers a high concentration of manager and mid-career job opportunities**, making the market a premier destination for seasoned tech talent looking to capitalize on significant career growth opportunities during this national tech talent recalibration.

KC NET TECH EMPLOYMENT YEAR-OVER-YEAR

2019	2020	2021	2022	2023	2024	2025 proj.
73,167	75,689	75,449	76,012	76,756	74,973	75,791

+2,522   −240   +563   +744   −1,783   +818

KC TECH JOB POSTINGS YEAR-OVER-YEAR

2018	2019	2020	2021	2022	2023	2024
18,394	21,031	19,316	21,391	24,090	17,388	18,902

+2,637   −1,715   +2,075   +2,699   −6,702   +1,514

UNITED STATES TECH JOB POSTINGS YEAR-OVER-YEAR

2018	2019	2020	2021	2022	2023	2024
2.2M	2.6M	2.4M	2.9M	3.5M	2.3M	2.5M

TOP KC **TECH OCCUPATIONS**

In 2024, Computer and Information Systems Managers accounted for 22% of all tech job postings in the Kansas City region, up from 13% in 2019. **Over the past five years, demand and opportunity for leadership roles in technology and IT have grown substantially in Kansas City.**

TOP 10 OCCUPATIONS
BY JOB POSTINGS (2024)

1. Computer and Information Systems Managers (3,708)
2. Computer User Support Specialist (3,477)
3. Software Developer (2,620)
4. Network and Computer Systems Administrator (1,643)
5. Computer Systems Engineer/Architect (923)
6. Information Technology Project Manager (900)
7. Information Security Analyst (645)
8. Computer Systems Analyst (628)
9. Software Quality Assurance Analyst and Tester (392)
10. Web Developer (296)

TOP 5 CERTIFICATIONS
BY JOB POSTINGS (2024)

1. Certified Information Systems Security Professional (CISSP) (335)
2. Project Management Professional (PMP) (311)
3. Secret Clearance (266)
4. Certified Information Systems Auditor (CISA) (192)
5. Cisco Certified Network Associate (CCNA) (182)

TOP 5 TECH SKILLS
BY JOB POSTINGS (2024)

1. Structured Query Language (SQL) (2,808)
2. Agile (2,413)
3. Computer Programming/Coding (2,288)
4. Microsoft Azure (2,261)
5. Python (2,046)

LOCAL VS. NATIONAL SALARY AVERAGES

As remote work continues to be a key factor in attracting talent in the tech industry, it's essential to understand how salaries in Kansas City, Kansas and Missouri compare to the U.S.

Technology jobs pay double the median average salary compared to all other industries, so insight into this area of Kansas City's economy helps support the region's ability to attract and retain top talent in an increasingly global job market.

	U.S.	KC	KS	MO
90TH PERCENTILE	$186,700	$151,400	$149,000	$147,700
75TH PERCENTILE	$151,600	$126,900	$123,400	$122,200
MEDIAN SALARY	$119,500	$104,600	$99,200	$97,900
25TH PERCENTILE	$91,300	$79,900	$76,700	$73,900
10TH PERCENTILE	$70,100	$64,600	$60,500	$56,800
% HIGHER THAN MEDIAN AREA WAGE	+132%	+104%	+105%	+104%
AVERAGE HIGHEST PAYING ROLE Computer and Information Systems Managers	$176,700	$163,600	$152,300	$151,200
AVERAGE LOWEST PAYING ROLE Computer User Support Specialist	$63,100	$58,700	$54,100	$57,500

Source: CompTIA
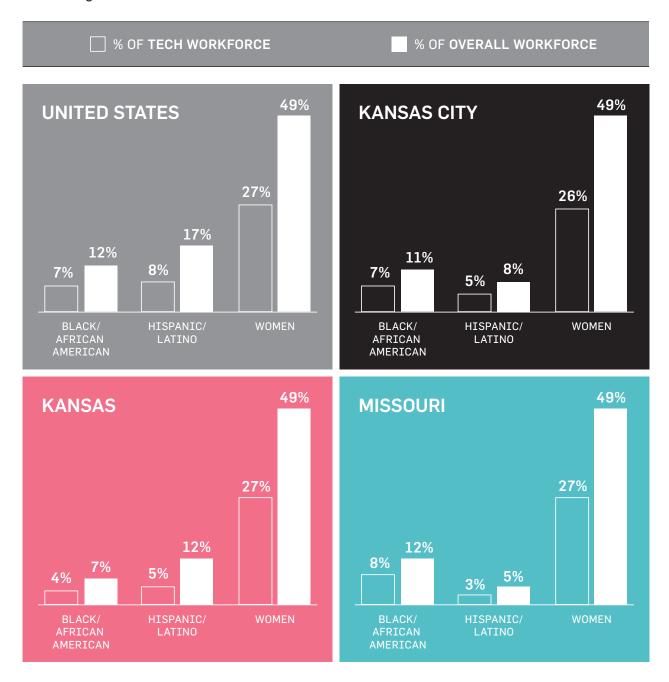
REPRESENTATION IN TECH

Kansas City's tech workforce continues to see nominal demographic shifts, aligning with national trends.

To ensure that local tech talent is equitably and adequately prepared for the competitive rigor of the hiring process, the KC Tech Council launched KC TechBridge.

The initiative works backward from successful employment outcomes to enhance skill acquisition and workforce readiness, creating seamless pathways from learning to career. This effort complements the KC Tech Council's other workforce programs, including its tech apprenticeship program and LEGiT KC career mentoring effort.

☐ % OF **TECH WORKFORCE**   ☐ % OF **OVERALL WORKFORCE**

UNITED STATES

	BLACK/ AFRICAN AMERICAN	HISPANIC/ LATINO	WOMEN
% of Tech Workforce	7%	8%	27%
% of Overall Workforce	12%	17%	49%

KANSAS CITY

	BLACK/ AFRICAN AMERICAN	HISPANIC/ LATINO	WOMEN
% of Tech Workforce	7%	5%	26%
% of Overall Workforce	11%	8%	49%

KANSAS

	BLACK/ AFRICAN AMERICAN	HISPANIC/ LATINO	WOMEN
% of Tech Workforce	4%	5%	27%
% of Overall Workforce	7%	12%	49%

MISSOURI

	BLACK/ AFRICAN AMERICAN	HISPANIC/ LATINO	WOMEN
% of Tech Workforce	8%	3%	27%
% of Overall Workforce	12%	5%	49%

Sources: CompTIA, JobsEQ

HOW **KC** STACKS UP **NATIONALLY**

TECH DEGREES

During the 2022-2023 school year, regional universities across Kansas, Missouri, Iowa and Nebraska collectively produced 17,461 graduates with technical degrees*.

With the volume of tech job postings in the Kansas City region continuing to grow and the national demographic cliff being realized in 2026, there's a critical need to expand and explore non-traditional talent sourcing strategies to develop, attract, grow and retain talent.

2022-2023 SCHOOL YEAR

	KANSAS	MISSOURI	IOWA	NEBRASKA
BACHELOR'S	1,528	3,119	2,087	1,452
MASTER'S	724	5,220	872	519
ASSOCIATE'S	295	559	372	273
DOCTORATE	81	192	122	46
TOTAL TECH DEGREES	2,628	9,090	3,453	2,290
	4.9% of total degrees	**9.7%** of total degrees	**6.2%** of total degrees	**7.1%** of total degrees
TOTAL DEGREES	53,670	93,717	56,106	32,242

The **DEMOGRAPHIC CLIFF** is the projected steep decline in the number of potential college students caused by the drop in birth rates that began with the Great Recession in 2007.
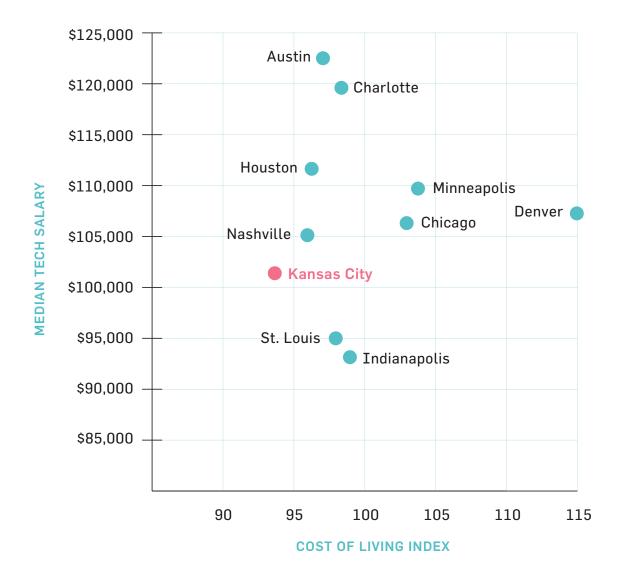
*Degrees found in the Digital Technology cluster group curated by Advance CTE

COST-OF-LIVING ADJUSTED TECH WAGES

Kansas City delivers exceptional value for tech talent, combining a robust median tech salary with a cost of living significantly below the national average. This powerful combination of competitive compensation and affordable living costs positions Kansas City as the premier destination for tech professionals seeking maximum purchasing power and quality of life.

This chart compares regional costs of living to national standards across various areas. It is comprised of six major categories: grocery items, housing, utilities, transportation, health care and miscellaneous goods and services. An index rating below 100 indicates a lower relative cost of living, while a rating above 100 signifies a higher cost of living.

KC NAMED

TOP MARKET FOR MILLENNIALS

The KC metro earned top marks for its lower cost of living, education attainment and average household income.
CommercialCafe, June 2025.

CITY AND STATE COMPARISONS: KC VS SELECT MARKETS

Kansas City's tech sector employs 74,973 professionals, accounting for 6.9% of the regional workforce, while generating a total economic impact of 9.0%. This performance outpaces that of similarly sized markets, including Nashville and Indianapolis, while matching the economic influence of larger metros like Minneapolis, furthering Kansas City as a rapidly ascending tech hub.

#2
MOST COST-EFFECTIVE TECH MARKET

KC is a highly desirable market for tech companies, according to CBRE's Scoring Tech Talent Report. The study measured large metropolitan areas with more than 50,000 tech workers and market costs for wages and office rent and more.

CBRE, Scoring Tech Talent, 2024.

	POPULATION	ECONOMIC IMPACT AS A % OF OVERALL	NET EMPLOYMENT AS A % OF OVERALL WORKFORCE	NET TECH EMPLOYMENT 2024 EST.
KANSAS CITY	2,209,152	9.0%	6.9%	74,973
	#26 NET TECH EMPLOYMENT RANK 2024			
AUSTIN	2,421,115	22.2%	13.7%	176,592
CHARLOTTE	2,756,069	7.2%	6.5%	95,770
CHICAGO	9,444,957	6.9%	5.2%	240,880
DENVER	2,985,871	13.0%	9.4%	159,099
HOUSTON	7,340,118	3.4%	4.4%	154,905
INDIANAPOLIS	2,142,193	6.0%	4.9%	55,087
MINNEAPOLIS	3,693,729	9.2%	7.3%	139,506
NASHVILLE	2,046,715	6.4%	5.2%	63,204
ST. LOUIS	2,801,319	7.4%	5.6%	73,513

Sources: CompTIA, JobsEQ

A NOTE FROM KARA LOWE:
STRATEGIC POSITIONING FOR MARKET LEADERSHIP

Thank you for engaging with KC Tech Specs v8. Data is the backbone of the tech industry. As any of the thousands of tech leaders in our market can tell you, a strong data practice reveals opportunities, highlights strengths and navigates challenges.

The latest KC Tech Specs data shows Kansas City's strength as a national strategic asset in tech, driven by three converging forces that distinguish it from other markets.

Market Resilience Through Calculated Growth
While our peer markets are experiencing significant talent right-sizing, Kansas City continues to show stability with consistent tech growth starting at the two-state level. This resilient growth, generating $35.5 billion in combined economic impact, positions the region as a top destination during market uncertainty while building the foundation for accelerated growth when conditions improve.

> This resilient growth, generating $35.5 billion in combined economic impact, positions the region as a top destination

The 9% tech economic impact ratio significantly outperforms midwestern peers Chicago (6.9%) and Indianapolis (6.0%), signaling Kansas City has achieved the critical mass necessary for self-reinforcing market dynamics.

The Growing Talent Opportunity
The most compelling trend is Kansas City's emergence as a premier destination for mid-career talent. Computer and Information Systems Manager postings surged from 13% to 22% of total tech roles since 2019, indicating that companies are expanding their decision-making functions.

Kansas City's cost-adjusted compensation is a competitive advantage compared to Austin, Denver and Chicago, while providing career advancement opportunities and robust lifestyle amenities that are enticing for tech talent.

> The most compelling trend is Kansas City's emergence as a premier destination for mid-career talent.

Infrastructure for Scale
Three structural advantages position Kansas City for accelerated tech sector growth:

1. **Workforce Depth:** The region's 225,000+ tech professionals across Kansas and Missouri provide the talent density required for rapid scaling, while a demographic composition that favors mid-career professionals (60-70% of the workforce) ensures operational experience.

A NOTE FROM KARA LOWE:
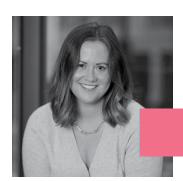## STRATEGIC POSITIONING FOR MARKET LEADERSHIP

2. **Capital Efficiency:** Ranking second nationally for tech location cost-effectiveness isn't just about expenses; it's about sustainable economics that allow profitable growth. Global brands continue to invest in the Kansas City region due to its business-friendly environment, robust tech ecosystem and market predictability.

3. **Market Position:** With 74,973 individuals working in technical positions in Kansas City, the density of skilled talent in our market allows for continued recognition and accelerated growth in both legacy and emerging sectors within technology.

Strategic Implications

The data suggests Kansas City is entering a growth phase that could further its position as a top-tier tech market within the current business cycle. The combination of economic stability, depth and skill of talent, and operational efficiency creates conditions for companies to grow and succeed.

Kansas City's strength has always come from the ingenuity, resilience, and vision of its people. In a rapidly evolving industry, that spirit is our constant advantage. Together, we're not only growing Kansas City's tech economy—we're shaping its future. Thank you for being a part of that important work.

> With 74,973 individuals working in technical positions in Kansas City, the density of skilled talent in our market allows for continued recognition and accelerated growth.

KARA LOWE
CEO
KC Tech Council

THE KC TECH COUNCIL

ABOUT THE KC TECH COUNCIL

KC Tech Council (KCTC) is an independent, nonprofit membership organization working with industry leaders to strengthen and promote Kansas City's tech industry through policy advocacy, tech talent development, catalyzing industry knowledge and driving visibility for the region's innovation economy.

Together with our 200+ sponsors, members and partners, we power initiatives that position Kansas City to become a premier, diverse and sustainable technology hub for the future.

WHAT THE KC TECH COUNCIL DOES

Advocacy
KCTC is the leading voice that informs and bridges federal, Kansas, Missouri and municipal government with the KC tech industry to advance, protect and maintain competitive growth.

Knowledge
KCTC is the principal hub for KC tech industry data and insights, with resources deemed essential by members, policymakers, journalists and the community.

Talent
Through initiatives to grow, attract, retain and unlock competitive and diverse tech talent, KCTC serves at the intersection of industry and workforce development.

Visibility
Targeting key audiences and stakeholders, KCTC amplifies the innovation, successes, companies and products built in the region to achieve national prominence.

OUR TEAM

Kara Lowe
Chief Executive Officer

Erin Christensen
Chief Operating Officer

Christine Murray
Director of Policy & Workforce Initiatives

Zach Gredlics
Director of Member Programs & Engagement

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Drew Tenbrink
Partner
Forvis Mazars

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Arista Networks

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*Senior Director, Project Executive
Growth & Dev.*
QTS Data Centers

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Partner
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DATA REFERENCES

DATA SOURCES

CompTIA
State of the Tech Workforce 2025

JobsEQ
Reports from 2023-2025

RSM US LLP
Customized analysis for KC Tech Specs V.08

Embracing capital efficiency critical for tech companies amid market volatility

How technology companies are embracing AI

U.S. Bureau of Labor Statistics

ADDITIONAL RESOURCES

Demographic Cliff
NPR, *January 2025*

KC TechBridge
KC Tech Council, *2025*

Scoring Tech Talent Report
CBRE, *2024*

Top 20 Metros for Millennials
CommericalCafe, *2025*

NAICS AND SOC CODES

INDUSTRY CLASSIFICATION BY NAICS
North American Industry Classification System

IT/Tech Services
423430, 541511, 541512, 541513, 541519, 611420, 811211, 811212, 811213, 811219

Telecommunications, Internet Services and Data Hosting
517311, 517312, 517410, 517911, 517919, 518210, 519130

Software
511210

Manufacturing: Computer, Peripheral and Communications Equipment, Semiconductors and Electronic Components
333242, 334111, 334112, 334118, 334210, 334220, 334290, 334310, 334412, 334413, 334416, 334417, 334418, 334419, 334510, 334511, 334512, 334513, 334514, 334515, 334516, 334517, 334519, 334613, 334614

OCCUPATION CLASSIFICATION BY SOC
Standard Occupational Classification

Information Technology (IT) Occupations
11-3021, 15-1211, 15-1212, 15-1221, 15-1231, 15-1232, 15-1241, 15-1242, 15-1243, 15-1244, 15-1251, 15-1252, 15-1253, 15-1254, 15-1255, 15-1299, 15-2051, 17-2061, 49-2011