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# B2B SaaS Vacancy Data

Jan 2024 vs Dec 2023

	Technical	Product	Solutions/ Pre-Sales
# of Roles + 25%	+ 25%	+ 5%	- 5%
	AM/CS	Sales	Marketing
	+ 5%	+ 15%	+ 15%

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# B2B SaaS Vacancy Data

Jan 2024 vs Jan 2023

	Technical	Product	Solutions/ Pre-Sales
# of Roles + 67%	+ 50%	+ 5%	- 5%
	AM/CS	Sales	Marketing
	+ 10%	+ 25%	+ 33%

# January 2024

## The data in review...

- Building on the positive momentum we witnessed during Q4, we are pleased to report a sustained uptick in B2B SaaS vacancies as we venture into the early stages of 2024. This increase has been both consistent and stable, reflecting the sector's resilience and growth.
- The primary driver of this expansion has been the surge in technical roles, underlining the increasing demand for technical expertise in this domain. Additionally, it's worth noting that we've also observed an increase in sales vacancies this month, further signifying the sector's vitality.
- What's particularly encouraging is the ongoing year-on-year improvement in this sector. This sustained growth demonstrates the resurgence of confidence within the B2B SaaS industry, reinforcing its position as a dynamic and promising field.