



Strategic Industry Profiles

Bay Area

January 2021

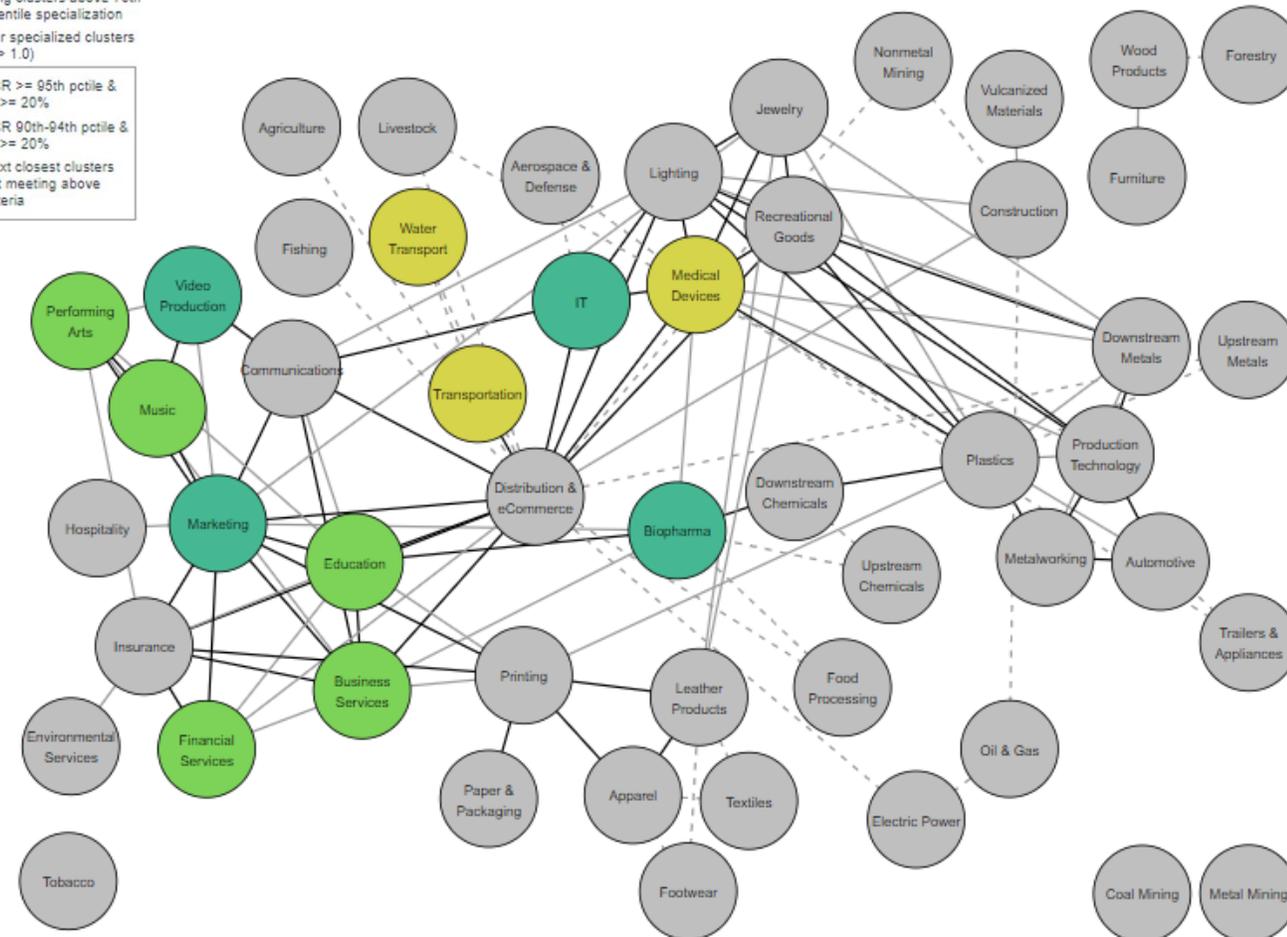
Region Overview of Strategic Industries

The Bay Area already claims...

- Strong comparative advantage in **information technology, marketing, biopharmaceuticals, and video production**
 - Information Technology: Ranked 2 in US
 - Marketing & Design: Ranked 3 in US
 - Biopharmaceuticals: Ranked 2 in US
- Large **business, finance, and education** sectors
 - Financial Services: Ranked 7 in US
 - Education: Ranked 7 in US
 - Business Services: Ranked 9 in US
- These profiles will feature:
 - Information Technology
 - Biopharmaceuticals
 - Marketing & Design
 - Education
 - Financial Services
 - Business services

Cluster Linkages and Economic Diversification

San Francisco, CA Metropolitan Area, 2017

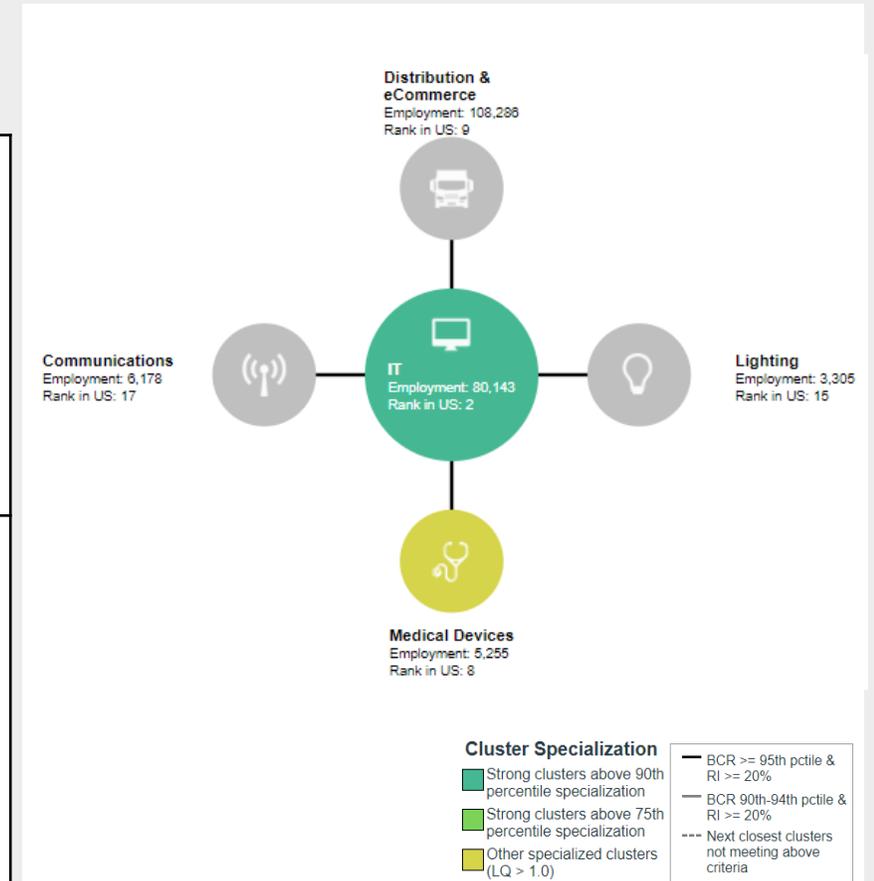


Key Occupations & Industry Linkages

Industry: Information Technology

Region: San Francisco, CA

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	<p>First-Line Supervisors of Retail Sales Workers</p> <p>Retail Salespersons</p> <p>Maintenance and Repair Workers</p> <p>Sales Representatives, Services</p> <p>Engineering Technicians</p>	<p>Sales Representatives, Services</p> <p>Machinists</p> <p>Retail Salespersons</p> <p>First-Line Supervisors of Non-Retail Sales Workers</p> <p>First-Line Supervisors of Mechanics, Installers, and Repairers</p>	<p>First-Line Supervisors of Non-Retail Sales Workers</p> <p>Sales Representatives, Services</p> <p>First-Line Supervisors of Mechanics, Installers, and Repairers</p> <p>First-Line Supervisors of Production and Operating Workers</p> <p>First-Line Supervisors of Retail Sales Workers</p>
Bachelor's or Advanced Degree	<p>Software Developers, Applications</p> <p>Computer Occupations, All Other</p> <p>Marketing Managers</p> <p>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</p> <p>General Managers</p>	<p>Training and Development Specialists</p> <p>Meeting, Convention, and Event Planners</p> <p>Logisticians</p> <p>Commercial and Industrial Designers</p> <p>Lawyers</p>	<p>Computer and Information Systems Managers</p> <p>Architectural and Engineering Managers</p> <p>General and Operations Managers</p> <p>Computer and Information Research Scientists</p>



Source: Analysis of Burning Glass job posting data

Source: U.S. Cluster Mapping <http://clustermapping.us/>

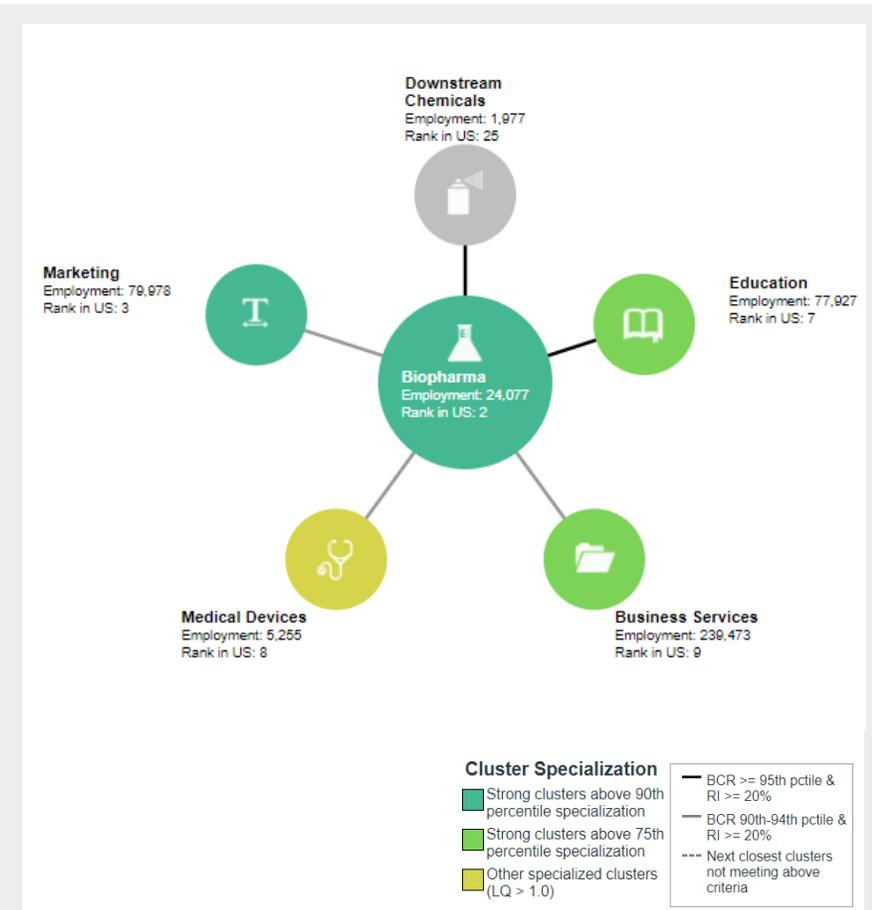
Key Occupations & Industry Linkages

Industry: **Biopharmaceuticals**

Region: **San Francisco, CA**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive Inspectors, Testers, Sorters, Samplers, and Weighers Engineering Technicians First-Line Supervisors of Production and Operating Workers Maintenance and Repair Workers	Inspectors, Testers, Sorters, Samplers, and Weighers Secretaries and Administrative Assistants, Except Legal, Medical, and Executive Engineering Technicians First-Line Supervisors of Production and Operating Workers Sales Representatives, Services	First-Line Supervisors of Production and Operating Workers Inspectors, Testers, Sorters, Samplers, and Weighers Sales Representatives, Services Maintenance and Repair Workers Industrial Machinery Mechanics
Bachelor's or Advanced Degree	General Managers Medical Scientists Operations Research Analysts Natural Sciences Managers Medical and Health Services Managers	Chief Executives Computer and Information Research Scientists Health Diagnosing and Treating Practitioners Public Relations and Fundraising Managers Executive Secretaries and Executive Administrative Assistants	Lawyers Statisticians Physicians and Surgeons Software Developers, Applications Financial Managers

Source: Analysis of Burning Glass job posting data



Source: U.S. Cluster Mapping <http://clustermapping.us/>

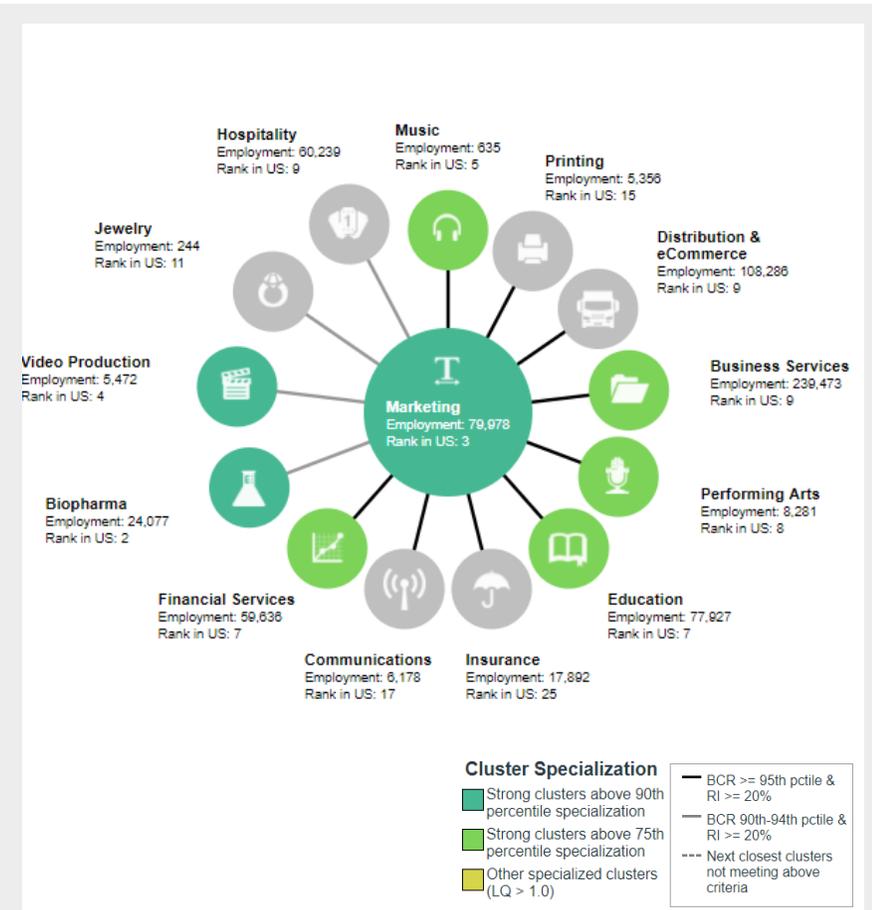
Key Occupations & Industry Linkages

Industry: Marketing & Design

Region: San Francisco, CA

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	<p>Sales Representatives, Services</p> <p>First-Line Supervisors of Retail Sales Workers</p> <p>First-Line Supervisors of Non-Retail Sales Workers</p> <p>Property, Real Estate, and Community Association Managers</p>	<p>First-Line Supervisors of Non-Retail Sales Workers</p> <p>Property, Real Estate, and Community Association Managers</p> <p>First-Line Supervisors of Retail Sales Workers</p> <p>Production, Planning, and Expediting Clerks</p> <p>Sales Representatives, Services</p>	<p>First-Line Supervisors of Non-Retail Sales Workers</p> <p>Property, Real Estate, and Community Association Managers</p> <p>Production, Planning, and Expediting Clerks</p> <p>Sales Representatives, Services</p>
Bachelor's or Advanced Degree	<p>Marketing Managers</p> <p>Software Developers, Applications</p> <p>General Managers</p> <p>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</p> <p>Computer Occupations, All Other</p>	<p>Interior Designers</p> <p>Occupational Health and Safety Specialists</p> <p>Lawyers</p>	<p>Computer and Information Systems Managers</p> <p>Lawyers</p> <p>Transportation, Storage, and Distribution Managers</p> <p>Computer and Information Research Scientists</p>

Source: Analysis of Burning Glass job posting data



Source: U.S. Cluster Mapping <http://clustermapping.us/>

Key Occupations & Industry Linkages

Industry: **Education**

Region: **San Francisco, CA**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	Coaches and Scouts Retail Salespersons Payroll and Timekeeping Clerks Police and Sheriff's Patrol Officers	Construction and Building Inspectors Mechanical Engineering Technicians Real Estate Sales Agents Nonfarm Animal Caretakers Billing and Posting Clerks	First-Line Supervisors of Non-Retail Sales Workers Sales Representatives, Services Real Estate Sales Agents First-Line Supervisors of Production and Operating Workers Property, Real Estate, and Community Association Managers
Bachelor's or Advanced Degree	General Managers Education Administrators, Postsecondary Operations Research Analysts Postsecondary Teachers Computer Occupations, All Other	Graduate Teaching Assistants Personal Financial Advisors Life, Physical, and Social Science Technicians, All Other Child, Family, and School Social Workers	Lawyers Chief Executives Foreign Language and Literature Teachers, Postsecondary Physics Teachers, Postsecondary



Source: Analysis of Burning Glass job posting data

Source: U.S. Cluster Mapping <http://clustermapping.us/>

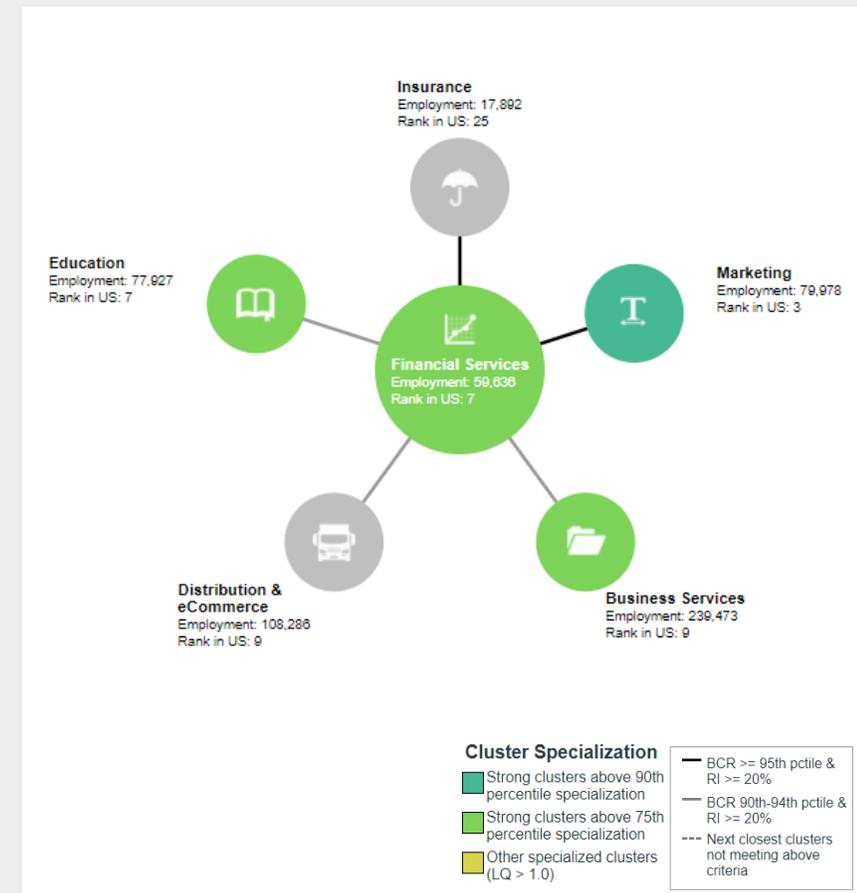
Key Occupations & Industry Linkages

Industry: **Financial Services**

Region: **San Francisco, CA**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	Securities, Commodities, and Financial Services Sales Agents Loan Interviewers and Clerks First-Line Supervisors of Retail Sales Workers Real Estate Sales Agents	Property, Real Estate, and Community Association Managers Real Estate Sales Agents Securities, Commodities, and Financial Services Sales Agents Sales Representatives, Services	Sales Representatives, Services Securities, Commodities, and Financial Services Sales Agents Property, Real Estate, and Community Association Managers Real Estate Sales Agents Loan Interviewers and Clerks
Bachelor's or Advanced Degree	Financial Analysts Software Developers, Applications Computer Occupations, All Other Marketing Managers Financial Managers	Commercial and Industrial Designers Executive Secretaries and Executive Administrative Assistants Personal Financial Advisors Computer and Information Research Scientists	Lawyers General and Operations Managers Computer and Information Systems Managers Computer and Information Research Scientists

Source: Analysis of Burning Glass job posting data



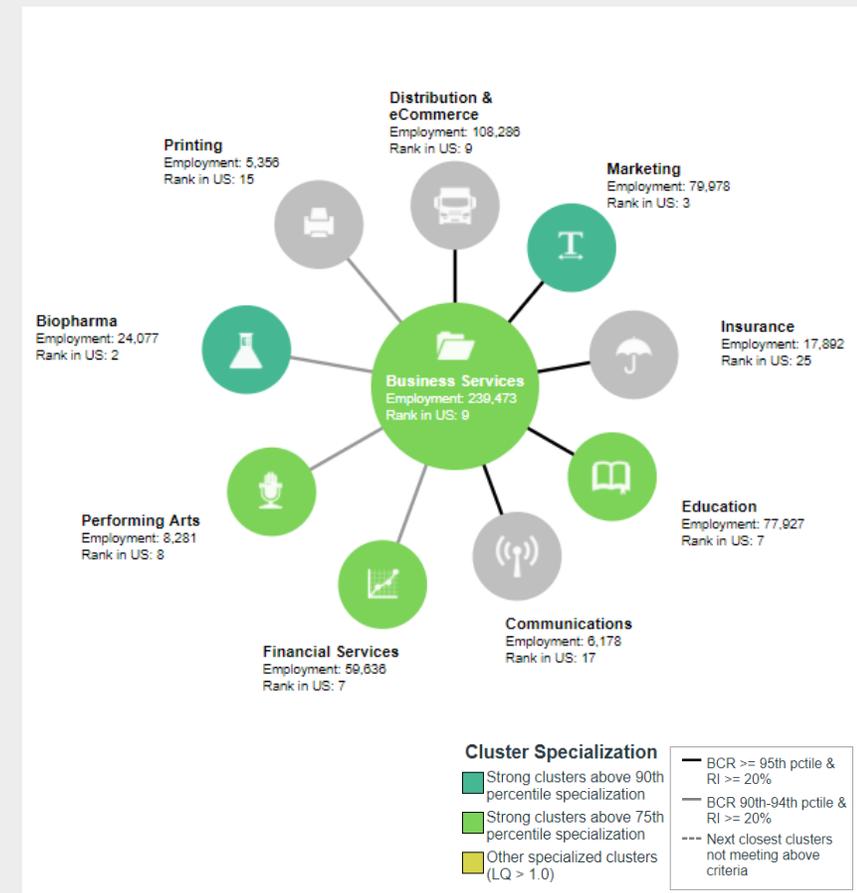
Source: U.S. Cluster Mapping <http://clustermapping.us/>

Key Occupations & Industry Linkages

Industry: **Business Services**

Region: **San Francisco, CA**

	Occupations in Greatest Demand	Occupations with Fastest-Growing Demand	Occupations with Highest Predicted Salaries
No Postsecondary	Maintenance and Repair Workers Retail Salespersons Sales Representatives, Services Payroll and Timekeeping Clerks Production, Planning, and Expediting Clerks	Driver/Sales Workers Light Truck or Delivery Services Drivers Heavy and Tractor-Trailer Truck Drivers Billing and Posting Clerks Production, Planning, and Expediting Clerks	First-Line Supervisors of Non-Retail Sales Workers Medical Records and Health Information Technicians Sales Representatives, Services First-Line Supervisors of Mechanics, Installers, and Repairers Real Estate Sales Agents
Bachelor's or Advanced Degree	Software Developers, Applications Computer Occupations, All Other General Managers Marketing Managers Management Analysts	Writers and Authors Graphic Designers Commercial and Industrial Designers Private Detectives and Investigators	Lawyers Computer and Information Systems Managers Architectural and Engineering Managers Software Developers, Systems Software Commercial and Industrial Designers



Source: Analysis of Burning Glass job posting data

Source: U.S. Cluster Mapping <http://clustermapping.us/>

Key Occupations Profile

Key Occupation: First-Line Supervisors of Retail Sales Workers

Region: Bay Area

60,447

Job Postings in Region
2015-2019, across all industries



\$45,000

Advertised Salary
Salary modeled from job postings for this occupation

+1%

Projected Growth
Estimated growth in employment, 2020-2030

76%

Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying

42%

BA+ Level
Percent of job postings calling for a BA or higher

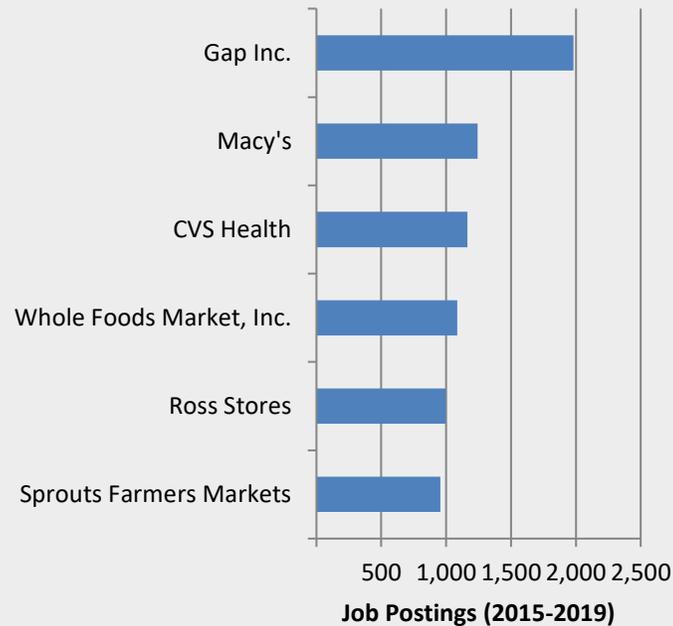
7%

Within Key Industries
Percent of demand for this occupation that falls within the target industry

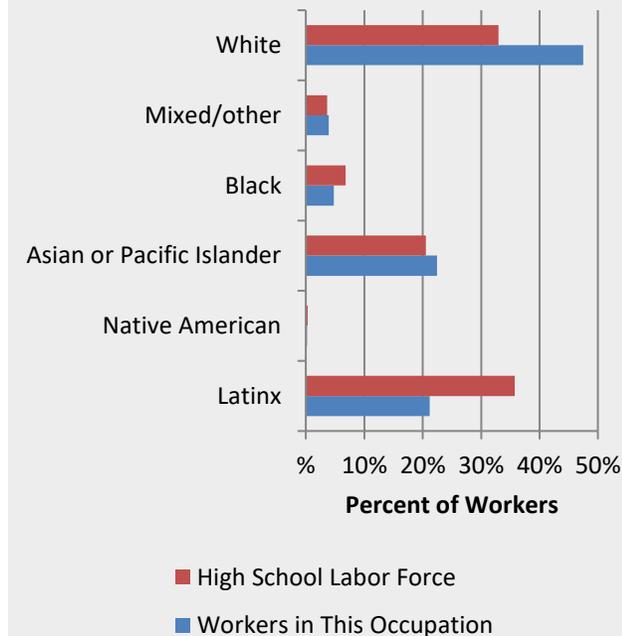
Top Skills



Top Regional Employers



Occupation Demographics



Top Industries

employing this occ:

- Local Retailing of Clothing and General Merchandise
- Local Food and Beverage Processing and Distribution
- Local Health Services
- Local Personal Services (Non-Medical)

Key Occupations Profile

Key Occupation: Computer and Information Research Scientists

Region: Bay Area

16,322

Job Postings in Region
2015-2019, across all industries



\$118,000

Advertised Salary
Salary modeled from job postings for this occupation

+25%

Projected Growth
Estimated growth in employment, 2020-2030

51%

Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying

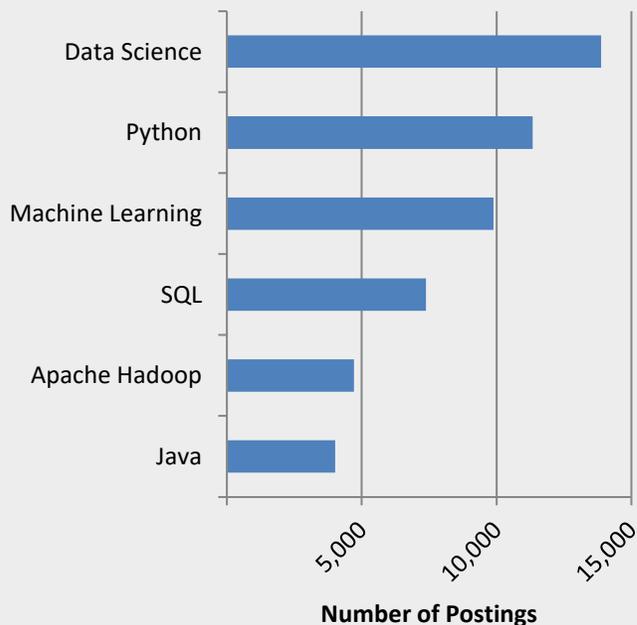
>99%

BA+ Level
Percent of job postings calling for a BA or higher

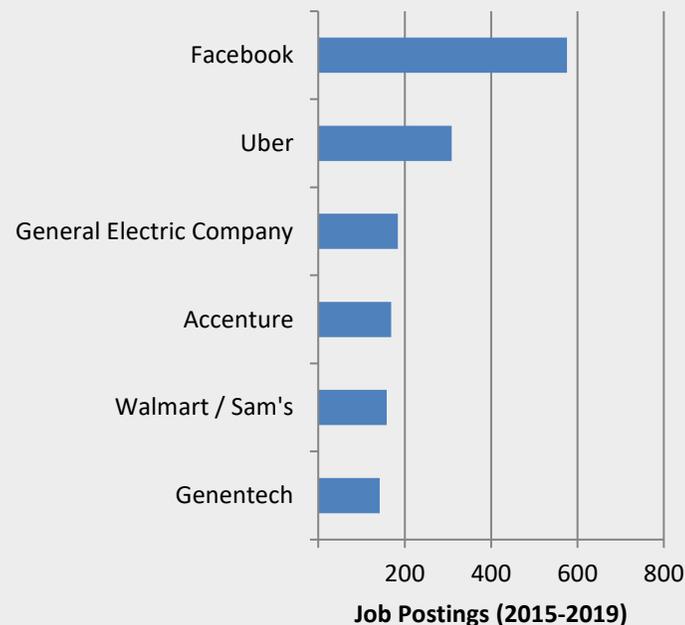
69%

Within Key Industries
Percent of demand for this occupation that falls within the target industry

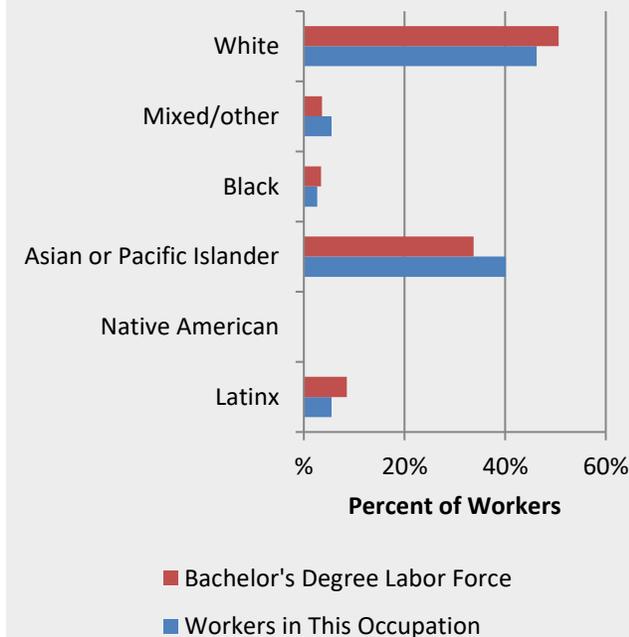
Top Skills



Top Regional Employers



Occupation Demographics



Top Industries employing this occ:
Education and Knowledge Creation
Marketing, Design, and Publishing
Financial Services
Business Services

Key Occupations Profile

Key Occupation: Software Developers, Applications

Region: Bay Area

242,348

Job Postings in Region
2015-2019, across all industries



\$110,000

Advertised Salary
Salary modeled from job postings for this occupation

+25%

Projected Growth
Estimated growth in employment, 2020-2030

46%

Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying

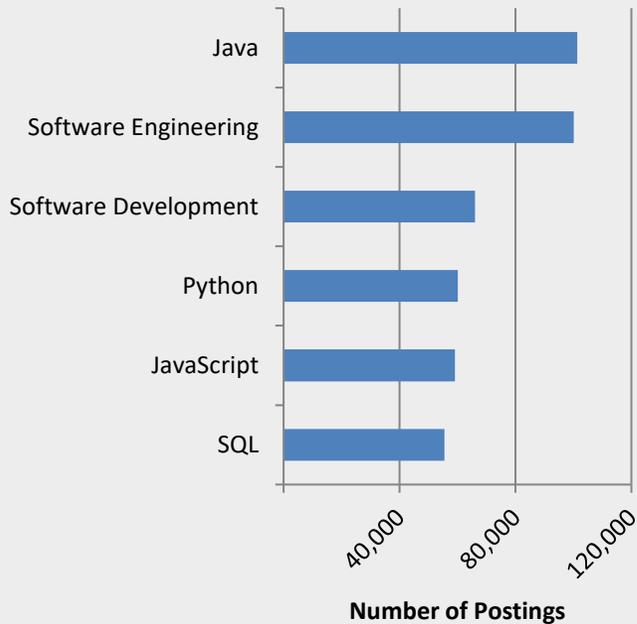
98%

BA+ Level
Percent of job postings calling for a BA or higher

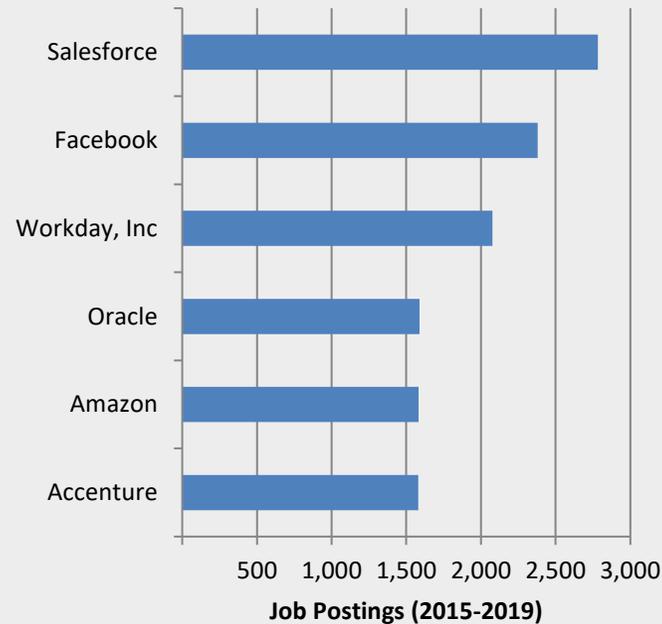
67%

Within Key Industries
Percent of demand for this occupation that falls within the target industry

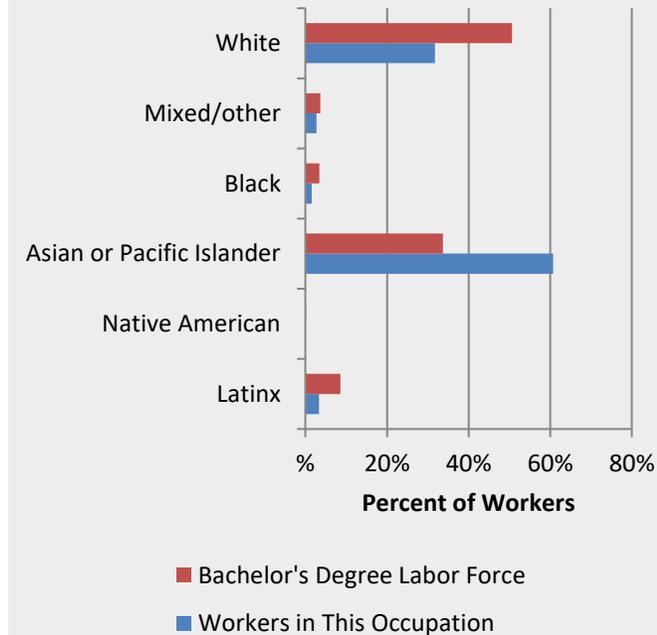
Top Skills



Top Regional Employers



Occupation Demographics



Top Industries employing this occ:
 Business Services
 Information Technology and Analytical Instruments
 Financial Services
 Marketing, Design, and Publishing

Key Occupations Profile

Key Occupation: Securities, Commodities, and Financial Services Sales Agents

Region: Bay Area

14,458

Job Postings in Region
2015-2019, across all industries

\$49,000

Advertised Salary
Salary modeled from job postings for this occupation

+2%

Projected Growth
Estimated growth in employment, 2020-2030

76%

Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying

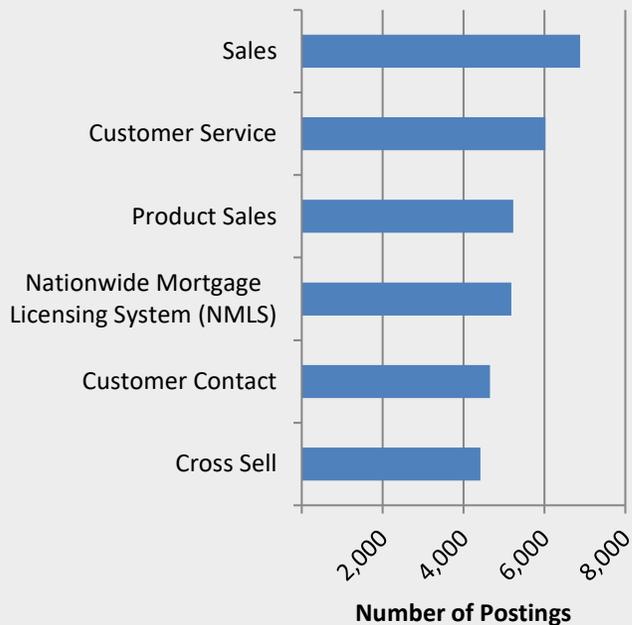
33%

BA+ Level
Percent of job postings calling for a BA or higher

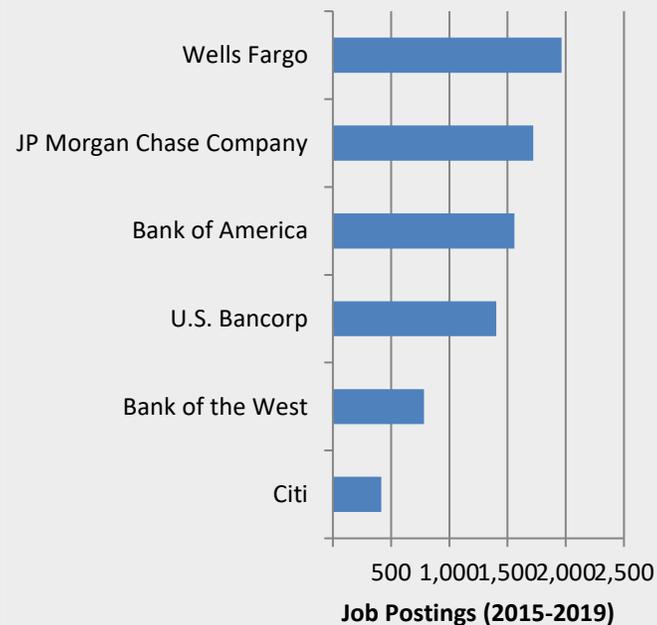
14%

Within Key Industries
Percent of demand for this occupation that falls within the target industry

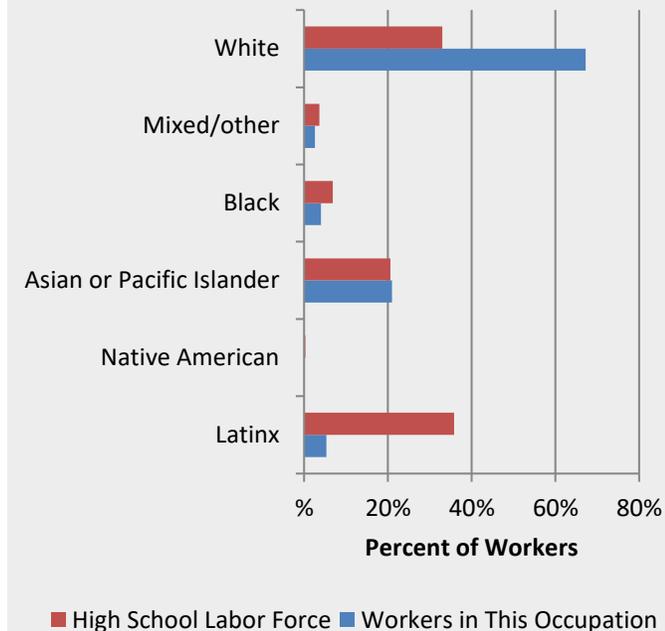
Top Skills



Top Regional Employers



Occupation Demographics



Top Industries employing this occ:
Business Services
Information Technology and Analytical Instruments
Financial Services
Marketing, Design, and Publishing

Key Occupations Profile

Key Occupation: Payroll and Timekeeping Clerks

Region: Bay Area

10,664

Job Postings in Region
2015-2019, across all industries



\$51,000

Advertised Salary
Salary modeled from job postings for this occupation



+1%

Projected Growth
Estimated growth in employment, 2020-2030



59%

Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying



65%

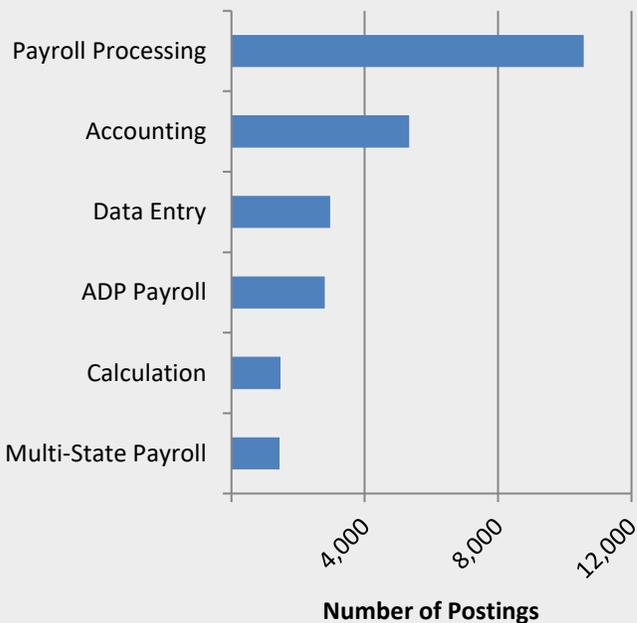
BA+ Level
Percent of job postings calling for a BA or higher



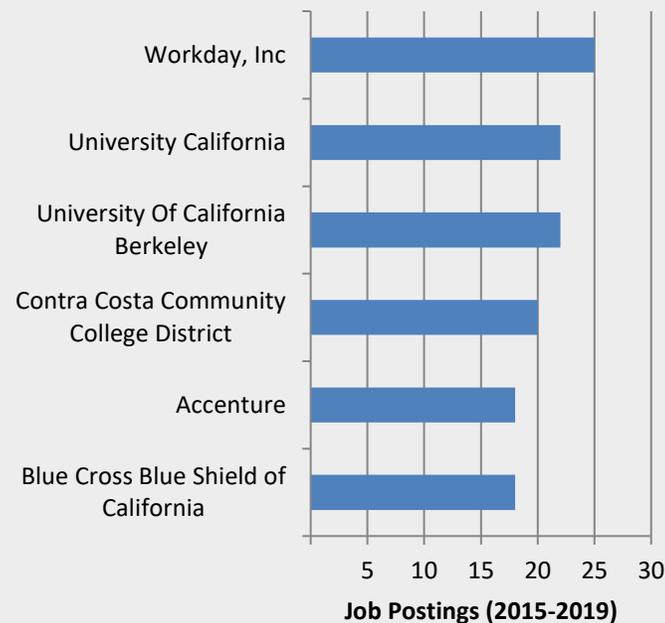
40%

Within Key Industries
Percent of demand for this occupation that falls within the target industry

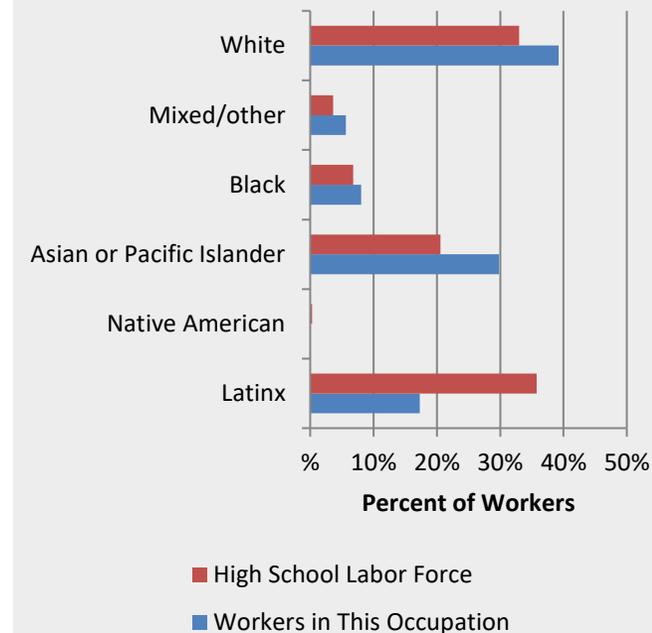
Top Skills



Top Regional Employers



Occupation Demographics



Top Industries employing this occ:
Insurance Services
Business Services
Education and Knowledge Creation
Local Real Estate, Construction, and Development

Key Occupations Profile

Key Occupation: Marketing Managers

Region: Bay Area

94,374

Job Postings in Region
2015-2019, across all industries



\$105,000

Advertised Salary
Salary modeled from job postings for this occupation

+17%

Projected Growth
Estimated growth in employment, 2020-2030

32%

Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying

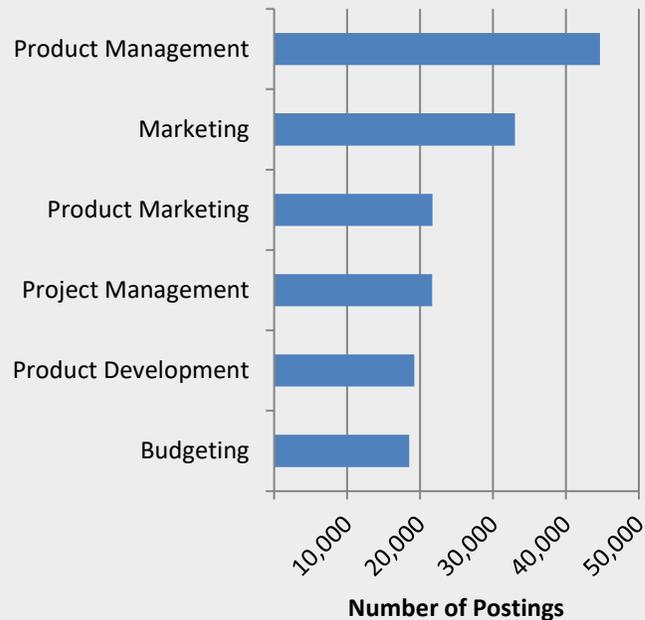
99%

BA+ Level
Percent of job postings calling for a BA or higher

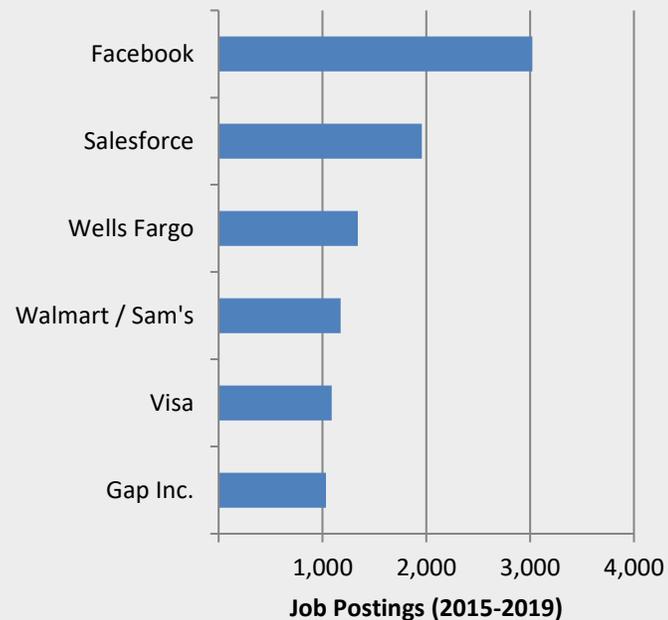
66%

Within Key Industries
Percent of demand for this occupation that falls within the target industry

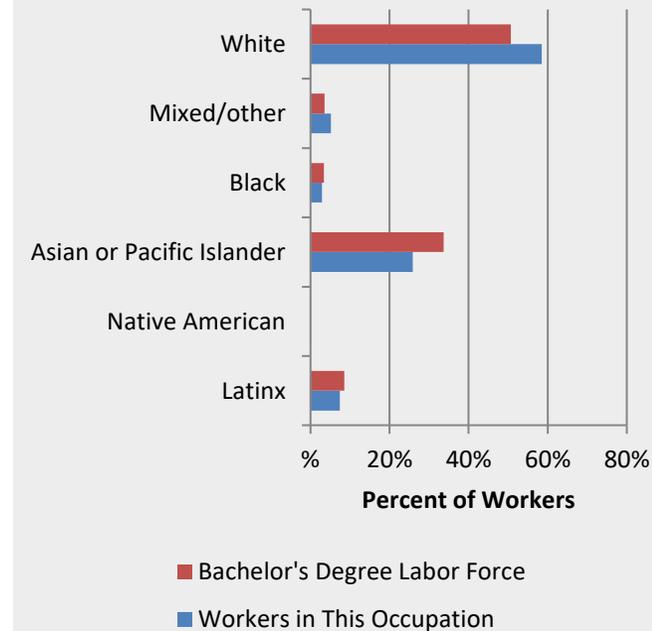
Top Skills



Top Regional Employers



Occupation Demographics



Top Industries

employing this occ:
Marketing, Design, and Publishing
Financial Services
Information Technology and Analytical Instruments
Business Services

Key Occupations Profile

Key Occupation: Information Security Analysts

Region: Bay Area

21,860

Job Postings in Region
2015-2019, across all industries



\$104,000

Advertised Salary
Salary modeled from job postings for this occupation

+20%

Projected Growth
Estimated growth in employment, 2020-2030

45%

Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying

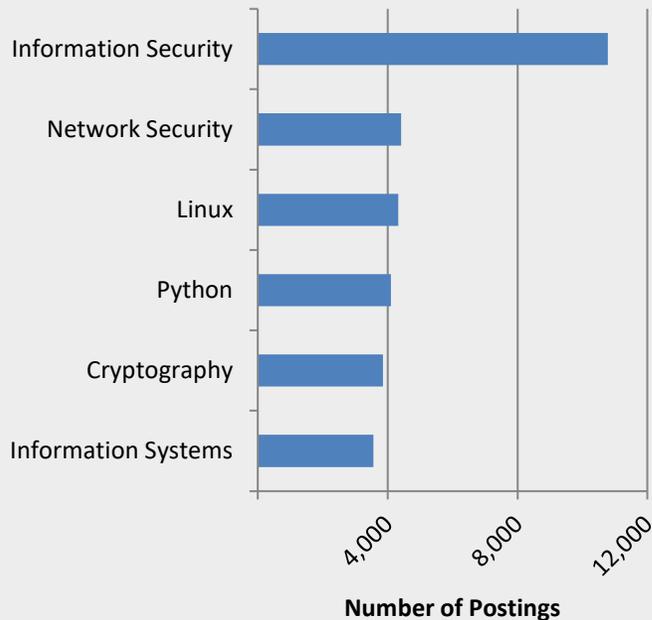
93%

BA+ Level
Percent of job postings calling for a BA or higher

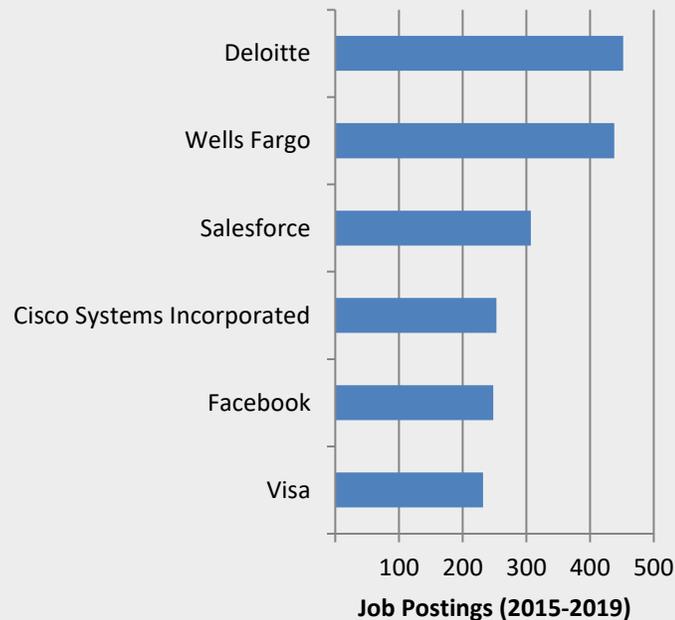
58%

Within Key Industries
Percent of demand for this occupation that falls within the target industry

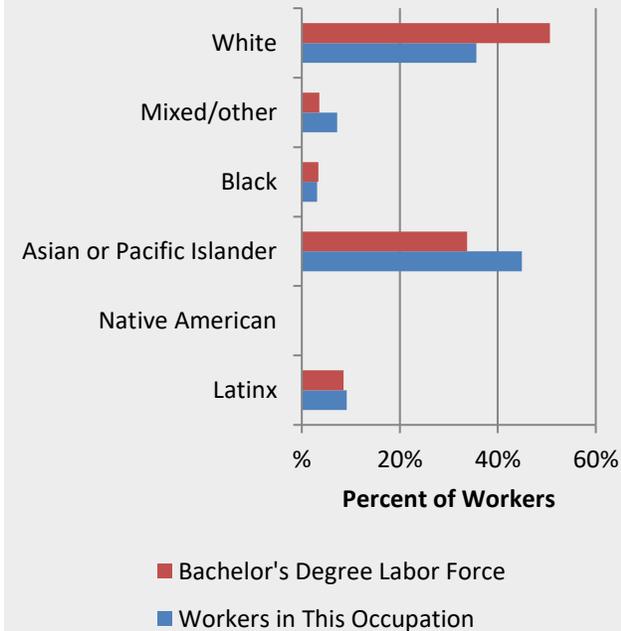
Top Skills



Top Regional Employers



Occupation Demographics



Top Industries employing this occ:
Financial Services
Business Services
Information Technology and Analytical Instruments
Local Commercial Services

Key Occupations Profile

Key Occupation: Property, Real Estate, and Community Association Managers

Region: Bay Area

10,393

Job Postings in Region
2015-2019, across all industries



\$53,000

Advertised Salary
Salary modeled from job postings for this occupation



+9%

Projected Growth
Estimated growth in employment, 2020-2030



68%

Entry Level
Percent of job postings calling for 0-2 years of experience or not specifying



52%

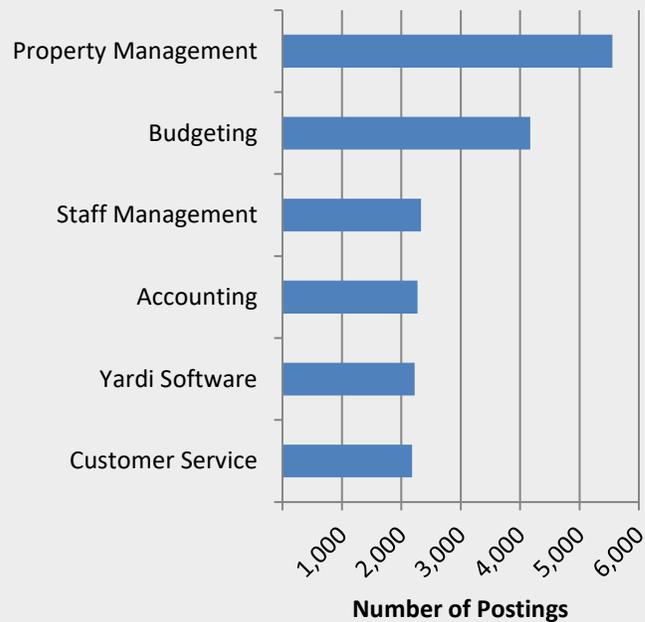
BA+ Level
Percent of job postings calling for a BA or higher



5%

Within Key Industries
Percent of demand for this occupation that falls within the target industry

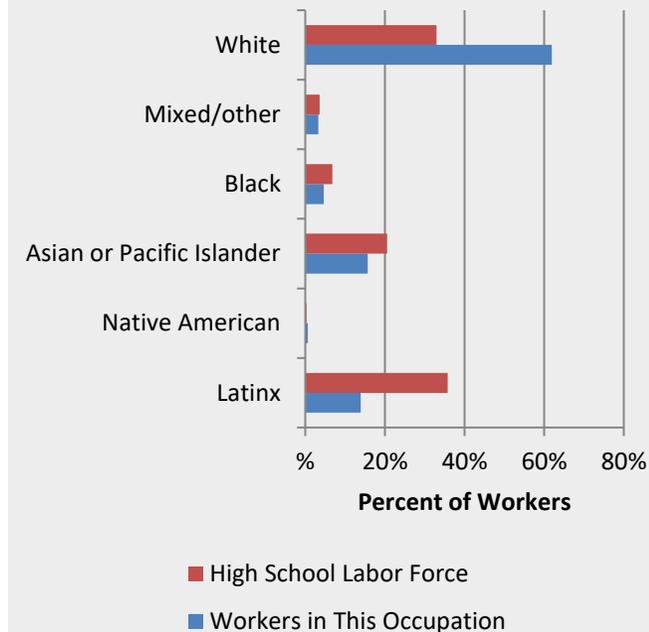
Top Skills



Top Regional Employers



Occupation Demographics



Top Industries employing this occ:
Local Real Estate, Construction, and Development
Local Community and Civic Organizations
Financial Services
Insurance Services