Strategic Industry Profiles
Bay Area

January 2021
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
### Key Occupations & Industry Linkages

**Industry:** Information Technology  
**Region:** San Francisco, CA

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

**Source:** Analysis of Burning Glass job posting data  
**Source:** U.S. Cluster Mapping [http://clustermapping.us/](http://clustermapping.us/)
### Key Occupations & Industry Linkages

#### Industry: Biopharmaceuticals

#### Region: San Francisco, CA

<table>
<thead>
<tr>
<th>No Postsecondary</th>
<th>Occurrences</th>
<th>Region</th>
<th>Source: Analysis of Burning Glass job posting data</th>
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</table>

<table>
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<tr>
<th>Bachelor's or Advanced Degree</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Secretary and Administrative Assistants, Except Legal, Medical, and Executive</td>
<td>Inspectors, Testers, Sorters, Samplers, and Weighers</td>
<td>First-Line Supervisors of Production and Operating Workers</td>
<td></td>
</tr>
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<td>Engineering Technicians</td>
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<td></td>
</tr>
<tr>
<td>First-Line Supervisors of Production and Operating Workers</td>
<td>Engineering Technicians</td>
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<td></td>
</tr>
<tr>
<td>Maintenance and Repair Workers</td>
<td>Inspectors, Testers, Sorters, Samplers, and Weighers</td>
<td>Sales Representatives, Services</td>
<td></td>
</tr>
<tr>
<td>Sales Representatives, Services</td>
<td>Maintenance and Repair Workers</td>
<td>Industrial Machinery Mechanics</td>
<td></td>
</tr>
</tbody>
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</thead>
<tbody>
<tr>
<td>General Managers</td>
<td>Chief Executives</td>
<td>Lawyers</td>
<td></td>
</tr>
<tr>
<td>Medical Scientists</td>
<td>Computer and Information Research Scientists</td>
<td>Statisticians</td>
<td></td>
</tr>
<tr>
<td>Operations Research Analysts</td>
<td>Health Diagnosing and Treating Practitioners</td>
<td>Physicians and Surgeons</td>
<td></td>
</tr>
<tr>
<td>Natural Sciences Managers</td>
<td>Public Relations and Fundraising Managers</td>
<td>Software Developers, Applications</td>
<td></td>
</tr>
<tr>
<td>Medical and Health Services Managers</td>
<td>Executive Secretaries and Executive Administrative Assistants</td>
<td>Financial Managers</td>
<td></td>
</tr>
</tbody>
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*Source: U.S. Cluster Mapping [http://clustermapping.us/]*
Key Occupations & Industry Linkages

Industry: Marketing & Design

Region: San Francisco, CA

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</tr>
</thead>
<tbody>
<tr>
<td>Sales Representatives, Services</td>
<td>First-Line Supervisors of Non-Retail Sales Workers</td>
<td>First-Line Supervisors of Non-Retail Sales Workers</td>
<td></td>
</tr>
<tr>
<td>First-Line Supervisors of Retail Sales Workers</td>
<td>Property, Real Estate, and Community Association Managers</td>
<td>Property, Real Estate, and Community Association Managers</td>
<td></td>
</tr>
<tr>
<td>First-Line Supervisors of Non-Retail Sales Workers</td>
<td>Production, Planning, and Expediting Clerks</td>
<td>Production, Planning, and Expediting Clerks</td>
<td></td>
</tr>
<tr>
<td>Property, Real Estate, and Community Association Managers</td>
<td>Sales Representatives, Services</td>
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<table>
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<tr>
<th>Bachelor’s or Advanced Degree</th>
<th>Marketing Managers</th>
<th>Software Developers, Applications</th>
<th>General Managers</th>
<th>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</th>
<th>Computer Occupations, All Other</th>
<th>Interior Designers</th>
<th>Occupational Health and Safety Specialists</th>
<th>Lawyers</th>
<th>Transportation, Storage, and Distribution Managers</th>
<th>Computer and Information Research Scientists</th>
</tr>
</thead>
</table>

Source: Analysis of Burning Glass job posting data

### Key Occupations & Industry Linkages

**Industry: Education**

**Region: San Francisco, CA**

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<tbody>
<tr>
<td>No Postsecondary</td>
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<td>No Postsecondary</td>
</tr>
<tr>
<td>Coaches and Scouts</td>
<td>Construction and Building Inspectors</td>
<td>First-Line Supervisors of Non-Retail Sales Workers</td>
</tr>
<tr>
<td>Retail Salespersons</td>
<td>Mechanical Engineering Technicians</td>
<td>Sales Representatives, Services</td>
</tr>
<tr>
<td>Payroll and Timekeeping Clerks</td>
<td>Real Estate Sales Agents</td>
<td>Real Estate Sales Agents</td>
</tr>
<tr>
<td>Police and Sheriff’s Patrol Officers</td>
<td>Nonfarm Animal Caretakers</td>
<td>First-Line Supervisors of Production and Operating Workers</td>
</tr>
<tr>
<td></td>
<td>Billing and Posting Clerks</td>
<td>Property, Real Estate, and Community Association Managers</td>
</tr>
<tr>
<td>Bachelor’s or Advanced Degree</td>
<td>General Managers</td>
<td>Lawyers</td>
</tr>
<tr>
<td>Education Administrators, Postsecondary Teachers</td>
<td>Graduate Teaching Assistants</td>
<td>Chief Executives</td>
</tr>
<tr>
<td>Operations Research Analysts</td>
<td>Personal Financial Advisors</td>
<td>Foreign Language and Literature Teachers, Postsecondary</td>
</tr>
<tr>
<td>Postsecondary Teachers</td>
<td>Life, Physical, and Social Science Technicians, All Other</td>
<td>Physics Teachers, Postsecondary</td>
</tr>
<tr>
<td>Computer Occupations, All Other</td>
<td>Child, Family, and School Social Workers</td>
<td></td>
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**Source:** Analysis of Burning Glass job posting data

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# Key Occupations & Industry Linkages

**Industry:** Financial Services  
**Region:** San Francisco, CA

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<th>No Postsecondary</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Securities, Commodities, and Financial Services Sales Agents</td>
<td>Property, Real Estate, and Community Association Managers</td>
<td>Sales Representatives, Services</td>
<td></td>
</tr>
<tr>
<td>LoanInterviewers and Clerks</td>
<td>Real Estate Sales Agents</td>
<td>Securities, Commodities, and Financial Services Sales Agents</td>
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</tr>
<tr>
<td>First-LineSupervisors of Retail Sales Workers</td>
<td>Securities, Commodities, and Financial Services Sales Agents</td>
<td>Property, Real Estate, and Community Association Managers</td>
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<td>Sales Representatives, Services</td>
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<tr>
<td>Financial Analysts</td>
<td>Commercial and Industrial Designers</td>
<td>Lawyers</td>
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<tr>
<td>Software Developers, Applications</td>
<td>Executive Secretaries and Executive Administrative Assistants</td>
<td>General and Operations Managers</td>
<td></td>
</tr>
<tr>
<td>Computer Occupations, All Other</td>
<td>Personal Financial Advisors</td>
<td>Computer and Information Systems Managers</td>
<td></td>
</tr>
<tr>
<td>Marketing Managers</td>
<td>Computer and Information Research Scientists</td>
<td>Computer and Information Research Scientists</td>
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<tr>
<td>Financial Managers</td>
<td></td>
<td></td>
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</tbody>
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**Source:** Analysis of Burning Glass job posting data  
**Source:** U.S. Cluster Mapping [http://clustermapping.us/](http://clustermapping.us/)
### Industry: Business Services

**Region: San Francisco, CA**

#### Occupations in Greatest Demand
- Maintenance and Repair Workers
- Retail Salespersons
- Sales Representatives, Services
- Payroll and Timekeeping Clerks
- Production, Planning, and Expediting Clerks

#### Occupations with Fastest-Growing Demand
- Driver/Sales Workers
- Light Truck or Delivery Services Drivers
- Heavy and Tractor-Trailer Truck Drivers
- Billing and Posting Clerks
- Production, Planning, and Expediting Clerks

#### Occupations with Highest Predicted Salaries
- 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

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**Source:** Analysis of Burning Glass job posting data

**Source:** U.S. Cluster Mapping [http://clustermapping.us/](http://clustermapping.us/)

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Key Occupations Profile

**Key Occupation:** First-Line Supervisors of Retail Sales Workers

- **Job Postings in Region:** 60,447
  - 2015-2019, across all industries
- **Advertised Salary:** $45,000
  - Salary modeled from job postings for this occupation
- **Projected Growth:** +1%
  - Estimated growth in employment, 2020-2030
- **Entry Level:** 76%
  - Percent of job postings calling for 0-2 years of experience or not specifying
- **BA+ Level:** 42%
  - Percent of job postings calling for a BA or higher
- **Within Key Industries:** 7%
  - Percent of demand for this occupation that falls within the target industry

**Top Skills**
- Retail Industry Knowledge
- Store Management
- Merchandising
- Sales
- Customer Service
- Scheduling

**Top Regional Employers**
- Gap Inc.
- Macy’s
- CVS Health
- Whole Foods Market, Inc.
- Ross Stores
- Sprouts Farmers Markets

**Top Regional Employers**
- Sprouts Farmers Markets
- Ross Stores
- Whole Foods Market, Inc.
- Macy’s
- CVS Health
- Gap Inc.

**Occupation Demographics**
- **Percent of Workers**
  - High School Labor Force
  - Workers in This Occupation
  - White
  - Mixed/other
  - Black
  - Asian or Pacific Islander
  - Native American
  - Latinx

**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)

**Region:** Bay Area

- **Job Postings in Region:** 60,447
- **Advertised Salary:** $45,000
- **Projected Growth:** +1%
- **Entry Level:** 76%
- **BA+ Level:** 42%
- **Within Key Industries:** 7%
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
- **+25%** Projected Growth
- **51%** Entry Level
- **>99%** BA+ Level
- **69%** Within Key Industries

**Top Skills**
- Data Science
- Python
- Machine Learning
- SQL
- Apache Hadoop
- Java

**Top Regional Employers**
- Facebook
- Uber
- General Electric Company
- Accenture
- Walmart / Sam’s
- Genentech

**Occupation Demographics**

- Bachelor’s Degree Labor Force
- Workers in This Occupation

**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**

- **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
- Java
- Software Engineering
- Software Development
- Python
- JavaScript
- SQL

### Top Regional Employers
- Salesforce
- Facebook
- Workday, Inc
- Oracle
- Amazon
- Accenture

### Occupation Demographics
- Bachelor's Degree Labor Force
- Workers in This Occupation

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

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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**
- Sales
- Customer Service
- Product Sales
- Nationwide Mortgage Licensing System (NMLS)
- Customer Contact
- Cross Sell

**Number of Postings**

**Top Regional Employers**
- Wells Fargo
- JP Morgan Chase Company
- Bank of America
- U.S. Bancorp
- Bank of the West
- Citi

**Job Postings (2015-2019)**

**Occupation Demographics**

- White
- Mixed/other
- Black
- Asian or Pacific Islander
- Native American
- Latinx

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

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Key Occupations Profile

Key Occupation: **Payroll and Timekeeping Clerks**

- **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**

- Payroll Processing
- Accounting
- Data Entry
- ADP Payroll
- Calculation
- Multi-State Payroll

**Top Regional Employers**

- Workday, Inc
- University California
- University Of California Berkeley
- Contra Costa Community College District
- Accenture
- Blue Cross Blue Shield of California

**Occupation Demographics**

- White
- Mixed/other
- Black
- Asian or Pacific Islander
- Native American
- Latinx

**Top Industries employing this occ:**

- Insurance Services
- Business Services
- Education and Knowledge Creation
- Local Real Estate, Construction, and Development

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Key Occupations Profile

**Key Occupation: Marketing Managers**

- **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**
- Product Management
- Marketing
- Product Marketing
- Project Management
- Product Development
- Budgeting

**Top Regional Employers**
- Facebook
- Salesforce
- Wells Fargo
- Walmart / Sam’s
- Visa
- Gap Inc.

**Occupation Demographics**

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

**Number of Postings**

- 10,000
- 20,000
- 30,000
- 40,000
- 50,000

**Job Postings (2015-2019)**

**Percent of Workers**

- White
- Mixed/other
- Black
- Asian or Pacific Islander
- Native American
- Latinx

- Bachelor’s Degree Labor Force
- Workers in This Occupation
**Key Occupations Profile**

**Key Occupation: Information Security Analysts**

- **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**

- Information Security
- Network Security
- Linux
- Python
- Cryptography
- Information Systems

**Top Regional Employers**

- Deloitte
- Wells Fargo
- Salesforce
- Cisco Systems Incorporated
- Facebook
- Visa

**Occupation Demographics**

- White
- Mixed/other
- Black
- Asian or Pacific Islander
- Native American
- Latinx

**Top Industries employing this occ:**

- Financial Services
- Business Services
- Information Technology and Analytical Instruments
- Local Commercial Services

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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

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**Top Skills**
- Property Management
- Budgeting
- Staff Management
- Accounting
- Yardi Software
- Customer Service

**Number of Postings** (1,000 - 6,000)

**Top Regional Employers**
- Jones Lang Lasalle Incorporated
- Eden Housing Incorporated
- John Stewart Company
- Fpi Management
- Mercy Housing
- Equity Residential

**Job Postings (2015-2019)**

**Occupation Demographics**

**Percent of Workers**
- White
- Mixed/other
- Black
- Asian or Pacific Islander
- Native American
- Latinx

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

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