



# Beyond the headlines:

## Engineering leadership in 2024 and beyond





**Scott Carey**

(he/him)

**Editor in Chief, LeadDev**






TRENDSPOTTING | FEB. 16, 2022

# A Vibe Shift Is Coming Will any of us survive it?



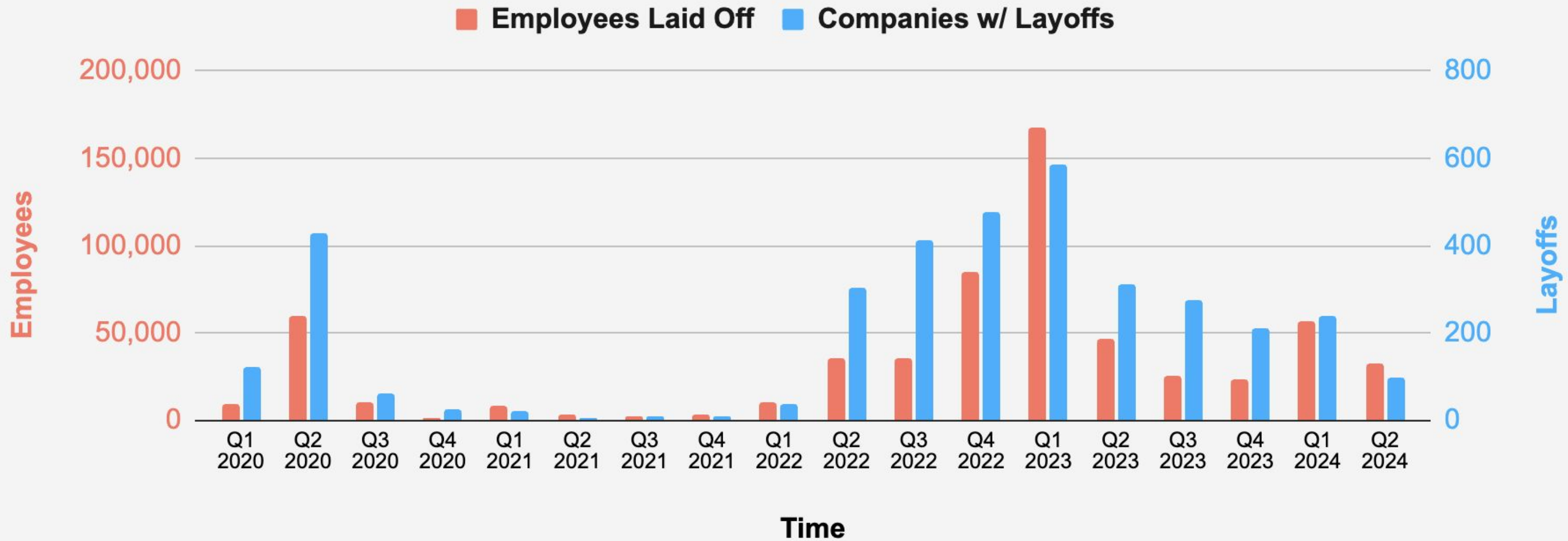
By Allison P. Davis, features writer for New York Magazine and the Cut. 



# Tech & media layoffs point towards greater disruption in 2024 – particularly in AI

## Tech layoffs since COVID-19

Source: <https://layoffs.fyi>







EN English ▾

Economics



# The End of Zero Interest Rates

Aug 13, 2023 | JEFFREY FRANKEL



# Have We Reached Peak AI?

EDWARD ZITRON / MAR 18, 2024 / 13 MIN READ

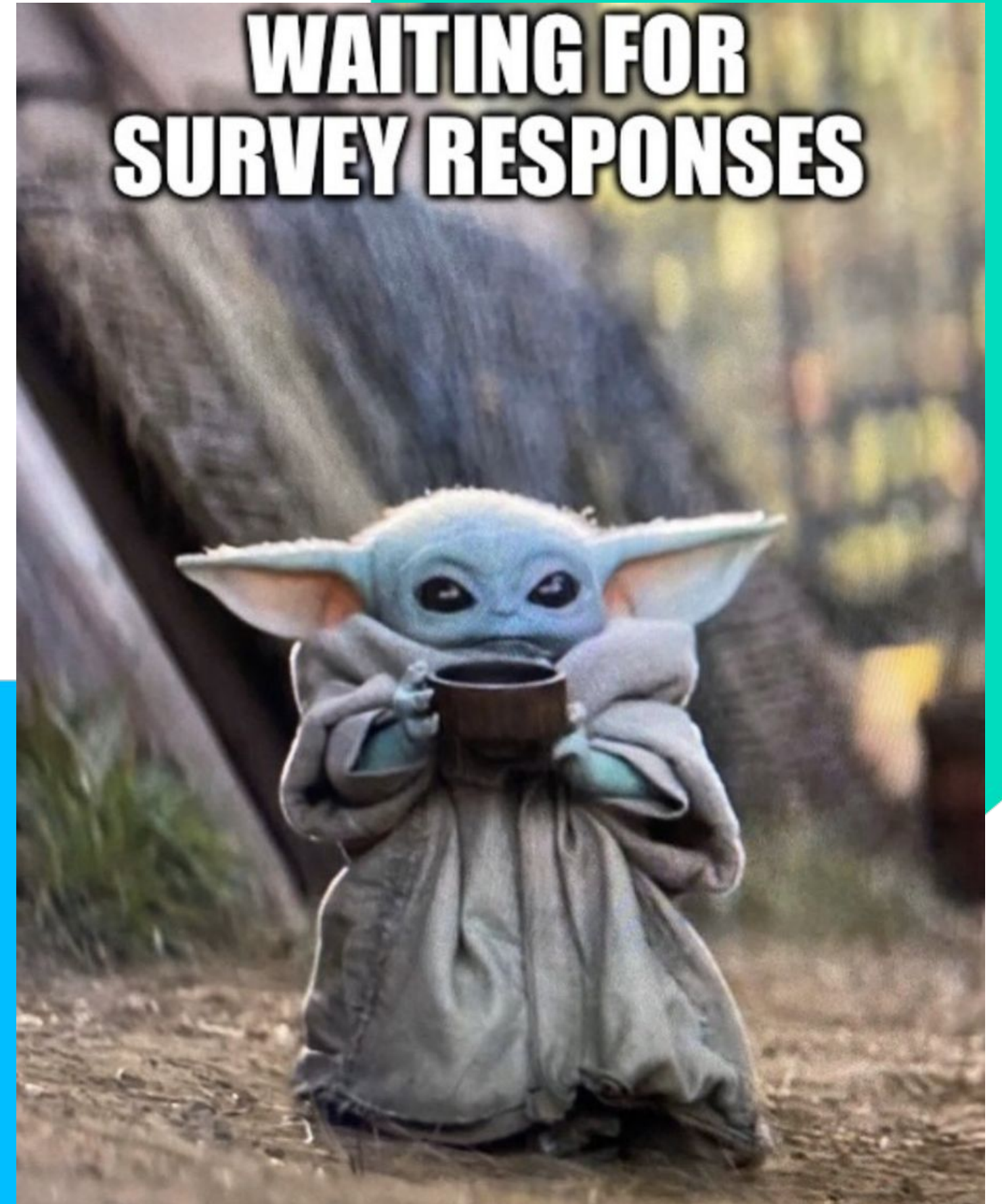
# Going behind the headlines

We wanted to understand the reality behind these headlines for all of you, and answer questions like:

- **How have organizations been changing?**
- **What's it like to be and become an engineering leader in 2024?**
- **How do you grow your career now?**
- **What's your outlook on the industry?**



**So... we did  
some research**





# The data

Who we heard from

- 1,107 responses
- From engineers to CTOs
- Primarily people managers
- Primarily from Europe, UK, and the USA (32%)
- 602 qualitative data points (thank you Lena!)

# The headlines





# Headline No. 1

NEWS

## Salesforce Cuts 10% of Workforce, 'Hired Too Many People' Through Pandemic

4 MINUTE READ



By [Jennifer Torres](#)

JANUARY 5, 2023 | [CUSTOMER EXPERIENCE](#)

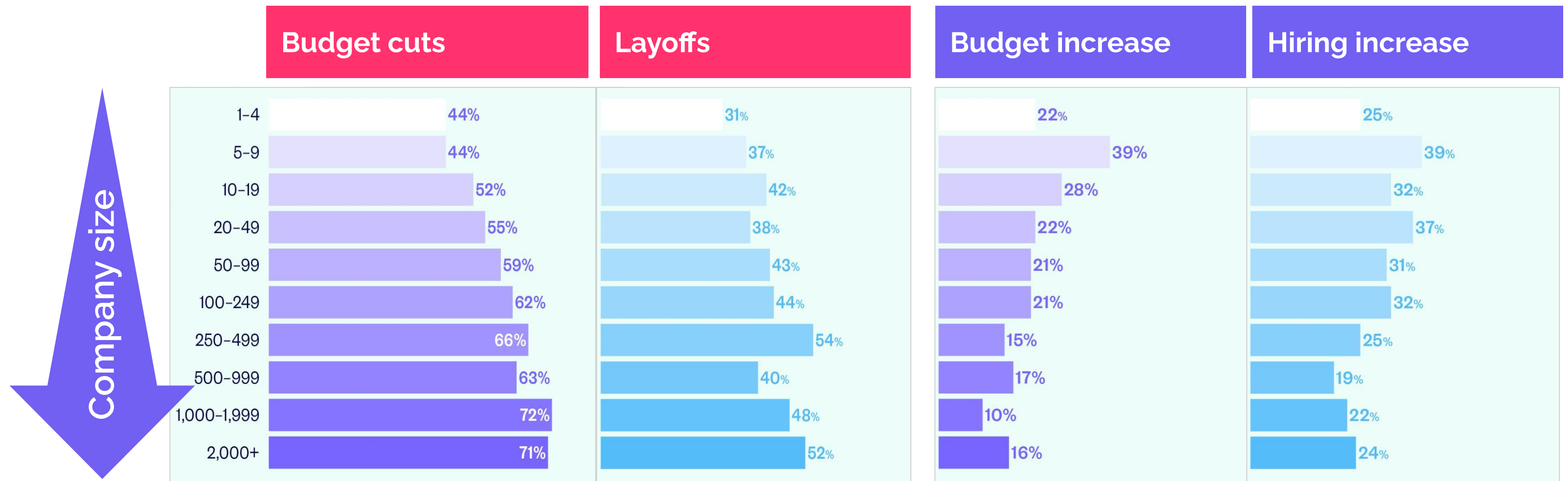
 SHARE

 SAVE

*Amid a "challenging" environment, Salesforce Co-CEO Marc Benioff announced this week the company will trim 10% of its staff.*

# What we found

- More budget cuts and layoffs at larger organizations.
- Layoffs 10% more prevalent in the US than Europe.





7%

made layoffs *and* hiring increases ↑↓

# Headline(s) No. 2

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TECH: LAYOFFS

## Middle managers, beware: You're the prime layoff target in tech's new quest for 'efficiency'

BUSINESS INSIDER

US MARKETS CLOSED

DOW JONES +0.18% NASDAQ +0.39% S&P 500 +0.26% META +1.14%

TECH

## Amazon, Meta, and other tech giants are cutting middle management to be more efficient. It's a risky move that could backfire.

DJIA 38868.04 0.18% ↑ S&P 500 5360.79 0.26% ↑ Nasdaq 17192.53 0.35% ↑ Russell 2000 2031.61 0.25%

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TECHNOLOGY

## Tech's Middle Managers Feel the Squeeze as Easy Days End

FINANCIAL TIMES

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Work & Careers + Add to myFT

## 'The flattening': tech sector calls time on middle managers

Moves to carve out a layer of staff aim to speed up decisions but could leave a talent gap

## Disappearing Middle Management In The Tech Industry: Evolution Or Extinction?

February 2, 2024 By Alex Kolterer Max Zhang 8 min read

All Industries Digital Business Consultancy Generative AI For Business

Bloomberg [Subscri](#)

Global Layoffs: Brutal Tech Cuts | Laid Off? Next Steps | Anxious US Workers | Share Your Story

Work Shift | Modern Management

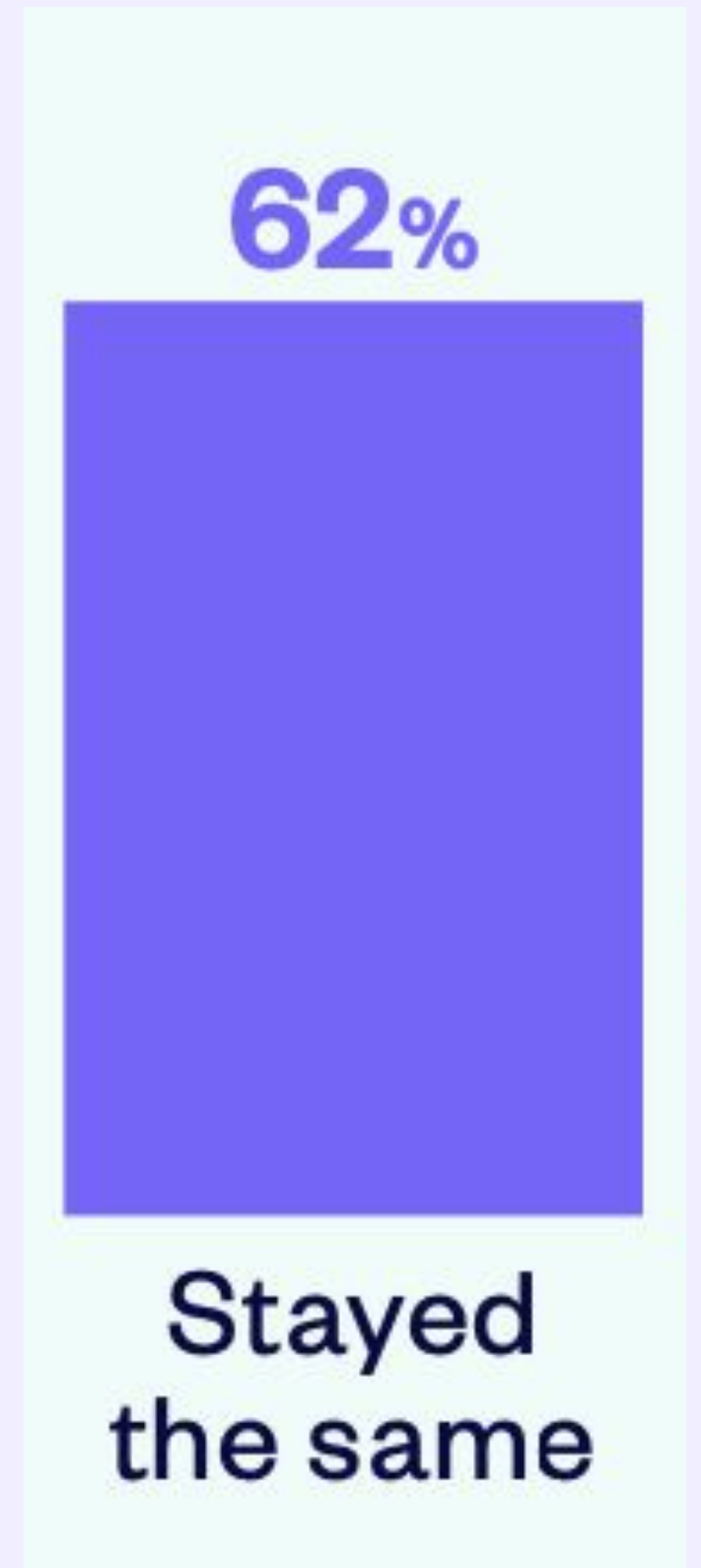
## More Middle Managers Are Being Laid Off

Among white-collar workers, middle manager job cuts rise to more than 30% of laid-off employees as companies such as Meta preach a culture of efficiency.

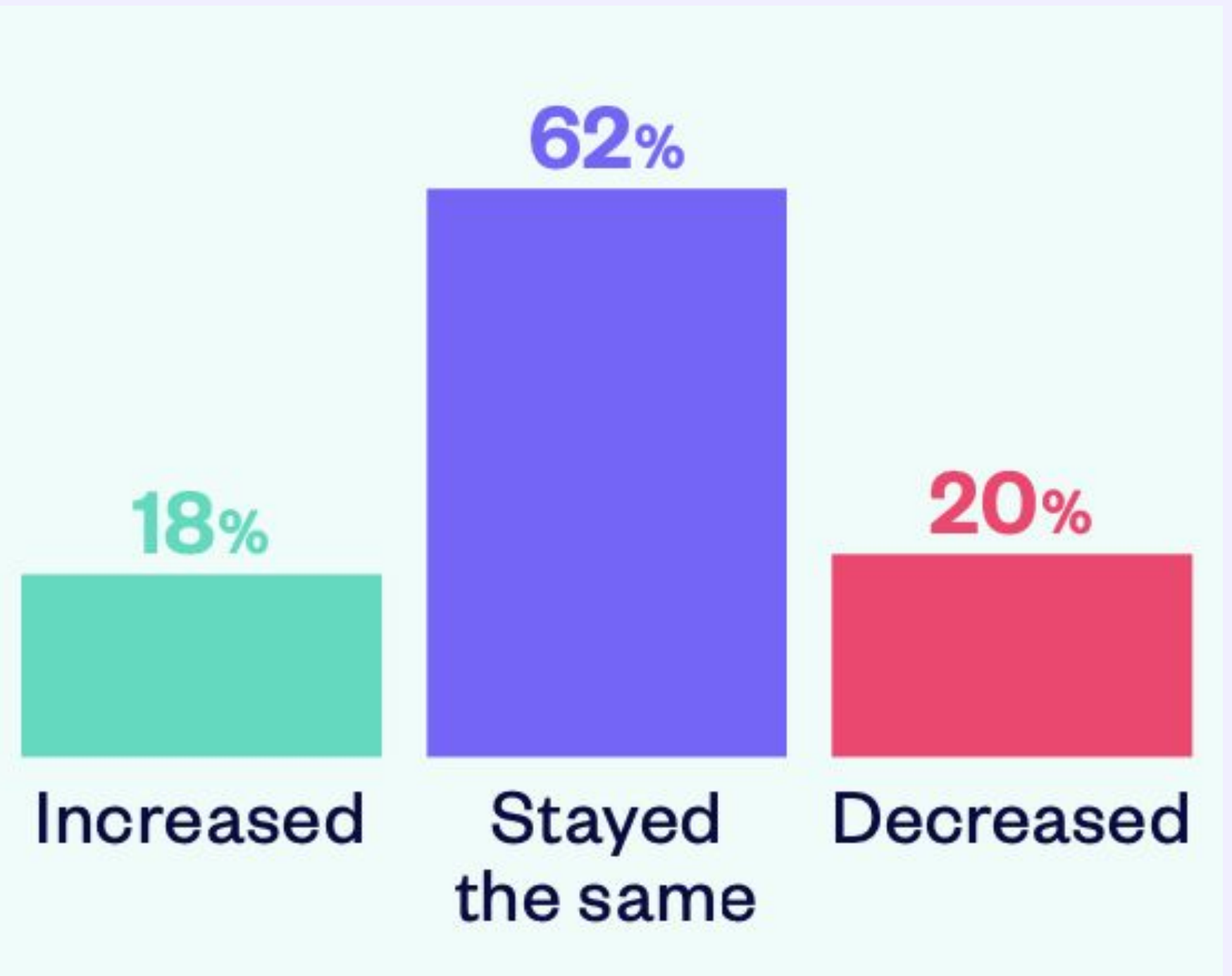


# What we found:

Manager roles and levels stayed the same in 62% of respondents' companies



# Manager roles and levels changed in 38% of companies

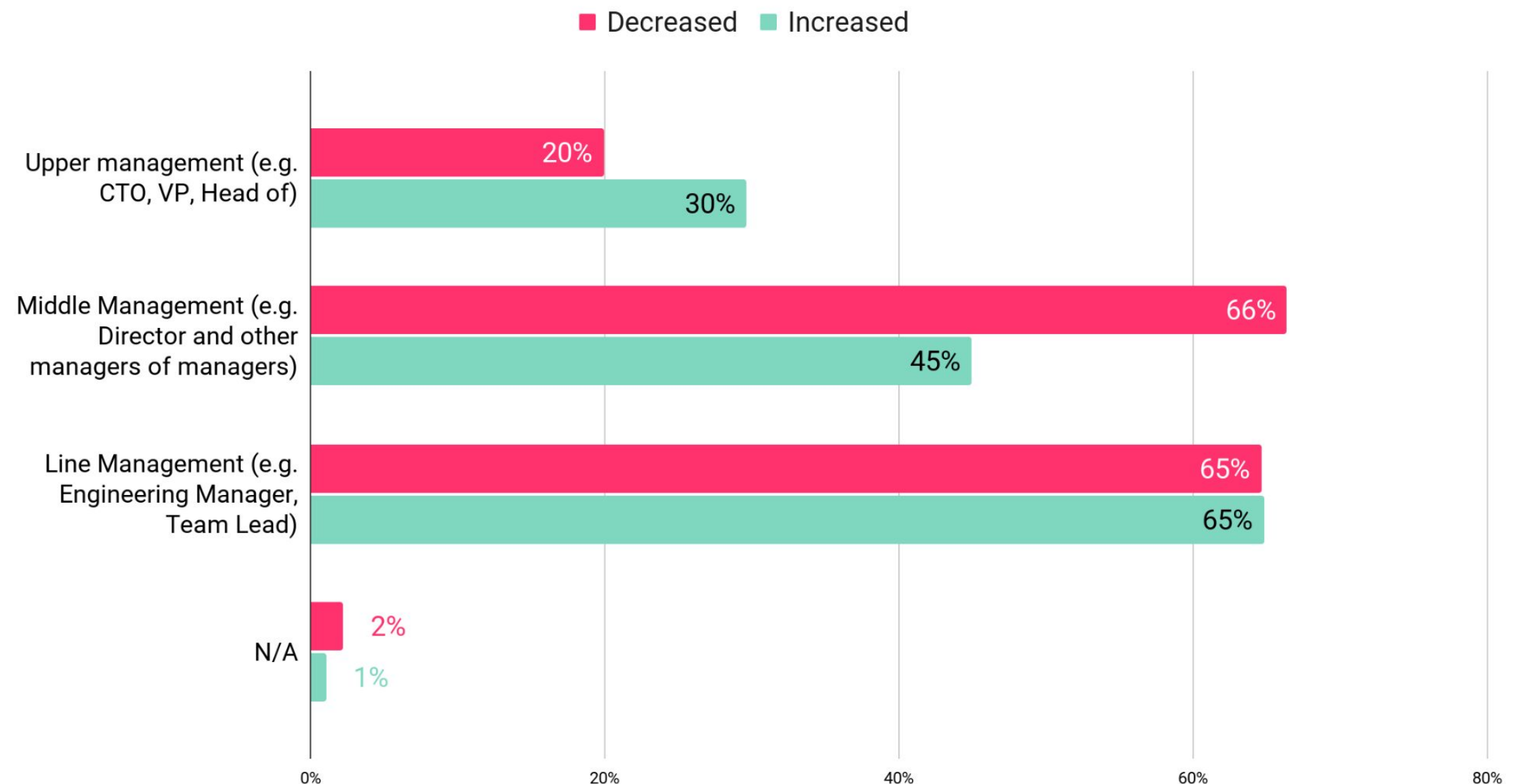




# Impact of increases & decreases by level

Middle management was more likely to be targeted at larger companies

Out of the 20%/18% of respondents who said their organisation decreased/increased the number of managers, most impacted were:



# Headline No. 3

## Tech companies axe 34,000 jobs since start of year in pivot to AI

Microsoft, eBay and PayPal have each cut thousands of jobs since the start of the year



Companies are reshuffling resources to invest in new areas such as generative AI while also showing shareholders a focus on cost discipline © FT montage/Getty Images

# What we found:

# Tech Re-Orgs

66% of companies did at least one



48%

of companies changed leadership

*“What tech industry trends are you excited about?”*

**“AI for the C-Suite. Let's replace  
'em with an LLM. Those can  
explain their decisions.”**

— Software engineer

4+

large changes

at more than half of companies



# Headline No. 4

# Inc.

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STARTUP

## Tech Employees Are Burned Out, and This Time They Need More Than Empty Promises

Tech and startup employee morale is in the tank. Quiet quitting is through the roof. Here's why. [🔗](#)

# 71%

of engineering leaders' scope increased  
in the last 12 months

**41%**

of managers have more direct reports



# 35%

of leaders are working more hours compared to last year,  
especially people managers at all levels

# What we did not hear

Even though we asked!

- More hands-on technical work (0.5% total, average -3% to +1.5% of line managers)
- More technical strategy (0.2%)

**3. Rise of the tech lead role and of “player coach” managers**

A lot of this probably  
wasn't news to you,  
because you've lived it.

Get the full report:  
[bit.ly/engleadershipreport](https://bit.ly/engleadershipreport)

# The Engineering Leadership Report 2024

We asked 1,100+ engineering leaders how their roles are evolving in response to a rapidly changing economic landscape in 2024. [Here's what we found.](#)



In collaboration with  
[Lena Reinhard](#)