



**Tech Council**

**KC TECH SPECS**

[v.08]

PRESENTED BY:



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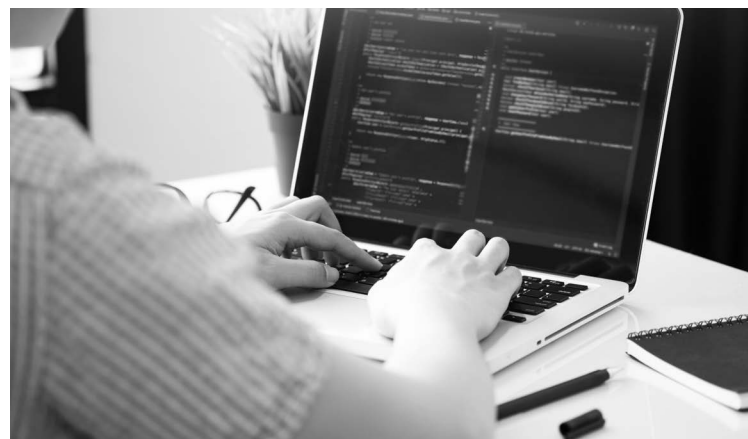
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## ABOUT KC TECH SPECS

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.



## 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.*



STATE OF OUR TWO STATES

# 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



TECH EMPLOYMENT IN  
THE OVERALL WORKFORCE

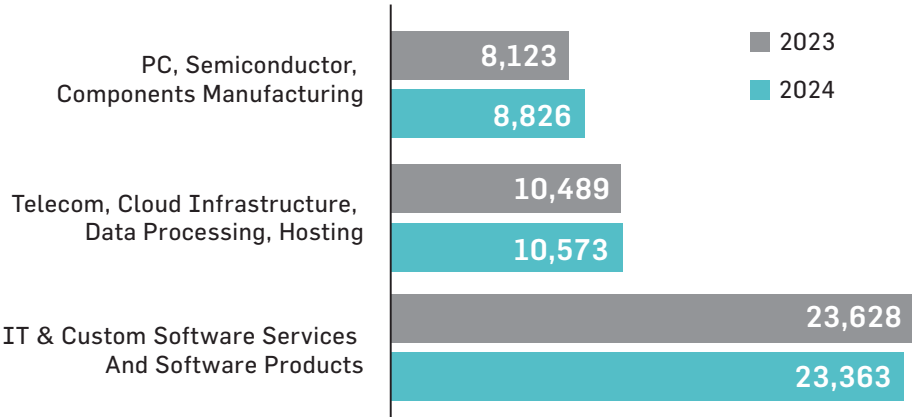
**4.5%**

TECH INDUSTRY  
SECTOR SUMMARY

Semiconductor and  
components manufacturing

**+9%**

**YEAR-OVER-YEAR  
GROWTH**



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.

STATE OF OUR TWO STATES

# MISSOURI

STATE RANK  
NET TECH  
EMPLOYMENT\*

**#19**

2024 TECH BUSINESSES\*

**13,380**

**-2.2%**

2023-2024

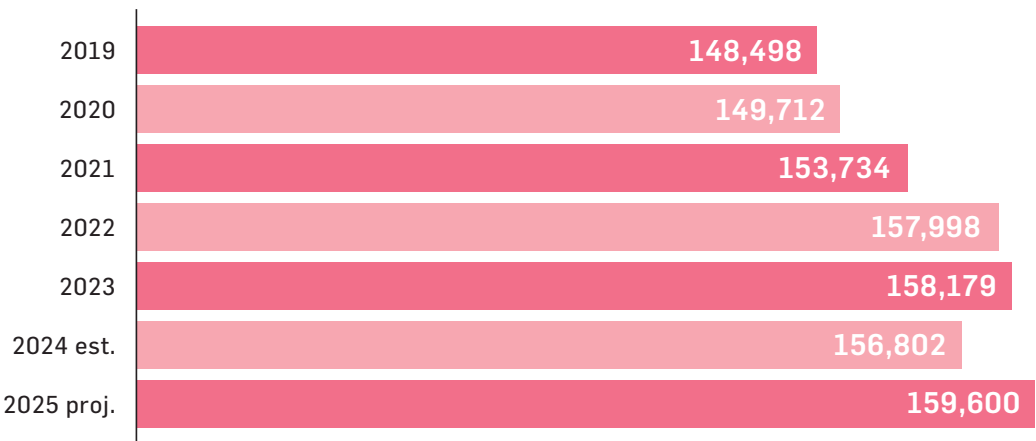
2024 TECH JOB POSTINGS\*

**40,463**

**+5.3%**

2023-2024

## NET TECH EMPLOYMENT

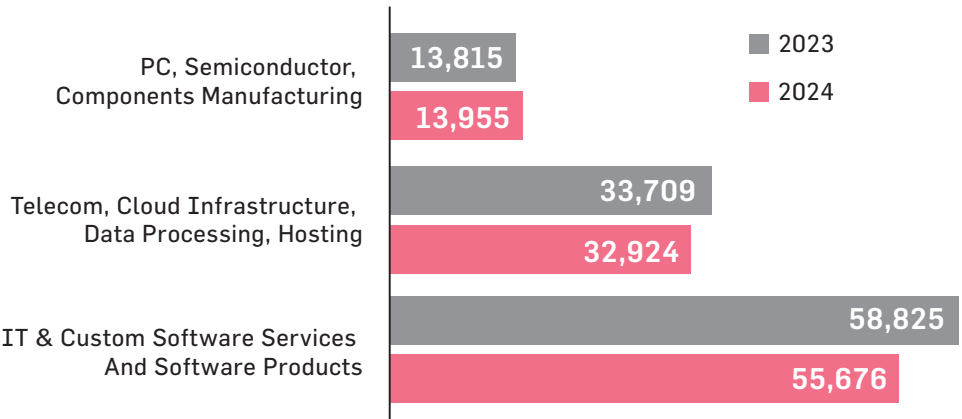


TECH EMPLOYMENT IN  
THE OVERALL WORKFORCE

**5.1%**

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

## TECH INDUSTRY SECTOR SUMMARY



2023 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

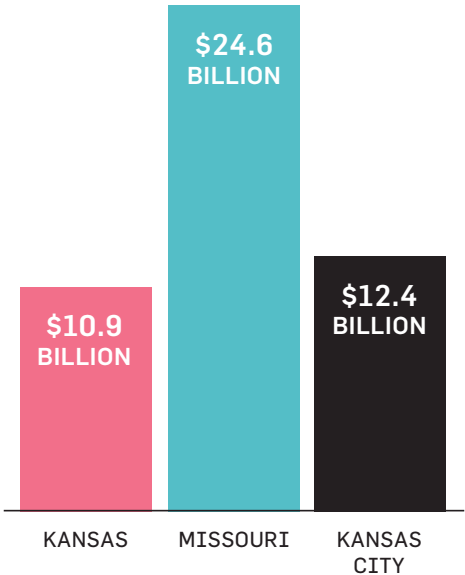


**KANSAS CITY  
BY THE NUMBERS**

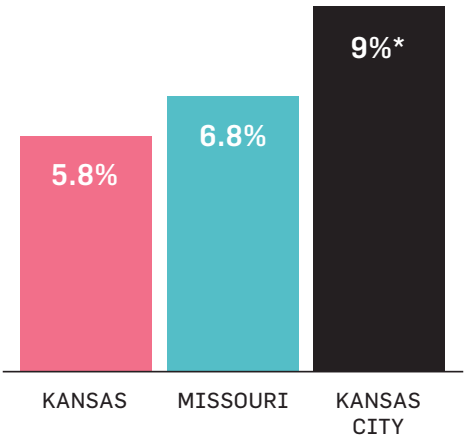
# RISING ON THE WORLD'S STAGE

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.

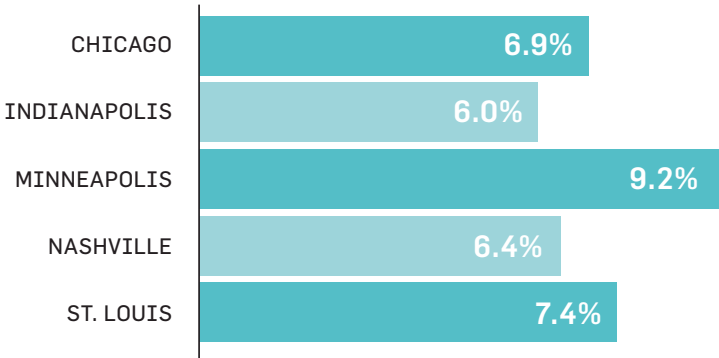
ECONOMIC IMPACT



TECH AS A PERCENT OF ECONOMY



COMPARATIVE TECH ECONOMIC IMPACT (2023)\*



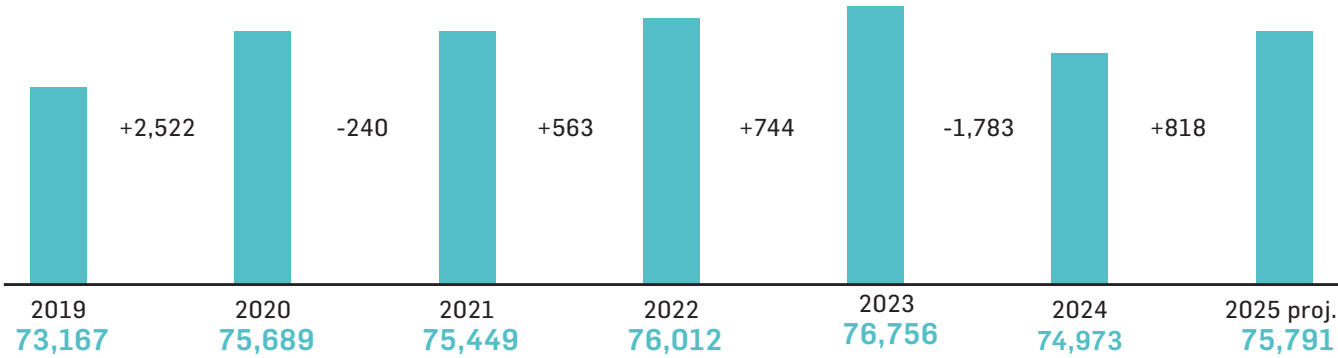
\*At the time of publication, city-specific tech as a percentage information still reflected 2023 data.

# KANSAS CITY TECH WORKFORCE AT A GLANCE

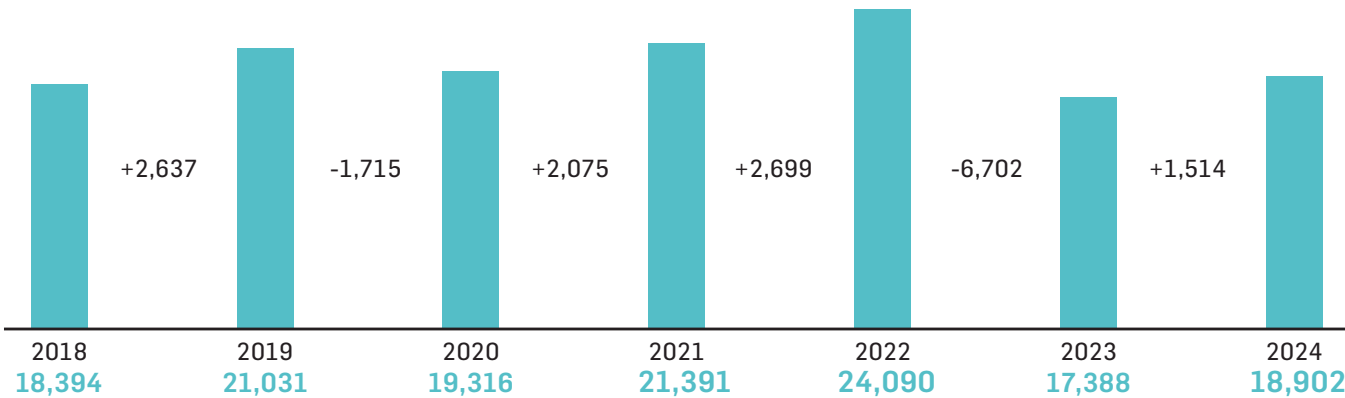
Nationally, the technology sector is still adjusting to the post-COVID landscape. These adjustments included hiring freezes in 2022, followed by an overcorrection and subsequent rightsizing amid global economic pressures.

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



## KC TECH JOB POSTINGS YEAR-OVER-YEAR



## UNITED STATES TECH JOB POSTINGS YEAR-OVER-YEAR



# 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)  | 6. Information Technology Project Manager (900)        |
| 2. Computer User Support Specialist (3,477)           | 7. Information Security Analyst (645)                  |
| 3. Software Developer (2,620)                         | 8. Computer Systems Analyst (628)                      |
| 4. Network and Computer Systems Administrator (1,643) | 9. Software Quality Assurance Analyst and Tester (392) |
| 5. Computer Systems Engineer/Architect (923)          | 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<br>AREA WAGE                                           | +132%     | +104%     | +105%     | +104%     |
| AVERAGE HIGHEST PAYING ROLE<br>Computer and Information<br>Systems Managers | \$176,700 | \$163,600 | \$152,300 | \$151,200 |
| AVERAGE LOWEST PAYING ROLE<br>Computer User Support Specialist              | \$63,100  | \$58,700  | \$54,100  | \$57,500  |

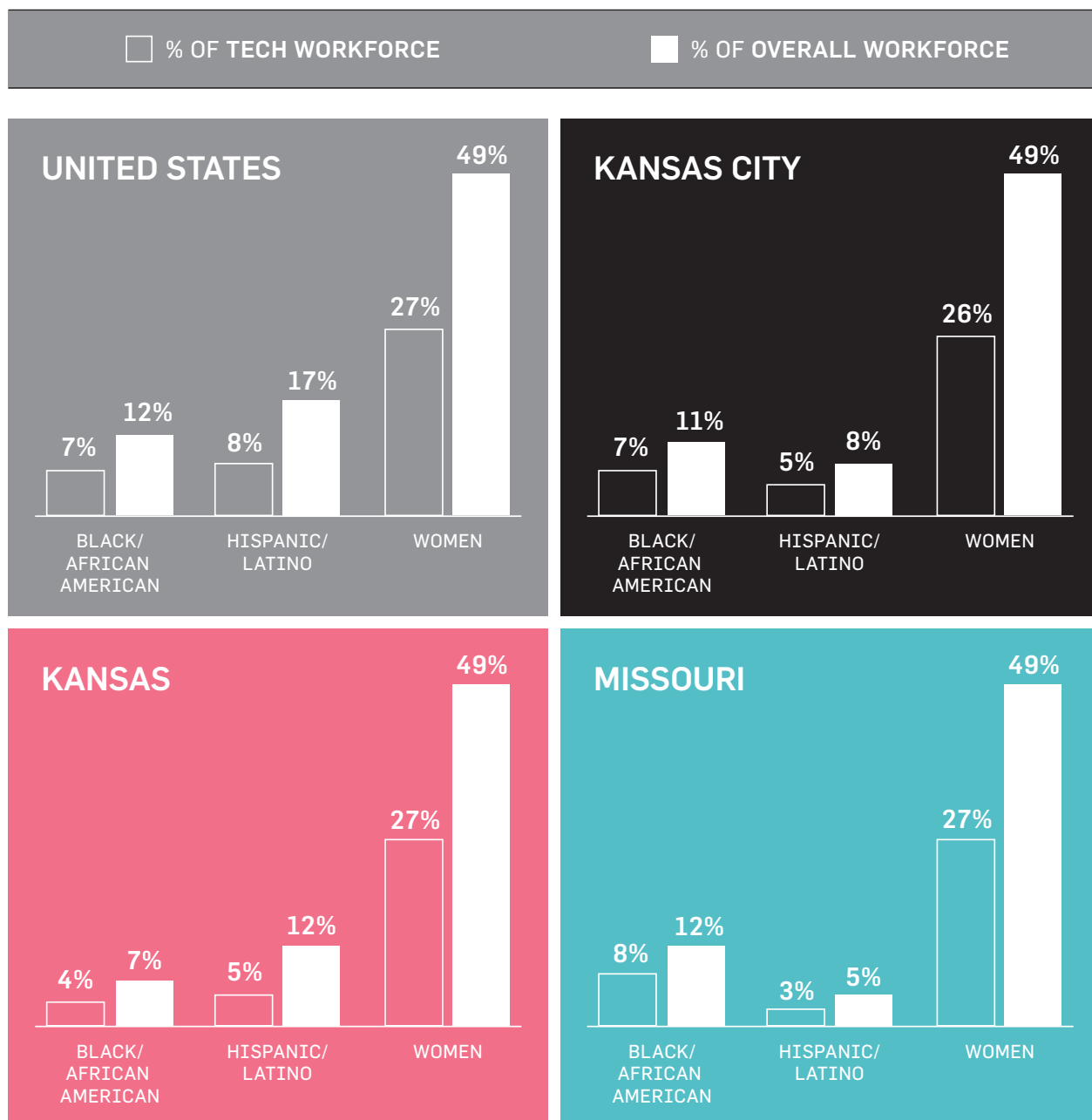
Source: CompTIA

# 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.



Sources: CompTIA, JobsEQ



## HOW KC STACKS UP NATIONALLY

## 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.

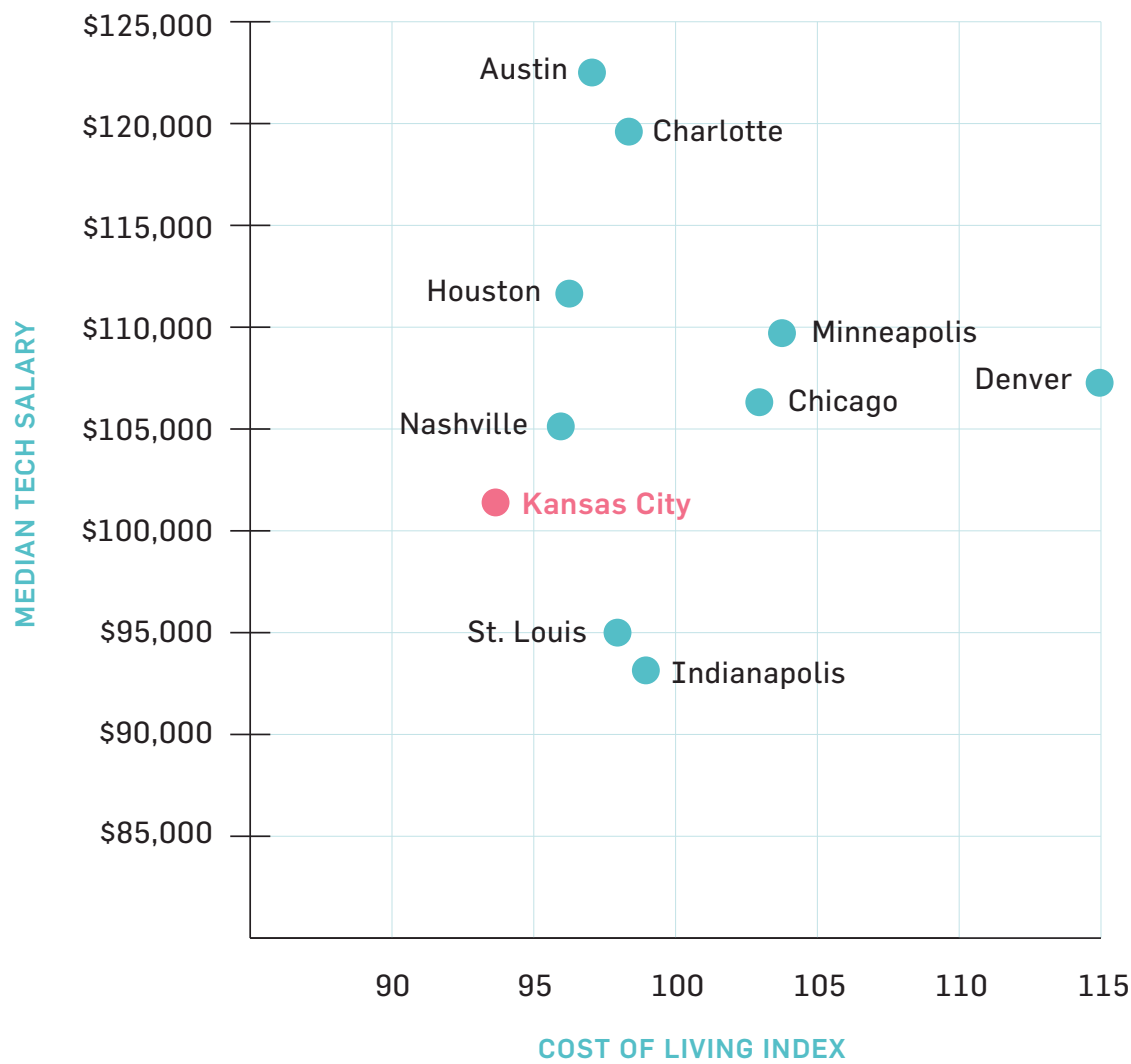
*\*Degrees found in the Digital Technology cluster group curated by Advance CTE*

HOW KC STACKS UP NATIONALLY

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<br>AS A % OF OVERALL | NET EMPLOYMENT<br>AS A % OF OVERALL<br>WORKFORCE | NET TECH<br>EMPLOYMENT<br>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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Zerto, Inc.

## **Jeff Portsche**

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Ascend Learning

## **Kyle Smith**

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## **Drew Tenbrink**

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Forvis Mazars

## **Chris Underwood**

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1898 & Co

## **Myles Wassenberg**

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Arista Networks

## **Eric Wasson**

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Growth & Dev.*  
QTS Data Centers

## **Scott Woodward**

*Partner*  
MarksNelson Advisory, LLC

# 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