

UAE MARKET INTELLIGENCE · 2025

Salary Benchmark

Report

Authoritative compensation data across SaaS, Fintech & AI/Data, covering 7 core functions for hiring leaders across the GCC.

3 INDUSTRIES COVERED

7 JOB FUNCTIONS

50+ ROLES BENCHMARKED

MARKET OVERVIEW

2025 UAE Talent Market at a Glance

Key indicators shaping compensation across tech, fintech and AI in the UAE this year.

4%

Average UAE salary increase in 2025, with tech and AI roles tracking 8–15% above market

65%

Of UAE employees considering a job change in 2025 despite 52% reporting salary satisfaction

9%

Workforce growth in the UAE in 2024, with new business formations up 14.5%

10–20%

Salary uplift for mid-to-senior level professionals across key sectors year-on-year

AED 0

Income tax, making UAE packages 30–40% more competitive vs equivalent European roles

36%

Of employers now offering differentiated pay for AI, data science, and digital transformation talent

HOTTEST ROLES IN 2025

AI/ML Engineers, Fintech Product Managers, Data Scientists, Cybersecurity Leads, and GTM Sales Directors are commanding the strongest salary premiums this year, with sign-on bonuses and retention incentives becoming increasingly standard for these profiles.

INDUSTRY 01, SAAS / TECH

SaaS & Technology

Dubai has emerged as the GCC's primary SaaS hub. Salaries in this sector have tracked 8–10% annual growth over the last two years, particularly at mid-to-senior level.

C-Suite & Executive Leadership

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
Chief Executive Officer (CEO)	EXECUTIVE	80,000 – 150,000+	960K – 1.8M+	Stable
Chief Technology Officer (CTO)	EXECUTIVE	75,000 – 120,000	900K – 1.44M	↑ +6%
Chief Product Officer (CPO)	EXECUTIVE	65,000 – 100,000	780K – 1.2M	↑ +8%
Chief Revenue Officer (CRO)	EXECUTIVE	70,000 – 120,000	840K – 1.44M	↑ +10%
VP of Engineering	EXECUTIVE	55,000 – 90,000	660K – 1.08M	↑ +7%

Sales & GTM

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
Sales Director / VP Sales	SENIOR	45,000 – 80,000	540K – 960K	↑ +8%
Enterprise Account Executive	SENIOR	25,000 – 45,000	300K – 540K	↑ +10%
Sales Manager	MID	18,000 – 30,000	216K – 360K	Stable
Business Development Manager	MID	15,000 – 25,000	180K – 300K	Stable
SDR / BDR	JUNIOR	8,000 – 15,000	96K – 180K	↑ +5%
Customer Success Manager	MID	12,000 – 22,000	144K – 264K	Stable

Tech & Engineering

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
Software Engineer (Senior)	SENIOR	25,000 – 40,000	300K – 480K	↑ +9%
Software Engineer (Mid)	MID	15,000 – 25,000	180K – 300K	↑ +8%
Software Engineer (Junior)	JUNIOR	8,000 – 15,000	96K – 180K	Stable
Cloud Architect / Solutions Architect	SENIOR	30,000 – 50,000	360K – 600K	↑ +12%
DevOps / Platform Engineer	MID	18,000 – 30,000	216K – 360K	↑ +10%

Product & Design

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
Product Director	SENIOR	40,000 – 65,000	480K – 780K	↑ +10%
Senior Product Manager	SENIOR	25,000 – 40,000	300K – 480K	↑ +9%
Product Manager	MID	16,000 – 28,000	192K – 336K	↑ +8%
UX/UI Designer (Senior)	SENIOR	18,000 – 30,000	216K – 360K	Stable
UX/UI Designer (Mid)	MID	10,000 – 18,000	120K – 216K	Stable

Marketing

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
CMO / VP Marketing	EXECUTIVE	50,000 – 90,000	600K – 1.08M	Stable
Marketing Director	SENIOR	30,000 – 55,000	360K – 660K	↑ +6%
Growth / Demand Gen Manager	MID	15,000 – 28,000	180K – 336K	↑ +8%
Content / Brand Manager	MID	12,000 – 20,000	144K – 240K	Stable

HR & Talent

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
CHRO / VP People	EXECUTIVE	45,000 – 80,000	540K – 960K	Stable
HR Director	SENIOR	30,000 – 55,000	360K – 660K	Stable
Talent Acquisition Manager	MID	18,000 – 35,000	216K – 420K	↑ +5%
Senior Recruiter / TA Partner	MID	12,000 – 22,000	144K – 264K	Stable
HR Business Partner	MID	15,000 – 28,000	180K – 336K	Stable

INDUSTRY 02, FINTECH

Fintech

Fintech remains one of the UAE's fastest-growing sectors. DIFC and ADGM continue to attract global fintech talent, pushing compensation above standard banking benchmarks for specialist roles.

C-Suite & Executive Leadership

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
CEO / Managing Director	EXECUTIVE	90,000 – 180,000+	1.08M – 2.16M+	Stable
CTO (Fintech)	EXECUTIVE	80,000 – 130,000	960K – 1.56M	🔥 Hot
Chief Compliance Officer	EXECUTIVE	65,000 – 110,000	780K – 1.32M	↑ +8%
Chief Risk Officer	EXECUTIVE	60,000 – 100,000	720K – 1.2M	↑ +6%

Product & Engineering (Fintech-Specific)

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
Fintech Product Manager	SENIOR	30,000 – 50,000	360K – 600K	🔥 Hot
Payments Engineer (Senior)	SENIOR	28,000 – 45,000	336K – 540K	🔥 Hot
Blockchain / Web3 Engineer	MID	25,000 – 45,000	300K – 540K	↑ +15%
Compliance Officer (Fintech)	MID	20,000 – 40,000	240K – 480K	↑ +12%
Risk Analyst (Fintech)	MID	15,000 – 30,000	180K – 360K	↑ +8%

Sales & GTM (Fintech)

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
VP / Director of Sales (Fintech)	SENIOR	50,000 – 90,000	600K – 1.08M	↑ +10%
Senior Account Executive	SENIOR	28,000 – 50,000	336K – 600K	↑ +12%
Partnerships Manager	MID	18,000 – 32,000	216K – 384K	Stable

FINTECH MARKET INSIGHT

Fintech professionals in the UAE are now routinely receiving 10–20% performance bonuses, sign-on payments, and in some cases equity. Blockchain compliance officers and embedded finance PMs are among the scarcest profiles in the GCC market right now, expect to pay a premium of 15–25% above benchmarks to secure top talent in these roles.

INDUSTRY 03, AI / DATA

AI & Data Science

AI is the UAE's most sought-after sector. Salaries for AI/ML specialists have increased 10–15% year-on-year as government initiatives, private scale-ups, and multinationals compete for a limited talent pool.

AI & Machine Learning

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
AI/ML Engineer (Lead)	SENIOR	45,000 – 70,000	540K – 840K	🔥 Hot
AI/ML Engineer (Senior)	SENIOR	30,000 – 50,000	360K – 600K	🔥 Hot
AI/ML Engineer (Mid)	MID	20,000 – 35,000	240K – 420K	↑ +12%
Head of AI / AI Director	EXECUTIVE	60,000 – 100,000	720K – 1.2M	🔥 Hot
NLP / LLM Specialist	SENIOR	35,000 – 60,000	420K – 720K	🔥 Hot

Data Science & Analytics

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
Head of Data / Chief Data Officer	EXECUTIVE	55,000 – 90,000	660K – 1.08M	↑ +10%
Data Scientist (Lead/Senior)	SENIOR	25,000 – 45,000	300K – 540K	↑ +12%
Data Scientist (Mid)	MID	15,000 – 28,000	180K – 336K	↑ +8%
Data Engineer (Senior)	SENIOR	22,000 – 38,000	264K – 456K	↑ +10%
Data Analyst (Senior)	SENIOR	15,000 – 28,000	180K – 336K	↑ +7%
BI / Analytics Manager	MID	18,000 – 32,000	216K – 384K	Stable

AI Product & GTM

ROLE	LEVEL	MONTHLY (AED)	ANNUAL (AED)	TREND
AI Product Manager	SENIOR	30,000 – 55,000	360K – 660K	🔥 Hot
AI Sales / Solutions Engineer	MID	22,000 – 40,000	264K – 480K	🔥 Hot
AI Implementation Consultant	MID	18,000 – 35,000	216K – 420K	↑ +15%

KEY OBSERVATIONS

What This Data Tells Hiring Leaders



SALARY GROWTH IS UNEVEN

AI, fintech product, and cloud roles are tracking 10–15% above market average. Traditional back-office and generalist roles remain flat. Blanket annual increases are no longer effective, role-level benchmarking is essential.



TOTAL PACKAGE MATTERS MORE THAN BASE

With no income tax in the UAE, top candidates compare total package value: housing allowance, health cover, annual flights, performance bonus, and equity. Companies competing on base salary alone are losing candidates.

RETENTION RISK IS REAL

65% of UAE employees are open to moving in 2025 despite salary satisfaction. Career progression, management quality, and flexibility are the primary drivers of attrition, not always compensation alone.

SPEED OF HIRE IS A COMPETITIVE ADVANTAGE

In-demand profiles (AI engineers, fintech PMs, senior sales) are typically off the market within 2–3 weeks. Companies with slow hiring processes consistently lose top candidates to faster-moving competitors.

Need a Custom Benchmark for Your Roles?

HAILO Consulting provides bespoke compensation benchmarking, market mapping, and talent strategy for SaaS, Fintech and AI companies across the GCC.

[BOOK A DISCOVERY CALL](#)