



2024

ANN ARBOR

SPARK

Sector Report

Technology

Ann Arbor, Michigan

Ann Arbor's technology sector has seen rapid growth over the past decade, though historically we've always been an innovator in the tech industry. The University of Michigan was part of the ARPANET research effort -- the forerunner of today's internet. Since then, the tech sector continued to evolve and grow. Today the sector includes over 370 companies and employs more than 20,000 people.

Population

119,875	City of Ann Arbor
366,376	Washtenaw County
2,031,853	45-Minute Drive

Median Age

27.5	City of Ann Arbor
34.1	Washtenaw County
38.4	United States

Median Household Income

\$73,276	City of Ann Arbor
\$79,198	Washtenaw County
\$69,021	United States

Education Level: Bachelor's Degree or Higher

77.2%	City of Ann Arbor
57.2%	Washtenaw County
33.7%	United States

2023 Rankings

#1	Best Places to Live in America
#2	Best Places to Live in the Midwest
#1	Best Places to Live in Michigan
#1	Best Places to Live, Quality of Life
#1	Most Educated City in America
#2	Best Public Schools in America

<https://annarborusa.org/insights/communities/facts-rankings/>



The Ann Arbor region has seen rapid growth in software development and information technology. At the heart of it all is Ann Arbor, where business intersects with advanced research, out-of-the-box thinkers, abundant financial resources, a vibrant economic development initiative, and an immense talent pool.

Ann Arbor Business Community Profile

One way to reflect on a regional economy is to check out the top employers and their industries, including public and private organizations. Here's the [latest list](#) identifying the top employers in Washtenaw and Livingston counties compiled by Ann Arbor SPARK.

TOP REGIONAL EMPLOYERS

Company Name	Company Description	City	Employees
University of Michigan	Public university and health system	Ann Arbor	34,800+
Trinity Health Michigan	Health care system	Ann Arbor, Saline, Chelsea, Howell	5,900+
General Motors Proving Grounds	OEM research	Brighton Twp., Milford Twp.	5,500+
VA Ann Arbor Healthcare System	Health care system	Ann Arbor	3,500+
Ann Arbor Public Schools	Public School District	Ann Arbor	2,500+
IHA Health Services Corp.	Multi-specialty physician group practice	Ann Arbor	1600+
Toyota Motor North America Research and Development	OEM research	Ann Arbor, Saline	1,400+
Eastern Michigan University	Public university	Ypsilanti	1,300+
Washtenaw County Government	County government	Ann Arbor	1,200+
Faurecia Interior Systems (Forvia)	Automotive component manufacturer	Saline	1,100+
Thomson Reuters	Software and information services for professionals	Ann Arbor	1,100+
Domino's Pizza	Corporate headquarters	Ann Arbor	1,100+
Thai Summit America Corporation	Automotive component manufacturer	Howell	800+
Grupo Antolin Interiors USA	Automotive component manufacturer	Howell	800+
Brighton Area Schools	Public school district	Brighton	800+
RealTruck (formerly Truck Hero)	Automotive component manufacturer	Ann Arbor	700+
Gordon Food Service	Food distribution	Brighton	700+
City of Ann Arbor	City government	Ann Arbor	700+
Zingerman's Family of Businesses	Food production	Ann Arbor	700+
Citizens Insurance Company	Property and casualty insurance	Howell	700+
Terumo Cardiovascular Group	Medical device manufacturer	Ann Arbor	700+
KLA Corporation	Hardware and electronics manufacturing	Ann Arbor	610+
Ford Rawsonville Plant	Automotive component manufacturer	Ypsilanti	600+
ProQuest	Data and information	Ann Arbor	600+
Howell Public School District	Public school district	Howell	600+

Regional Technology Companies

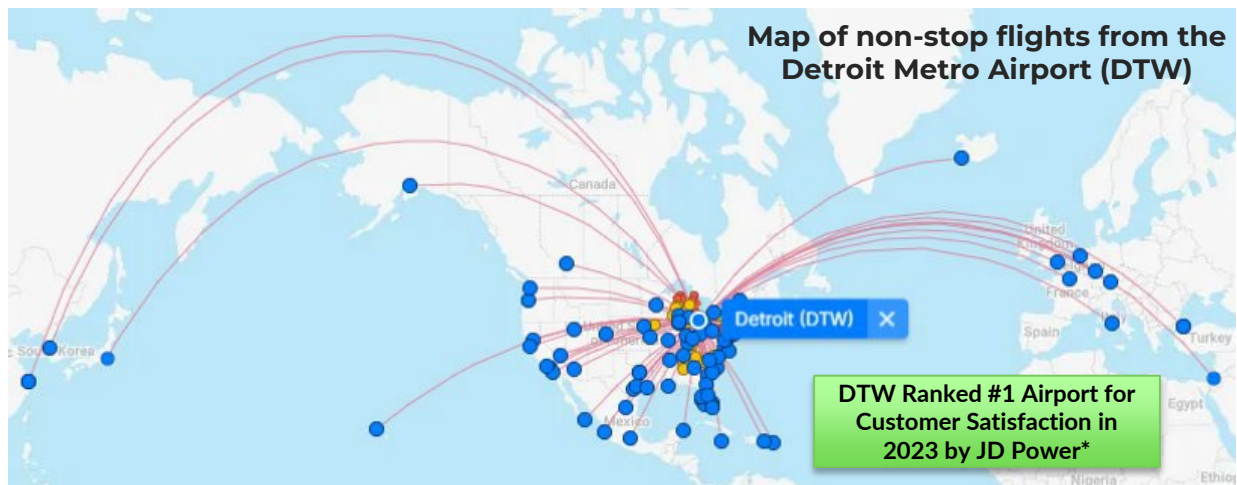
Over 260 technology companies with more than five employees are in Washtenaw County. The largest sub-sectors are those related to network security, logistics, and consumer products and services. An additional 460 tech companies are small firms or start-ups with fewer than five employees.

SAMPLE OF ANN ARBOR TECH COMPANIES

Company Name	Company Description	Employees
Thomson Reuters	Integrated payroll, document management, accounting software	1,100+
ProQuest	Data and Information	650+
KLA Corporation	Advanced equipment services and process solutions	610+
Google AdWords	Headquarters	400+
Nexient	IT services	400+
Duo Security	Web security services	400+
XanEdu Publishing, Inc.	Digital conversion and compilation of print materials	320+
Workit Health, Inc.	Private interactive 24-hour assistance to those with substance abuse disorders	250+
SkySpecs, Inc.	Autonomous aerial vehicle software	240+
MAXAR-Ypsilanti	Space Tech	220+
Production Services Management, Inc.	Advanced manufacturing information technology	210+
Barracuda Networks, Inc.	Network security	210+
FAAC Incorporated	Real time simulation, military, law enforcement and domestic technology	175+
Verint-Ann Arbor	Advanced information technology	175+
ITHAKA	Advanced information technology	150+
Syneos Health	Clinical research and testing	150+
Coupa	Supply chain management software	150+
Torrent Consulting, LLC	Salesforce consultants	145+
NETSCOUT Systems, Inc.	Security services	140+
Censys, Inc.	System security services	125+
Genomenon, Inc.	Data processing and genetic database software	125+
TD Ameritrade	Advanced technology center	120+
Hook Studios	Commercial art and animation	110+
Merit Networks	Advanced information technology	100+
Nokia Deepfield	Content scale and management	100+
Criteo	Software development	95+
New Eagle, LLC	Mechatronic controls	95+
DaySmart Software	Service provider software	90+
FreightVerify, Inc.	Supply chain management	80+
Advantage Computing Systems	Subscription management software	80+

International Airport Connectivity

Detroit Metropolitan Airport (DTW) is less than 30 miles from downtown Ann Arbor. DTW is ranked #1 in customer satisfaction for mega airports and is one of the world’s leading air transportation hubs with more than 1,100 flights per day to and from four continents. DTW has non-stop passenger flights scheduled to 140+ destinations in nearly 20 countries and serves 36.7 million passengers annually.



Sampling of Domestic and International Destinations	# of daily non-stop flights from DTW
New York (LGA and EWR)	22-32
Chicago (ORD and MDW)	19-31
Atlanta (ATL)	14-19
Las Vegas (LAS)	12-17
Orlando (MCO)	10-15
Charlotte (CLT)	10-13
Dallas (DFW)	10-13
Denver (DEN)	9-12
Washington (DCA)	7-11
Los Angeles (LAX)	8-10
Toronto (YYZ)	6
Amsterdam (AMS)	4
Paris (CDG)	2-3
Frankfurt (FRA)	2

An Educational Powerhouse

Ann Arbor’s tech community benefits from regional colleges and universities, foremost of which is the University of Michigan.



University of Michigan

The University of Michigan ranks among the world’s top universities and its graduate and professional programs are consistently listed among the nation’s top ten. The University’s College of Electrical Engineering and Computer Science Engineering offers degree programs in:

- Computer Engineering
- Computer Science
- Data Science
- Electrical Engineering



Eastern Michigan University

The College of Technology at Eastern Michigan University, located in downtown Ypsilanti, offers four-year degrees in computer engineering technology and information security.

Regional Universities

In addition to University of Michigan and Eastern Michigan University, Ann Arbor area employers can recruit from universities within an hour’s drive of Ann Arbor—Wayne State University, Lawrence Tech, Kettering, and Michigan State University. All four have degree programs related to computer science.



University of Michigan ranks **#5 nationally** in graduate level computer science programs.

Source: National Science Foundation

University of Michigan Annual Research Spending

\$1.64 billion

#3 in the U.S.

Local Talent Pipeline

University of Michigan	Number of Graduates (all levels)
Total Graduates	14,682
Computer and Information Sciences and Support Services	1,573
Engineering (Includes Engineering /Engineering-related Technologies/Technicians)	2,557

Source

Eastern Michigan University	Number of Graduates (all levels)
Total Graduates	4,034
Computer and Information Sciences and Support Services	171
Engineering (Includes Engineering /Engineering-related Technologies/Technicians)	159

Source

Washtenaw Community College Total Enrollment	19,343
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Source

University Graduate Retention Rates



40%

of U-M Alumni live in Michigan

Represents over
200,000 grads



65%

of 2022 U-M College of Engineering master's grads are now employed

20% of those employed
remain in Michigan



65%

of MSU grads stay in MI

Represents over
325,000 grads



72%

of Eastern Michigan University Alumni remain in Michigan

Represents over
100,000 grads

TALENT

Your business success begins with [strategic talent acquisition](#) and training. Through dynamic partnerships with institutions like the University of Michigan, Eastern Michigan University, and Michigan Works!, SPARK offers an unparalleled network to identify and onboard top talent. Explore how SPARK can help amplify your talent strategies:

The SPARK Talent Portal: A free online job posting system that spotlights executive and knowledge-based positions as well as internships and entry level positions. Employers can view resumes submitted by becoming a [“job manager” here](#).

Training Grants: SPARK will work closely with you to maximize utilization of worker training programs and funds that are available for companies in our region. Learn more about the programs [here](#).

Academic Relationships: There are great business “front door” organizations like [EMU’s BusinessLink](#) programs. Be sure to check in with [Washtenaw Community College](#), [Michigan Tech](#), [Kettering](#), and [MSU](#). Make the most of your [Handshake](#) profile, as most colleges use it for recruiting and events. Read more about building these relationships [here](#).

Ann Arbor Tech Homecoming: On the Wednesday before Thanksgiving, job seekers and companies mingle over delicious food and great conversation. A great opportunity in a casual setting for local and out-of-town talent to learn about careers in the vibrant Ann Arbor tech ecosystem.

Tech[inclusive]: [Tech Inclusive](#) is dedicated to empowering underrepresented people in tech, and empowering allies to become advocates.

University of Michigan Startup Career

Fair: This [annual event](#) connects 750+ entrepreneurially-minded students in all majors to internships and full-time opportunities at 45+ high-growth startups from across the country.

Pricing Talent: SPARK can do a review using [PayScale](#) to determine wage data in specific job categories. We recommend continuously benchmarking and adjusting pay structures and benefits (when necessary). Pricing can vary depending on skill set, experience and other factors.



2022 JOB PORTAL STATS

128 new employers signed up

767 jobs posted

32,584 job views
each viewed ~43 times

1,222 apply links clicked

680 job applications submitted

154 jobs filled

328 new Job Seeker
newsletter subscribers

Ann Arbor Tech Talent Compensation Survey

Top 4 takeaways from 70 responses from local tech companies outlining the competitive landscape for tech talent compensation and benefits in Ann Arbor.

1. Ann Arbor tech talent is “sticky”

Most companies (81%) did not cite employee turnover as a struggle. Pay and benefits, fit with company culture, and room for growth were among the most common factors cited by employees leaving the companies.

3. Compensation varies across skill sets and company age. Salaries vary most widely in the technical management and software engineering skill sets. Wage discrepancies across companies surveyed can largely be attributed to the company's age. Software engineers and executives at start-up tech companies make substantially lower wages than they would at more established companies.

Ann Arbor SPARK conducted a survey (in partnership with the Workforce Intelligence Network) for tech companies in Ann Arbor asking specific questions about compensation and benefits for tech talent. The survey garnered 70 responses from tech companies that compete for talent in the Ann Arbor region. The full results and analysis were released to participating companies, and here are the top takeaways from the survey that describe the Ann Arbor tech talent marketplace.

2. Companies mainly offer traditional benefits

Most companies surveyed offer traditional compensation and benefits. Less traditional benefits are offered more when employees negotiate for more professional development opportunities or flex time. Other popular non-traditional benefits include snacks, parking and transit subsidies, and gym memberships.

4. It's not just about the CV

Ann Arbor tech companies value factors beyond the basics like years of experience, education, and programming languages when hiring tech employees. Other considerations include cultural fit, market-specific project experience, and soft skills. However, experience is the biggest factor when deciding on salaries.

81%

Of surveyed companies did not cite employee turnover as a struggle.

Ann Arbor tech companies struggle less with turnover

81% of surveyed companies did not cite employee turnover as a struggle. Two respondents stated that while their larger headquarters (located on the west coast) may struggle with higher turnover rates, the Ann Arbor location tends to be stable, demonstrating both that high-quality talent is available in the Ann Arbor region and that Ann Arbor area companies are competitive in recruiting and retaining talent. Several respondents acknowledged that there has been some employee turnover at their companies but that it is lower than average based on the industry.

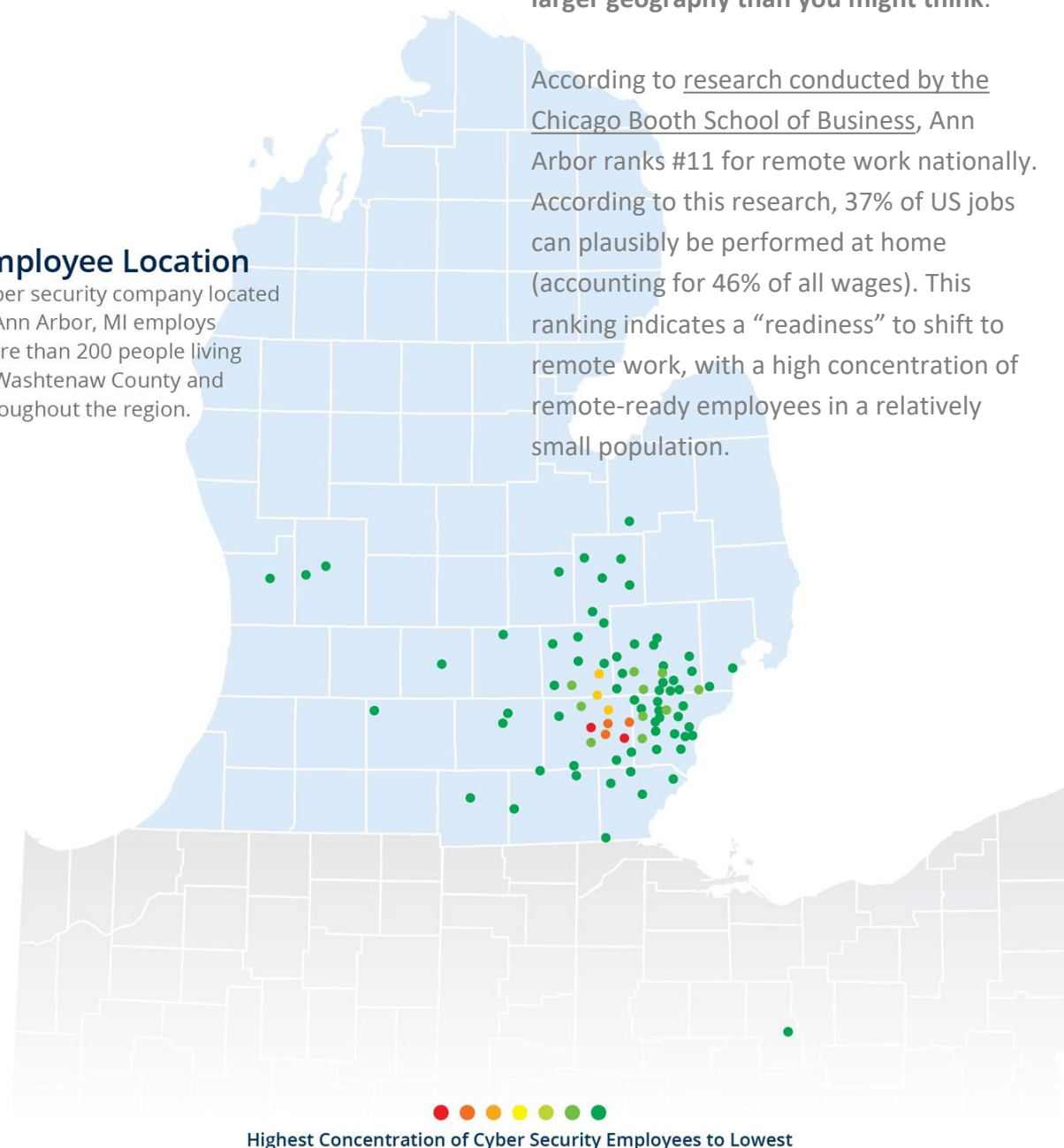
OUR TALENT REACH

Ann Arbor's talent pool spans a much larger geography than you might think.

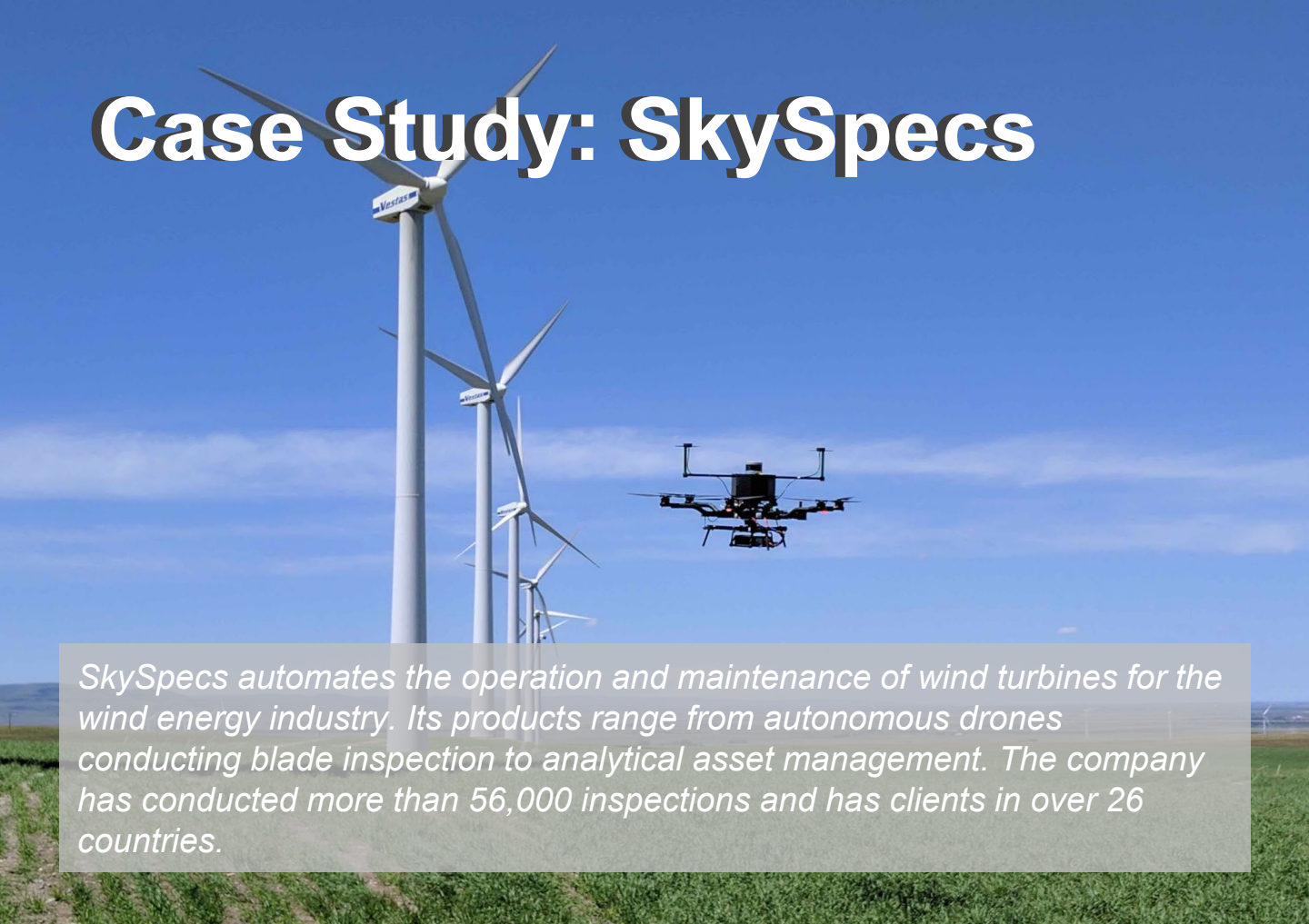
Employee Location

Cyber security company located in Ann Arbor, MI employs more than 200 people living in Washtenaw County and throughout the region.

According to research conducted by the Chicago Booth School of Business, Ann Arbor ranks #11 for remote work nationally. According to this research, 37% of US jobs can plausibly be performed at home (accounting for 46% of all wages). This ranking indicates a "readiness" to shift to remote work, with a high concentration of remote-ready employees in a relatively small population.



Case Study: SkySpecs



SkySpecs automates the operation and maintenance of wind turbines for the wind energy industry. Its products range from autonomous drones conducting blade inspection to analytical asset management. The company has conducted more than 56,000 inspections and has clients in over 26 countries.



SKYSPECS

SkySpecs was founded in 2012 by five University of Michigan engineering students — Danny Ellis, Tom Brady, Jonathan Bendes, Ryan Morton, and Samuel DeBruin — and is headquartered in downtown Ann Arbor with a satellite office in Amsterdam. SkySpecs aims to lower the maintenance costs of renewables through strategic asset management and comprehensive data analysis to work towards a more sustainable future.

Case Studies: Scaling Tech Talent in Ann Arbor

Demand for talent is high, and getting higher, regardless of where you're located. While it may seem impossible to attract enough quality people to fill all job openings, there are multiple examples of companies who have accomplished just that here in Ann Arbor.



In 2005, **Google** began to contemplate a location for its AdWords operation. Ultimately, they selected Ann Arbor, with a critical decision elements being location near a large university, and state and local support. After 10 years of operation in downtown, Google decided to continue growing in a build-to-suit space near north campus outside of downtown. They currently have 400 employees at their new location.



Headquartered in Silicon Valley, **Launch by NTT Data (formerly Nexient)** chose to locate their primary delivery center in Ann Arbor, supporting hundreds of local jobs in digital product design, development and quality engineering. In 2018, Nexient pledged to create 300 new Michigan jobs by 2020, with the first 60 planned for 2018. But company growth nearly doubled that pace, with over 100 new hires in the first year since receiving a \$1.5M performance-based grant from the Michigan Strategic Fund.



KLA develops industry-leading equipment and services that enable innovation throughout the electronics industry. In 2021, KLA located their newest North American campus in Ann Arbor and now employs more than 600 workers. Ann Arbor was chosen over 389 other U.S. sites for the company's new research and development hub.

Community Engagement

LOCAL TECH COMMUNITY NETWORKING AND EVENTS

The local tech community and universities have hosted several coder groups, hackathons and conferences for the further development of software skills and connections.

A few examples are below:

MadeinA2

Downtown tech companies worked together to create one online space to collect information on companies, share community events and meetups, and post jobs.

All information below is also included at <http://madeina2.com/>

Meetups

The meetup culture in Ann Arbor is open and flourishing. A selection of meetups is below, please visit <http://madeina2.com/community/> for a full list of coder groups, maker groups, un/conferences, hackathons, and more in our community. A selection of Meetups and active groups:

[A2NewTech](#)

[A2 Mobility Tech](#)

[Ann Arbor FinTech Meetup](#)

[Duo Tech Talks](#)

[All Hands Active](#)

[PyData Ann Arbor](#)

[Coffee House Coders](#)

[tech \[inclusive\]](#)

[Michigan Devs](#)

a2geeks

Nonprofit organization dedicated to making Ann Arbor a great place for creative and innovative people to live and work by opening the tech culture to everyone.

Incubators, Accelerators, and Coworking spaces in the Ann Arbor Region

Ann Arbor has a flourishing networking of incubators, accelerators, and coworking spaces. There's something for everyone. View a full list of incubators and coworking spaces [here](#).

Michigan Tech Week

Four-day celebration of Michigan's technology industry for businesses, students, investors, and enthusiasts held in the Big House.

Michigan Founders Fund

A network of high-growth founders and venture capitalists dedicated to culture, fellowship, and uplifting the Michigan tech community.

Shine and Rise

Organization dedicated to making cultivating community, create content, and put on programming to support gender diversity in the tech and startup ecosystem.



a2TECH360



A Week-long Celebration of Innovation

A series of events bringing together entrepreneurs, researchers, investors, businesses, academic institutions, and job seekers. Discover the latest in innovation and collaborate with like-minded tech enthusiasts!



Visit a2Tech360.com
to learn more.

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Local Development Finance Authority

Destination Ann Arbor

Every community offers something unique to its residents, but the Ann Arbor area offers much more than the usual quality of life indicators. From recreation to culture, we offer large city amenities with a small-town feel. Read on to learn more about living here.



Recreation

In Michigan, you're never more than a few miles from water. In Washtenaw County, we can top that by saying you're never more than a few miles from a lake, river, park, golf course, cross-country trail, or other recreational option.

Washtenaw County boasts 4,000 acres of parkland, of which 2,200 acres are natural areas ideal for hiking, bird watching, or mountain biking. The Border-to-Border trail, kayaking liveries, and golf courses add to the county's recreation inventory.

The city of Ann Arbor has 157 parks totaling 2,090 acres, 1,200 acres of which are natural areas. An additional 2,000 acres of farmland and open space surround the city of Ann Arbor, purchased with a Greenbelt millage.

Ann Arbor parks offer baseball and softball diamonds and leagues, soccer fields, disc golf, ice skating, and an excellent skateboard park.

Housing

County residents can find multiple housing options and locations: cities, towns, country, and suburban. Housing options include single family houses, downtown lofts, condos, and apartments. Housing costs in Washtenaw County are lower than east and west coast housing: The median sale price of single-family house in Washtenaw County is \$479,805 (source: Zillow).

Schools

Public, charter, and private schools are found in Washtenaw County. A list of recent test scores by school and district is found [here](#).



Contact Details

Ann Arbor SPARK Business Development Team

BusinessDevelopment@AnnArborUSA.org

734-527-9176

<https://annarborusa.org/>



Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture.