HSLU Lucerne University of Applied Sciences and Arts

x28

# AI JOBS REPORT 2026

An Overview of the
AI Jobs Market in Switzerland

Applied AI Center

# A Growing Market for AI Skills

**Prof. Dr. Donnacha Daly**
Co-Founder of the Applied AI Center

In some ways, every desk job in Switzerland is becoming an AI job. A recent cross-industry survey[1] finds that 89% of Swiss companies use AI in at least one business function, while 81% see AI automation as business critical. But how are companies actually hiring AI talent within this context? Our AI Jobs Report 2026, now in its third edition, sets out to answer this question.

As usual, the team from Lucerne University of Applied Sciences and Arts (HSLU) has taken a data-driven approach to uncover the key findings. Leveraging thousands of job postings from our data partner x28, we have observed a sharp rise in AI-related vacancies compared to last year. The growth is resilient across every major industry, led by IT and Finance. Demand is also evolving: Machine Learning Engineer roles more than doubled, while Data Engineers remain among the most sought-after professionals.

For the students and academic staff at our Applied AI Center (AAIC), the findings are encouraging. Despite an 18% decline in general IT vacancies across Switzerland reported at the end of 2025[2], we have observed a 32% year-on-year increase in AI-related job postings in our 2026 numbers. The technical graduate- and research- profiles we are targeting at the AAIC are well aligned with these industry developments.

I expect this trend to continue, but the balance of engineering vs. non-technical skills required by industry may shift. Most professionals in this domain recognize that application prototypes, PoCs and MVPs can currently be vibe-coded, or even one-shotted to a reasonable degree of quality, even by non-technical staff. The situation is different when it comes to production AI systems for deployment that are maintainable, scalable and secure. Strong software architecture, software engineering, and systems engineering skills remain essential for success in AI rollouts. This may change of course. It is hard to bet against the progress in AI capabilities. But I remain a believer in the importance of strong technical fundamentals, a position shared by Paul Graham, the founder of Y Combinator:

“Programming is particularly good at teaching you how to think. Programs are literally built out of ideas. Which is one reason it‘s still a good idea to study computer science in the AI era. It‘s still important to be able to think well.”

If you are studying or working in AI, we hope this report will give you some useful perspectives on developments in the Swiss jobs market and how you can prepare for them.

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1 Trust: Switzerland’s edge in the new AI world order (2026) – EY
2 Artificial intelligence begins to weigh on the labor market (2026) – Swiss Federal SME Portal

# Key Figures and Takeaways

**Demand for AI talent is accelerating.**
Swiss AI job postings increased by 32% from the reporting year 2025 to 2026, with some 5,000 vacancies between July 2025 and June 2026.

**AI hiring is shifting toward production-ready systems.**
Employers increasingly seek expertise in deployment, integration and operations. Machine Learning Engineer is the fastest-growing role: postings rose by 122%, from 496 in 2025 to 1,099 in 2026, making it the largest AI role in 2026.

**AI hiring is growing across the economy.**
All 10 of Switzerland's largest industries increased their demand for AI talent in 2026. Information Technology remained the largest employer with 1,211 postings, while Public Services recorded the strongest growth at 67%. This expansion also reflects the strategic importance policymakers attach to AI.

**Experienced professionals remain most in demand.**
Senior-level postings increased by 42%, compared with 26% for mid-level roles and 27% for internships. Opportunities grew across experience levels, but the stronger demand for senior talent points to the increasing maturity and complexity of AI products.

**AI is becoming an organization-wide capability.**
Demand increased for Product Owners by 58%, AI Consultants by 50% and Managers by 38%. Organizations increasingly need people who can connect AI development with business strategy, product delivery and organizational change.

**SMEs are driving AI job growth.**
Small and medium-sized enterprises generated 76% of the increase in AI postings in the 2026 reporting year and now account for 62% of all AI vacancies. This indicates that AI adoption is spreading beyond large corporations and becoming embedded across the broader Swiss economy.

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# I. Industries and Job Market

**AI job demand expanded broadly in 2026, with all Swiss cantons and the ten leading industries recording significant growth.**

**Information Technology remains the largest market and adds the most positions, while Public Services grew fastest, signaling the important role of AI for policymakers.**

**Across industries, demand is shifting from experimentation toward implementation. Growth in ML engineering, cloud platforms, integration and governance capabilities shows that employers increasingly need production-ready AI systems.**

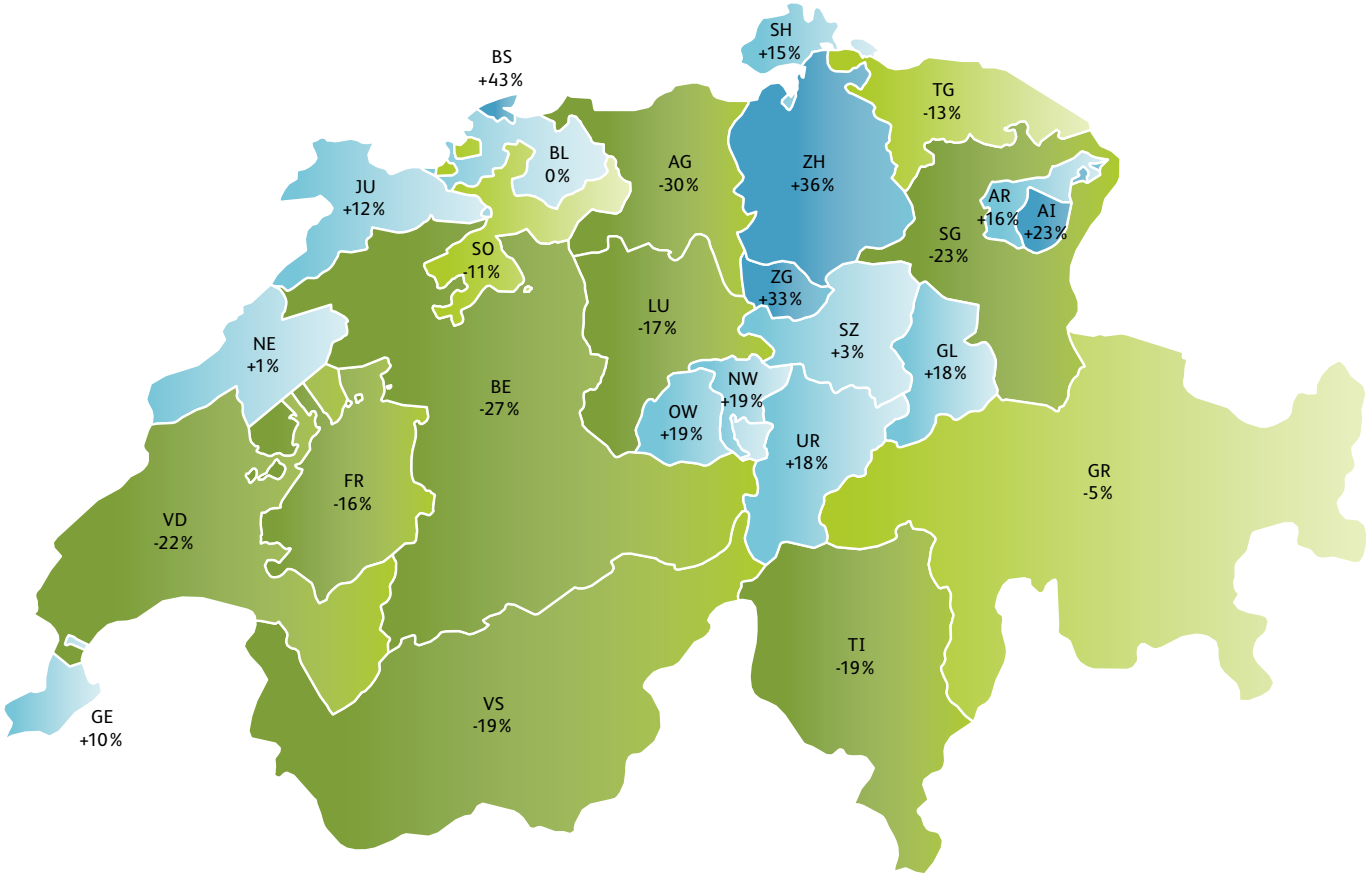
# The Greater Zurich Area is Switzerland's Largest Hub for Creation of AI Jobs

**AI job postings are concentrated in Switzerland's economic centers. Zurich recorded 3,752 postings across reporting years 2025 and 2026, ahead of Geneva (1,082), Bern (1,049), Vaud (872) and Basel Stadt (838). Per-capita job postings reveal hotspots in smaller cantons. Central Switzerland stands out as an active AI job market.**

Zurich remains Switzerland's leading AI hub by total job volume, accounting for 45% of all AI job postings nationwide. This finding is consistent with other AI labor market reports.[1]

Central Switzerland has more AI jobs per capita than the Swiss average and has experienced strong growth over the past two years. AI jobs in Lucerne, for instance, increase by 55%. This expansion is driven by sustained AI investment from many large companies. A notable trend is the increasing demand for AI talent in traditional engineering firms.

Greater Zurich's AI labor market is heavily shaped by major technology companies, which benefit from the city's world-class AI research and education ecosystem.[2] Recent growth, i.e. 39% in the reporting year, has been driven primarily by ML engineering and AI implementation roles rather than traditional data-focused positions.




**Relative AI Jobs Per Capita by Canton.**
**Percentages above or below the Swiss average of 96 AI job postings per 100,000 inhabitants.**

| Canton | ZH | GE | BE | VD | BS | AG | ZG | BL | SG | LU |
|---|---|---|---|---|---|---|---|---|---|---|
| Job Postings July 2024 - June 2026 | 3,752 | 1,082 | 1,049 | 872 | 838 | 534 | 533 | 505 | 434 | 406 |
| Year-on-Year Relative Change | +39% | +13% | +31% | +29% | +30% | +45% | +49% | +21% | +61% | +55% |

**Top 10 Cantons by AI Job Postings and Year-on-Year Change**

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1 KI Report 2026 – jobs.ch
2 GENERATE AIMPACT (2024) – Think Tank WIRE

# Swiss AI Job Demand Accelerated in the Reporting Year 2026

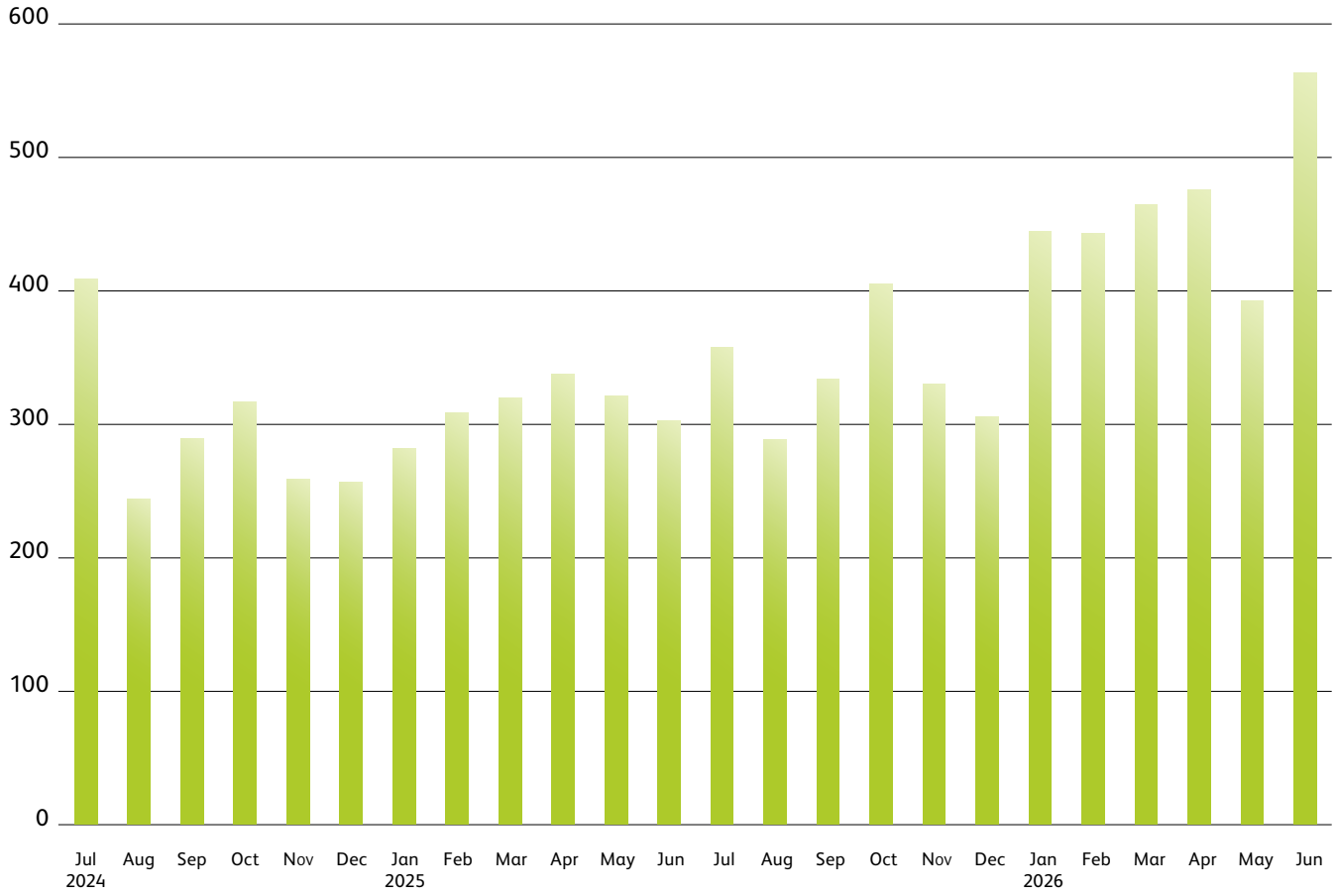
**AI job postings have climbed steadily over the past two years, showing strong and growing demand for AI talent in Switzerland. The trend over the two-year period indicates an additional 10 jobs per month. Hiring climbs steadily at the beginning of the year and peaks in early summer and autumn, suggesting that this is a good time to search for a new job.**

AI job demand rose from 2025 to 2026 as organizations integrated AI into products and processes. Falling technology costs and improving AI capabilities may support this expansion.

SMEs generated 76% of AI job growth in reporting year 2026 and now account for 62% of vacancies, showing that AI adoption is spreading across the broader economy.

While generative AI may reduce demand in parts of the digital workforce, AI-specific roles continue to grow and require evolving skills.[1]

The experience mix changed little, although senior roles grew fastest (+42%). Senior and mid-level roles each represent around 40% of vacancies, internships 15% and junior roles 5%.




**AI Job Postings July 2024 – June 2026**

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1 KOF-Report Nr. 186 (2025) – ETH Zurich

# Technology Leads, While Public Sector AI Hiring Grows Fastest

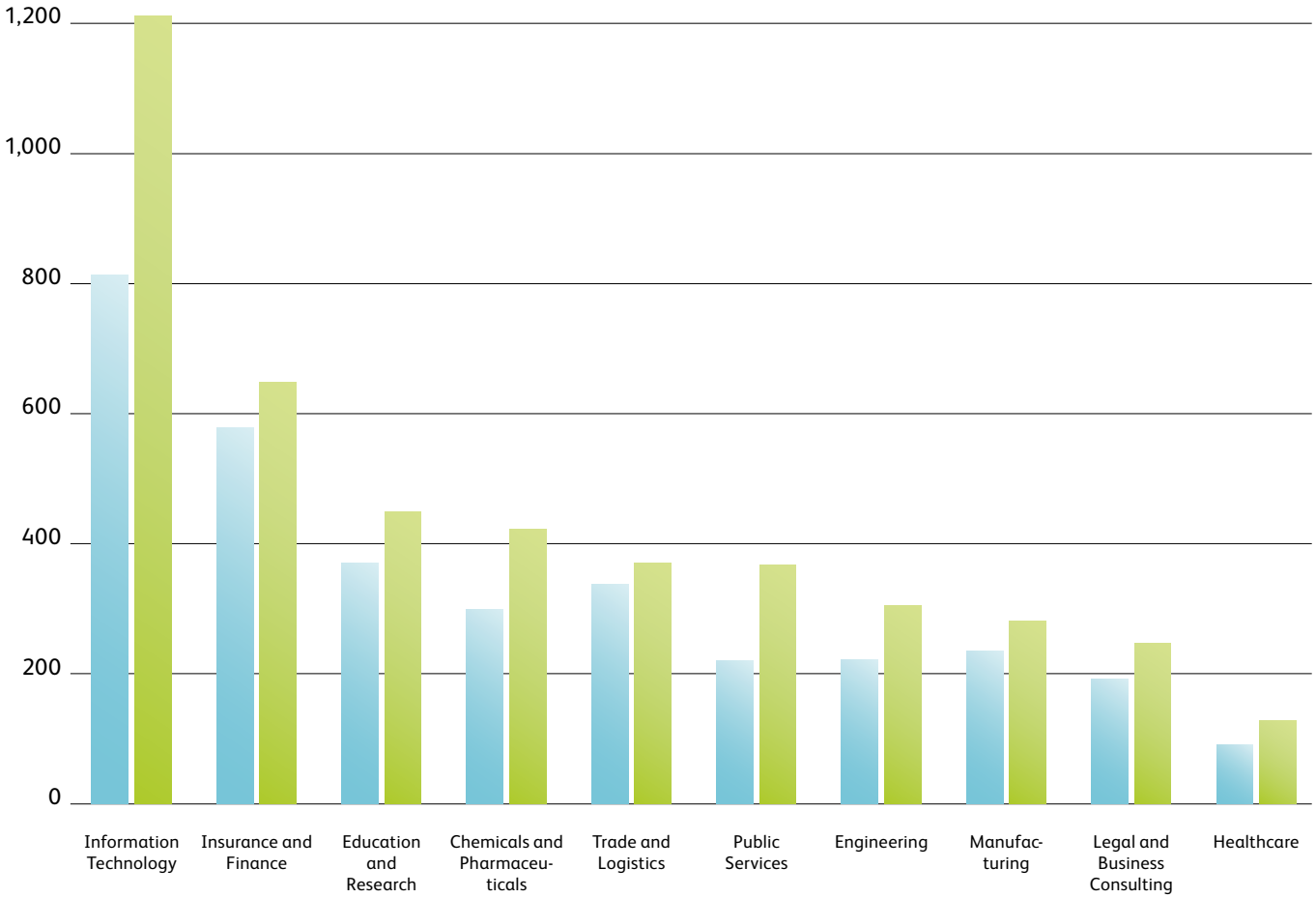
**All ten leading industries in Switzerland posted more AI jobs in 2026. Information Technology remained the largest market with 1,211 postings (+49%), while Public Services recorded the fastest growth at +67%.**

All ten of Switzerland's largest industries recorded an increase in AI-related job postings in 2026. This suggests that AI adoption is expanding across the entire Swiss economy, a trend that is consistent with reports published earlier this year.[1]

The Swiss Information Technology sector continues to accelerate its investment in AI. Already the country's largest employer of AI talent in 2025[2], the sector increased AI job postings by around 50% in 2026.

Public Services record strongest growth (+67% in 2026), reflecting continued public investment in AI as a strategic technology for Switzerland's future.

Organizations of every size, from startups to large enterprises, are hiring AI talent. SMEs, in particular, are expanding their AI workforce across all major industries, providing strong evidence that AI is becoming an integral part of the Swiss economy. The important role of SMEs in driving AI adoption in Switzerland has also been highlighted in previous studies.[3]




**Number of Job Postings in the Top 10 Industry Sectors in Switzerland**

Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

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1 2026 Jobs Barometer, Switzerland Report – PwC
2 AI Jobs Report 2025 – HSLU
3 GENERATE AIMPACT (2024) – Think Tank WIRE

# Information Technology Hiring Shifts Decisively Toward AI Deployment

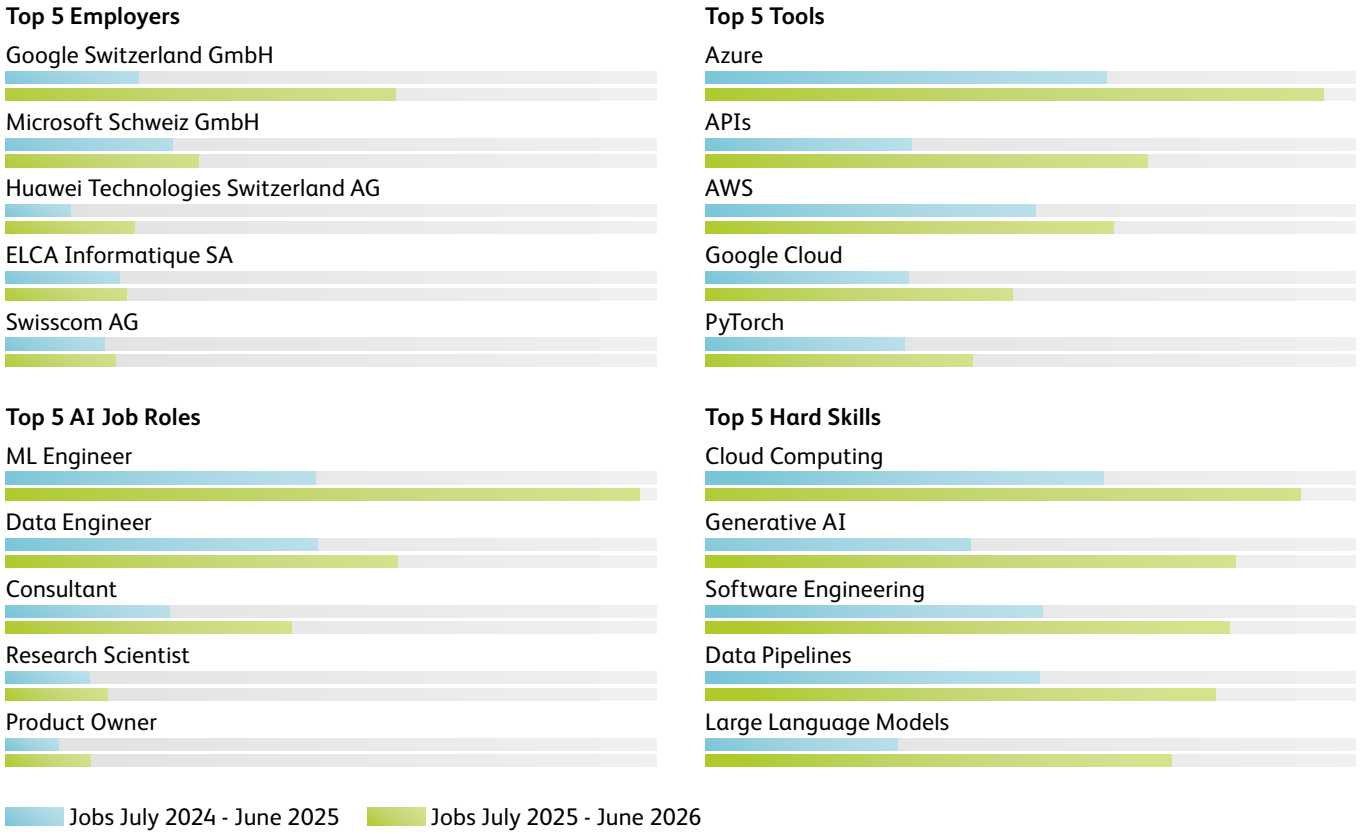
Jobs posted: 2,024 (July 2024 – June 2026)

**Switzerland's Information Technology industry is shifting toward practical AI implementation. In 2026, demand increased for ML Engineers, Data Engineers, cloud platforms and core AI skills. The message is clear: employers need professionals with broad expertise that extends beyond prototyping to production-ready deployment.**

ML Engineer is becoming the defining AI profession. Demand is shifting from broad analytical profiles toward specialists who connect model development with software products. Employers in this industry are seeking professionals who can combine AI expertise with strong engineering foundations.

Cloud-native infrastructure distinguishes the sector. APIs, cloud platforms and deployment skills show that companies are building the foundations for scalable AI. Employers must invest in both modern platforms and the experts capable of operating and maintaining them.

AI hiring is spreading in Information Technology. SMEs are expanding recruitment by 55%, giving candidates opportunities beyond global technology companies and increasing competition for talent across the ecosystem.




"We need more creativity than a few years ago. Entrepreneurial thinking and creative problem-solving have become much more important to create real value."

Priska Burkard, CEO, TechFace

# Insurance and Finance Build on Data Processing and Analysis

Jobs posted: 1,226 (July 2024 – June 2026)

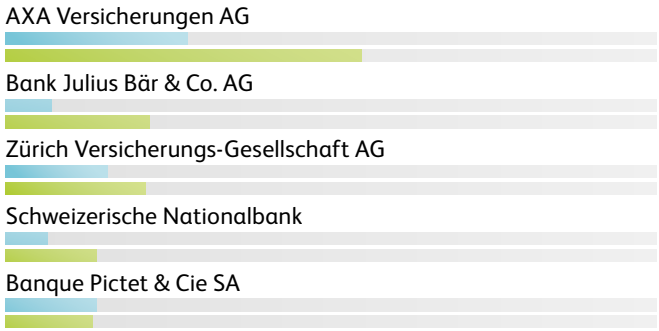
**In Insurance and Finance, AI hiring is still anchored in data processing and analysis. Compared with other industries, Insurance and Finance do not stand out primarily through frontier AI tools. The major focus is on secure processing and reproducible analysis of structured data.**

Data engineering is replacing analysis as the main growth engine. Financial institutions are strengthening pipelines and infrastructure, creating opportunities for professionals who can build reliable data foundations. These foundations will underpin future AI integration.

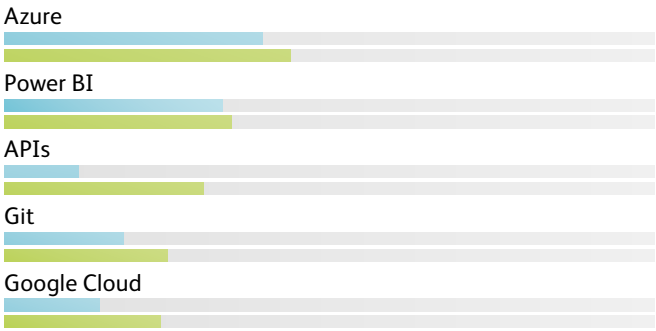
AI is moving closer to products and business processes. Growth in ML engineering and product ownership favors talent that connects technical delivery with business value. Junior and senior hiring both increased, creating entry routes while preserving demand for experienced leadership.

Regulation continues to shape demand. Governance, risk, compliance and enterprise platforms remain distinctive for the Insurance and Finance industry. Companies need professionals who can innovate within strict controls.

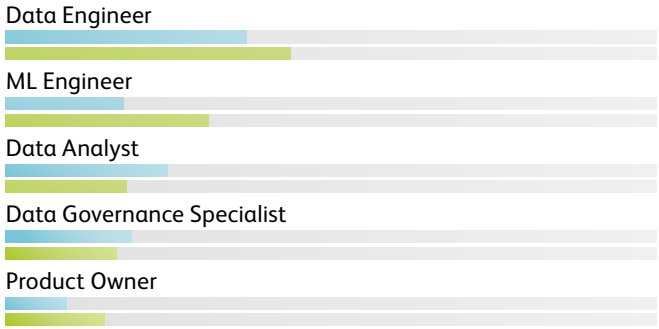
**Top 5 Employers**



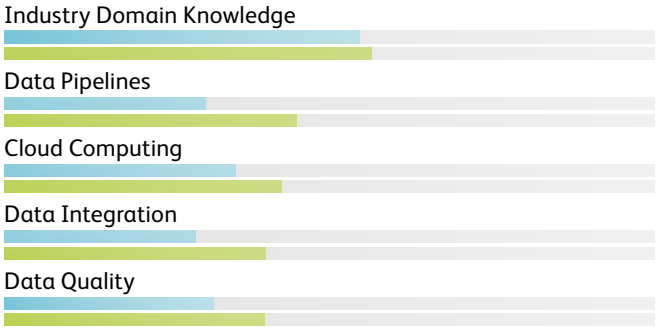

**Top 5 Tools**




**Top 5 AI Job Roles**




**Top 5 Hard Skills**




Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

"Domain knowledge in areas such as governance, compliance and benefits management can only be acquired through years of on-the-job experience."

Florian Bär, Data Scientist, Helsana

# Chemicals and Pharmaceuticals Combine AI With Domain Knowledge

Jobs posted: 716 (July 2024 – June 2026)

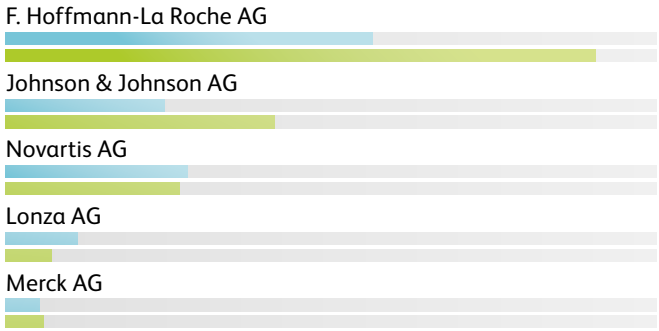
**The Chemicals and Pharmaceuticals industry is transitioning from AI experimentation to production-ready AI that can be integrated into manufacturing and business operations. However, in such a regulated industry, compliance is a core focus when adopting AI. Compared to other industries, it stands out for industry domain knowledge, data quality and management and regulatory compliance.**

AI in Chemicals and Pharmaceuticals is shifting from research toward deployment. Demand for ML Engineers and Data Product Owners grows, while Research Scientist demand declines. This indicates building prototype models is no longer enough. Candidates increasingly need to turn scientific models into reliable operational applications.

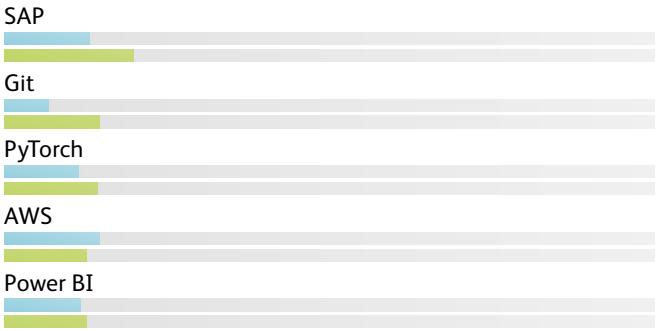
Leadership is becoming more important. Growth in management, governance and senior positions shows that companies need experienced professionals who can oversee AI in critical processes and guide organizational change.

Hiring remains highly specialized. Large pharmaceutical companies dominate recruitment. Domain knowledge, regulatory compliance, computational biology and bioinformatics are essential for adopting AI safely and effectively.

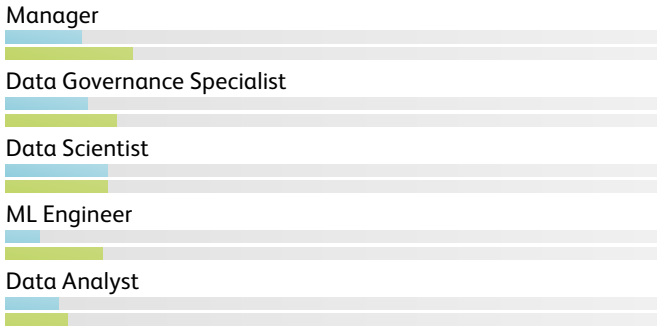
**Top 5 Employers**



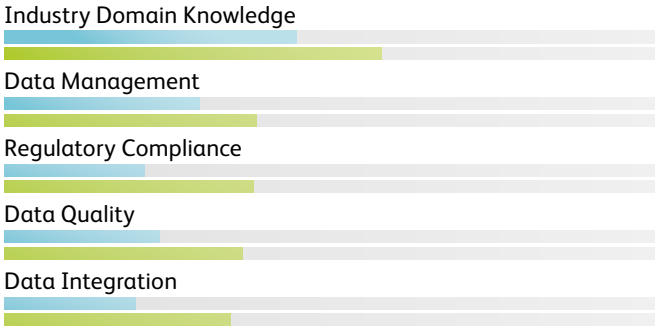

**Top 5 Tools**




**Top 5 AI Job Roles**




**Top 5 Hard Skills**




Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

"The real opportunity is to move from talking about AI to applying it to create value."

Andreas Klopp, General Manager, Roche Diagnostics International

# Turning Data Into Public Intelligence

Jobs posted: 587 (July 2024 – June 2026)

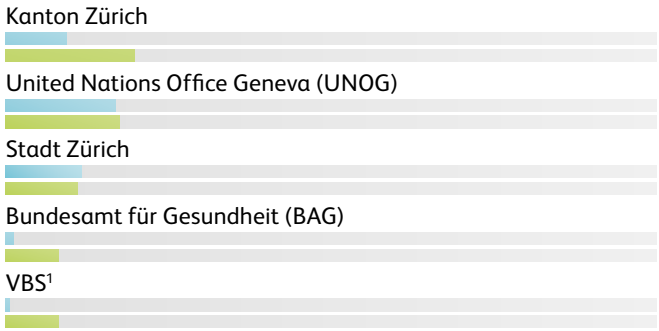
**The Public Sector's AI profile is more about making public data usable, trustworthy, and actionable and is less about building and deploying commercial AI products. Public Services organizations rely on spatial data to support planning, infrastructure, environmental management and other public services, making geospatial expertise uniquely valuable.**

Public Sector AI hiring shows the steepest incline in reporting year 2026 (+67%). Data Analysts remain central, while strong growth in Data Science and ML Engineer roles signals a shift from reporting toward operational applications.

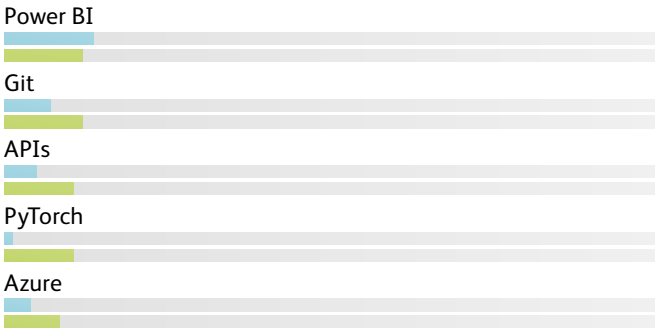
Public AI requires context and responsibility. Domain knowledge, statistical analysis, privacy and governance are especially important. Candidates must combine their understanding of data and technical skills within the constraints of data and Public Sector regulation.

Career opportunities are broadening. Growth in internships and mid-level positions creates accessible entry routes, while recruitment across institutions of different sizes expands the range of Public Sector employers.

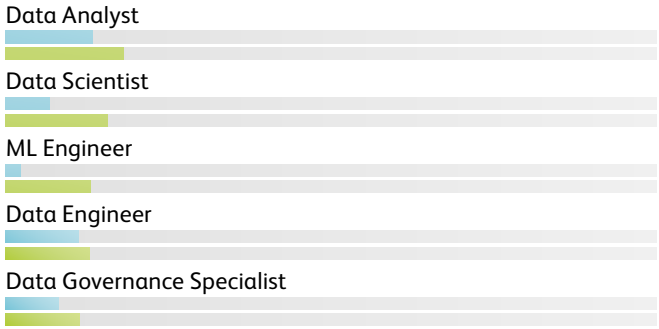
**Top 5 Employers**



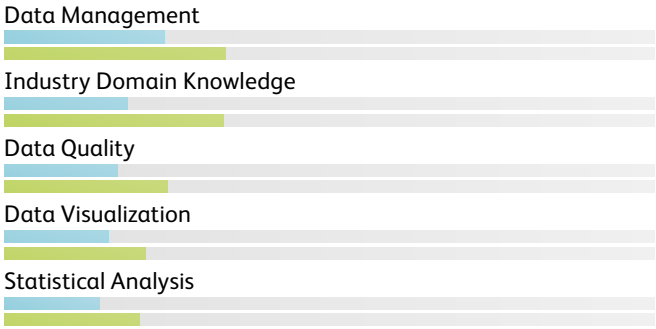

**Top 5 Tools**




**Top 5 AI Job Roles**




**Top 5 Hard Skills**




Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

"AI is the natural evolution of digital transformation. In the Public Sector, AI solutions are not just a technology, they must be accepted by society, ethical principles must be upheld and trust must be earned."

Anja Vincenz, Leiterin Luzern Connect, Kanton Luzern

—
1 Eidgenössisches Departement für Verteidigung, Bevölkerungsschutz und Sport

# AI Moves Into Engineering Practice

Jobs posted: 526 (July 2024 – June 2026)

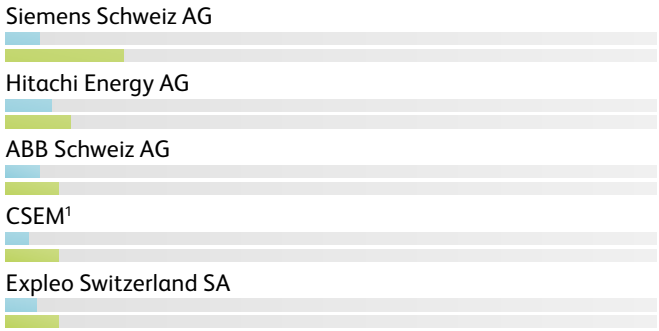
**Demand for AI roles in Engineering has increased by 40% in the last year, indicating that companies are eager to expand their AI capacity. Engineering stands out for physical-world AI, incorporating IoT sensors, robotics and simulation.**

ML Engineer is becoming a defining AI role in the Engineering industry, with strong demand for robotics, embedded systems, signal processing and simulation. Robotics postings increased by 55%, while physical and embodied AI emerged as new terms. Candidates benefit from combining AI expertise with knowledge of physical and industrial systems.

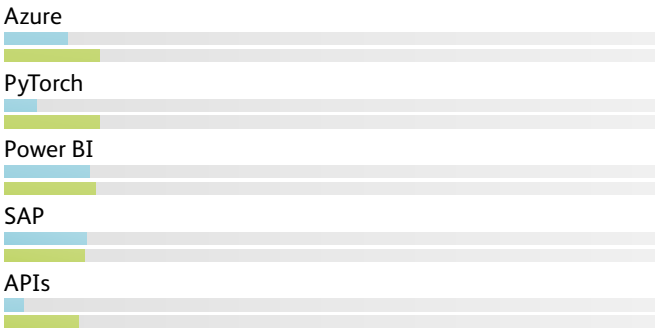
Priorities are shifting toward automation and implementation. Growth in process automation and machine learning, alongside stagnating Data Engineer demand, indicates a stronger focus on applying AI directly within products and operations.

AI investment is spreading across the sector. Small and medium-sized firms are expanding hiring, while growing internship opportunities make Engineering an attractive entry point for junior AI talent.

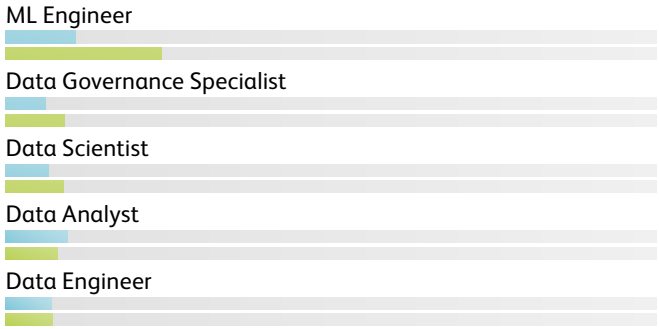
**Top 5 Employers**



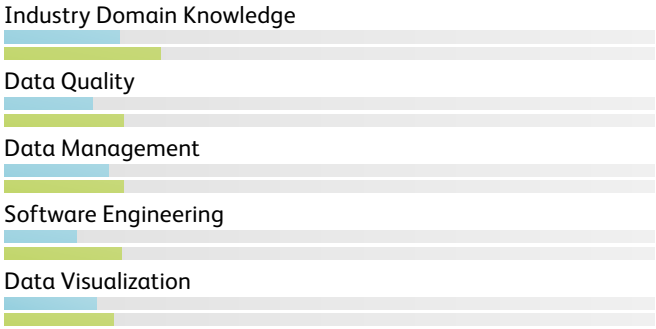

**Top 5 Tools**




**Top 5 AI Job Roles**




**Top 5 Hard Skills**




Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

"Machine learning and AI become more and more important in our engineering roles, for example when it comes to processing the millions of data points generated by Climeworks plants in the field every day".

Jan Wurzbacher, Founder and CEO, Climeworks

—
1 Centre Suisse d'Electronique et de Microtechnique SA – Recherche et Développement

# II.
# AI Job Roles

AI hiring is expanding across industries, but unevenly. All ten leading job roles grew in 2026. Engineering, product and leadership roles gained momentum, while Data Analyst demand remained broadly stable.

ML Engineers lead the shift to production. Postings more than doubled, making ML engineering the largest role. Employers value software engineering, MLOps and deployment skills that turn models into scalable systems.

AI demand extends beyond technical specialists. Growth in Data Product Owner, AI Consultant and Manager roles shows that operational AI requires business translation, oversight and organizational change.

Almost 80% of advertisements are for mid-level or senior positions, leading to employers valuing proven experience and competence over formal education. However, ML Engineer, Data Analyst and Data Scientist offer more than average entry-level opportunities, making them ideal for professionals starting their AI careers.

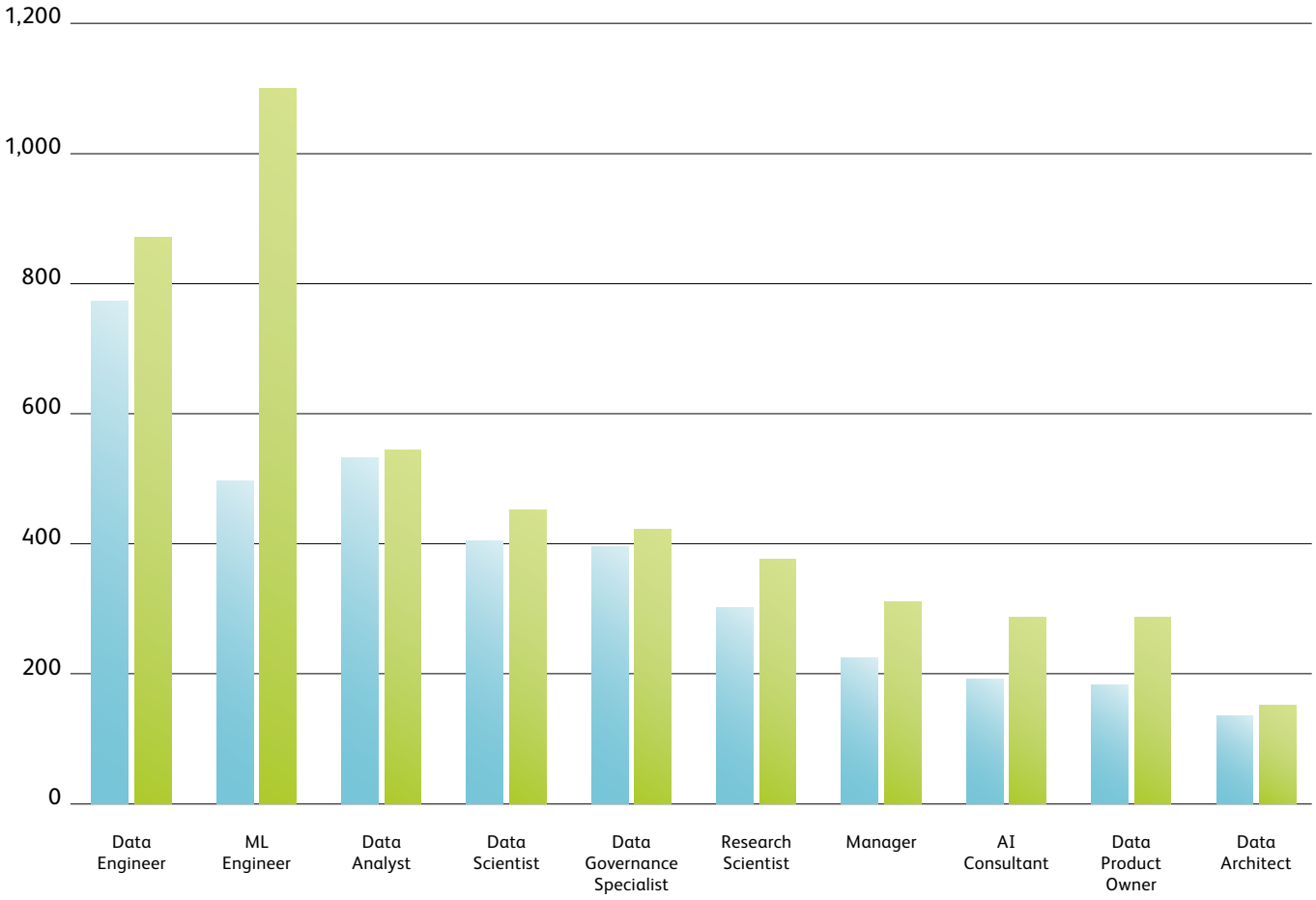
# Data Engineer and ML Engineer Roles Dominate the AI Job Market

**While the Data Engineer profile remains strong, ML Engineers conquer the market. Together, these are clear indications of a strong trend toward deployment.**

ML Engineers are driving the shift. Job postings more than doubled, making it the largest AI role in 2026. Data Engineers demand also remained strong, reinforcing the transition toward production-ready AI systems. This trend is consistent with global developments.[1]

Business-facing AI roles are becoming increasingly important. Demand for Product Owners, AI Consultants and Managers grew substantially. At the same time, junior positions increasingly require soft skills such as strategic thinking, communication and leadership.[2] Organizations are looking for professionals who can connect AI development with business strategy, organizational adoption and measurable value creation.

Growth is broad but uneven. All ten leading AI roles expanded, although Data Analysts and Data Governance Specialists recorded only modest growth. Overall, demand is increasingly concentrated on implementation, engineering, and AI leadership rather than traditional data- or development-focused roles. „Instead of focusing on technological breakthroughs, postings for AI jobs increasingly request skills that emphasize building and managing systems at scale."[3]




**Number of Job Postings in the Top 10 AI Job Roles in Switzerland**

Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

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1,2 2026 Jobs Barometer, Global Report – PwC
3 The 2026 AI Index Report – University of Stanford HAI

# Data Engineers are the New Evergreen

1,643 Jobs Posted (July 2024 – June 2026) / Median Job Posting Duration: 29 Days

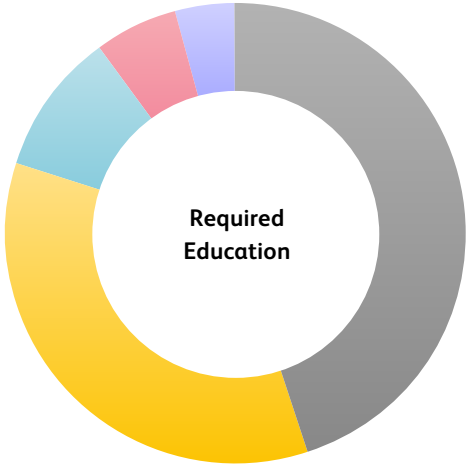
**Data Engineers build and operate the infrastructure and pipelines that collect, transform, store and deliver data for analytics and AI applications. They ensure data is reliable, scalable, secure and available to downstream users. Data Engineer is a relatively new role that gained momentum very quickly. In 2026, it ranks among the most sought-after roles on the AI market.**

The role centers on moving and structuring data. Data pipelines, integration, ETL, modeling and warehousing distinguish Data Engineers from other AI professionals. Their core responsibility is to make organizational data accessible, consistent and ready for use.

Production reliability broadens the skill profile. DevOps, CI/CD, infrastructure as code, monitoring and cloud platforms show that the role extends beyond data preparation. Employers need Data Engineers who can operate scalable systems reliably and not merely build them.

Data Engineers span the Swiss economy. Demand extends beyond technology companies and is particularly strong in Insurance and Finance. Nearly two-thirds of positions come from SMEs, while leading employers include established Swiss institutions and specialist firms. Additionally, over half of the advertisements do not specify a formal education requirement, suggesting that practical expertise may often matter more than advanced academic credentials.

| | |
|---|---|
| 36% | Senior (5+ years) |
| 51% | Mid Level (1-5 years) |
| 4% | Junior (0-1 years) |
| 8% | Intern |
| 1% | Not specified |




| | |
|---|---|
| 0% | PhD |
| 10% | Master |
| 35% | Bachelor |
| 6% | Higher Education |
| 4% | Vocational |
| 45% | Not Specified |

**Top 5 Employers**

AXA Versicherungen AG

Schweizerische Nationalbank

Callista Group AG

Migros-Genossenschafts-Bund

Bank Julius Bär & Co. AG

**Top 5 Hard Skills**

Data Pipelines

Data Integration

ETL

Data Modeling

Data Quality

**Top 5 Programming Languages**

SQL

Python

R

Java

Bash

**Top 5 Tools**

Azure

Power BI

Apache Spark

Databricks

APIs

**Top 5 Soft Skills**

Collaboration

Communication

Language Proficiency

Stakeholder Management

Proactivity

Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

„The latest Data Engineering tool may be obsolete in six months. If you understand the concepts, you can work with any tool.“

Florian Stalder, Senior Data Engineer, Concordia

# Machine Learning Engineer is the Rising Star

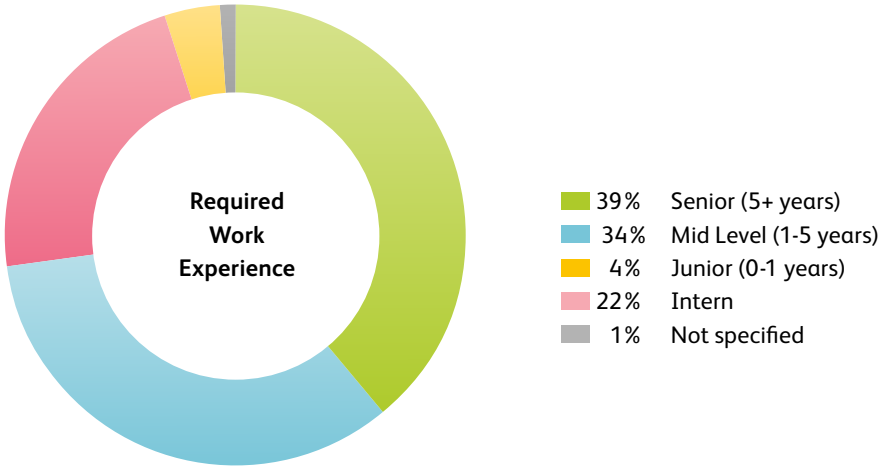
1,595 Jobs Posted (July 2024 – June 2026) / Median Job Posting Duration: 29 Days

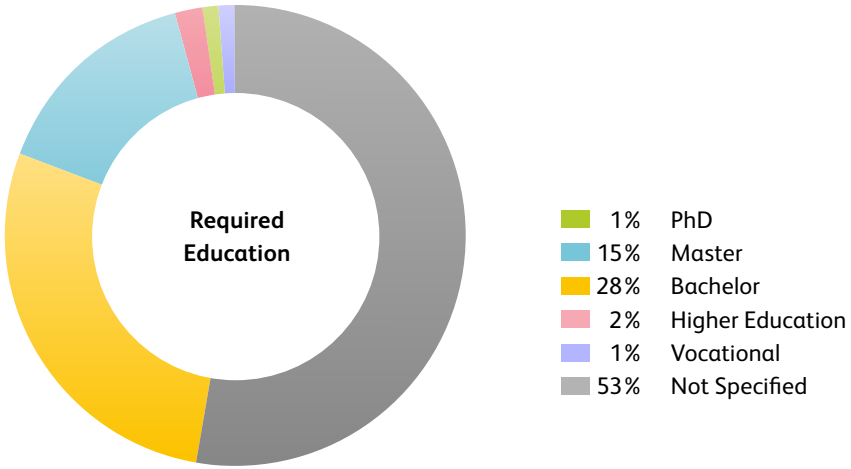
**ML Engineers design, deploy and maintain machine learning systems in production[1]. They focus on scalable model serving, performance, automation, monitoring and integrating AI models into software products. ML Engineers experienced an astonishing increase of 122% from 2025 to 2026.**

Internships and junior positions are increasing. In contrast to other roles, ML Engineer roles provide an accessible starting point for new professionals. However, the demand for experienced talent remains strong and progression in the role depends on substantial technical expertise.

The role requires a broad production stack. Employers seek skills spanning software engineering, MLOps, APIs, cloud infrastructure and model optimization. Building models is no longer enough, candidates must be able to deploy and maintain them. Additionally, generative AI is reshaping the role with demand for LLMs, agentic AI and AI governance growing rapidly. Employers increasingly expect ML Engineers to build and responsibly manage modern AI systems.

Demand is spreading across industries. Public institutions, pharmaceutical companies and engineering firms increasingly recruit ML Engineers. The role is becoming a core capability across the economy, not just within Information Technology. This indicates that ML Engineers are driving AI transformation.

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1 This role includes related profiles such as AI Engineer, AI Solution Architect and Forward-Deployed AI Engineer. AI Engineer is an established title in the data (214 postings), while the latter two remain comparatively uncommon.

**Top 5 Employers**

Google Switzerland GmbH

AXA Versicherungen AG

F. Hoffmann-La Roche AG

ETH Zürich

KPMG AG

**Top 5 Hard Skills**

Generative AI

Software Engineering

Large Language Models

MLOps

Model Evaluation

**Top 5 Programming Languages**

Python

SQL

C++

Java

TypeScript

**Top 5 Tools**

APIs

Azure

PyTorch

Google Cloud

Docker

**Top 5 Soft Skills**

Collaboration

Communication

Language Proficiency

Problem Solving

Learning Agility

Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

"AI is increasingly about the entire system, not just data and models. As reliability and scalability become critical, expertise in systems integration, deployment and real-world operation are essential."

Mario Russi, Head Physical AI & Robotics, CSEM

# Data Analysts Remain in Steady Demand

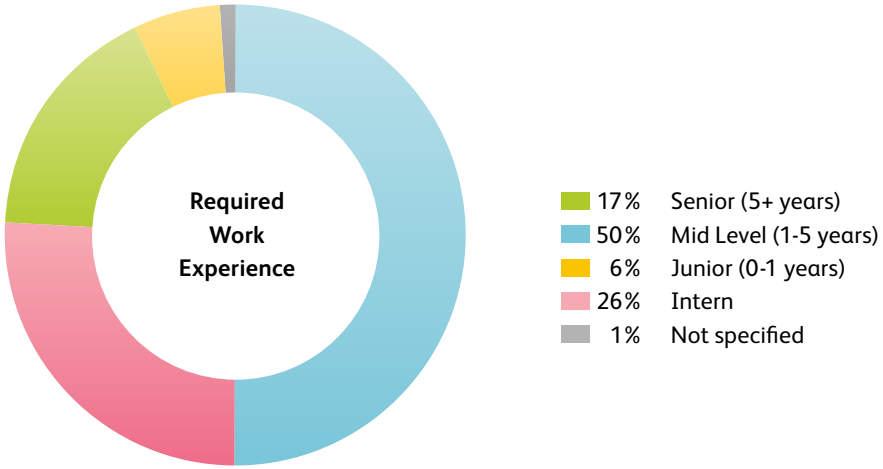
1,074 Jobs Posted (July 2024 – June 2026) / Median Job Posting Duration: 19 Days

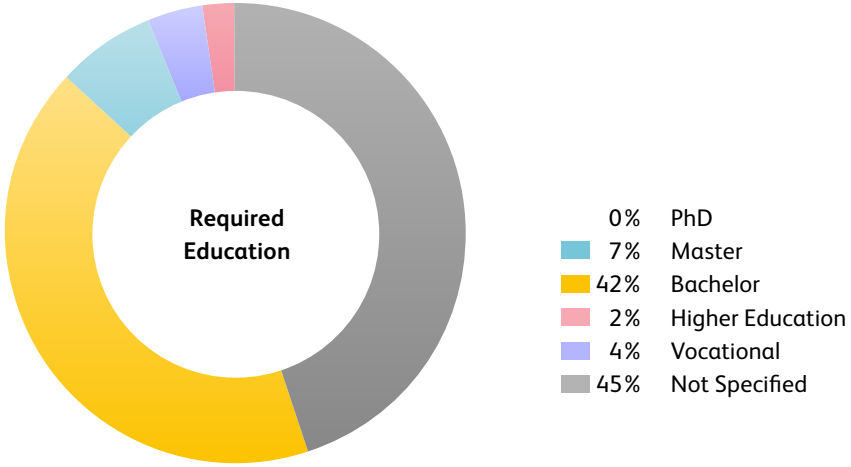
**Data Analysts collect, explore and visualize data to answer business questions and support decision-making. This mature entry route increasingly overlaps with Data Science, as Data Analysts develop data products, data models and solutions that enable stakeholders to answer questions independently. This evolution may partly explain the stagnation of the traditional Data Analyst job, even as demand for analytics capabilities remains strong.**

The Data Analyst role remains an accessible entry point. Most vacancies target interns or professionals with a few years of experience, while senior positions form a smaller segment. The role therefore offers a practical route into data- and AI-related careers.

Business understanding is central to the role. Data Analysts translate information into decisions, making domain knowledge, business intelligence and data quality as important as technical analysis. Their value lies in connecting evidence with real operational needs.

The role is expanding beyond visual communication. Data visualization remains highly distinctive, with Power BI, Tableau and Excel among the prominent tools. Increasingly, Data Analysts also develop data models, data products and self-service solutions that enable stakeholders to answer questions independently.



**Top 5 Employers**

F. Hoffmann-La Roche AG

UNOG United Nations Office at Geneva

Zürich Versicherungs-Gesellschaft AG

Schweizer Armee - Kommando Cyber

Richemont Suisse SA

**Top 5 Hard Skills**

Data Visualization

Business Intelligence

Industry Domain Knowledge

Data Quality

Business Analysis

**Top 5 Programming Languages**

SQL

Python

R

VBA

DAX

**Top 5 Tools**

Power BI

Excel

Tableau

SAP

Microsoft 365

**Top 5 Soft Skills**

Collaboration

Communication

Language Proficiency

Analytical Thinking

Stakeholder Management

Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

"I see the Data Analyst role evolving rather than disappearing. AI makes it easier to analyse and visualise data, but it does not replace the need to understand the business problem, challenge assumptions and translate insights into decisions. If anything, these skills are becoming more important."

Michelle Fillekes, Data Analyst Forecast, Usage and Network, Mobility Carsharing Schweiz

# Data Scientists Hold Their Ground

856 Jobs Posted (July 2024 – June 2026) / Median Job Posting Duration: 18 Days

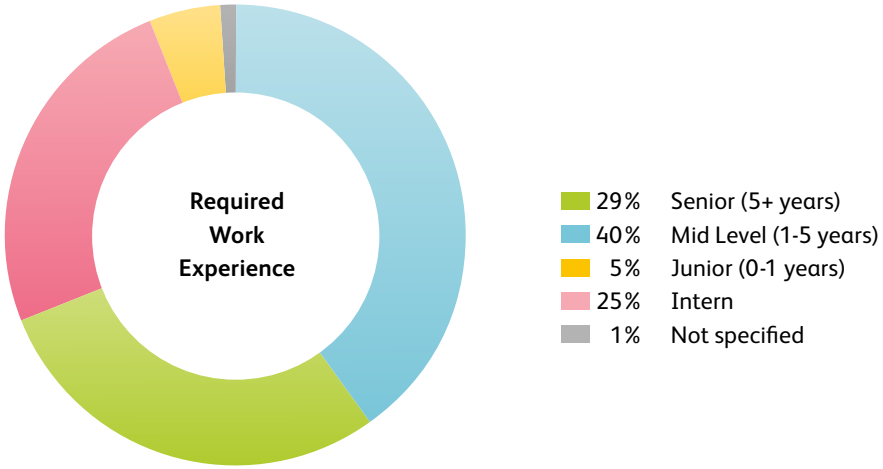
**Data Scientists use statistics, predictive modeling and machine learning to identify patterns, forecast outcomes and generate actionable insights. Once the all-purpose AI role, they now work alongside specialized engineering, governance and product roles. Demand remains substantial, with postings growing 12% in 2026. They continue to support evidence-based decisions across industries as the AI job market specializes.**

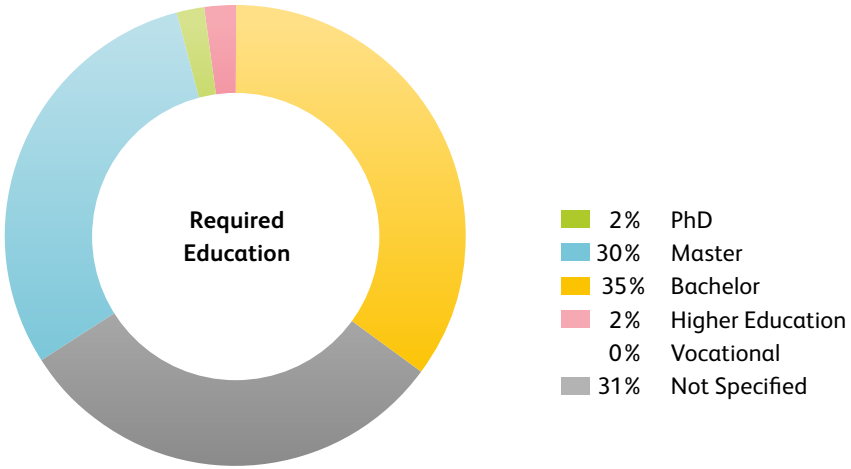
Diversity of skills defines the role. The most requested tools span data preparation, modeling and analysis. Collaboration and communication are also essential, as Data Scientists must build models, explain findings and work across multidisciplinary teams.

Demand is shifting from traditional industries: Public Sector and Trade and Logistics postings grew strongly, while Information Technology and Insurance and Finance contracted.

Data understanding is fundamental. Analytical and statistical expertise distinguishes Data Scientists from other AI roles. Employers expect them to combine modeling expertise with sound judgment to generate reliable insights.

Entry-level positions make the role accessible. Around a third of vacancies target interns or candidates with a Bachelor's degree, creating opportunities to apply data science across a broad range of industries.



**Top 5 Employers**

F. Hoffmann-La Roche AG

ETH Zürich

Google Switzerland GmbH

Johnson & Johnson AG

Digitec Galaxus AG

**Top 5 Hard Skills**

Statistical Analysis

Industry Domain Knowledge

Data Visualization

Predictive Modeling

Data Pipelines

**Top 5 Programming Languages**

Python

SQL

R

SAS

C++

**Top 5 Tools**

Git

Power BI

Pandas

Scikit-learn

PyTorch

**Top 5 Soft Skills**

Communication

Collaboration

Language Proficiency

Stakeholder Management

Presentation Skills

Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

„Treating AI merely as an API call misses its true complexity. While generative tools make software engineers light users of AI, building robust applications still requires dedicated data science teams with deep statistical and scientific rigor."

Thomas Bauer, Team Lead Data Science and Analytics, Suva

# AI Consultants Guide Organizations Through the Maze of AI Possibilities

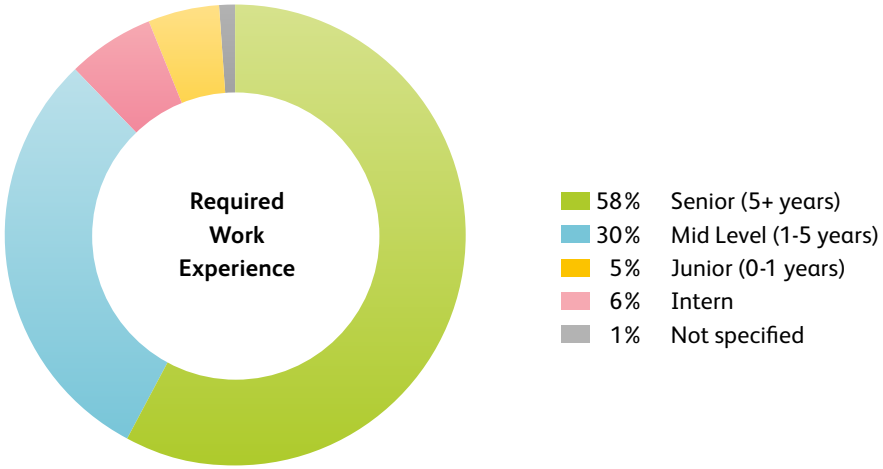
477 Jobs Posted (July 2024 – June 2026) / Median Job Posting Duration: 32 Days

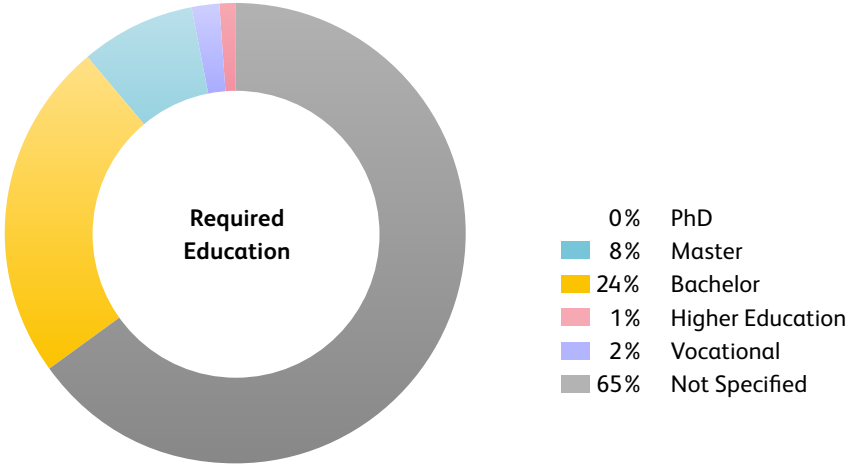
**AI Consultants help organizations identify and implement solutions that deliver business value. The role is shifting from conventional consulting toward technology-led transformation, combining change management and domain expertise with enterprise, AI and cloud platforms. Demand grew by more than 40%, with communication and stakeholder management remaining essential.**

AI transformation is driving strong demand for AI Consultants. The Information Technology sector recorded the largest increase in hiring by far, indicating that organizations need guidance planning, implementing and scaling their AI initiatives.

AI Consultants combine business and technical expertise. AI, business analysis, domain knowledge and solution architecture dominate, supported by cloud platforms. Success means translating business needs into AI solutions using the most up-to-date technologies.

The role is experienced. Senior- and mid-level positions dominate, outweighing the importance of formal educational qualifications. Communication, collaboration and stakeholder management help align leaders, users and technical teams. Additionally, it takes longer to fill a vacant position compared to other roles.



**Top 5 Employers**

Microsoft Schweiz GmbH
Gartner Switzerland GmbH
IBM Client Innovation Center Switzerland GmbH
Deloitte AG
KPMG AG

**Top 5 Hard Skills**

Business Analysis
Industry Domain Knowledge
Solution Architecture
Cloud Computing
Project Management

**Top 5 Programming Languages**

Python
SQL
R
JavaScript
ABAP

**Top 5 Tools**

Azure
AWS
Google Cloud
Databricks
SAP

**Top 5 Soft Skills**

Communication
Collaboration
Stakeholder Management
Language Proficiency
Presentation Skills

Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

"Everyone wants AI use cases, but many companies have yet to define the value they want to create. The AI Consultant job starts before the technology: without a solid data foundation, AI cannot deliver meaningful value."

Stefan Koch, AI Consultant, Nitako GmbH

# Data Product Owners Bridge AI Development and Business Needs

469 Jobs Posted (July 2024 – June 2026) / Median Job Posting Duration: 23 Days

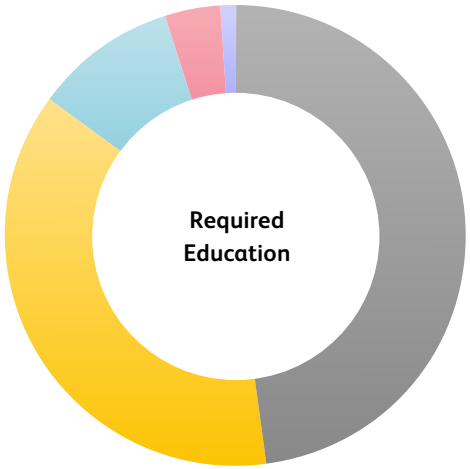
**Data Product Owners define product strategy and coordinate cross-functional teams to deliver AI-enabled products that create business value[1]. They balance customer needs, business objectives and technical feasibility while managing the product lifecycle from concept to deployment. As organizations increasingly integrate AI into products, demand is growing for Data Product Owners.**

Organizations are expanding AI product leadership. Hiring increased across leading employers and key industries, particularly Insurance and Finance and Information Technology. As AI enters products and processes, organizations are hiring Data Product Owners to manage AI product portfolios.

Technical expertise is becoming central to the role. While traditional product management and business analysis skills remain essential, AI expertise is growing fastest in demand. Employers expect Data Product Owners to have a practical understanding of AI technologies alongside business expertise.

Experience and leadership are central. Senior roles dominate and experienced significant growth in 2026. Meanwhile formal education requirements are not specified in almost half of the postings. Employers are seeking experienced professionals with strong collaboration, stakeholder management and communication skills to align business and technical teams.

- 66% Senior (5+ years)
- 27% Mid Level (1-5 years)
- 3% Junior (0-1 years)
- 4% Intern
- 0% Not specified




- 0% PhD
- 10% Master
- 37% Bachelor
- 4% Higher Education
- 1% Vocational
- 48% Not Specified

—
1 This role also includes related job roles such as Project Managers and Scrum Masters involved in delivering data and AI products.

**Top 5 Employers**

F. Hoffmann-La Roche AG

Johnson & Johnson AG

Novartis AG

Swiss Re AG

KPMG AG

**Top 5 Hard Skills**

Project Management

Business Analysis

Product Management

Requirements Engineering

Agile Methods

**Top 5 Programming Languages**

SQL

Python

R

TypeScript

Java

**Top 5 Tools**

Azure

APIs

Power BI

SAP

Jira

**Top 5 Soft Skills**

Collaboration

Stakeholder Management

Communication

Analytical Thinking

Language Proficiency

Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

„Great AI products combine valuable data, user needs and successful execution. That is the role of a Data Product Owner.“

Eliane Herber, Agile Coach, Self-employed

# Data Architects Become Even More Senior

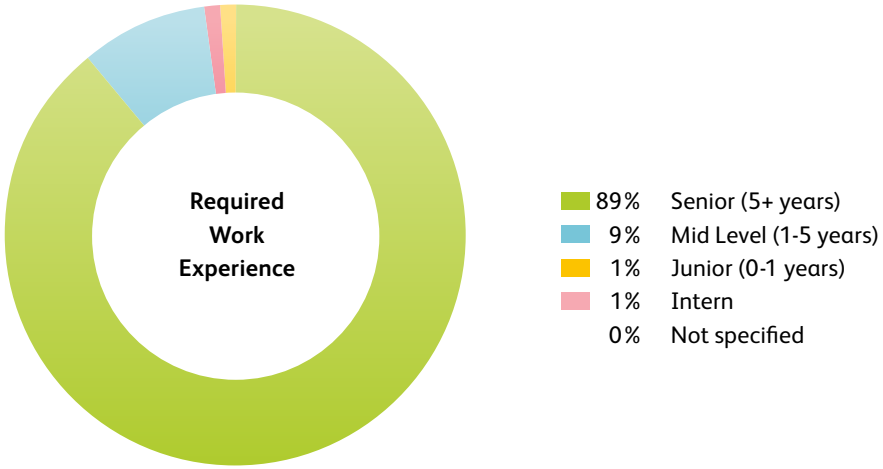
287 Jobs Posted (July 2024 – June 2026) / Median Job Posting Duration: 47 Days

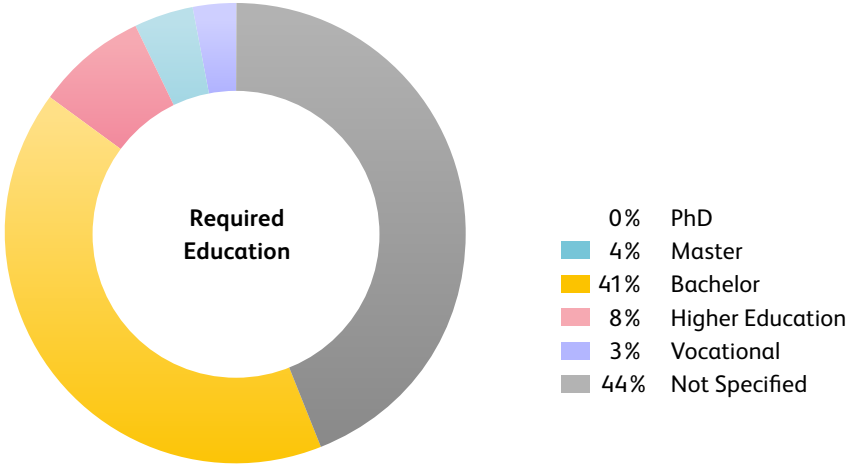
**Data Architects design the structures, standards and platforms that enable organizations to use data reliably at scale. Data Architect is an overwhelmingly senior role focused on integrating modern cloud platforms with governance, interoperability and long-term control of enterprise data. It takes significantly longer to fill a vacant position compared to other roles, indicating that suitable candidates are difficult to find.**

Cloud-native architecture is becoming the standard. Several cloud platforms dominate as the most requested tools and have shown significant growth in the last year. This indicates growing investment in scalable cloud-based data platforms that can integrate AI capabilities with enterprise systems.

Data governance is becoming a core architectural responsibility and data privacy recorded strong growth in 2026. Organizations increasingly expect Data Architects to build secure, compliant and AI-ready data foundations.

Experience is the defining hiring requirement. Demand is rising, led by the technology sector. However, almost 90% of vacancies target senior professionals. In combination with the top desired soft skills, it is apparent that employers seek experienced architects who can take strategic and cross-functional responsibility. This is also supported by the comparatively long time Data Architect positions are online.



**Top 5 Employers**

Deloitte AG

Bundesamt für Strassen

Callista Group AG

AXA Versicherungen AG

International Air Transport Association

**Top 5 Hard Skills**

Data Modeling

Data Integration

Solution Architecture

Data Management

Cloud Computing

**Top 5 Programming Languages**

SQL

Python

Java

.NET

C#

**Top 5 Tools**

Azure

APIs

Databricks

AWS

Google Cloud

**Top 5 Soft Skills**

Communication

Collaboration

Stakeholder Management

Language Proficiency

Leadership

Jobs July 2024 - June 2025 Jobs July 2025 - June 2026

"What we need are people who understand the bigger picture, question things critically and take responsibility, not just people who can produce code."

Adrian Bachofen, Chairman, bbv Software Services AG

# Signals Beneath the Headline Trends

**Broad trends and role categories reveal the bigger picture. But what signals lie beneath the headlines? This section examines emerging roles and skills that have recently gained momentum and may shape the future of the AI job market.**

## Applied AI Roles are Gaining Ground

**AI Engineer** has emerged as a rapidly growing role. We observed 214 postings, 74% of which appeared in the reporting year 2026. AI Engineers typically build applications and systems using existing foundation models and integrate them into production environments. Almost all were classified as ML Engineers in this report, although their work tends to focus more specifically on applied AI development.

**Forward-Deployed AI Engineer** (FDAE) may be another emerging role in next year's report. We identified 16 postings, 15 of which were first observed after January 2026. FDAEs work directly with customers or business units to understand specific problems, rapidly develop AI solutions and integrate them into existing systems. These positions were also classified primarily as ML Engineers.

Terms that become increasingly popular in job titles are **AI transformation** (36 postings, 97% in 2026), **Agentic AI** (40, 90%) and **MLOps** (15, 73%). These profiles are captured within broader roles such as AI Consultant, ML Engineer and Data Engineer, making their growth less visible.

Employers seek professionals who can turn AI into business value. Software engineering, integration and customer-facing skills increasingly complement ML expertise.

## New Skills Connect Digital and Physical AI

**Robotics** remains specialized but is growing. It was mentioned in 154 postings, with demand increasing by 70% in reporting year 2026. The related terms **Physical AI** and **Embodied AI** also began appearing more frequently. Demand is concentrated among ML Engineers and Research Scientists and is strongest in the Engineering and Information Technology industries.

Other skills gaining momentum in 2026 include **AI-assisted software development** (161 postings, 86% in 2026), **low-code/no-code development** (158, 70%), **reinforcement learning** (120, 69%) and **explainability** (182, 68%).

AI is expanding into both directions, accessible development tools and complex physical systems.

# III.
# AI Job Race

**What is it like for junior AI professionals to search for a job in Switzerland's increasingly competitive AI market?**

**With some vacancies receiving more than 200 applications within days, how can employers identify the candidates who are the best fit?**

**To find out, we spoke with job seekers across the Swiss AI ecosystem and with the hiring managers who read their applications. Here's what we learned.**

# Landing an AI Job in Switzerland

## What You're Up Against

„I never had a problem getting a job. People used to come to me. Last year I got nothing but rejections for a long time." — Experienced Data Scientist

**Be patient:** Recent graduates told us about job searches lasting months and requiring dozens of applications before an offer arrived. Experienced candidates describe a different market, with far more interview invitations. For juniors, generic rejections and unanswered applications are common. It helps to remember that they are part of the job search, not a judgment of your potential.

**Experience is the first hurdle:** Postings routinely ask for two to three years of experience, even for roles that are clearly entry-level. „Not enough experience" is a common reason for rejection.

**Do not wait for the perfect fit:** Job postings are wish lists. If a role genuinely matches your profile, do not rule yourself out because you are missing one or two criteria. This is particularly true in a fast-moving field where skills and technologies evolve rapidly. A strong overall fit matters more than ticking every box.

**You compete with the world:** At large companies, applicants are no longer competing only with local graduates. The competition is international, with a growing pool of graduates drawn to a field that remains in high demand. According to Stanford's global AI Index, Switzerland is one of the few countries with a net inflow of AI talent[1].

**Be fast:** 50% of all AI vacancies are gone within a month and 25% within two weeks. Data Scientist postings close after a median of just 18 days. Set up alerts and apply early.

## What Gives you an Edge

„Five of my eight interviews came through personal connections. The job I got was never even advertised." — Recent graduate, now a Data Scientist

**Use your network**: Most interviews for juniors came through personal introductions rather than applications. Some of the jobs they accepted were never advertised at all. When hundreds of people apply for a single position, initial screening is fast and shallow.

**Put experience first on your CV:** Graduates who moved work experience above education received noticeably more interview invitations. Recruiters who see „straight out of university" may stop reading before reaching relevant practical experience.

**Build things of your own:** Personal projects, however small, drew some of the strongest reactions in interviews. Hiring managers confirm that they value the curiosity and intrinsic motivation these projects demonstrate. Or, as Andrew Ng puts it: „Keep building!".

**Substance is rarer than you think:** Much of your competition is surface. Standardized buzzwords appear on almost every CV and many applicants are software profiles with a prompting course on top. Employers filter these out before the first interview. If you genuinely understand data and models, the field is thinner than the applicant counts suggest.

**Do not take rejection as a verdict:** The hardest part of the search was not submitting applications but maintaining a realistic sense of your own value. One summed it up: „I had to keep telling myself: you are good; it is a question of exposure." He was right. He found the job he was looking for.

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1 The 2026 AI Index Report – University of Stanford HAI

# What Hiring Managers Actually Look For

## Get the interview

„Anything that moves the needle a tiny bit, within a thousand candidates, can make you win a lot of seats.“ — Hiring manager at a large Swiss Insurance and Finance company

**The CV decides:** With hundreds of applications per role, reviewers make a fast yes-or-no decision based largely on the CV. GenAI has a tendency to make applications look and sound alike. Applications that retain a personal voice are more likely to stand out.

**Keep it to one page:** Employers favor CVs that are clean, lean and to the point, rather than comprehensive lists of tools and technologies. With standardized buzzwords appearing on almost every CV, clarity and relevant details make the difference.

**Effort shows:** Complete applications, including a motivation letter, signal genuine interest. Employers also notice when candidates apply through the company website rather than relying on one-click applications.

**No experience yet?** Personal projects, certifications on leading platforms and internships can help compensate for limited work experience. Hiring managers repeatedly named these three as credible alternatives. But make the project count: modeling a textbook dataset impresses nobody. What convinces employers is the real problem you ran into along the way and how you solved it.

**Silence is not always a no:** Some employers keep strong candidates on hold while an offer is out to someone else and do not tell them. A quick rejection usually comes fast. No answer can mean you are still in the race.

## Get the job

„Basic tech skills qualify you for the job. The difference is made by soft skills and experience.“ — Team lead at a Swiss Information Technology company

**Expect concepts more than coding tests:** Live coding tasks have become the exception. More often, candidates are given a real problem from the team‘s daily work and asked to think it through aloud. Architecture questions are common: Where are the bottlenecks? How would this be built? Candidates confirm this shift: questions about concepts such as explainable AI often matter more than knowledge of a particular framework.

**Be ready to show depth:** Anyone can generate a working prototype now and hiring managers know it. Interviewers probe how deeply you understand what you built and which decisions were yours. Some admit the real test comes later, in code reviews and daily work. Depth cannot be faked in conversation.

**The fundamentals have widened:** Statistics alone is no longer enough. Engineering practice and hands-on AI experience are now part of the fundamentals and a purely academic profile without practical experience can be a disadvantage. Experience with GenAI is increasingly expected rather than exceptional. Where AI runs core business processes, however, employers still want people who understand the data underneath.

**In the end, it is human:** When the final candidates are all technically strong, employers choose based on motivation, curiosity and the ability to work well with others. As one hiring manager put it: the best technician is of little use if they cannot work with the customer.

**Question the machine:** Hiring managers repeatedly point to the same risk: AI makes it easy to produce results without understanding them. People who can critically assess, challenge and improve what AI produces are precisely the people employers expect to be in short supply in the near future.

# IV. The Applied AI Center

**We are the national competence center for applied artificial intelligence with a focus on Central Switzerland.**

**What makes the Applied AI Center unique is our laser focus on creating practical value with AI. Our students and researchers work closely with (and are often embedded in) local organizations. From SMEs to large multinationals, across all industries and the public sector, our mission is to strengthen Switzerland's competitiveness at home and internationally through leadership in applied AI.**

# Navigating the AI Labor Market with Evidence

**Thomas Bergen**
Advisory Board Applied AI Center
Co-Founder / CEO getAbstract

Artificial intelligence is reshaping the labor market faster than most organizations can update their assumptions. That is why reports like this matter: they replace intuition and headlines with evidence about how AI is changing jobs, skills and careers.

At the Applied AI Center at HSLU, our mission is to bridge cutting-edge AI research with practical impact for industry, education and society. Understanding how AI transforms the labor market is therefore not a side project. It is fundamental to our work. We help organizations adopt AI responsibly, support educators in preparing the next generation of AI professionals and enable students to develop the skills that employers truly need. This evidence-based approach closely aligns with the philosophy of getAbstract, whose long-standing mission is to curate trusted knowledge that helps people make better decisions under time pressure.

The Swiss AI Jobs Report is one expression of this shared commitment. By combining quantitative analysis of thousands of AI job postings with qualitative insights from industry experts, it provides an evidence-based view of Switzerland's rapidly evolving AI landscape. Students can make informed career decisions, educators can align curricula with emerging demands, businesses can invest in the right capabilities, and policymakers can shape effective frameworks for an AI-enabled economy.

In a field where assumptions quickly become outdated, reliable evidence is essential. We hope this report contributes to a shared understanding of how AI is transforming work and how Switzerland can prepare for that future.

# AI Education at HSLU

## Bachelor in AI and Machine Learning

HSLU offers a Bachelor of Science (BSc) in Artificial Intelligence and Machine Learning, the first of its kind at a Swiss University of Applied Sciences. This interdisciplinary program combines computer science with practical AI applications. It covers data science, natural language processing, computer vision and robotics, alongside AI ethics and business skills. Graduates are prepared for roles like Data Scientist and ML Engineer. Both full-time and part-time options are available.

**Preconditions**
- Technical vocational baccalaureate or equivalent qualifications.
- Preparatory courses for those with non-technical backgrounds.

Learn more

## MSc Engineering - Data Science

HSLU's Master of Science in Engineering with a Data Science profile focuses on developing AI systems and advanced data analysis. It is a 90 ECTS program combining theory with hands-on research, including projects and a master's thesis. Students receive personalized guidance and engage in research labs such as the Applied AI Research Lab. The program is available both full-time and part-time, allowing students to combine studies with work.

**Preconditions**
- A relevant bachelor's degree.
- Excellent academic performance in relevant undergraduate modules.
- The consent of an advisor to supervise the student.

Learn more

## MSc in Applied Data Science and AI

The Master of Science in Applied Data Science and AI at HSLU prepares graduates to unlock the value of data and artificial intelligence in business and society. The interdisciplinary program combines data science, AI, management and entrepreneurship with a strong emphasis on real-world applications. Students learn to analyze large-scale data, develop AI-powered solutions, communicate insights effectively and responsibly integrate data-driven products into organizations.

**Preconditions**
- A relevant bachelor's degree.
- Excellent academic performance in relevant undergraduate modules.

Learn more

## Continuing Education in Applied Data Intelligence

Applied Data Intelligence is HSLU's continuing education portfolio for professionals who want to build practical skills in Data Engineering, Data Science and Artificial Intelligence. The modular program combines technical expertise with real-world applications, enabling participants to design, deploy and manage data-driven and AI solutions in industry.

**Preconditions**
- Relevant professional experience.
- Familiarity with programming, particularly Python.

Learn more

# Meet Nils Schell, AI Engineer at Zürcher Kantonalbank

**Nils Schell**
BSc AI/ML, HSLU

**What do you do today?**
I work as an AI Engineer at Zürcher Kantonalbank (ZKB). I was interested in several roles when starting my career, including Data Scientist and ML Engineer. What attracted me most were positions that combine data, machine learning and software engineering.

**What helped you most when starting your career?**
Practical experience made a big difference. My previous work as a software developer helped, but employers were also very interested in projects I had initiated myself. Showing that you can take an idea, work with real stakeholders and turn it into a solution demonstrates much more than technical knowledge alone.

**What surprised you about the application process?**
Technical interviews were often less about coding than I expected. Employers wanted to see how I approach a problem, develop a solution and evaluate whether it works. Being able to explain your thinking and discuss different approaches was often more important than knowing a specific framework.

**What were you looking for in an employer?**
For my first position, I wanted to join an established team where I could learn from experienced colleagues. You can often tell from a job description how mature a company already is in AI. Having the opportunity to learn and develop within an experienced team was important to me.

**How well did your AI/ML studies at HSLU prepare you for your current job?**
The AI/ML bachelor's program prepared me well by providing a broad foundation in AI and strengthening my analytical problem-solving skills. The hands-on use of current tools and production processes is naturally something that develops further on the job, as technologies and industry practices evolve rapidly.

**What advice would you give future AI graduates?**
Think beyond coding. AI work is increasingly about understanding problems, gathering requirements and bringing solutions into production. Strong foundations in cloud, DevOps and MLOps are valuable, but so are communication, conceptual thinking and initiative. Showing that you can tackle a real problem end-to-end can really make you stand out.

"AI professionals increasingly work on the solution side, shaping concepts, defining requirements and taking end-to-end responsibility, almost like a Data Architect."

# Advisory Board

**The Applied AI Center's Advisory Board encompasses leading figures from business, technology, research and education.**

**Priska Burkard**
Co-Founder &
Managing Director,
TechFace

**Thomas Bergen**
Co-Founder / CEO,
getAbstract

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**Marcel Aregger**
VP Information Technology,
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# V.
# Study Design

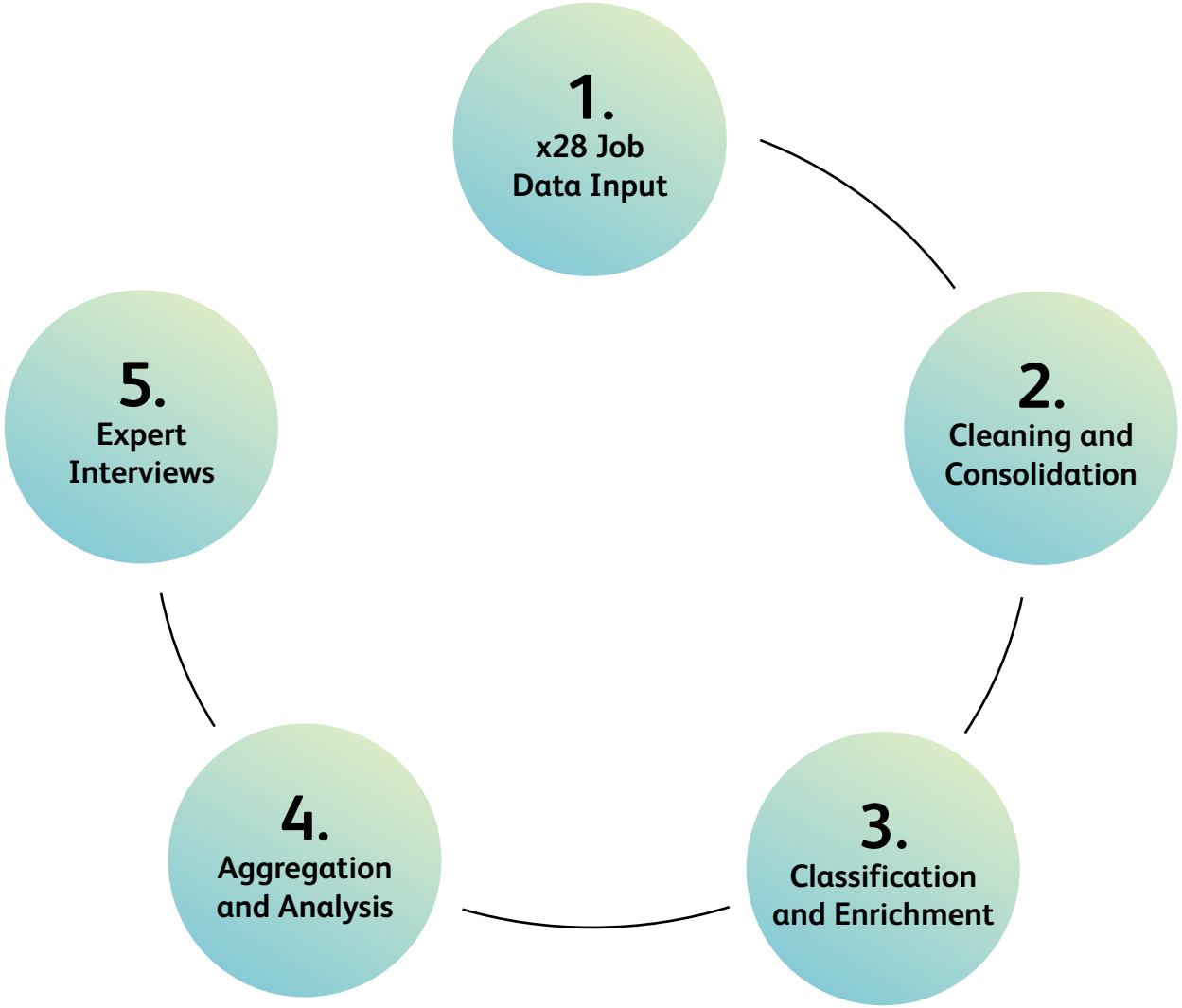
# Evidence from Data and Experts

Our study combines a quantitative analysis of Swiss AI-related job advertisements with qualitative insights from industry professionals. The data provided by our project partner, x28 AG, cover postings published between July 1, 2024 and June 30, 2026. After restricting the dataset to advertisements relevant to the AI job market, the analysis includes 8,439 postings across the reporting years. Throughout the report, reporting years 2025 and 2026 refer to the periods July 1, 2024 - June 30, 2025 and July 1, 2025 - June 30, 2026 respectively.

The x28 data were converted into a consistent structure, cleaned and consolidated. Job titles and advertisement texts were enriched using language-model-assisted classification and extraction. The models were evaluated and selected using manual annotations of approximately 300 job descriptions. The resulting data include standardized job roles, seniority and education levels, industries, programming languages, tools and frameworks, technical skills and soft skills.

The structured dataset was aggregated to identify developments across reporting years, industries, occupations, employers, company sizes, and Swiss cantons. To contextualize these quantitative trends, we interviewed people from the industry with diverse professional roles and backgrounds. Their experiences also informed our description of a typical recruitment and application process from both the applicant's and the employer's perspective.

Each job advertisement is treated as a distinct observation. Because an advertisement can mention several skills, tools, locations, or requirements, totals for these attributes can exceed the number of advertisements.



# Authors

## Leading Authors

**Dr. Curdin Derungs**
Led the project, developed the report concept and authored the report.
Linkedin

**Orlaith Quinn**
Prepared and analysed the data and authored the report.
Linkedin

**Reto Barmettler**
Developed the data processing pipeline and supported the quantitative analysis.
Linkedin

**Dr. Marc Bravin**
Conducted expert interviews and translated their insights into the report.
Linkedin

## Academic Oversight

**Prof. Dr. Donnacha Daly**
Shaped the strategic direction and overall concept of the report and coauthored the report.
Linkedin

**Prof. Dr. Sita Mazumder**
Supported the project through strategic advice.
Linkedin

# Partners

## Data Partner

x28 AG provided us with the enriched data used in this project. They specialize in the long-term collection of Swiss labor market data and have developed a globally leading skills ontology.

https://www.x28.ch/

## Industry Network

The Edu-I Lab provided us access to their industry network.

https://blog.hslu.ch/eduinformatiklab/

## Communication Partner

Varese Corridor supported us in sharpening the report's strategic focus, identifying core questions relevant to our stakeholders and developing an editorial framework. They also developed infographics and illustrations and were responsible for the overall layout.

https://www.varese-corridor.ch/

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