

The State of LatAm Hiring 2026 Report

How US companies are
scaling with remote
LatAm talent

Table of Contents

●	Intro and Top Takeaways	3-5
●	What Roles Are Companies Hiring For?	6-8
●	Who's Hiring in LatAm?	9
●	Where Are Companies Hiring LatAm Talent?	10-12
●	How Much Are Companies Saving on LatAm Talent?	13-14
●	What Are Companies Achieving with LatAm Hiring?	15-17
●	What This Means for Your Company	18
●	Methodology and Resources	19-20

What *winning companies* do to scale their finance, sales, marketing, and other departments with skilled professionals

If you're evaluating hiring in Latin America, you need real data.

This report analyzes over 2,000 placements made by US companies over the last year across 411 distinct roles. It answers the questions every hiring manager asks: What roles can I actually fill in LatAm? What does it cost? How long does it take? And what level of talent can I expect?

Here's what you'll find:

THE ROLES

Everything from SDRs and accountants to software engineers and COOs. Finance, marketing, sales, and engineering dominate, but placements span every department.

THE SENIORITY

84% of placements were mid-level or senior positions. One-third were senior-level roles, including VP and C-suite executives.

THE SAVINGS

US companies saved an average of \$35,000-\$64,000 per hire compared to US salaries, while accessing talent they couldn't find or afford domestically.

THE GROWTH

Demand for software engineers saw 250% year-over-year growth, with 98% of engineering placements going to experienced professionals.

Nearshore hiring isn't about compromising on quality to cut costs. It's about accessing world-class talent that makes growth possible. It's about getting past budget constraints and building the teams you need to scale and compete.

Whether you're hiring your first nearshore team member or scaling an existing remote team, this report shows you what companies working with Near are doing and what results they're getting.

Nearshore hiring means hiring remote workers from nearby countries as opposed to more distant countries like India or the Philippines. The key advantage is aligned time zones that enable real-time collaboration. For US companies, it's a way to access top-tier talent and build high-performing teams that would otherwise be unaffordable.

Top *takeaways*



\$35k - \$64k

average annual savings
per role

84%

of LatAm placements
were mid-level or
senior positions

#1

Colombia became the
number one hiring
destination

250%

Year-over-year growth
for software engineers

BDR/SDR

remains the most-filled
role for the second
year running

- On average, US companies save \$35,000 to \$64,000 annually (per hire) by hiring in Latin America compared to in the US.

Cost savings vary by role and seniority, but the impact is substantial. Hiring an executive assistant saves companies \$35,000–\$59,000 (79–84% savings), while hiring an accountant saves \$32,000–\$44,000 (55–64% savings). These aren't marginal gains—they're budget transformations that allow companies to hire multiple experienced professionals for the cost of one US hire.

- 84% of LatAm placements in 2025 were mid-level or senior positions.

A third of hires were senior-level professionals, including COOs, VPs, Financial Directors, and other executive roles. US companies aren't hiring junior talent to save money. They're accessing experienced professionals they couldn't afford or find domestically.

- Colombia became the #1 hiring destination, surpassing Argentina for the first time.

Colombia jumped from #3 to #1 in total placements (23% of all hires), driven by strong talent in sales, accounting, and marketing roles. Argentina remained the go-to for finance and accounting positions, while Brazil dominated marketing and IT & engineering hires. The diversification shows a maturing market with specialized talent pools across countries.

- Demand for LatAm software engineers saw 250% year-over-year growth, jumping 12 ranking spots.

Engineering roles exploded in 2025, with 98% of placements going to experienced professionals. Companies are filling critical tech roles with senior talent at 36–56% cost savings.

- BDR/SDR remains the most-filled role for the second year running.

With the top placements in 2025, BDRs and SDRs continue to lead all roles. Companies are building entire sales teams in LatAm, with typical savings of 58–64% and placement times averaging 28 days. Close behind: accountants, customer support representatives, and executive assistants.

What Roles Are Companies Hiring For?

The answer: nearly everything. In 2025, placements spanned 411 role types, from SDRs and accountants to software engineers and even C-suite positions like COO. The diversity of these roles shows that if the work can be done remotely, LatAm has the talent to fill it.

MOST POPULAR ROLES	TOP COUNTRY TO SOURCE TALENT	MIN. DAYS TO HIRE	COST SAVINGS (\$)*	COST SAVINGS (%)
BDR/SDR	Colombia	4	\$20,000 – \$48,000	42% – 64%
Accountant	Colombia	1	\$33,000 – \$66,000	35% – 69%
CS Rep	Jamaica	1	\$14,000 – \$28,000	37% – 67%
Executive Assistant	Colombia	4	\$20,000 – \$75,000	60% – 81%
Financial Analyst	Colombia	6	\$53,000 – \$115,000	52% – 79%
Software Engineer	Brazil	21	\$23,000 – \$85,000	28% – 59%
Bookkeeper	Argentina	1	\$27,000 – \$66,400	55% – 69%
Marketing Specialist	Mexico	8	\$39,000 – \$96,000	52% – 73%
Legal Assistant	Argentina	2	\$46,600 – \$105,000	62% – 77%
Admin. Assistant	Colombia	2	\$21,000 – \$44,000	40% – 71%

*Nearshore vs. US hires. Savings are in USD. Ranges depend on the level of seniority.

Year-Over-Year Insight

While BDR/SDR and accountant held steady in the first two positions, software engineer made the year's biggest leap —jumping 12 spots from 18th to 6th place.

This contrast tells the story: certain roles remain consistently essential, while others are rapidly emerging as companies expand what they hire for in LatAm. Learn more about the [surge in LatAm developer hiring](#).

The most unexpected role we filled in 2025?

A Sleep Scoring Technician.

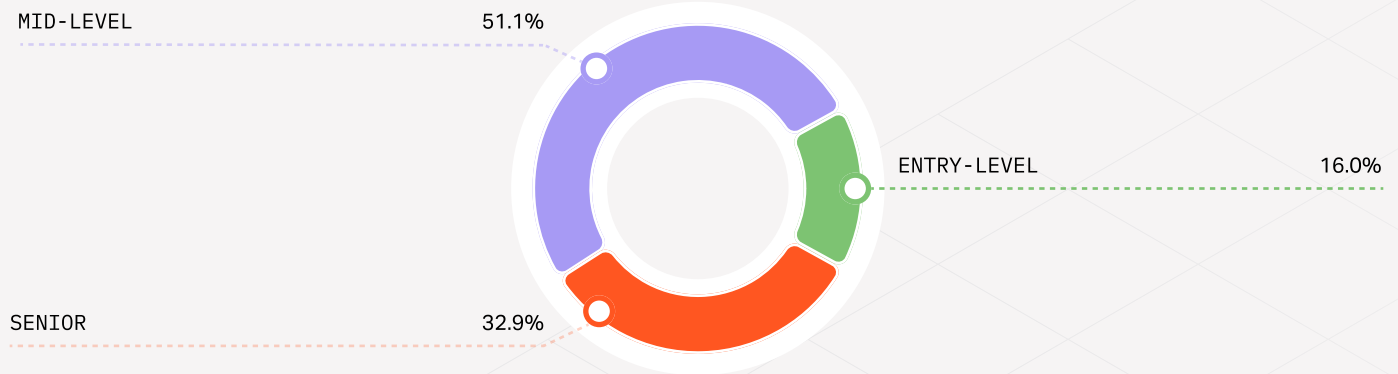
We also placed a travel concierge, a photobook editor, a podcast editor, and a freight dispatcher.

If it can be done remotely, LatAm has the talent.

Seniority level distribution

One common misconception about LatAm hiring is that it's primarily for entry-level positions. Our data tells a different story: 84% of placements were mid-level or senior roles.

Companies are turning to LatAm to access experienced talent who can deliver immediate value and take on significant responsibility.



The 33% of placements at the senior level weren't just experienced individual contributors—they included executive and director-level positions that shape company strategy and operations.

Some of the strategic positions we filled included:

- VP OF FINANCE
- COO
- HEAD OF CREATIVE STRATEGY & PERFORMANCE
- DIRECTOR OF SUPPLY CHAIN
- VP OF TECHNOLOGY
- SEO/SEM DIRECTOR

What this means: Companies are trusting LatAm talent with C-suite and VP-level responsibilities—roles that directly impact business outcomes, lead teams, and drive strategic initiatives.

This reflects a mature hiring market where LatAm talent competes for the highest levels of organizational leadership.



Engineering: Experience is everything

51%

senior-level

47%

mid-level

98%

of
engineering

The seniority trend is even more pronounced in engineering roles: 98% of engineering placements were experienced professionals, split almost evenly between mid-level (47%) and senior-level (51%). Companies aren't looking for junior developers to train. They need engineers who can ship code from day one.

Popular programming languages & frameworks

React dominated front-end requirements, while Python was the most-requested programming language—appearing in back-end roles (often with Django framework), data engineering positions, and AI/ML work.

Companies also sought expertise in PHP, JavaScript, Ruby, and Go, reflecting the diversity of tech stacks across organizations.

LANGUAGES

Python

C

PHP

C++

Ruby

SQL

Golang

JavaScript

Rust

Go

Java

FRAMEWORKS

React

Vue.js/Vue

Django

Ruby on Rails

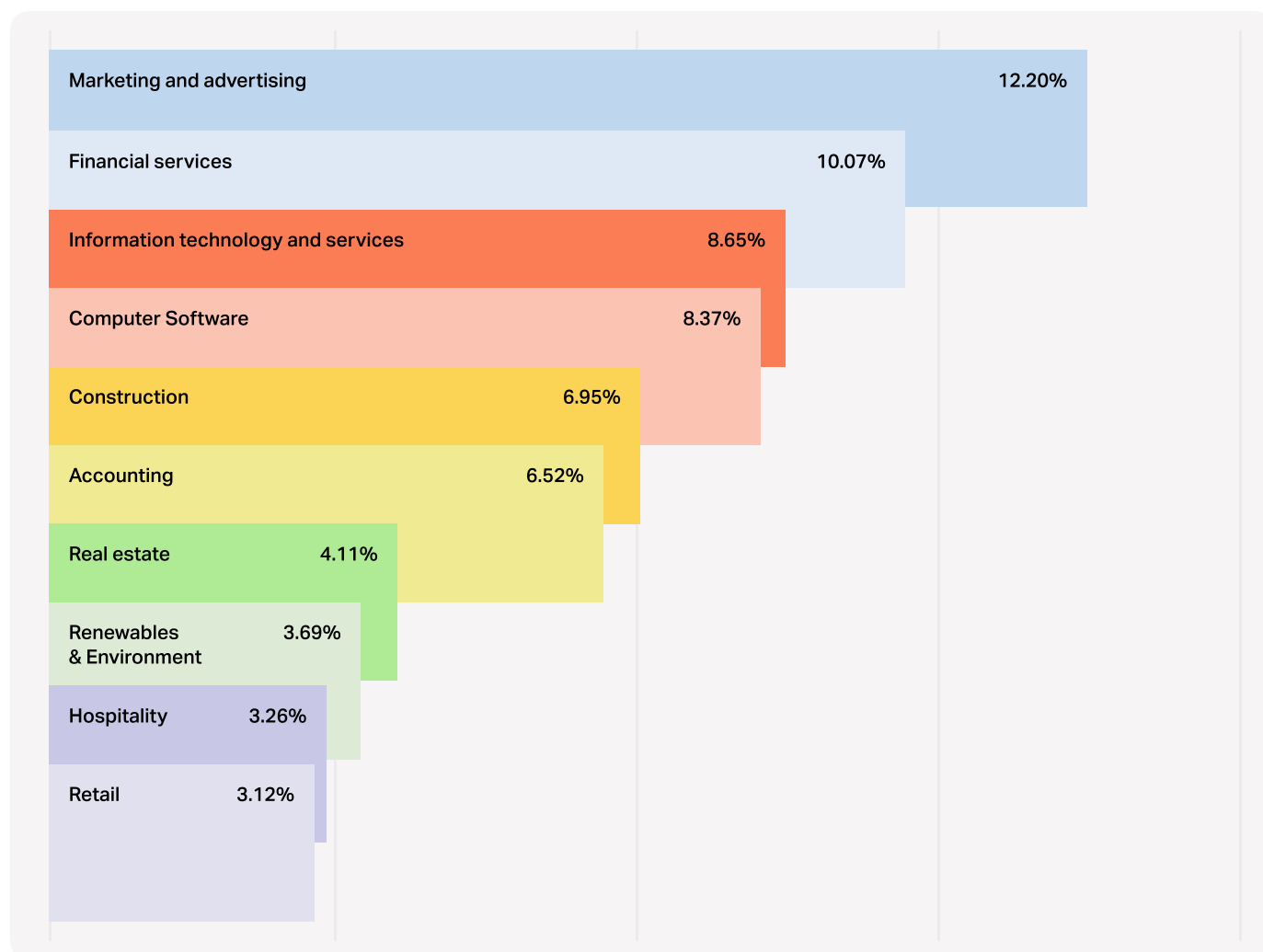
.NET

Who's Hiring in LatAm?

LatAm hiring spans all industries and company sizes, whether it's a marketing agency, tech startup, financial services firm, or real estate agent.

Beyond the top 10 industries listed below, we're seeing growth in unexpected sectors. Legal services, for instance, emerged as a fast-growing area. The bottom line: if the work can be done remotely, LatAm has the talent to fill it.

Top 10 industries that hired the most nearshore talent (in order):

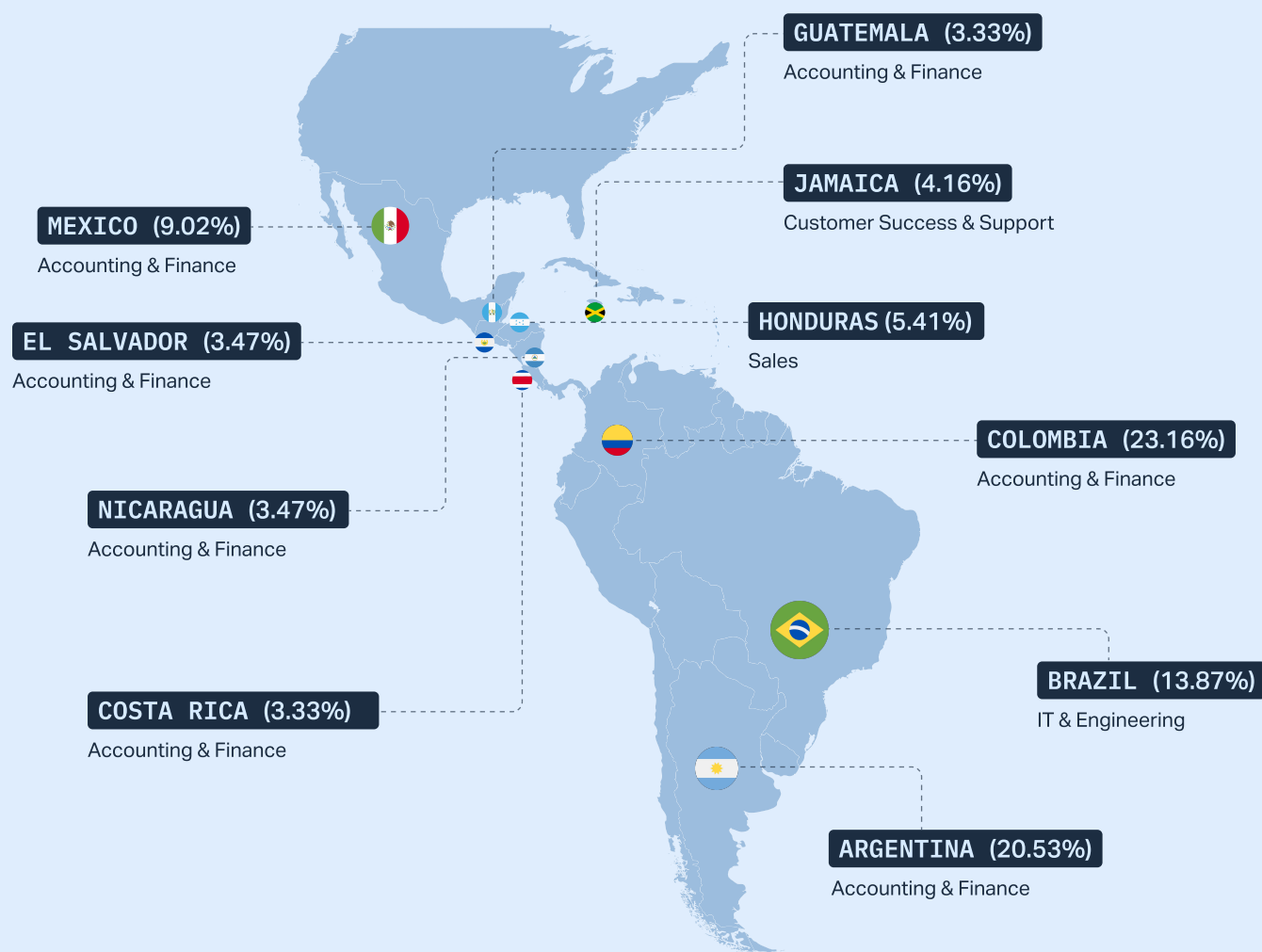


Across these industries, we see companies of every size—from 15-person startups to 1,500+ employee enterprises—hiring in LatAm. The model works whether you're scaling fast or optimizing established operations.

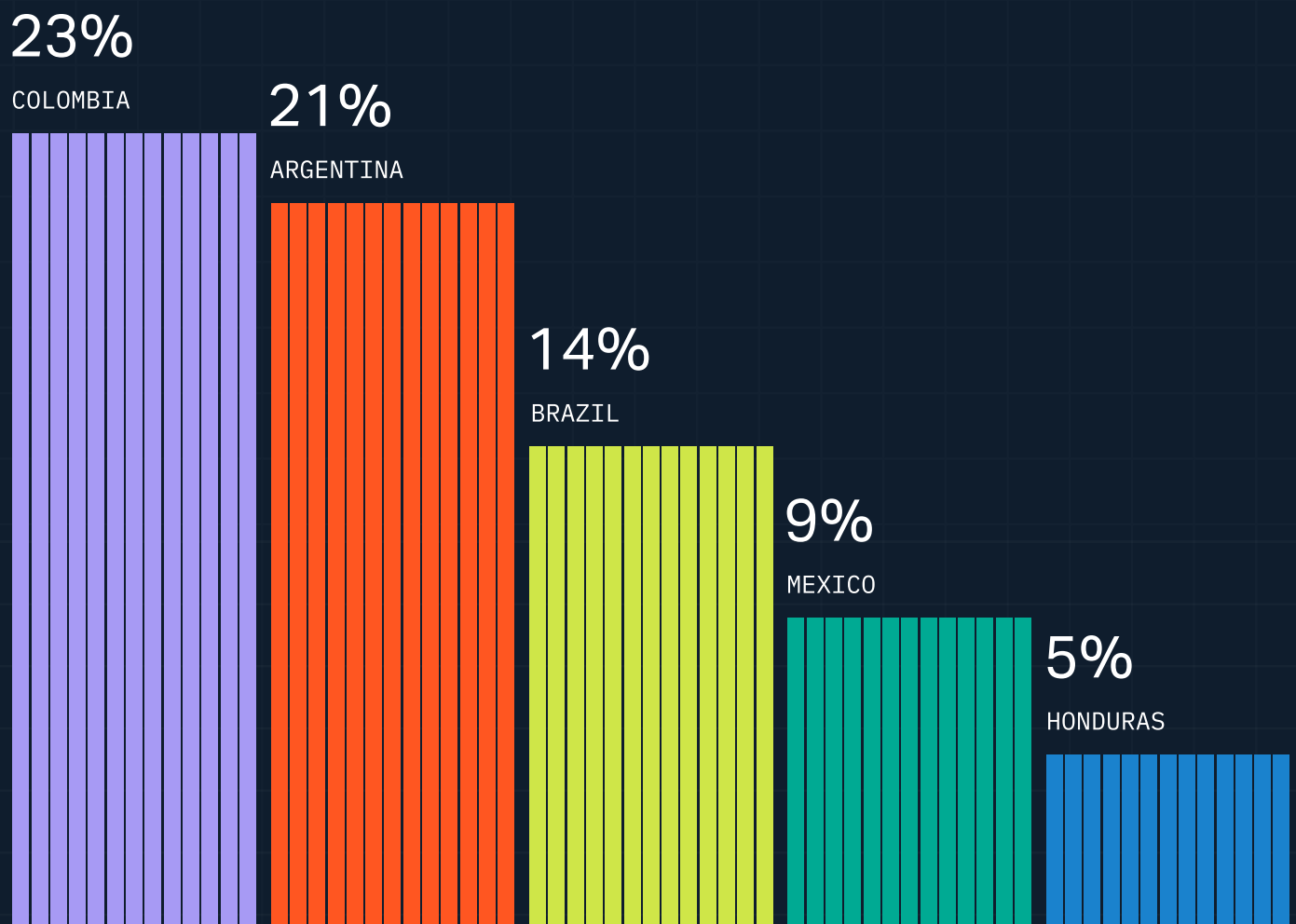
Where Are Companies Hiring LatAm Talent?

In 2025, we placed candidates across 20 countries throughout Central America, South America, and the Caribbean.

Countries with the most candidates hired, including the most common department:



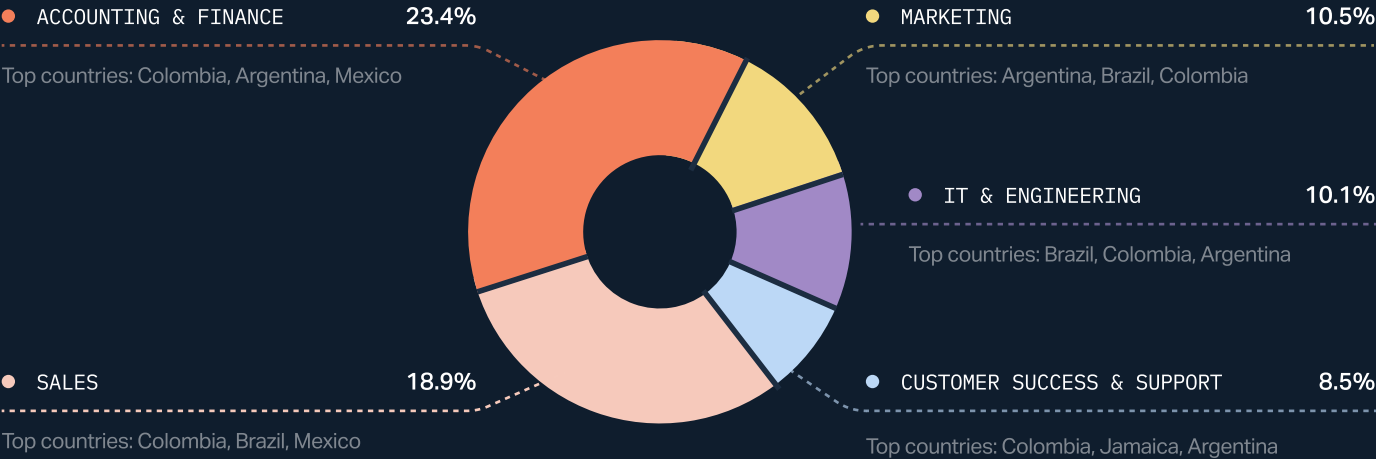
Top 5 countries with the most candidates hired by %



Colombia has emerged as the leading source country for nearshore talent, claiming 23% of all placements in 2025—nearly double its 2024 share and surpassing Argentina for the first time. This shift reflects growing recognition of Colombia’s strong talent pipeline, particularly in accounting, finance, and sales roles, combined with competitive salary structures and cultural alignment with US companies.

Argentina, while dropping from first to second place, remains a cornerstone of LatAm hiring at 21% of placements. The top three countries—Colombia, Argentina, and Brazil—collectively represent 58% of all nearshore hiring, demonstrating where established talent ecosystems and proven track records concentrate demand. Honduras has also entered the top five this year, signaling companies' expanding geographic reach across the region.

Departments that hired the most LatAm candidates, including the most common country



Where remote talent gets hired the fastest

Near has placed talent from these countries in US-based roles within one week (in order of most roles placed):



How Much Are Companies Saving on LatAm Talent?

Companies consistently save 30–70% on salaries compared to US equivalents across all roles and departments. The median savings per role is approximately \$50,000, with most companies seeing savings between \$35,000 and \$64,000, depending on the position.

But savings alone don't tell the full story. These economics let companies hire senior and mid-level professionals—84% of 2025 placements, as we mentioned earlier—at what would be junior or mid-level budgets in the US. They're getting more experience from their investment.

Example of average salaries: LatAm vs US

ROLE	LATAM AVERAGE SALARY	US AVERAGE SALARY	SAVINGS BY HIRING NEARSHORE
Accountant	\$37,800	\$84,000	55%
Bookkeeper	\$28,800	\$66,500	57%
SEO Specialist	\$33,000	\$74,500	56%
Executive Assistant	\$22,200	\$81,000	72%
Full-Stack Engineer	\$69,000	\$126,000	45%
SDR	\$27,000	\$61,000	56%

Salaries are in USD. Compensation depends on the level of seniority.

These are just a few examples of the savings companies are making. Use our [US vs. LatAm Salary Guide](#) to further explore how much you can save with nearshore hiring.

But compensation is more than base salary. Here's what companies typically offer to remain competitive and support retention:

Most common benefits provided to nearshore hires

- Healthcare coverage/stipend
- Flexible/unlimited PTO
- Equipment provision
- Profit sharing
- Professional development stipend
- Performance-based bonuses
- Home office allowance
- Commission-based bonuses
- Co-working space access
- Travel expenses

Smart companies treat LatAm hires the same way they would any employee: they offer competitive benefits that support performance and retention. The difference? Even after investing in benefits, companies still save tens of thousands per hire compared to US equivalents.

When LatAm team members have the same resources and support as their US counterparts, they deliver the same results.

And while US companies save money, LatAm hires earn higher salaries—while building more skills and accessing more growth opportunities—than they would with local companies. This leads to 66% longer retention rates than US hires.

What Companies Are Achieving with LatAm Hiring

The numbers tell one story. But the real impact shows up in what companies accomplish when they hire nearshore talent.

Here's what happens when companies get access to world-class talent:

They unlock growth that wasn't possible before

Budget constraints disappear. Suddenly, companies can build the teams they need to compete.

AVANTSTAY

Started with a single test hire. Within months, they scaled to 10 SDRs. Now they're at 18 and targeting 20. Those first 10 SDRs added \$20 million in ARR—so the ROI was undeniable.

They scale teams fast — and then keep scaling

Companies often don't just fill one role. They build entire departments.



Built a 20-person finance and accounting team across Latin America, including three managerial positions (CFO, Director of Accounting, Treasury Manager). The result: \$1.2M in annual savings and a 33% faster month-end close.

They improve operational efficiency

Companies save money, of course. But they also get better results.



Filled critical roles in HR, accounting, and customer service—reducing average time-to-hire to 19 days and saving \$587,000 annually. Most hires have stayed over a year, and the HR team finally has bandwidth to focus on strategic priorities.

They access talent they can't find in the US

The competitive advantage isn't just cost. It's accessing professionals with the exact skills you need when US hiring has stalled for months.



Needed specialized roles: web designers, SEO specialists, PPC experts, developers. Traditional hiring failed. Through Near, they filled 11 positions in three weeks average, saving \$463,000 annually.

This isn't about cutting corners. It's about getting past the constraints—budget, talent availability, time—that prevent companies from building the teams they need to compete.

The pattern is clear. Companies that hire nearshore talent:

- Build entire departments for the cost of 2-3 US hires
- Fill roles in 7-28 days that previously took 3-6 months
- Scale operations 40-100%+ in a single year
- Access senior-level expertise they couldn't afford or find domestically
- Redirect savings into growth initiatives, technology, and strategic hires

What This Means for Your Company

The biggest takeaway for US companies? Done right, LatAm hiring is an underutilized tactic for sourcing talent that drives growth—within your budget.

Remember:

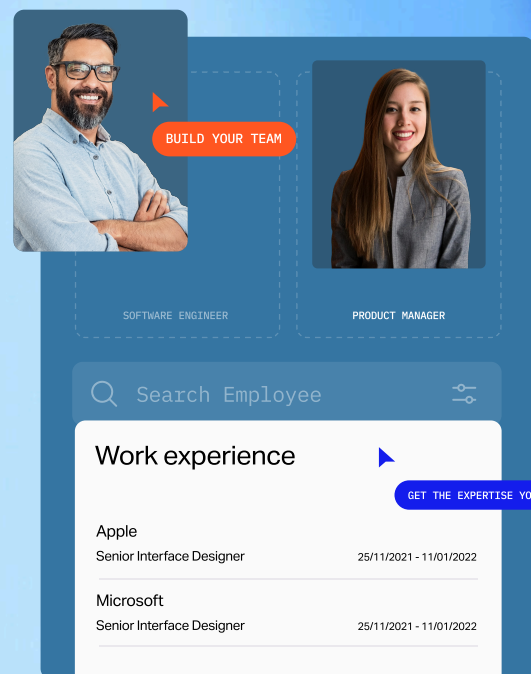
- The savings are there. Build entire departments for the cost of 2-3 US hires.
- Companies can hire faster and hire for senior talent that would have been previously out of budget. They just need an in-the-know regional partner like Near.
- Finance, sales, and marketing are the most popular departments to fill with nearshore talent. If you're considering hiring LatAm talent, we recommend starting here.



Ready to build a high-performing remote team for up to 70% less? Near has built LatAm workforces for companies like Function Health, Expensify, Chili Piper, and Deel.

Start hiring today. Interviewing is free, and you won't pay until we find you the right person for your team.

[Start Hiring](#)



Methodology and Additional Resources

Methodology

The State of LatAm Hiring compiles Near's aggregated placement data for roles filled at US companies with Latin American talent between Oct 2024 and Oct 2025.

This report analyzes over 2,000 placements, identifying trends around roles and departments companies fill with LatAm talent. This includes which countries they hire from the most and what these professional relationships look like, from compensation to retention.

About Near:

Near helps US companies hire A-player talent in Latin America fast. We handle sourcing, screening, placement, payroll, compliance, and ongoing support.

Our job is to make hiring feel seamless. We find the top talent that helps growing companies scale to the next level—often building the teams they didn't think were possible within their budget.

In only four years, Near has helped over 700 companies turn the under-tapped LatAm talent pool into their competitive advantage.

Benefits of working *with Near*:

- ✓ **Build the team you didn't think you could afford:**
Hire top talent who would've been out of budget at US rates. Save 30–70% and use those savings to scale faster, hire more roles, or finally bring on that experienced hire you've been putting off.
- ✓ **Fill critical roles in under 21 days, without sacrificing quality:**
Get access to pre-vetted candidates in 3–5 days. We handle everything from sourcing to payroll, so hiring is simple on your side.
- ✓ **Access A-players who raise the bar for your entire team:**
We find you professionals who consistently deliver, integrate seamlessly into your culture, and elevate everyone around them.

Additional resources

- [Why Hire LatAm Talent](#)

- [Remote Hiring Guide](#)

- [LatAm vs. US Salary Guide](#)

- [LatAm Hiring Savings Calculator](#)

- [Start hiring with Near](#)
