The Great Reshuffle: How is it impacting marketers in different regions across the world?

**Marketers in Different Regions Across the World**

Marketers in North America (NAMER), Asia-Pacific (APAC), and Europe, Middle East and Africa (EMEA) had the highest growth in job departures in 2021, with 59% in NAMER, 46% in EMEA, and 30% in APAC.

**Top 5 LinkedIn Learning Courses Across Regions**

- **NAMER**: Speaking Confidently and Effectively, Unconscious Bias, The Six Morning Habits of High Performers, Excel Essential Training (Office 365/Microsoft 365), Digital Marketing Foundations
- **EMEA**: Speaking Confidently and Effectively, Unconscious Bias, The Six Morning Habits of High Performers, Excel Essential Training (Office 365/Microsoft 365), Digital Marketing Foundations
- **APAC**: Speaking Confidently and Effectively, Unconscious Bias, The Six Morning Habits of High Performers, Excel Essential Training (Office 365/Microsoft 365), Digital Marketing Foundations

**Global Marketing Job Transitions**

- **Share of Members Changing Jobs**
  - NAMER: 90%
  - EMEA: 86%
  - APAC: 77%

**Top 5 Regions With Top Marketing Salaries**

1. Greater Dallas Area
2. Greater New York City Metropolitan Area
3. Greater Atlanta Metropolitan Area
4. Greater Detroit Area
5. Greater Houston Area

**Top 5 Areas of Migration for Marketers**

1. Greater Mumbai Area
2. Greater Delhi Area
3. Greater Tokyo Area
4. Greater Shanghai Area
5. Greater Sao Paulo Area

**Top 5 LinkedIn Learning Courses Among Learners Across All Regions**

- **Ad Serving and Affiliate Marketing**
- **Search Engine Optimization (SEO)**
- **Digital Marketing**
- **Email Marketing**
- **Social Media Marketing**

**Events for Marketers**

- **LinkedIn Learning**
- **LinkedIn Live**
- **LinkedIn Panel**
- **LinkedIn Conference**

**Key Points**

- Marketers in APAC were more likely to leave current jobs than anywhere else in the world.
- The majority of workers in the U.S. are mulling a job change, with 56% considering a job change in 2022.
- Marketing departments in NAMER embraced more digital marketing roles, with 36% of marketers in NAMER embracing digital marketing roles.
- As marketers left one job for another, the most in-demand skill was Digital Marketing, followed by Product Marketing.
- Marketers in APAC were more likely to leave current jobs than anywhere else in the world.
- The Great Reshuffle is not happening in just one region; it’s happening worldwide.
- Marketers in different regions are looking for new opportunities, with 45% of workers in EMEA and 56% in APAC considering a job change in 2022.
- The most in-demand occupations include social media and digital marketing specialists.
- Marketers are also developing soft skills such as time management, communication, and critical thinking.
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- As marketers left one job for another, the most in-demand skill was Digital Marketing, followed by Product Marketing.
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