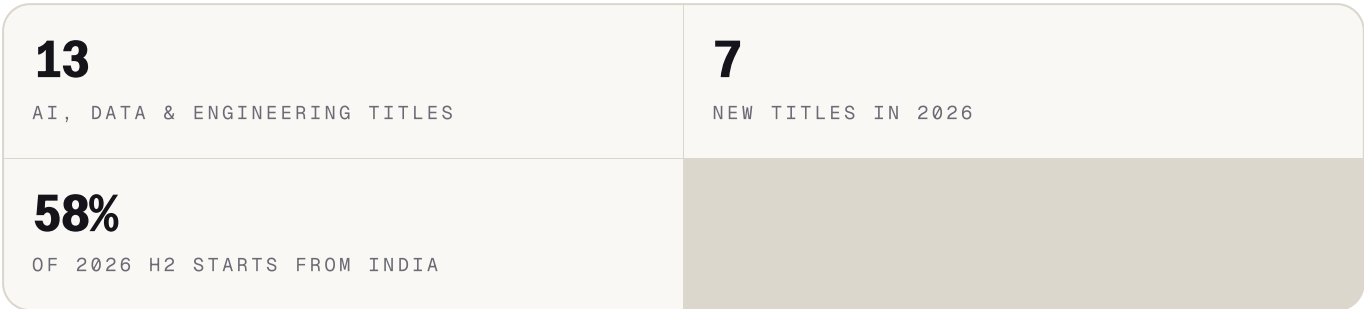


FIRST-PARTY DATA · AI TALENT

Why AI engineers became Exordiom’s fastest-growing talent demand

The short answer: customers are moving from experimenting with AI to rebuilding real workflows. Seven of Exordiom's 13 engineering job titles appeared for the first time in 2026.

MARC DIOUANE & NEEJ PARIKH · CO-CEOS 21 AUGUST 2026 JUNE 2024 COHORT 8 MIN READ

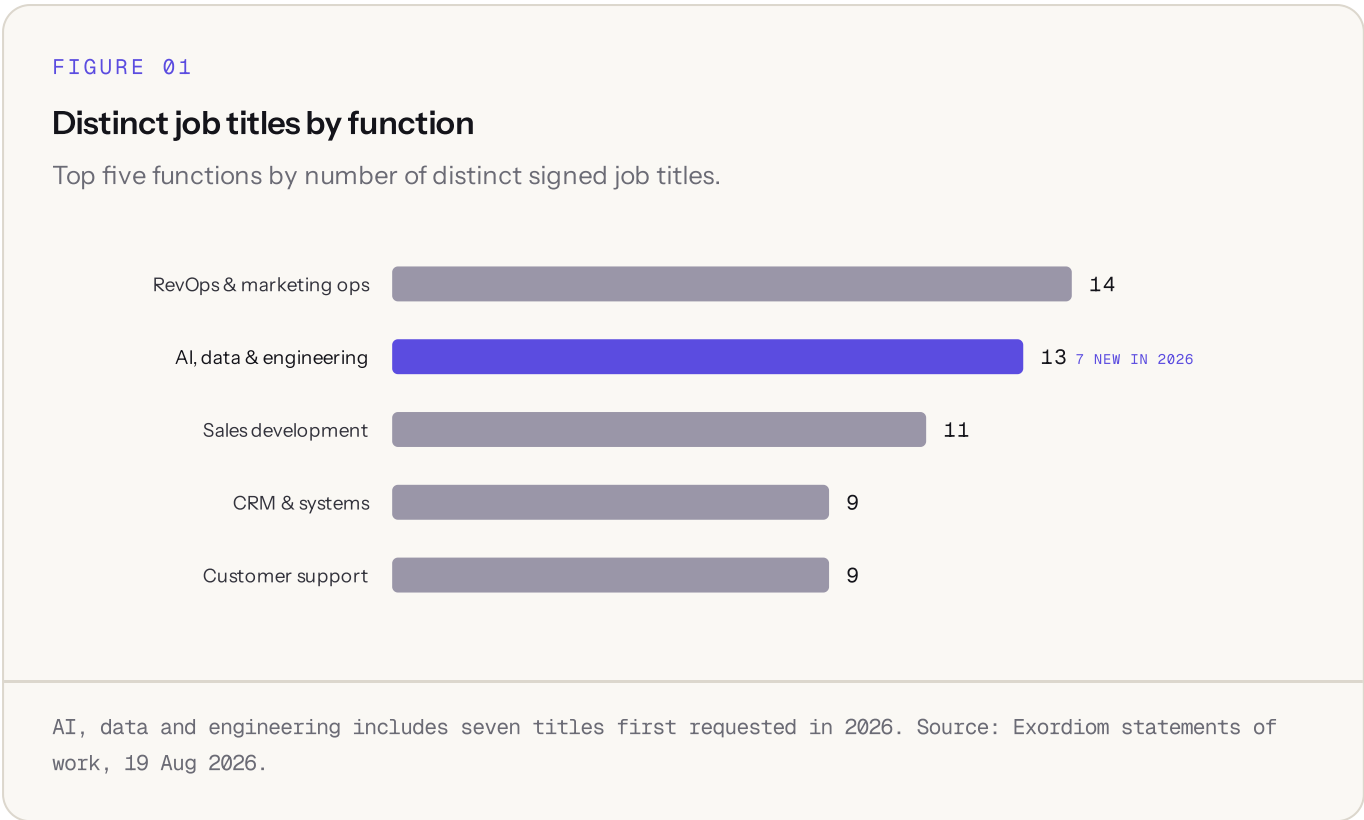


SUMMARY

The fastest-growing demand inside Exordiom is no longer a conventional offshore role. It is the engineer who can help a business adopt AI, automate work, and deliver measurable productivity. AI, data and engineering now covers 13 distinct titles in Exordiom's 288-person cohort, the second broadest function after RevOps and marketing operations. More revealingly, seven of those titles did not exist in the cohort before 2026.

FINDING · DEMAND

The demand signal in one chart



The seven new roles are AI Engineer, GTM Engineer, Senior GTM Engineer, Junior GTM Engineer, Workato Engineer, Salesforce Developer, and Senior Software Engineer. Together they show how the market is changing. Businesses do not only want access to an AI model. They need people who can connect it to the way work actually gets done.

— THE ROLE

What an AI engineer does for a company

An AI engineer turns models, APIs, data, and company systems into dependable workflows. The job is less about building a frontier model and more about making AI useful inside the business.

Discover

Map repetitive work, bottlenecks, and high-value use cases across departments.

Build

Connect CRM, support, finance, marketing, and internal data to AI-powered workflows.

Control

Add approvals, permissions, evaluation, monitoring, and human escalation.

Measure

Track time saved, cycle-time reduction, quality, adoption, and business outcomes.

THE ROLE

Why GTM engineering is growing

Revenue teams are full of fragmented processes: account research, lead routing, enrichment, campaign operations, CRM hygiene, proposal creation, renewal signals, and forecasting. A GTM engineer combines RevOps context with the technical ability to automate those workflows.

The best use cases do not simply generate more content. They remove work. A GTM engineer might identify a new target account, enrich it from approved sources, summarise relevant signals, draft personalised outreach, route it to the correct owner, and log every step in the CRM, with human approval where it matters.

Important measurement note

"Fastest-growing demand" refers to Exordiom's first-party cohort and the arrival of seven new engineering titles in 2026. It is not presented as a market-wide labour statistic.

FINDING · GEOGRAPHY

Why India became central to the talent strategy

India was absent from Exordiom's cohort before 2026. By the second half of 2026, it represented 58% of new starts, driven primarily by engineering, AI, and data roles. Bangalore, Hyderabad, and Pune provide deep

pools of professionals with experience in enterprise platforms, software engineering, data infrastructure, and automation.

Exordiom's model is to headhunt employed performers, not to select whoever happens to be on a vendor bench. Candidates complete an AI interview grounded in the actual job description, followed by human assessment. The client then conducts the final conversation and controls the hiring decision.

GUIDE

What to look for when hiring an AI engineer

- Evidence of deployed workflows, not only prototypes or prompt demonstrations.
- Strong integration skills across APIs, data, authentication, and business applications.
- Understanding of evaluation, observability, security, and human approval.
- The ability to translate a department's business process into a technical system.
- A clear way to measure productivity, speed, quality, or revenue impact.

COMMON QUESTIONS

What is an AI engineer?

An AI engineer turns models and APIs into reliable business systems: automating workflows, connecting data and tools, adding evaluation and guardrails, and measuring results.

What is a GTM engineer?

A GTM engineer combines revenue operations, automation, data and software skills to build workflows across marketing, sales and customer success.

Where does Exordiom hire AI engineers?

Primarily from India's technology markets, including Bangalore, Hyderabad and Pune, with additional talent from the Philippines.

Does every company need an AI engineer?

Not necessarily as a permanent first hire. A company benefits most when it has repeated workflows, accessible systems and data, an accountable business owner, and a

measurable outcome. The first step should be a focused use case, not a company-wide AI mandate.

What is the difference between an AI engineer and a software engineer?

A software engineer builds software broadly. An AI engineer specialises in systems that use models and probabilistic outputs, including retrieval, agents, evaluation, guardrails, and human-in-the-loop workflows. Many strong candidates have both skill sets.

Can an offshore AI engineer work directly with a US team?

Yes. Exordiom placements work full time in the client's time zone, tools, standups, and management structure. They are embedded team members rather than shared project resources.

Start with one productivity workflow.

Exordiom can help define the role, headhunt the engineer, and embed that person in your team.

[Find an AI or GTM engineer →](#)

Read next

- 01 [A global talent map for the 70 roles companies need](#)
- 02 [What Exordiom's growth says about customer trust](#)

MARC DIOUANE & NEEJ PARIKH · CO-FOUNDERS & CO-CEOS, EXORDIOM

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SOURCE: EXORDIOM FIRST-PARTY PERSONNEL DATA AND SIGNED STATEMENTS OF WORK, PULLED
19 AUGUST 2026

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