

LI People ON THE MOVE

NONPROFITS



Zuleika Y. Ramirez of Brentwood has been hired as outreach/community educator, diverse communities, at the

Alzheimer's Association Long Island Chapter in Melville. She was a graduate research assistant at the University of Puerto Rico medical sciences campus.

LAW



Aaron D. Jones of Port Washington has been hired as an associate at **Salamon, Gruber, Blaymore &**

Strenger in Roslyn Heights. He was an associate at Ezratty, Ezratty & Levine in Mineola.



Adam S. Ross of Jericho has been hired as counsel at **Lamb & Barnosky** in Melville. He was general counsel with the United Federation of Teachers in Manhattan.

HEALTH CARE

Mercy Medical Center in Rockville Centre has made two promotions.

Mark Macchia of Massapequa, associate pharmacy director, is now pharmacy director.

Anne-Marie Kesicier of Rockville Centre, manager of clinical pharmacy services, is now assistant pharmacy director.



Newly promoted at Mercy Medical Center, Macchia, left, and Kesicier



Dr. Charles L. Lucore of Bayville has been appointed president of **St. Francis Hospital, The Heart Center** in Roslyn. He

was president and CEO of HSHS St. John's Hospital in Springfield, Illinois.

MARKETING

Progressive Marketing Group Inc. in Huntington Station has two new hires.



Teresa Pelio of Port Jefferson, an account supervisor, had the same job at Austin Williams in Hauppauge.



Daniel Mercado of Central Islip, an account coordinator, was a customer success specialist at Ordereze in Bohemia.



Austin Williams in Hauppauge has new digital hires.



Jaya Naik of Floral Park, project manager, had the same job at Reliable Group in Hicksville.



Lindsay Calvo of Lindenhurst, account executive, was a client services manager at TLC Marketing USA in Manhattan.



Nelson Romero of Brookhaven, web developer, had the same job at Ronkonkoma.

— DIANE DANIELS

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Hiring talent tougher as tech giants grow

The Associated Press

When tech giants like Amazon expand, other companies don't just worry about losing business. They also fret about hanging on to their employees.

Some of the industries that have defined New York City and the Washington, D.C., area will face increased competition for talent when Amazon sets up shop in their territory, with plans to hire 50,000 new workers amid the tightest job market in decades.

The expansion comes at a time of fierce demand for computer programmers, mobile app developers, data scientists and cybersecurity experts. Particularly in demand are software developers, with many switching jobs each year.

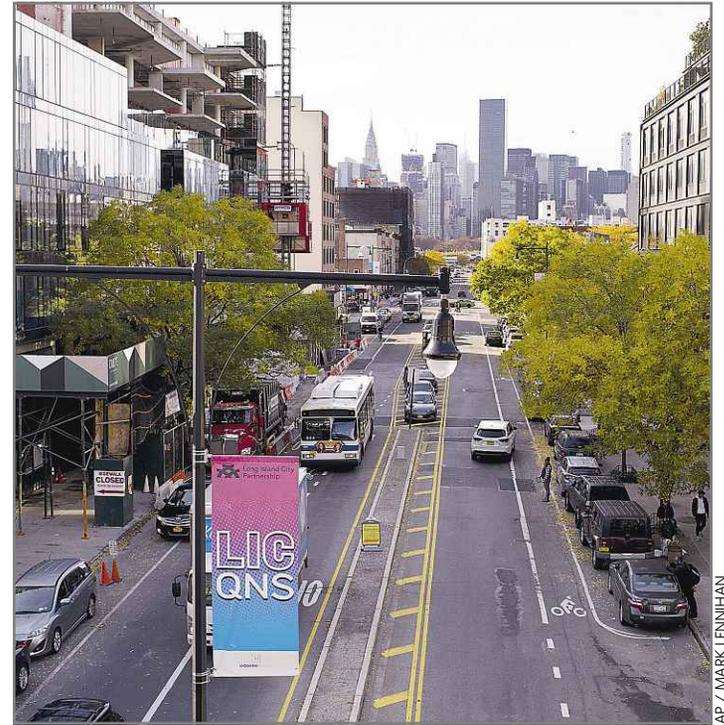
"It's a very competitive market in New York," said William Lynch, president of the New York-based fitness tech company Peloton. "It really requires you to be smart about how you are reaching the new hiring pipeline."

U.S. tech employment has grown by an average of 200,000 new jobs a year since 2010, a trend expected to continue for the next decade, according to the Computing Technology Industry Association, which analyzes data from the Labor Department and other sources. The figure includes tech companies and other industries.

In New York, big banks are among the biggest employers of computer technology professionals. J.P. Morgan Chase employs 50,000 people in technology and hired its first artificial intelligence research chief in May. Goldman Sachs has said one-quarter of its employees work in engineering-related roles.

Amazon will begin recruiting in a few months for its two new headquarters in Long Island City, Queens, and the Washington suburb of Arlington, Virginia, seeking talent to support an empire that has expanded to include cloud computing services, advertising, video streaming and TV production. The company expects to hire 25,000 people over several years for each site. The average salary will be about \$150,000 a year.

Amazon's move is only the



Long Island City, Queens, is slated to be home to a new Amazon base. Hiring is to start soon, paying an average salary of \$150,000 a year.

most dramatic example of technology companies expanding their presence in the East Coast. Instagram opened an office in New York this summer and plans to hire hundreds of engineers. Google reportedly aims to add 12,000 employees in New York City.

Amazon will have to contend with New York's thriving startup scene, where companies flush with venture capital offer young people big roles and the chance to upend new industries.

That's the kind of pitch prospective employees hear from Peloton, which recently announced plans to move into bigger headquarters in midtown Manhattan in 2020. The fitness tech company, which received \$550 million in new investment in August, will be hiring thousands of people across locations in the next years, especially in technology, marketing and sales, said Lynch, company president. It has 100 positions open in New York City.

"We are aware of Amazon, and it's amazing for New York City. But Google has been here. We've been recruiting against Google for a long time," Lynch said.

Based on an analysis of the re-

visions in job listings on its professional network, LinkedIn calculated 13 percent of software workers leave their employers for another job each year.

Mathew Calkins, 25, a machine learning engineer in Washington for consulting firm Booz Allen Hamilton, is moving to New York to work at Google later this year. He sees the city as a thriving tech hub with more diversity than many of its West Coast counterparts.

"I didn't want to move to San Francisco and have everyone I hang out with be other engineers making six figures," Calkins said.

Recruiters who reach out to him almost daily on LinkedIn rarely focus, he said, on "what's important to me and a growing number of folks in the tech market" — the chance to make an impact. Instead, they tout compensation and perks. "They all sound the same," Calkins said.

Smaller tech companies also might struggle to attract new talent needed to expand, said Carrie Duarte, a partner and Workforce of the Future leader at PwC. Their best bet is to tout the chance to be a big fish in a small pond, she said.