

Why are we seeing so many layoffs in the marketing and IT sectors?

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, discuss the reasons behind the significant amount of layoffs that have been occurring in the marketing and IT sectors.



The marketing and IT sectors are facing a high number of layoffs. Companies cite reasons such as the pandemic boom, overhiring during the pandemic, fear of recession, and inflation.

Additionally, companies are highlighting cost-cutting measures, subpar performances and financial difficulties as reasons for the mass firings. The IT industry has been particularly affected, with tens of thousands of employees losing their jobs.

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