

AUTOMOTIVE

Jaguar Land Rover seeks displaced tech workers to support its digital-first mission

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British automaker Jaguar Land Rover is taking advantage of the layoffs in the tech world to hire skilled software engineers and data specialists as it hones its digital chops. Image credit: Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

The tech world's loss is the automotive world's gain as British automaker Jaguar Land Rover is offering hundreds of open positions to the many workers recently laid off across the tech field.

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As part of its effort to become an electric-first company by 2025, Jaguar Land Rover is looking to recruit tech workers who will fill roles in data science, cloud software, electrification and self-driving.

"We are further strengthening our data and digital skills base so we can deliver our Reimagine strategy and become an electric-first business from 2025 and achieve carbon net zero by 2039," said Anthony Battle, chief information officer of Jaguar Land Rover, in a statement.

"Our digital transformation journey is well underway but being able to recruit highly skilled digital workers is an important next step," he said. "We are pleased to be able to provide opportunities to talented individuals with digital capabilities.

"Some of the capabilities are quite difficult to fill because it's a very competitive market, particularly software engineers and architects."

Owned by India's Tata Motors, Jaguar Land Rover is known for its Range Rover and Land Rover SUVs, as well as Jaguar sedans, SUVs and electric cars.

Drive for workers

The company has announced the launch of a jobs portal, listing more than 800 placements the majority of which are in the brand's native United Kingdom offices of Manchester and Gaydon, and will include countries such as Hungary, China, India and the United States.

Recent months have seen major employee layoffs at such U.S. tech titans as Meta, Twitter and Amazon.

Applying their skills to Jaguar Land Rover's needs, these new employees will support the company's Reimagine

strategy, by which it seeks to become a data-driven, digital-first organization.

Those new hires, particularly in the sectors of artificial intelligence and machine learning, will assist in data collection. This will give Jaguar Land Rover insights into car performance and the behavior of customers.

"Jaguar Land Rover is transforming to an electric-first business, and we are creating some of the most digitally advanced vehicles ever seen," said David Nesbitt, digital product platform director at Jaguar Land Rover, in a statement.

"Through our products, we will create new experiences, new levels of intimacy and connected car services for our customers, to give our clients a true modern luxury experience," he said.

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