

# High Tech High Demand (HTHD) Overview

## Background

The U.S. High Tech High Demand (HTHD) Program is an approved compensation strategy implemented as a response to changes in Ford’s business model and external competitors that required a differentiated compensation program to attract and retain professionals in specific technical positions. In 2021, the HTHD program was extensively re-evaluated, and it was determined that an expansion to the existing program was critical. The revamped program parameters are based on a detailed analysis of external market data. Market data will be reviewed annually to continually assess the need for HTHD positions, so that Ford can attract and retain the talent needed to support our strategic priorities.

HTHD jobs are identified through detailed analysis of external market data and must meet the following criteria:

- Agreed match to an external benchmark job
- External compensation benchmark data is indicative of a premium paid for the benchmark job
- Evidence of a pay premium over a sustained period

## Current HTHD Areas and Benchmarks:

Benchmark Area	Benchmark Job
<i>Data Analytics:</i>	Data Scientist
<i>Data Management:</i>	Data Engineer
<i>Development Engineering:</i>	Robotic Engineering
<i>Hardware Development:</i>	Technology Hardware Development (by exception)
<i>Internet/Network Operations:</i>	Production Service Engineer
<i>Market Research:</i>	User Experience

<i>Software:</i>	<ul style="list-style-type: none"> <li>• Applications Development</li> <li>• Systems Development</li> <li>• Full Stack Software Development</li> <li>• Machine Learning</li> <li>• UI/UX Design</li> <li>• UI/UX Engineering</li> </ul>
<i>Technology Product Management:</i>	Technology Product Owners/Manager
<i>Technology Research:</i>	Technology Research Engineer/Scientist (by exception)

*Note on exceptions:* In rare circumstances an exception to the HTHD identification criteria may be made where a highly technical Ford job has been determined to be critical to the organization’s success but does not have a good match in the external survey.

**Governance**

The Compensation Office reviews external compensation data annually to understand where pay premiums exist in the market to make HTHD designations. Given the dynamic nature of the technology space, business needs will change over time. Ford will continue to identify and review critical skill areas and collect competitive data to determine applicability of HTHD. As part of this process, new positions may be classified as HTHD, and some positions presently identified as HTHD may not meet the HTHD criteria in the future.

**HTHD Compensation Structure**

- Two salary plans with differentiated salary ranges and bonus targets were created for HTHD positions.
  - SAL2- HTHD Dearborn & US
  - SAL4- HTHD Palo Alto/Bay Area
- HTHD LL6/GSR5-8 employees are eligible to be nominated for:
  - New hire stock awards as part of the offer process
  - Ongoing HTHD Special Stock Awards
  - For more information, visit: [HTHD Special Stock Award Program \(U.S. HTHD LL6/GSR5-8\)](#)

**Additional Information**

For more information, please review the U.S. HTHD Frequently Asked Questions.

If you have questions about your personal compensation or position, please speak with your People Leader.

If you have questions about the HTHD program that are not answered in the HTHD FAQs, contact People First.