

BUILDING THE FINANCE HUB OF THE FUTURE

NORTH CAROLINA

NORTH CAROLINA:

BY THE NUMBERS

North Carolina has emerged as one of the nation's leading centers for financial technology, combining a deep-rooted banking industry with a rapidly expanding innovation ecosystem. Charlotte, long one of the leading financial centers in the country, anchors this growth, while innovative clusters across the state contribute cutting-edge research and a rich pipeline of talent that supports the state's fintech and financial services industry.

Driven by collaboration between global banks, startups, and technology firms, North Carolina's finance industry is helping reshape how financial services are delivered. Companies in the state are leveraging tools such as digital banking platforms, artificial intelligence, blockchain, and real-time payments, all supported by a robust and growing workforce.

#2

Charlotte, North Carolina is the #2 banking center in the United States by total assets, with both Bank of America and Truist headquartered here.

32%

The fintech labor force in North Carolina has grown by 32% over the last five years to more than 25,000 workers.

266K

There are 266,000 financial services workers in North Carolina, the most among states in the Southeast.

$94.8B

The fintech and financial services industry contributed $94.8 billion to North Carolina's economy in 2025, a 48% increase since 2021.

INDUSTRY LEADERS CHOOSE NORTH CAROLINA

BANK OF AMERICA

CAPITAL GROUP™

coinbase

Deutsche Bank

Fidelity INVESTMENTS

First Citizens Bank

lendingtree

ncino

SoFi Tech Solutions

TRUIST



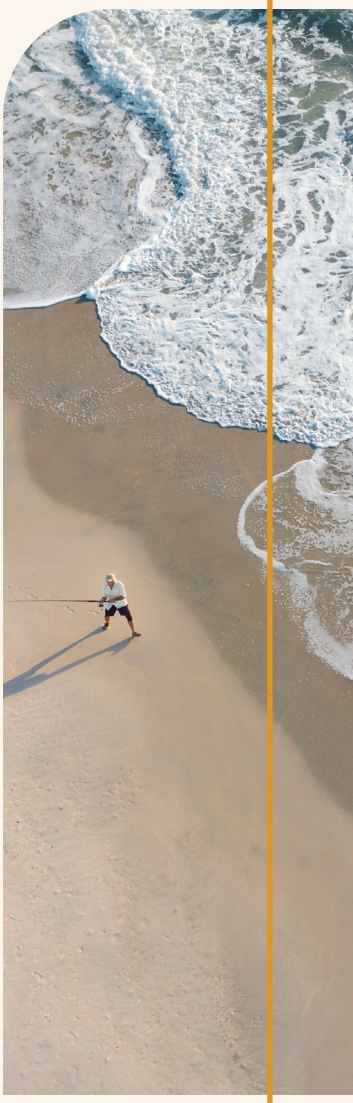






> “North Carolina’s strong financial services ecosystem, growing talent base, and long-term outlook align closely with our priorities as a firm.”

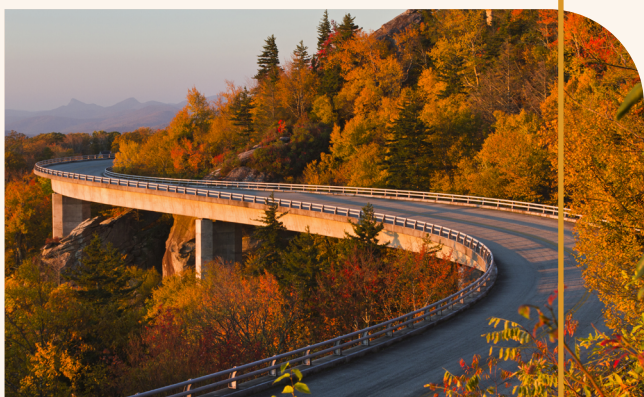
ROB KLAUSNER,
COO OF CAPITAL GROUP











SMART MONEY IS ALREADY HERE

North Carolina continues to be a top destination for investment from banking and fintech companies. Since 2021, North Carolina has attracted nearly $360 million in investments in the sector, leading to the creation of 8,493 jobs.

RECENT ANNOUNCEMENTS:

ASPIDA

$28.8M TOTAL INVESTMENT

1,000 ANNOUNCED JOBS

The life insurance and annuity group announced they will be expanding their global headquarters in Durham, NC, to facilitate the growth of their technology, service, and operations teams.

creditkarma

$13.3M TOTAL INVESTMENT

600 ANNOUNCED JOBS

The financial technology company announced an expansion to its East Coast headquarters in Charlotte, NC, creating space for its new high-tech engineering hub.

citi

$16.1M TOTAL INVESTMENT

510 ANNOUNCED JOBS

The global banking company announced it will establish an office in Charlotte, NC, expanding its workforce in areas such as personal banking, finance, and marketing.

SMBC

$50M TOTAL INVESTMENT

2,000 ANNOUNCED JOBS

One of Japan's largest financial institutions, SMBC announced it is establishing its second US headquarters in Charlotte, NC, creating a major hub for the company to support the growth of multiple divisions.

REGIONAL HIGHLIGHT:



CHARLOTTE, NORTH CAROLINA

Charlotte has become one of the nation's premier financial services hubs, employing more than 108,000 people in the sector. Charlotte boasts the fastest growing employment rate in financial services among major metropolitan areas over the past five years, buoyed by a strong fintech labor force that is 1.4 times more concentrated than the national average. Home to the 2nd and 7th largest US banks by assets, Charlotte pairs this financial muscle with low corporate tax burdens and more than 25 higher education institutions in the region feeding a skilled talent pipeline, making it a magnet for innovative banking and fintech companies like Capital Group and SMBC.

A BULL MARKET FOR TALENT

North Carolina is the ideal location for innovative fintech and financial services companies. The finance sector is supported by a thriving banking ecosystem, as well as an educated workforce anchored by the state's five Tier-1 research universities.

#1

North Carolina is the top state in the nation for percentage of women in the tech industry workforce at more than 37%.

#1

Business and finance-related majors are the #1 most popular field of study at North Carolina's colleges and universities.

16K

16,000 business administration and finance degrees are conferred annually from North Carolina's 52 colleges and universities.

3

Three Fortune 500 banking companies are headquartered in North Carolina: Bank of America, First Citizens Bank, and Truist Financial.

LABOR AVAILABILITY

Occupation	Labor Availability	Projected Growth (by 2030)	Median Annual Earnings
Software Developers	59,800	14%	$130,600
Computer Systems Analysts	25,700	9%	$112,000
Computer and Information Systems Managers	25,200	13%	$174,000
Financial and Investment Analysts	11,100	10%	$108,000
Market Research Analysts and Marketing Specialists	32,300	9%	$86,000
Data Scientists	10,500	21%	$117,000
Financial Managers	23,600	15%	$175,000
Business Operations Specialists	43,800	7%	$85,000
Network and Computer Systems Administrators	13,400	3%	$99,000

Source: Lightcast

YOUR PARTNER IN NORTH CAROLINA SITE SELECTION

The Economic Development Partnership of North Carolina (EDPNC) is your all-in partner to navigate the site selection process. Our team will learn more about you and your business' goals so we can help you plan for the complexities of relocating or expanding. We can assist you with:

- Real Estate and Site Selection
- Business Climate & Operational Costs Overview
- Custom Labor Market Data
- Connections to Key Resources and Partners
- International Firms Support

The EDPNC can also help facilitate custom talent acquisition strategies in partnership with local communities, workforce development organizations, and education institutions to develop your company's pipeline and hiring strategy.

Visit edpnc.com to learn more about all the business advantages North Carolina has to offer.

ECONOMIC DEVELOPMENT PARTNERSHIP of NORTH CAROLINA

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edpnc.com

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