

# 2019 Compensation Guide



# Betts Recruiting 2019 Compensation Guide

The **Betts Recruiting** Compensation Guide is a comprehensive breakdown of hiring salaries collected from over 400 companies throughout the United States over the last 12 months. Salaries are based off proprietary Betts Recruiting data, and the annual salary in which the job seeker was hired.

## Typical Compensation Structure (Base / Commission Split)

SALES	MARKETING	SALES LEADERSHIP
SDR - 60% / 40%	Marketing Coordinator - 90% / 10%	SDR Manager - 70% / 30%
Account Executive - 50% / 50%	Demand Gen Marketer - 80% / 20%	Inside Sales Manager - 50% / 50%
Enterprise Sales - 50% / 50%	Product Marketer - 90% / 10%	Head of Sales / Director of Sales - 50% / 50%
Sales Operations - 100% Salary + Bonus	Content Marketer - 90% / 10%	VP of Sales - 50% / 50%
Sales Engineer - 80% / 20%		
Customer Success - 70% / 30%		
Account Management - 60% / 40%		

## Average Salary

	San Francisco, CA	New York, NY	Austin, TX	Chicago, IL	Los Angeles, CA
Sales	Base   OTE*	Base   OTE	Base   OTE	Base   OTE	Base   OTE
Sales Development Representative	\$50-65K   \$75-95K	\$50-70K   \$70-100K	\$40-60K   \$50-70K	\$40-55K   \$55-75K	\$45-65K   \$60-90K
Account Executive	\$70-90K   \$140-180K	\$60-75K   \$120-150K	\$45-60K   \$90-120K	\$50-70K   \$100-140K	\$60-75K   \$120-150K
Mid-Market Account Executive	\$80-110K   \$160-220K	\$75-110K   \$150-220K	\$70-100K   \$140-200K	\$70-100K   \$140-200K	\$75-110K   \$150-220K
Enterprise Account Executive	\$120-160K   \$240-320K	\$120-160K   \$240-320K	\$120-170K   \$240-340K	\$120-140K   \$240-280K	\$120-170K   \$240-340K
Sales Operations	\$100-160K   (+10%)	\$100-160K   (+10%)	\$90-140K   (+10%)	\$90-140K   (+10%)	\$100-120K   (+10%)
Sales Engineer	\$120-180K   (+20%)	\$120-180K   (+20%)	\$110-130K   (+20%)	\$120-160K   (+20%)	\$120-140K   (+20%)

\* OTE refers to On Target Earnings

\*\*VP of Sales data gathered from clients with \$0-20M in revenue that are pre-series A to series C.

## Average Salary (Cont.)

	San Francisco, CA	New York, NY	Austin, TX	Chicago, IL	Los Angeles, CA
<b>Sales Leadership</b>					
	Base   OTE*	Base   OTE	Base   OTE	Base   OTE	Base   OTE
SDR Manager	\$120-150K   \$160-200K	\$100-130K   \$130-170K	\$85-100K   \$110-130K	\$100-130K   \$130-170K	\$100-130K   \$130-170K
Inside Sales Manager	\$130-160K   \$260-320K	\$120-150K   \$240-300K	\$90-120K   \$180-240K	\$120-150K   \$240-300K	\$120-150K   \$240-300K
Head of Sales / Director of Sales	\$150-180K   \$300-360K	\$130-180K   \$260-360K	\$100-135K   \$200-270K	\$130-180K   \$260-360K	\$130-180K   \$260-360K
VP of Sales**	\$180-250K   \$360-500K	\$180-250K   \$360-500K	\$140-200K   \$280-400K	\$180-250K   \$360-500K	\$180-250K   \$360-500K
<b>Customer Success</b>					
Customer Success Manager - Junior/Mid	\$70-100K   \$90-120K	\$70-100K   \$110-130K	\$70-100K   \$110-130K	\$70-100K   \$110-130K	\$70-100K   \$110-130K
Customer Success Manager - Senior	\$110-130K   \$140-170K	\$90-130K   \$120-150K	\$90-130K   \$120-150K	\$90-130K   \$120-150K	\$90-130K   \$120-150K
Customer Success Manager - Director	\$150-170K   \$180-220K	\$110-160K   \$200-250K	\$110-160K   \$200-250K	\$110-160K   \$200-250K	\$110-160K   \$200-250K
VP of Customer Success	\$180-200K   \$220-250K	-	-	-	-
Account Manager	\$80-100K   \$110-150K	\$80-90K   \$110-125K	\$65-80K   \$90-110K	\$80-90K   \$110-125K	\$80-90K   \$110-125K
Sr. Account Manager	\$100-120K   \$150-185K	\$90-110K   \$125-155K	\$80-110K   \$110-155K	\$90-110K   \$125-155K	\$90-110K   \$125-155K
<b>Marketing</b>					
Marketing Coordinator	\$45-60K   -	\$40-55K   -	\$40-55K   -	\$40-55K   -	\$40-60K   -
Content Marketer	\$85-125K   -	\$70-110K   -	\$70-110K   -	\$70-110K   -	\$85-110K   -
Demand Gen (Manager)	\$100-140K   -	\$90-125K   -	\$90-125K   -	\$90-125K   -	\$100-140K   -
Demand Gen (Director)	\$140-180K   -	\$125-160K   -	\$125-160K   -	\$125-160K   -	\$140-180K   -
Demand Gen (VP)	\$180-250K   -	\$160-225K   -	\$160-225K   -	\$160-225K   -	\$180-250K   -
Product Marketing (Manager)	\$120-150K   -	\$110-135K   -	\$110-135K   -	\$110-135K   -	\$120-150K   -
Product Marketing (Director)	\$150-190K   -	\$135-170K   -	\$135-170K   -	\$135-170K   -	\$150-190K   -
Product Marketing (VP)	\$190-250K   -	\$170-225K   -	\$170-225K   -	\$170-225K   -	\$190-250K   -
Head of Marketing	\$180-200K   -	\$160K-200K   -	\$160K-180K   -	\$160K   -	\$180K   -
VP of Marketing	\$225-250   (+30%)	\$200-225K   (+30%)	\$200-225K   (+30%)	\$225K   (+30%)	\$250K   (+30%)
<b>People Operations</b>					
Office Manager	\$80-100K   (+ sml bonus)	\$50-70K   (+ sml bonus)	\$50-70K   -	\$50-70K   -	\$50-70K   -
Executive Assistant	\$80-120K   (+ sml bonus)	\$70-110K   (+ sml bonus)	\$70-110K   (+ sml bonus)	\$70-110K   (+ sml bonus)	\$70-110K   (+ sml bonus)

\* OTE refers to On Target Earnings

\*\*VP of Sales data gathered from clients with \$0-20M in revenue that are pre-series A to series C.

## Average Salary (Cont.)

	San Francisco, CA	New York, NY	Austin, TX	Chicago, IL	Los Angeles, CA
People Operations	Base   OTE*	Base   OTE	Base   OTE	Base   OTE	Base   OTE
Chief of Staff	\$100-140K   (+ sml bonus)	\$100-125K  (+ sml bonus)	\$100-125K  (+ sml bonus)	\$100-125K  (+ sml bonus)	\$100-125K  (+ sml bonus)
Sourcer	\$80-110K   (+ bonus)	\$45-65K   (+ bonus)	\$45-65K   -	\$45-65K   -	\$45-65K   -
Recruiting Coordinator	\$60-75K   (+ bonus)	\$50-70K   (+ bonus)	\$50-70K   -	\$50-70K   -	\$50-70K   -
Recruiter	\$100-140   (+ bonus)	\$90-115K   (+ bonus)	\$65-110K   (+ bonus)	\$65-110K   (+ bonus)	\$65-110K   (+ bonus)
Head of Talent	\$160-200K   (+ bonus)	\$150-180K   (+ bonus)	\$80-125K   (+ bonus)	\$80-125K   (+ bonus)	\$80-125K   (+ bonus)
Human Resources	\$90-150K   (+ bonus)	\$80-125K   (+ bonus)	\$80-125K   -	\$80-125K   -	\$80-125K   -
People Operations	\$90-120K   (+ bonus)	\$80-110K   (+ bonus)	\$80-110K   -	\$80-110K   -	\$80-110K   -

\* OTE refers to On Target Earnings

\*\*VP of Sales data gathered from clients with \$0-20M in revenue that are pre-series A to series C.