

2019 Compensation Guide



Betts Recruiting

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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

SDR - 60% / 40%

Account Executive - 50% / 50%

Enterprise Sales - 50% / 50%

Sales Operations - 100% Salary + Bonus

Sales Engineer - 80% / 20%

Customer Success - 70% / 30%

Account Management - 60% / 40%

MARKETING

Marketing Coordinator - 90% / 10%

Demand Gen Marketer - 80% / 20%

Product Marketer - 90% / 10%

Content Marketer - 90% / 10%

SALES LEADERSHIP

SDR Manager - 70% / 30%

Inside Sales Manager - 50% / 50%

Head of Sales / Director of Sales - 50% / 50%

VP of Sales - 50% / 50%

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
Sales Leadership	Base OTE*	Base OTE	Base OTE	Base OTE	Base OTE
SDR Manager	\$120-150K \$240-300K	\$100-130K \$200-260K	\$85-100K \$140-220K	\$100-130K \$200-260K	\$100-130K \$200-260K
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
Customer Success					
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
Marketing					
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%)
People Operations					
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)

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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 -

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