

SaaS Salary Survey Results

2022 - 2023



Introduction

Usurpo has analysed data from multiple sources to highlight trends across compensation, tenure and time-to-hire, within the cyber security and SaaS markets.

This report covers:

- Salary base pay changes in 2022
- Salary expectations across regions
- Expected tenure for seniority level and how this has altered since COVID-19
- Skill shortages and the impact to base pay and salary expectations
- Time-To-Hire for certain roles
- How seniority level impacts whether you work from home or in the office

Methodology

Data was analysed from 32 clients across the USA Usurpo has placed talent with during 2022, as well as candidates we worked with who secured roles through others sources.



If there is a particular area within this report you would like to find out more information, please email [Tom Layzell](mailto:Tom.Layzell@usurpo.com)

Base Range Data

Title	Base Salary Range	OTEs/Bonus Range	Increase in Salary
Commercial Account Executive	\$80-\$125k	\$150-\$250k	5%
RSD/Enterprise AE	\$130-\$175k	\$260-\$350k	5%
Regional Sales Leader	\$160-\$190k	\$250-\$350k	5%
VP Sales	\$180-\$240k	\$350k-\$450k	5%
CRO	\$300-\$380k	\$490-\$650k	5%
Channel/Alliances Sales Leader	\$160-\$200k	\$260-\$390k	10%
Channel Sales Executive	\$100-\$150k	\$140k-\$250k	5%
VP Pre-Sales/Solutions Engineering	\$175-\$210k	\$240-\$350k	10%
Pre-Sales/Solutions Engineer	\$130-\$180k	\$190k-\$320k	5%
VP Customer Success	\$180-240k	\$220-\$350k	15%
Customer Success Director	\$130-170k	\$160-\$220k	10%
Customer Success Manager	\$90-\$130k	\$110-\$180k	5%

Base Range Data

Technical Account Manager	\$100-\$140k	\$150-\$190k	5%
VP SR Team	\$135-\$170k	\$160-\$250k	12.50%
SDR Manager	\$90-\$120k	\$120-\$165k	5%
SDR	\$50-\$60k	\$65-90k	Flat
Inside Sales	\$60k-\$80k	100-130k	Flat
CMO	\$230-\$320	\$300-\$425k	7.50%
VP Growth	\$180-240k	\$200-\$290k	5%
VP Marketing	\$165-220k	\$200-\$280k	5%
VP Product Marketing	\$170-\$220k	\$200-\$280k	10%
Director, Product Marketing	\$170-\$200k	\$200-\$230k	10%

Base Range Commentary

Virtually all sales hires saw a mild increase in base pay (expected when you move jobs).

Tech firms have been investing heavily in Funnel Development and Customer Retention. As a result, the Marketing, Business Development, and Customer Success pillars have seen the largest rise in demand.

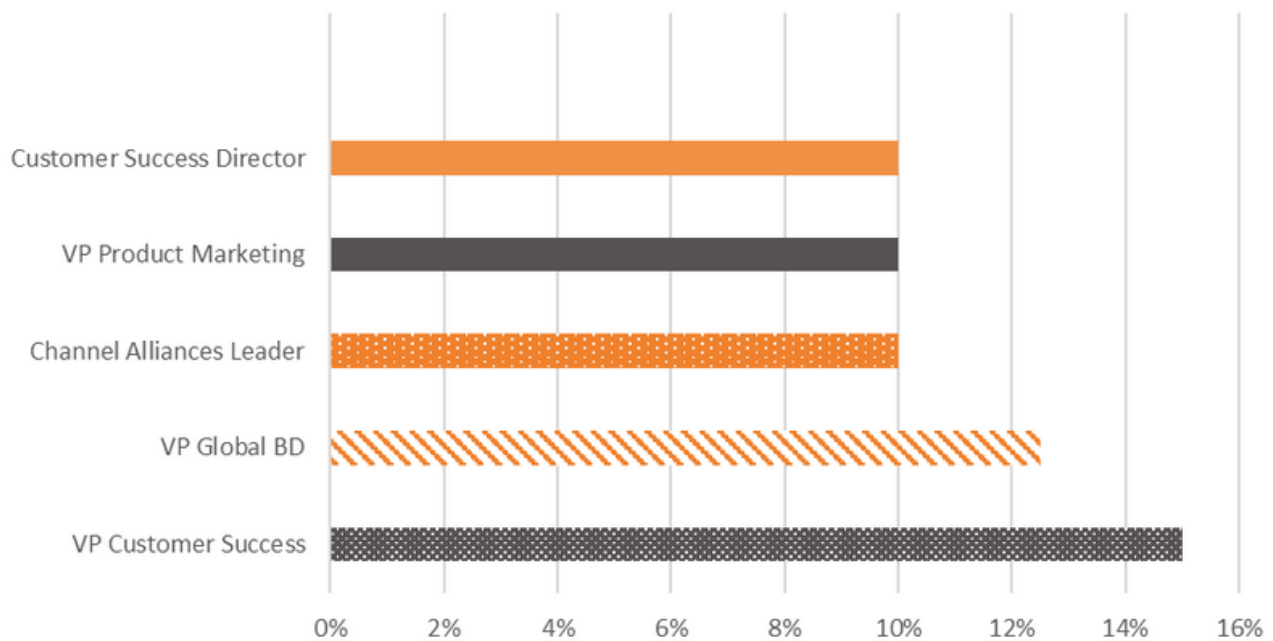


There are some differences geographically in pay, with an expectation from clients that they need to pay more on the West Coast and the North East US markets. Candidates who relocate from these areas are not experiencing reductions in pay – a candidate's experience level drives compensation more than location.

In the Sales discipline, individuals with up to 5 years' experience have been in high demand during the last year. As a result, we have seen base salaries in this demographic rise from a mean of c.\$95k in 2019 (Pre-COVID), to c. \$135k now. That's a whopping 40%+ lift.

A BDR in 2019 with a \$60k base and an \$80k OTE, can now be a Corporate Account Executive on \$120k base and a \$240k OTE. That's happened in 4 years!

Highest base salary increases



Tenure Commentary

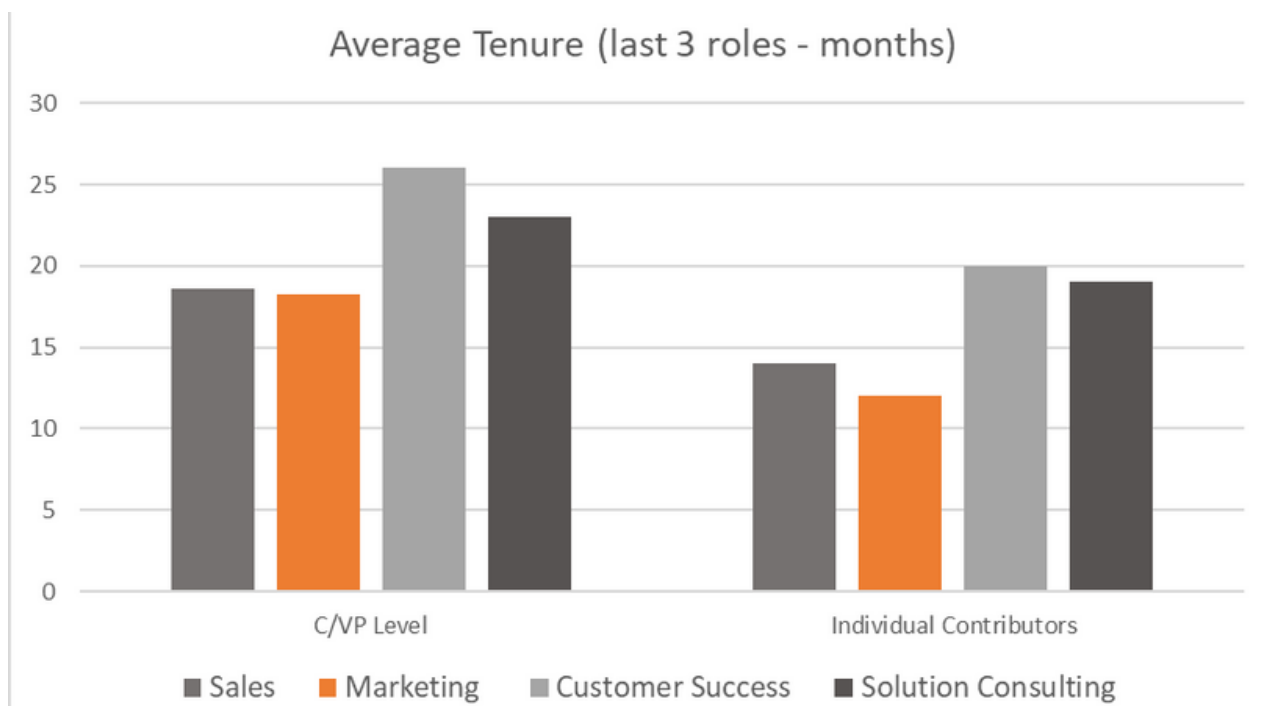
Taking each candidate's last 3 roles into account, tenure across all positions was 18 months. Tenure generally increased the more senior the role, with Channel Sales and Vice President (VP) Customer Success seeing the highest tenure levels, with an average of over 2 years.



The go-to-market (GTM) sector has continued to be extremely buoyant over the last 3 years – COVID-19, work from home, continued Venture Capital/Private Equity investments coming into the industry etc. This has generated a fluid job market, with a talent pool that has not grown at the same pace, affecting the supply and demand dynamic of skilled workers in some areas.

We have seen tenure drop in the earlier sales career demographic, as demand has been high, and people have been able to make quick moves for increased base salaries. Opportunities were abundant throughout 2022, and the talent pool took advantage of it, as it should have.

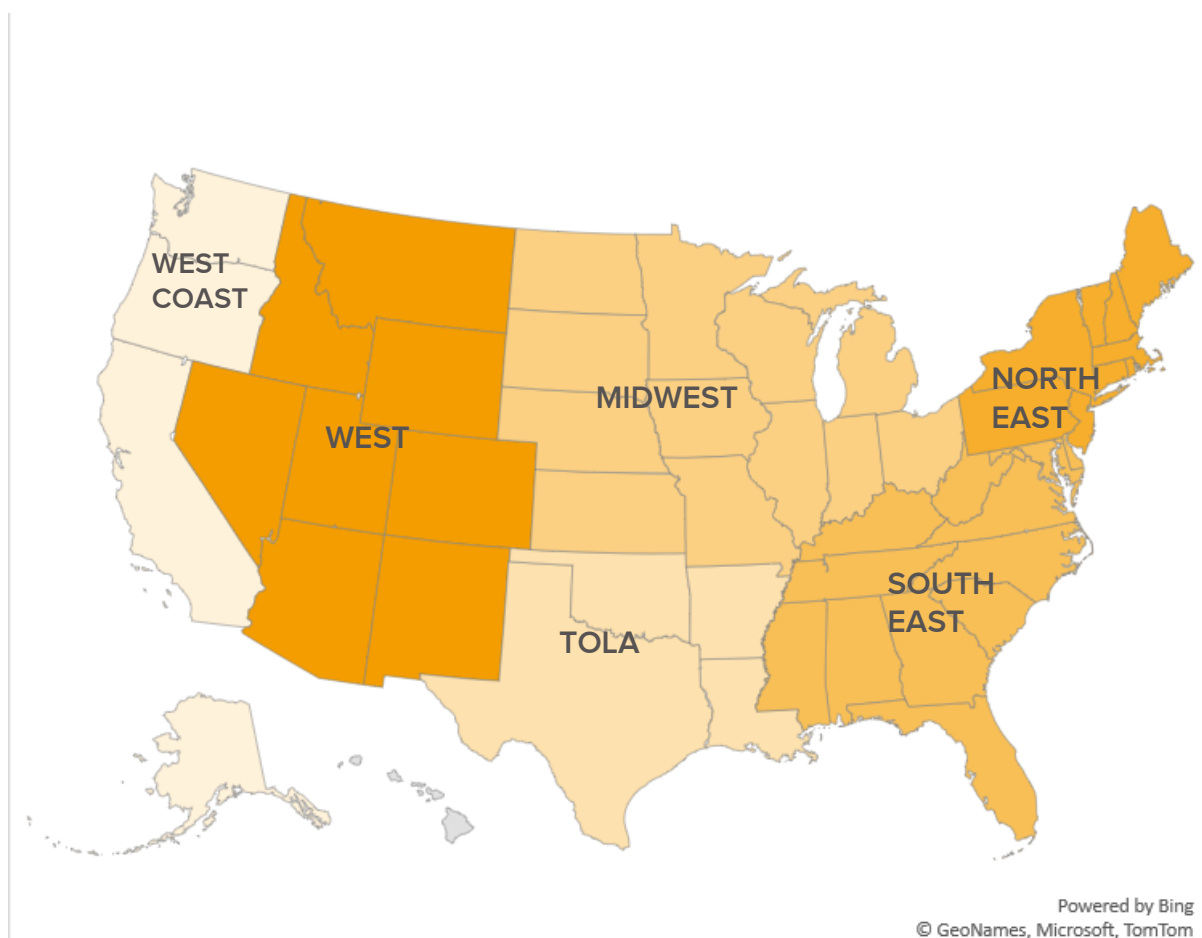
The knock-on effect is that candidates are now being penalized for making those moves, being marked as ‘too jumpy’ for organizations. The multiple moves, (which has led to reduced tenure) coupled with pay expectations creates a ‘risky’ hire. It’s important when hiring, to understand the reasons of each move and identify successes within each role. Potential bias around ‘jumpy’ candidates could see great talent not being hired for the wrong reasons.



Time-To-Hire Commentary

The more senior the role, the longer the hire takes. This is due to the number of stakeholders involved in these hires and their availability to interview. Chief Marketing Officer (CMO) hires, were the highest at 46 days. Chief Revenue Officers were next, with the fastest hiring time being SDRs at 13 days.

Work Location



As expected, early career-talent such as SDRs, BDR's and Inside Sales, have the highest rate of in-office/hybrid expectations. Learning, collaboration and team building for this demographic is best done in an in-person environment.

The Customer Success industry is also seeing a rise in Hybrid requirements, but overall, is more remote than not.

Individual contributors in sales positions are expected to live in-region at the enterprise level. At the commercial level (selling to companies with less than 1000 FTEs), this is not so much of a requirement.

Hiring Hotspots were the West Coast (LA-SF) and the North East (NY-Boston) – There's a high concentration of vendors in these regions, and those sales territories have the widest pool of high profile enterprise and corporate customers. Elsewhere, Atlanta, Austin, Chicago, Charlotte and Raleigh were the most requested locations.

In Summary

A lot has changed within the last year, and we expect:

1. To continue to see an increase in hybrid and on-site hiring at early career levels.
2. Compensation to flatten this year – there is more market caution, hiring has slowed, investment levels have been reduced. In the main, focus for our client base is more on profitability than growth for 2023.
3. The need for digital transformation, Cloud and DevOps talent to remain in high demand due to continued end user spending, with higher salaries reflecting this.
4. To see more layoffs – companies over-hired during 2022. Many are re-trenching and focusing more on training and coaching their existing teams to higher levels of performance – getting more out of less.
5. In a remote-focused working world, hiring decisions will be made more on skills and results (or output) than culture.



6. Companies that provide strong onboarding and continued training for their teams, will be able to increase average tenure.

7. A high proportion of exceptional talent will be excluded from selection processes for being 'too jumpy'. Sadly, this is a problem the industry has created (see over-hiring and over-paying). Those responsible for hiring need to appreciate a candidate's reason for leaving previous employers, and not make biased decisions based on resume timelines - otherwise they may miss out on great hires.

About Usurpo

Usurpo is an executive search consultancy operating on a global basis, with partners in 12 countries worldwide. We specialise in delivering commercial and leadership hires for technology companies, with a strong emphasis on serving the SaaS / software vendor community.

We have strong relationships within our markets and a superb reputation at being experts in our field.

If you would like to find out more information about our services and what we offer, please email Tom Layzell at tlayzell@usurpo.com.



OUR TEAM



Dan Rhodes
Director



Damian Bird
Director



Doug Fowler
VP, USA



Tom Layzell
Senior Consultant



Dani Blake
Associate Consultant



Alisha Milne
Associate Consultant

We have a fabulous team of 17 employees who have been MEDDIC qualified to ensure they only deliver the best service to our clients and candidates.

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Please ask our team for further information on who we work with. We have an impressive list.

CONTACT US



+1 (202) 972 4320



info@usurpo.com



www.usurpo.com/

