

Sales and Marketing

2023 began with continued demand for technology, with semiconductor, electronics and software companies seeing exponential growth of their commercial divisions. Deep tech is such an exciting space to be, with demand still far outstripping supply!

Risc-V and IP companies continue to scale, whilst traditional semiconductor companies are introducing accompanying software products to offer more of a complete solution or one-stop shop for their clients. Solution sales experience is more prevalent, with demand increasing for professionals who understand both software and hardware components. Consequently, as technology becomes ever more complex, the need for technical sales (Product Managers / FAE's) that can balance technical support with securing signatures is still a critical hire.

Growth is further accelerated by photonics/optics being included in semiconductor design and we see a continued trend in incorporating AI and ML into chips at the Edge. Emerging sectors such as XR/VR start-ups are making waves within fashion and gaming whilst the current political climate is seeing a number of companies look at their environmental impact – with start-ups solely dedicated to clean water, clean energy and EV charging.

Salaries for those who receive a significant part of their total compensation as a performance related bonus are very hard to define - one-size does not fit-all!

Salaries shown are base salaries and are meant as a guide. Base salary is likely to vary depending on type of organisation and total package on offer.

An FAE may have a bonus, based on design-wins, of circa 20-30%. Likewise, sales professionals will have bonuses that vary from 20% - 100% of base and may be capped, or uncapped, depending on organisation and product type (e.g. SaaS roles tend to have a 50/50 split on OTE).

Typically, travelling roles will have a car/ car allowance on top of base salary and bonus/commission. Start-ups or suppliers may offer equity, stock options or an RSU scheme but slightly lower bases.

Experience	Mid-Level	Senior	Manager	Director
External Sales (Supplier)	£60,000	£70,000	£90,000	£100,000+
External Sales (Distributor)	£50,000	£65,000	£75,000	£85,000+
Field Applications Pre-Sales (Supplier)	£60,000	£75,000	£90,000	£100,000+
Field Applications (Distributor)	£50,000	£65,000	£75,000	-
Product Marketing Management	£65,000	£80,000	£95,000	£110,000+
Marketing (Marcomms / Digital)	£50,000	£65,000	£80,000	£90,000+
Account Management	£50,000	£65,000	£75,000	£90,000+