

Sales and MarketingUK

Experience	PERMANENT per annum - Contract rates available on request			
	Mid-Level	Senior	Manager	Director
External Sales (Supplier)	£60 - 65,000	£70 - 80,000	£90 - 100,000	£100,000+
External Sales (Distributor)	£50,000	£65,000	£75,000	£85,000+
Field Applications Pre-Sales (Supplier)	£60 - 65,000	£75 - 90,000	£90 - 100,000	£100,000+
Field Applications (Distributor)	£50,000	£65,000	£75,000	-
Product Marketing Management	£65 - 75,000	£80 - 95,000	£95 - 110,000	£110 - 150,000+
Marketing (Marcomms / Digital)	£50 - 60,000	£65 - 75,000	£80 - 90,000	£90 - 100,000+
Account Management	£50 - 60,000	£65 - 75,000	£75 - 90,000	£90,000+

Salaries for those who receive a significant part of their total compensation as a performance related bonus are hard to define. Salaries shown are base salaries and 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.