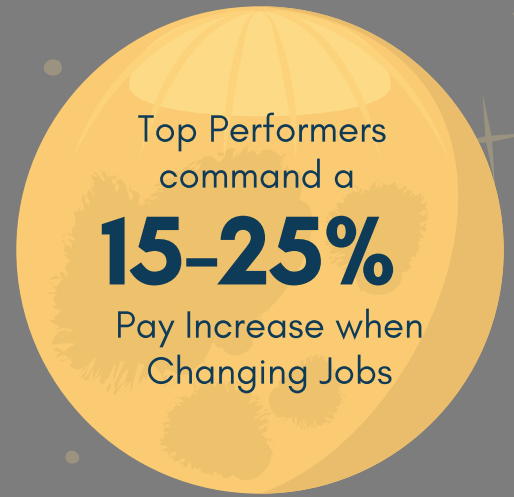


BEYOND THE BASICS

2019 Compensation Trends You Can't Afford to Ignore



SUPPLY & DEMAND

In 2018, the number of job openings surpassed the number of unemployed and the unemployment rate hit 3.7%, the lowest it has been in 50 years*. Employers are paying a premium for specific high demand skill sets especially within specific industries such as Biotech, Cyber Analytics, and AI. Hiring managers are snatching up highly skilled talent even if they don't currently have an open position. Employers are responding to this tight labor market by upskilling- increasing training for current employees.

*https://www.bls.gov/web/jolts/jlt_labstatgraphs.pdf

REWARDING & TRACKING PERFORMANCE

Employers are initiating more aggressive variable pay packages for top performers, including accelerators for surpassing quotas and higher bonuses. Gone are the traditional annual reviews - semi-annual or quarterly "performance and career conversations" are the new way to engage your workforce!

WOMEN IN LEADERSHIP

In 2018, more women took on more prominent positions in the boardroom (and in politics). This trend is in its early stages with women only holding about 10% of the top executive positions at U.S. companies, according to the Pew Research Center.



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Since 2007, TurningPoint Executive Search has built a national reputation as a highly successful, specialized recruiting firm by placing top performing Sales, Marketing, Operations, and Executive Level talent.

2019 SALARY TRENDS SALES & MARKETING



Salaries Continue to Rise!

JOB TITLE	AVERAGE TENURE	SALARY RANGE	OVERALL TOTAL EARNINGS
Sales Entry Level	0 - 1 Years	\$45k-\$55k	\$50k-\$75k
Sales Junior (Inside)	1 - 3 Years	\$50k-\$90k	\$60k-\$100k
Sales Junior (Outside)	1 - 3 Years	\$45k-\$75k	\$80k-\$130k
Sales/Business Development/Account Executives (non-mgmt)*	4 - 9 Years	\$80k-\$130k	\$100k-\$225k
Senior Sales (non-mgmt)	10 - 25 Years	\$100k-\$225k	\$200k-\$500k
Sales Operations/Enablement (non-mgmt)	5 - 15 Years	\$90k-\$250k	\$125k-\$225k
Sales Manager (overseeing 1-4)	5 - 12 Years	\$110k-\$170k	\$125k-\$320k
Sales Director (overseeing 4-15)	10 - 20 Years	\$130k-\$275k	\$175k-\$350k
VP Sales	10 - 20 Years	\$175k-\$325k	\$260k-\$775k
CRO / CSO	15+ Years	\$275k-\$475k	\$375k-\$850k

JOB TITLE	AVERAGE TENURE	SALARY RANGE	AVERAGE BONUS
Marketing Entry Level	0 - 1 Years	\$45k-\$55k	0 - 10%
Marketing Junior Level	1 - 3 Years	\$45k-\$65k	0 - 10%
Marketing/Social Media/ Digital/ Brand (non-mgmt)	4 - 8 Years	\$72k-\$115k	5 - 18%
Senior Marketing (non-mgmt)	10 - 22 Years	\$95k-\$145k	10 - 20%
Marketing Analysis/Research	5 - 15 Years	\$78k-\$130k	5 - 20%
Marketing Manager (managing 1-3)	5 - 10 Years	\$90k-\$150k	10 - 20%
Marketing Director (overseeing 4-15)	10 - 22 Years	\$120k-\$215k	10 - 30%
VP Marketing	12 - 25+ Years	\$175k-\$325k	15 - 30%
Chief Marketing Officer	15+ Years	\$225k-\$575k	15 - 30%

*Note: New Business professionals ("Hunters") earn a slightly lower salary and a much higher commission compared to Account Managers ("Farmers")



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These ranges reflect nearly 1100 company and candidate-sourced compensation levels across the U.S. Contact us for additional information about your specific region and position!