



2021 Compensation Guide

A MESSAGE FROM BETTS FOUNDER AND CEO, CAROLYN BETTS

I'm absolutely thrilled to introduce our first interactive compensation guide! In our mission to change the future of recruiting, we never stop looking for cutting-edge ways to create valuable content. That's why I'm proud to share our new immersive 2021 compensation guide that features clickable maps with compensation data on sales, marketing, customer success, and people ops by city and region, sound bites from our partners, access to our new DE&I hiring guide, and much more. Check it out, and let us know what you think of this experience!



2020

A YEAR IN REVIEW

2020 was a year unlike any other. With companies facing unprecedented challenges and dealing with uncertainty, compensation reflected an increased focus on security when compared to previous years. For example, base pay increased across the country while on target earnings (OTEs) trended down.

Because of the impacts of 2020, we understand that it may be difficult to determine the compensation package you should be offering people in 2021, or what you should be targeting if you're seeking a new opportunity. That's why we've compiled our data on compensation packages accepted by the hundreds of people we've connected with our clients over the past year.

In this interactive guide, we've put together 5 key stats from the last year that help us understand compensation trends in 2020, and we've compiled the average salaries and OTEs received by people in **sales**, **customer success**, **marketing**, and **people operations** in major regions across the country. In addition, we've segmented compensation data on specific roles like enterprise account executives and content marketing managers, and we've provided key trends that we noticed when comparing compensation data from 2019 to 2020.

5 KEY STATS FROM 2020

In order to understand compensation trends from 2020, we should first acknowledge the many changes that have occurred over the last year. For example, numerous companies froze hiring in March 2020, before ramping up hiring again, and thousands of people left major cities, like NYC and SF. Thus, here are 5 key stats that impacted compensation in 2020.

70%

of companies froze hiring or laid people off in March 2020¹

51,000

jobs added at small businesses from Dec. 2020 to Jan. 2021²

72%

of tech workers now want a combination of office and remote work³

300,000

people left NYC from March to July 2020⁴

89,000

households left San Francisco in 2020⁵

1) Of companies surveyed in a Betts poll

2) <https://adpemploymentreport.com/2021/January/SBR/SBR-January-2021.aspx>

3) <https://slack.com/blog/collaboration/workplace-transformation-in-the-wake-of-covid-19>

4) <https://nypost.com/2020/11/14/new-stats-reveal-massive-nyc-exodus-amid-coronavirus-crime/>

5) <https://www.publiccommentssf.com/post/u-s-postal-service-data-suggests-significant-population-decline-in-san-francisco>

SALES

Sales Development Reps and Sales Ops



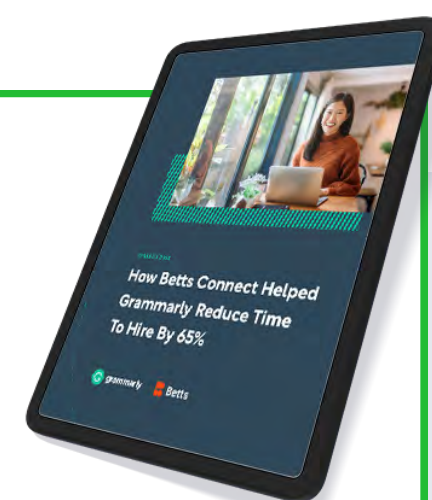
KEY TREND

Across major U.S. regions, **SDR compensation increased by about 3% from 2019 to 2020**. Although this was an increase, it was a modest one, which illustrates the reluctance of companies to increase compensation during uncertain times.



FREE CASE STUDY

Learn How Grammarly Reduced Time to Hire by 65%



Compensation for **Sales Development Reps and Sales Operations** By Region

Position (Base OTE)	West	Midwest	Northeast	Southeast
Sales Development Representative (SDR)	45-60 55-70	45-60 70-90	55-65 70-90	45-60 60-75
Enterprise SDR	50-70 60-90	55-75 65-95	60-80 80-100	55-75 65-95
Sales Operations	90-150 plus 10%	80-130 plus 10%	75-100 95-120	80-130 plus 10%
Sales Engineer	110-160 plus 20%	110-150 plus 20%	110-160 plus 20%	100-160 plus 20%

Compensation for **Sales Development Reps and Sales Operations** By City

Position (Base OTE)	San Francisco	Los Angeles	Chicago	New York	Austin
Sales Development Representative (SDR)	50-65 75-90	50-65 70-90	45-55 60-75	50-65 65-85	45-55 60-75
Enterprise SDR	60-80 85-105	60-85 70-90	55-70 70-90	60-80 80-100	55-75 65-95
Sales Operations	100-150 plus 10%	90-150 plus 10%	80-130 plus 10%	90-150 plus 10%	70-135 plus 10%
Sales Engineer	100-135 110-140	110-140 plus 20%	110-150 plus 20%	135-165 plus 20%	100-120 plus 20%

SALES

Account Executive



KEY TREND

From 2019 to 2020, we didn't observe increases in overall compensation for account executives, and **this is the first time there wasn't a year over year increase in the last five years.** However, although compensation decreased slightly in New York and the Bay Area, on target earnings increased in Austin, Atlanta, Chicago and LA.



Compensation for **Account Executives** By Region

Position (Base OTE)	West	Midwest	Northeast	Southeast
Account Executive (AE)	70-90 140-180	50-70 100-140	60-80 120-160	50-70 100-140
Mid Market AE	90-110 160-220	70-90 140-180	85-105 170-210	70-90 140-180
Enterprise AE	110-150 220-300	100-140 200-280	110-150 220-300	90-130 180-220

Compensation for **Account Executives** By City

Position (Base OTE)	San Francisco	Los Angeles	Chicago	New York	Austin
Account Executive (AE)	70-90 140-180	55-75 110-140	60-80 100-160	70-90 140-180	50-70 100-140
Mid Market AE	90-110 180-220	85-110 170-220	80-100 160-200	90-110 180-220	70-90 140-180
Enterprise AE	120-160 240-320	110-150 220-300	110-140 220-280	120-160 240-320	100-140 200-280

Although titles may vary from company to company, a mid market AE is usually a professional that sells to companies with 100 - 2,000 employees, an enterprise AE is one that sells to companies with more than 2,000 employees, and a senior AE is an experienced account executive with an extensive track record of increasing a company's revenue.

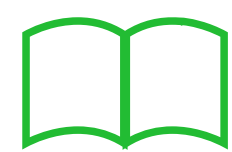
SALES

Sales Leadership



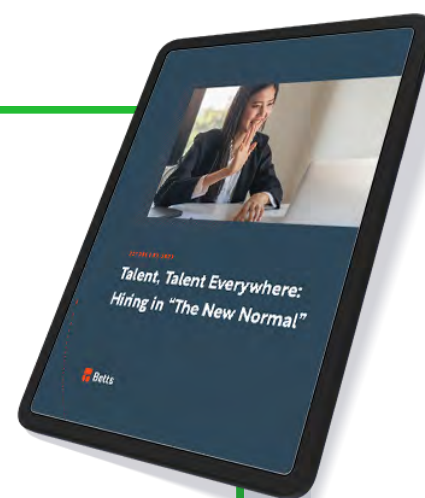
KEY TREND

The average base pay for sales leadership positions **increased by about 5% last year while overall OTEs decreased by about 10%**. More than likely, this occurred because people were less confident in their ability to earn commissions during 2020, and companies offered a higher base salary as a result.



TALENT MIGRATION GUIDE

Learn Where Top Tech Talent is Moving



Compensation for **Sales Leadership** By Region

Position (Base OTE)	West	Midwest	Northeast	Southeast
Inside Sales Manager	130-160 170-210	120-150 160-200	120-165 240-300	90-120 120-160
SDR Manager	110-140 220-270	110-140 180-240	110-140 180-240	90-120 125-160
Director of Sales	150-170 210-250	130-160 180-250	140-170 180-250	130-160 160-200
VP of Sales	170-230 320-450	170-230 320-450	170-230 320-450	130-190 250-360

Compensation for **Sales Leadership** By City

Position (Base OTE)	San Francisco	Los Angeles	Chicago	New York	Austin
Inside Sales Manager	120-165 170-210	180-245 160-200	115-150 160-180	65-85 160-200	100-125 170-190
SDR Manager	115-150 220-270	110-140 180-240	110-140 180-240	135-165 150-190	95-120 140-170
Director of Sales	125-170 210-250	125-165 160-220	130-160 180-250	120-165 220-280	100-140 160-220
VP of Sales	175-220 320-450	165-220 340-420	170-230 320-450	180-240 390-500	130-190 250-360

CUSTOMER SUCCESS



KEY TREND

Across the country, **the average compensation for customer success positions remained the same from 2019 to 2020.** As stated before, this probably occurred because companies were hesitant to offer more compensation when they were unsure about how the events of 2020 would affect their business.

Compensation for **Customer Success** By Region

Position (Base OTE)	West	Midwest	Northeast	Southeast
Account Manager	80-100 100-130	80-90 100-110	80-90 100-110	50-65 90-110
Senior Account Manager	90-110 130-160	80-100 110-140	80-100 110-140	80-100 100-140
CSM (Junior/Mid)	70-100 80-110	70-100 90-120	70-100 90-110	65-90 75-95
CSM (Senior)	120-140 170-200	100-140 140-180	100-140 140-180	100-140 140-180
CSM (Director)	140-160 160-200	120-150 180-220	120-150 180-220	120-150 180-220
Customer Success (VP)	160-200 220-260	150-170 180-200	150-170 180-200	150-170 180-200

Compensation for **Customer Success** By City

Position (Base OTE)	San Francisco	Los Angeles	Chicago	New York	Austin
Account Manager	80-100 100-130	80-110 80-100	55-70 100-110	65-85 120-150	60-80 80-100
Senior Account Manager	90-110 130-160	80-110 135-165	80-100 110-140	80-100 110-140	80-100 100-140
CSM (Junior/Mid)	90-120 105-130	80-110 95-120	75-95 85-110	85-110 95-120	65-90 80-120
CSM (Senior)	130-170 160-210	90-130 100-140	100-140 140-180	95-135 100-130	100-140 140-180
CSM (Director)	140-160 160-200	110-150 180-220	110-150 180-220	110-150 180-220	90-110 180-220
Customer Success (VP)	160-200 220-260	150-180 205-225	150-170 180-200	150-190 200-240	150-170 170-200

MARKETING

Demand Generation and Content Marketing



KEY TREND

Overall, marketing salaries decreased by about 5% as less companies were hiring for marketing roles, and there was more competition for open roles. In addition, demand generation was affected the most out of all marketing positions. For example, **the base salaries for demand generation professionals decreased by about 15% last year.**



Compensation for **Demand Generation and Content Marketing** By Region

Position (Base OTE)	West	Midwest	Northeast	Southeast
Content Marketing Manager	110-140	90-125	95-125	90-120
Demand Gen (non leadership)	50-70	60-90	60-80	50-70
Demand Gen (Manager)	80-140	70-100	70-100	70-100
Demand Gen (Director)	130-170	120-150	120-150	120-150

Compensation for **Demand Generation and Content Marketing** By City

Position (Base OTE)	San Francisco	Los Angeles	Chicago	New York	Austin
Content Marketing Manager	90-140	110-125	90-125	105-130	110-125
Demand Gen (non leadership)	75-100	60-90	50-70	60-80	50-70
Demand Gen (Manager)	100-140	80-100	70-100	70-100	60-90
Demand Gen (Director)	145-180	130-170	120-165	120-150	100-140

MARKETING

Product Marketing and Marketing Leadership



KEY TREND

While marketing was adversely impacted in 2020, **product marketing base salaries increased by about 5%**. We can attribute this difference to the fact that companies with tech products, those hiring product marketers, didn't face the same adverse impacts that other industries did. As a result, they kept hiring for marketing roles, and product marketing salaries saw a modest increase from 2019 to 2020.



Compensation for **Product Marketing and Marketing Leadership** By Region

Position (Base OTE)	West	Midwest	Northeast	Southeast
Product Marketing (Manager)	140-170	120-150	120-150	120-150
Product Marketing (Director)	150-190	140-170	140-170	140-170
Product Marketing (VP)	200-260	180-240	180-240	180-240
Head of Marketing/Director of Marketing	135-200	130-190	140-200	120-180
VP of Marketing	195-270 plus 30%	190-210 plus 30%	190-210 plus 30%	190-210 plus 30%

Compensation for **Product Marketing and Marketing Leadership** By City

Position (Base OTE)	San Francisco	Los Angeles	Chicago	New York	Austin
Product Marketing (Manager)	130-175	140-170	120-150	120-150	120-150
Product Marketing (Director)	140-190	150-190	140-170	145-185	140-170
Product Marketing (VP)	200-260	200-260	180-240	180-240	180-240
Head of Marketing/Director of Marketing	140-200	135-190	130-190	140-200	120-180
VP of Marketing	195-270 plus 30%	190-230 plus 30%	190-210 plus 30%	190-250 Plus 30%	180-220 Plus 30%

PEOPLE OPS



KEY TREND

On average, **compensation for roles in people operations increased by 11% from 2019 to 2020**. There are a variety of reasons why this might have occurred. One theory is that with companies facing unprecedented challenges, there was an increased demand for experienced professionals to manage the shift to remote work, restructurings, etc. Thus, people operations professionals could secure higher salaries.



DE&I HIRING GUIDE

Learn How to Make DE&I a Priority in 2021



Compensation for People Ops By Region

Position (Base OTE)	West	Midwest	Northeast	Southeast
Executive Assistant	80-120 plus small bonus	85-130 plus small bonus	70-110 plus small bonus	70-110 plus small bonus
Human Resources Generalist	100-170 plus bonus	90-140 plus bonus	90-140 plus bonus	90-140 plus bonus
Recruiting Coordinator	70-90 plus bonus	60-80 plus bonus	60-80 plus bonus	60-80 plus bonus
Recruiter	110-160 plus bonus	70-130 plus bonus	100-130 plus bonus	70-130 plus bonus
Office Manager	70-80 plus small bonus	40-60 plus small bonus	40-60 plus small bonus	40-60 plus small bonus
Head of Talent	180-220 plus bonus	90-140 plus bonus	170-200 plus bonus	170-200 plus bonus

Compensation for People Ops By City

Position (Base OTE)	San Francisco	Los Angeles	Chicago	New York	Austin
Executive Assistant	70-85 plus small bonus	70-110 plus small bonus	70-110 plus small bonus	70-110 plus small bonus	70-110 plus small bonus
Human Resources Generalist	140-200 plus bonus	100-140 plus bonus	90-140 plus bonus	90-140 plus bonus	90-140 plus bonus
Recruiting Coordinator	90-135	60-80 plus bonus	60-80 plus bonus	60-80 plus bonus	60-80 plus bonus
Recruiter	100-135	70-130 plus bonus	70-130 plus bonus	100-130 plus bonus	70-100 80-100
Office Manager	60-80 plus small bonus	45-60	40-60 plus small bonus	50-70 plus small bonus	40-60 plus small bonus
Head of Talent	180-220 plus bonus	90-140 plus bonus	90-140 plus bonus	170-200 plus bonus	90-135

BETTS CAN HELP

If you're building go-to-market teams, or seeking your next opportunity, Betts can be the growth partner you need to help you achieve your goals. With a platform featuring a vetted network of top go-to-market professionals and clients seeking talent to scale their companies, we make it easy for companies to be connected with the people they need to take their companies to the next level.

In addition, our experienced teams always know the most up to date information on compensation and the working arrangements that top professionals are seeking from a future employer. If you have any questions, feel free to contact us, and we look forward to speaking with you.

Connect with us: sales@bettsrecruiting.com

