











US Salesforce Salary Benchmarking 2024

Keeping you ahead of talent trends in technology



Candidate shortlist

 Sasha V Solution Architect	★ 4.8	 Alex M Solution Architect
 Charlie H Solution Architect	★ 4.7	 Nina B Solution Architect
 Kimora B Solution Architect	★ 4.8	 Shane C Solution Architect
 James M Solution Architect	★ 4.6	 Cynthia L Solution Architect

A review of the Salesforce landscape heading into 2024



Ian Brown

Senior Manager – Salesforce Division

Despite well-publicized layoffs in the technology sector, the Salesforce recruitment market remains resilient, driven by the platform's widespread adoption. The industry is experiencing a shift towards hybrid skill sets that blend technical and business expertise, reflecting the demand for professionals with a comprehensive perspective.

Emphasizing the value of blended skill sets, the rise of low-code/no-code development environments is notable. Voice integration and voice-activated devices, especially in Service Cloud implementations, are gaining popularity and enhancing customer support efficiencies and response times.

A significant strategic shift involves reimagining customer journeys and deeper understanding of the customer, marked by substantial investment in Data Cloud, loyalty management and highly personalized outreach. The focus is on retaining and maximizing existing customer bases, acknowledging the challenges and costs associated with acquiring new customers in saturated markets.

Industries traditionally slower to adopt change, such as EdTech, Healthcare, Manufacturing and non-profit, are now embracing digital innovation. This aligns with Salesforce's product updates, like Health Cloud 2.0 and Manufacturing Cloud - indicating a shift towards more digitally enabled solutions.

The combined skill set of MuleSoft and Salesforce is in high demand, offering enhanced unification, security, and insights. Sales processes are undergoing rejuvenation, witnessing significant growth in sales enablement. AI investments are driving efficiencies by automating repetitive tasks like lead identification.

There are rumblings of a major shake-up to Revenue Cloud – with growing critique around its functionality and ROI – that will likely result in some hefty re-implementations and a growing need for talent in this space, especially around Billings.

In conclusion, the Salesforce recruitment market has demonstrated resilience amid wider industry challenges and demand for specialized talent remains high, particularly those with hybrid skill sets.

2024 Salary Insights - Salesforce

	US Market (\$)		
Core Salesforce	Low	Median	High
Commercial Systems Director	220,000	240,000	260,000
Engineering Manager	190,000	205,000	220,000
CRM Manager	110,000	145,000	170,000
Project Manager	120,000	140,000	170,000
Business Analyst	110,000	125,000	140,000
Consultant	100,000	135,000	170,000
Solution Architect	160,000	175,000	195,000
Technical Architect	180,000	200,000	220,000
Technical Lead	170,000	175,000	180,000
Developer	120,000	145,000	170,000
QA Engineer	120,000	140,000	150,000
Administrator	90,000	120,000	150,000
Data Cloud Architect	190,000	215,000	240,000
Pre-Sales Consultant	115,000	140,000	165,000
Salesforce Marketing Cloud	Low	Median	High
Consultant	120,000	130,000	150,000
Developer	115,000	130,000	145,000
Technical Architect	160,000	175,000	190,000
Solutions Architect	155,000	170,000	185,000
Email Marketing Specialist	65,000	90,000	110,000
Personalization Architect	170,000	190,000	210,000
Intelligence Architect	170,000	190,000	210,000

2024 Salary Insights - Salesforce

	US Market (\$)		
Integration Technology	Low	Median	High
MuleSoft Developer	110,000	140,000	170,000
MuleSoft Architect	150,000	160,000	190,000
Consultant	130,000	160,000	180,000
Dell Boomi Engineer	120,000	150,000	180,000
Salesforce Commerce Cloud	Low	Median	High
Technical Architect	160000	180000	200000
Solution Architect	160000	180000	200000
Technical Lead	160000	170000	180000
Back-End Developer	130000	150000	170000
Front-End Developer	115000	135000	155000
Project Manager	120000	145000	170000
Product Manager	110000	130000	150000
Business Analyst	100000	120000	140000
QA Engineer	105000	120000	135000

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