



# UK GTM Salary Insights Guide 2025



**Jennifer G.**  
Senior Account Manager Target Salary  
**£75,000**  
★★★★★



**Jack B.**  
Senior Account Manager Target Salary  
**£80,000**  
★★★★★



**Phil T.**  
Senior Account Manager Target Salary  
**£88,500**  
★★★★★

# Leadership & Direct Sales

GBP (£)

Basic | OTE

| Manager/Executive Level       | Low               | Median            | High              |
|-------------------------------|-------------------|-------------------|-------------------|
| Chief Revenue Officer         | 150,000   300,000 | 180,000   350,000 | 220,000   400,000 |
| Chief Marketing Officer       | 100,000   110,000 | 130,000   156,000 | 150,000   180,000 |
| Chief Customer Officer        | 130,000   162,500 | 150,000   195,000 | 170,000   229,500 |
| VP Customer Success           | 110,000   132,000 | 130,000   162,500 | 150,000   195,000 |
| VP Sales                      | 120,000   220,000 | 140,000   260,000 | 160,000   300,000 |
| VP Growth                     | 110,000   137,500 | 130,000   169,000 | 150,000   202,500 |
| VP Channel                    | 110,000   180,000 | 130,000   210,000 | 150,000   240,000 |
| VP OEM                        | 110,000   180,000 | 130,000   210,000 | 150,000   240,000 |
| Regional Sales Director       | 100,000   180,000 | 120,000   210,000 | 140,000   240,000 |
| Director of Pre-Sales         | 90,000   130,000  | 110,000   150,000 | 130,000   180,000 |
| Marketing Director            | 90,000   99,000   | 110,000   132,000 | 130,000   156,000 |
| Director of Product Marketing | 90,000   99,000   | 110,000   132,000 | 130,000   156,000 |
| Director of Demand Generation | 90,000   99,000   | 110,000   121,000 | 130,000   156,000 |
| Director of RevOps            | 90,000   108,000  | 110,000   137,500 | 130,000   169,000 |
| Director of Sales Operations  | 85,000   97,750   | 105,000   126,000 | 125,000   156,250 |
| Director of Inside Sales      | 85,000   130,000  | 105,000   160,000 | 125,000   190,000 |
| Head of Inside Sales/SDR      | 70,000   100,000  | 95,000   120,000  | 110,000   150,000 |
| Head of Marketing             | 75,000   86,250   | 90,000   108,000  | 110,000   132,000 |

Basic | OTE

| Direct Sales                 | Low               | Median            | High              |
|------------------------------|-------------------|-------------------|-------------------|
| BDR/SDR                      | 30,000   45,000   | 35,000   55,000   | 40,000   65,000   |
| Senior BDR/SDR               | 35,000   55,000   | 40,000   65,000   | 45,000   75,000   |
| Inside Sales Representative  | 30,000   45,000   | 35,000   55,000   | 40,000   65,000   |
| Account Manager              | 45,000   80,000   | 55,000   100,000  | 65,000   120,000  |
| Senior Account Manager       | 60,000   100,000  | 70,000   120,000  | 80,000   140,000  |
| Mid-Market Account Executive | 60,000   110,000  | 70,000   130,000  | 85,000   150,000  |
| Enterprise Account Executive | 90,000   180,000  | 100,000   200,000 | 120,000   240,000 |
| Hunter Account Executive     | 70,000   130,000  | 85,000   160,000  | 100,000   190,000 |
| Regional Account Executive   | 60,000   120,000  | 75,000   140,000  | 90,000   160,000  |
| Territory Sales Manager      | 55,000   100,000  | 65,000   120,000  | 75,000   140,000  |
| Global Account Director      | 120,000   240,000 | 130,000   260,000 | 140,000   280,000 |

### Methodology

Based on H1 2025 data captured by Stott and May's UK GTM team from live assignments, accepted offers, and candidate registrations, supplemented by client briefings and placement outcomes. Figures reflect GBP salary benchmarks, normalised to remove outliers and mapped by role and seniority; use as a directional guide, as packages particularly in the top end of the range can sometimes be higher depending on company size, sector, and funding stage.

# Channel, Product, Marketing, & CS

GBP (£)

Basic | OTE

| Channel & Partnerships        | Low               | Median            | High              |
|-------------------------------|-------------------|-------------------|-------------------|
| Strategic Alliances Director  | 100,000   180,000 | 120,000   210,000 | 140,000   240,000 |
| Head of Channel Programs      | 90,000   160,000  | 110,000   190,000 | 130,000   220,000 |
| Channel Account Manager (CAM) | 60,000   100,000  | 70,000   120,000  | 80,000   140,000  |
| Partner Account Manager (PAM) | 60,000   100,000  | 70,000   120,000  | 80,000   140,000  |
| Partner Development Manager   | 70,000   110,000  | 80,000   130,000  | 90,000   150,000  |
| Channel Sales Manager         | 70,000   110,000  | 85,000   140,000  | 100,000   160,000 |
| Channel Enablement Manager    | 65,000   74,750   | 75,000   90,000   | 85,000   106,250  |
| Alliances Manager             | 65,000   100,000  | 75,000   120,000  | 85,000   140,000  |
| OEM Account Manager           | 70,000   110,000  | 85,000   130,000  | 100,000   150,000 |
| Partner Program Manager       | 65,000   74,750   | 75,000   90,000   | 85,000   106,250  |

| Product & Pre-Sales      | Low              | Median           | High              |
|--------------------------|------------------|------------------|-------------------|
| Product Manager          | 55,000   57,750  | 70,000   73,500  | 85,000   93,500   |
| Product Lead             | 75,000   82,500  | 90,000   99,000  | 105,000   115,500 |
| Sales Engineer           | 65,000   90,000  | 75,000   110,000 | 90,000   130,000  |
| Senior Sales Engineer    | 75,000   110,000 | 90,000   130,000 | 105,000   150,000 |
| Solutions Consultant     | 70,000   100,000 | 85,000   120,000 | 100,000   140,000 |
| Sales Enablement Manager | 55,000   57,750  | 70,000   77,000  | 80,000   88,000   |

Basic | OTE

| Customer Success                    | Low             | Median          | High             |
|-------------------------------------|-----------------|-----------------|------------------|
| Customer Support Specialist         | 30,000   33,000 | 35,000   38,500 | 40,000   46,000  |
| Customer Success Manager            | 45,000   51,750 | 55,000   66,000 | 65,000   81,250  |
| Partner Success Manager             | 50,000   57,500 | 60,000   72,000 | 70,000   87,500  |
| Enterprise Customer Success Manager | 60,000   72,000 | 70,000   87,500 | 85,000   110,500 |
| Customer Success Lead               | 65,000   74,750 | 75,000   90,000 | 90,000   112,500 |
| Technical Account Manager           | 60,000   66,000 | 70,000   80,500 | 80,000   96,000  |

| Marketing                    | Low             | Median          | High             |
|------------------------------|-----------------|-----------------|------------------|
| Marketing Executive          | 28,000   29,400 | 35,000   36,750 | 40,000   44,000  |
| Digital Marketing Executive  | 32,000   33,600 | 40,000   42,000 | 50,000   55,000  |
| Events Marketing Manager     | 45,000   47,250 | 55,000   57,750 | 75,000   82,500  |
| Marketing Manager            | 50,000   52,500 | 60,000   66,000 | 85,000   93,500  |
| Digital Marketing Manager    | 50,000   52,500 | 65,000   71,500 | 90,000   99,000  |
| Demand Generation Manager    | 60,000   63,000 | 80,000   92,000 | 95,000   114,000 |
| Content Marketing Manager    | 50,000   52,500 | 60,000   63,000 | 75,000   82,500  |
| Marketing Operations Manager | 60,000   66,000 | 70,000   77,000 | 80,000   88,000  |
| Field Marketing Manager      | 55,000   57,750 | 70,000   77,000 | 80,000   88,000  |
| Product Marketing Manager    | 60,000   63,000 | 75,000   82,500 | 90,000   99,000  |
| Customer Marketing Manager   | 55,000   57,750 | 65,000   68,250 | 75,000   82,500  |
| Partner Marketing Manager    | 55,000   57,750 | 70,000   77,000 | 85,000   93,500  |

## About Stott and May

Founded in 2009 Stott and May are a professional search firm with a passion for helping leaders achieve complete confidence that they have hired the right talent, first time in fiercely competitive markets. We believe you should never have to make the choice between quality of candidate and time to hire.

As a result, our business has been founded on the principle of offering a premier standard of search service delivered in vastly accelerated timescales, that our competition simply cannot match. Because after all this is about more than just recruitment, it's about turning your business vision into reality.

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