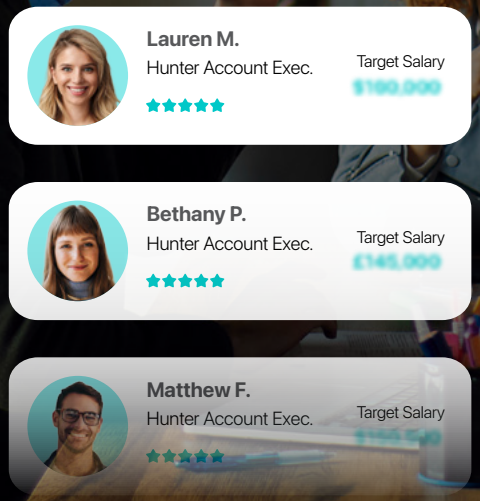
US GTM Salary Insights Guide 2025



Leadership & Direct Sales

USD ($)

Manager/Executive Level	Low (Basic | OTE)	Median (Basic | OTE)	High (Basic | OTE)
Chief Revenue Officer	250,000 | 500,000	300,000 | 600,000	350,000 | 700,000
Chief Marketing Officer	220,000 | 265,000	280,000 | 380,000	330,000 | 495,000
Chief Customer Officer	220,000 | 300,000	275,000 | 375,000	325,000 | 450,000
VP Customer Success	150,000 | 225,000	200,000 | 300,000	250,000 | 350,000
VP Sales	180,000 | 360,000	225,000 | 450,000	250,000 | 500,000
VP Growth	170,000 | 240,000	210,000 | 290,000	240,000 | 340,000
VP Channel	170,000 | 300,000	220,000 | 350,000	250,000 | 400,000
VP OEM	180,000 | 300,000	220,000 | 350,000	250,000 | 400,000
Regional Sales Director	160,000 | 300,000	175,000 | 350,000	200,000 | 400,000
Director of Pre-Sales	180,000 | 230,000	210,000 | 300,000	250,000 | 400,000
Marketing Director	140,000 | 170,000	180,000 | 235,000	200,000 | 280,000
Director of Product Marketing	180,000 | 230,000	200,000 | 270,000	230,000 | 320,000
Director of Demand Generation	180000 | 250,000	200,000 | 290,000	230,000 | 345,000
Director of RevOps	140,000 | 170,000	165,000 | 210,000	190,000 | 240,000
Director of Sales Operations	100,000 | 120,000	160,000 | 200,000	180,000 | 220,000
Director of Inside Sales	125,000 | 250,000	140,000 | 280,000	155,000 | 310,000
Head of Inside Sales/SDR	90,000 | 120,000	120,000 | 160,000	150,000 | 200,000
Head of Marketing	140,000 | 175,000	170,000 | 215,000	200,000 | 250,000

Direct Sales	Low (Basic | OTE)	Median (Basic | OTE)	High (Basic | OTE)
BDR/SDR	55,000 | 80,000	65,000 | 95,000	75,000 | 110,000
Inside Sales Representative	70,000 | 100,000	80,000 | 120,000	90,000 | 135,000
Account Manager	70,000 | 140,000	85,000 | 170,000	120,000 | 240,000
Senior Account Manager	120,000 | 200,000	150,000 | 250,000	180,000 | 300,000
Mid-Market Account Executive	100,000 | 200,000	120,000 | 240,000	140,000 | 280,000
Enterprise Account Executive	125,000 | 250,000	150,000 | 300,000	175,000 | 350,000
Hunter Account Executive	125,000 | 250,000	150,000 | 300,000	175,000 | 350,000
Regional Account Executive	125,000 | 250,000	150,000 | 300,000	175,000 | 350,000
Territory Sales Manager	85,000 | 170,000	115,000 | 230,000	125,000 | 250,000
Global Account Director	130,000 | 260,000	150,000 | 300,000	180,000 | 360,000

Methodology

Based on H1 2025 data captured by Stott and May's US GTM team from live assignments, accepted offers, and candidate registrations, supplemented by client briefings and placement outcomes. Figures reflect USD 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

USD ($)

Basic | OTE

Channel & Partnerships	Low	Median	High
Strategic Alliances Director	150,000 | 300,000	180,000 | 360,000	220,000 | 400,000
Head of Channel Programs	140,000 | 280,000	170,000 | 340,000	200,000 | 400,000
Channel Account Manager (CAM)	110,000 | 220,000	135,000 | 270,000	160,000 | 320,000
Partner Account Manager (PAM)	120,000 | 240,000	150,000 | 300,000	170,000 | 340,000
Partner Development Manager	115,000 | 230,000	140,000 | 280,000	165,000 | 330,000
Channel Sales Manager	110,000 | 220,000	135,000 | 270,000	160,000 | 320,000
Channel Enablement Manager	105,000 | 210,000	130,000 | 260,000	155,000 | 310,000
Alliances Manager	120,000 | 240,000	145,000 | 290,000	175,000 | 350,000
OEM Account Manager	115,000 | 230,000	140,000 | 280,000	170,000 | 340,000
Partner Program Manager	120,000 | 240,000	140,000 | 280,000	170,000 | 340,000

Product & Pre-Sales	Low	Median	High
Product Manager	140,000 | 155,000	160000 | 185,000	180,000 | 210,000
Product Lead	120,000 | 150,000	170,000 | 210,000	230,000 | 300,000
Sales Engineer	100,000 | 130,000	120,000 | 170,000	140,000 | 210,000
Senior Sales Engineer	140,000 | 180,000	180,000 | 250,000	200,000 | 300,000
Solutions Consultant	130,000 | 170,000	175,000 | 230,000	240,000 | 320,000
Sales Enablement Manager	120,000 | 135,000	135,000 | 165,000	175,000 | 200,000

Basic | OTE

Customer Success	Low	Median	High
Customer Support Specialist	60,000 | 70,000	75,000 | 85,000	90,000 | 100,000
Customer Success Manager	80,000 | 115,000	90,000 | 130,000	100,000 | 140,000
Partner Success Manager	65,000 | 80,000	95,000 | 125,000	140,000 | 190,000
Enterprise Customer Success Manager	120,000 | 170,000	140,000 | 200,000	160,000 | 230,000
Customer Success Lead	90,000 | 110,000	125,000 | 160,000	170,000 | 210,000
Technical Account Manager	140,000 | 170,000	150,000 | 190,000	180,000 | 220,000

Marketing	Low	Median	High
Marketing Executive	55,000 | 65,000	65,000 | 80,000	80,000 | 100,000
Digital Marketing Executive	60,000 | 70,000	70,000 | 85,000	85,000 | 110,000
Events Marketing Manager	80,000 | 95,000	95,000 | 120,000	120,000 | 150,000
Marketing Manager	85,000 | 100,000	100,000 | 130,000	130,000 | 165,000
Digital Marketing Manager	90,000 | 105,000	105,000 | 135,000	135,000 | 175,000
Demand Generation Manager	100,000 | 120,000	140,000 | 185,000	180,000 | 250,000
Content Marketing Manager	80,000 | 95,000	100,000 | 125,000	120,000 | 155,000
Marketing Operations Manager	95,000 | 110,000	120,000 | 145,000	145,000 | 185,000
Field Marketing Manager	90,000 | 110,000	125,000 | 155,000	150,000 | 195,000
Product Marketing Manager	100,000 | 120,000	140,000 | 170,000	175,000 | 220,000
Customer Marketing Manager	85,000 | 100,000	110,000 | 135,000	140,000 | 180,000
Partner Marketing Manager	95,000 | 115,000	125,000 | 155,000	160,000 | 210,000

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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