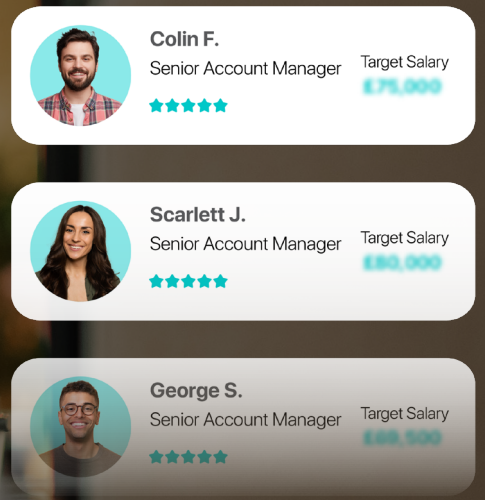
UK GTM
Salary Insights
Guide 2026



Leadership & Direct Sales

GBP (£)

Manager/Executive Level	Basic | OTE Low	Basic | OTE Median	Basic | OTE 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

Direct Sales	Basic | OTE Low	Basic | OTE Median	Basic | OTE 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 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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