

C H R I S
E D W A R D

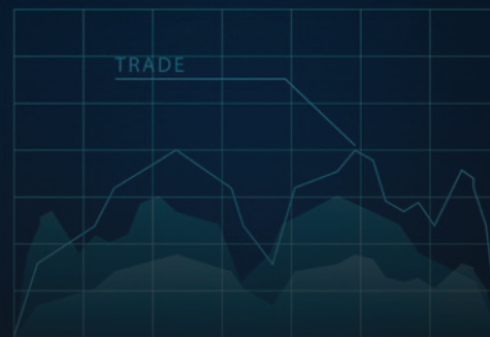
2024

COMPENSATION GUIDE

Low Voltage Integration

TRAFFIC

OUTSOURCE



- ✓ Audio Visual
- ✓ Video Conferencing
- ✓ Building Automation

- ✓ Structured Cabling
- ✓ Physical Security

Overview

Since 2017, **Chris Edward Consulting (CEC)** has engaged in ongoing conversations with key personnel, talent, hiring manager, and C-suite executives within the Video Conferencing, Digital Signage, Physical Security, Audio Visual, Building Automation Space.

The information in this 2024 Compensation Guide is based on data gathered by Chris Edward Consulting from sources including compensation and benefits professionals, industry conversations, and offer letters over the past (7) years.

The past couple of years we have seen a shift in the workforce. We had a year where people refused to settle for jobs that left them unhappy, and millions of Americans quit their jobs; the era has been coined as the “**Great Resignation**.” A byproduct of this philosophical shift in the workplace has also resulted in the “Great Hiring” as companies seek to leverage newly available talent to meet their aggressive growth goals.

As the climate has changed dramatically over the last 3 years with what employees care about, and greater importance has been placed on seeking higher compensation and flexible working arrangements.

As a result, companies have begun to adapt to these changing workforce trends to attract and retain top talent. Today, we're seeing unprecedented difficulties in companies being able to recruiting talent.



Furthermore, technology specifically developed in these spaces have allowed organization sand their workforces to become **more decentralized**, with many companies embracing remote work to varying degrees with a high level of success.

While remote hiring is still away for companies to reduce overhead costs, the decentralization of the workforce along with the maturation of the hybrid work environment is resulting in a flattening of compensation across the country, with the delta shrinking between compensation in high-cost regions – such as San Francisco and New York, in comparison with other cities.

As companies adapt to the new trends, we've updated the structure of our compensation guide to reflect these recent changes. For example, we've added new data for the compensation of:

- ✓ **Technical Sales**
- ✓ **Marketing**
- ✓ **Engineering**
- ✓ **Sales**
- ✓ **Operations**

... and for both individual contributors and leadership for the entire US.

It's no longer enough to be within the average salary range when offering compensation for potential hires. It's the benchmark that companies strive to be if they want to have an extensive candidate pool and hire rapidly to meet their growth goals.

For companies offering compensation below this comp guide benchmark, hiring top talent will likely take much longer, from a talent pool that will likely be much smaller.



Conversely, overpaying for talent may yield a larger candidate pool but at diminishing returns. Also, a big conversation now is salaries for remote employees vs. in-office/hybrid. A question many leaders must now ask themselves is, **"If I am allowing someone to work remotely, do I need to pay talent what I pay someone in NY, or CA salaries?"**

From analyzing our data and the successful placements with clients, you typically pay less for remote talent. Variations in the cost of living throughout the United States must also be considered when examining business costs.



This is where remote talent becomes appealing and helps with retaining good employees; however, there are pros and cons, and it depends on how your business is structured. At the end of the day, this is not a one-size-fits-all solution.

This is a guide to help you in your decision-making and acquire the best talent.

Additionally, keep in mind when looking at the salary ranges that years of experience do not always equate to top talent. Sometimes the best talent will not always have the most years of experience, and therefore, you can not compensate them based on year experience, but what value they bring to the business. So that is where this guide will help with relation to the ranges from lowest to highest when thinking about what and how to compensate talent.

Competition for talent is fierce, and companies need to meet candidates' expectations if they want to scale rapidly. Flexibility and career growth are the biggest hot buttons to why candidates make a move.

There's a fine balance to navigating the ever-shifting compensation conversation, and CEC is here to help navigate those waters.



Key stats

Companies that do not hire talent remote/hybrid decrease their chances to recruiting Top Talent by **84%**

91% of CEC Clients who did make a remote hire said their talent pool to choose from was much wider&stronger

For every **10 offers** made, **53%** are receiving counteroffers. Out of the **53%, 57%** are accepting counter offers

Companies that do allow remote/hybrid work increase employee tenure by **1 year**

Companies without a recruitment process significantly **decrease** their offer acceptance rate by **54%**

For every 10 offers made, **53%** are CEC Clients that used a **4-step** interview process with their **story down**, had a **92%** success rate securing talent

Target compensation

Not including Bonuses & RSU

Cost of Living Index

[Click here](#)

Fastest growing US cities

[Click here](#)

Front Line - IC's

Operations

POSITION \ STATES	NY CA DC HI	MA TX WA IL GA FL NJ MD CT DC	PA NC SC TN CO DE UT ID AZ ME MT VA NH RI VT ND SD	KS MD ID OK IN WY AL AR ME KY NE MN IA OH IN LA MI WV
Service tech	\$40 - \$55 HR	\$35 - \$45 HR	\$30 - \$40 HR	\$25 - \$35 HR
Project coordinator	\$80K - \$100K	\$65K - \$80K	\$55K - \$70K	\$50K - \$65K
Project manager	\$140K - \$160K	\$100K - \$120K	\$90K - \$110K	\$80K - \$100K
Program manager	\$155K - \$180K	\$135K - \$150K	\$110K - \$135K	\$100K - \$120K

Front Line - IC's

Engineering

POSITION \ STATES	NY CA DC HI	MA TX WA IL GA FL NJ MD CT DC	PA NC SC TN CO DE UT ID AZ ME MT VA NH RI VT ND SD	KS MD ID OK IN WY AL AR ME KY NE MN IA OH IN LA MI WV
Field engineer	\$46 - \$60 HR	\$40 - \$55 HR	\$35 - \$45 HR	\$30 - \$40 HR
Programmer	\$135K - \$150K	\$100K - \$120K	\$95K - \$115K	\$90K - \$110K
Project engineer	\$135K - \$160K	\$100K - \$120K	\$95K - \$115K	\$90K - \$110K
Sales engineer	\$145K - \$170K 70/30 split	\$120K - \$135K 70/30 split	\$100K - \$125K 70/30 split	\$90K - \$115K 70/30 split

POSITION \ STATES	NY CA DC HI	MA TX WA IL GA FL NJ MD CT DC	PA NC SC TN CO DE UT ID AZ ME MT VA NH RI VT ND SD	KS MD ID OK IN WY AL AR ME KY NE MN IA OH IN LA MI WV
Sales OPS MGR.	\$140K - \$160K	\$135K - \$150K	\$120K - \$140K	\$115K - \$130K
Estimator	\$120K - \$135K	\$100K - \$120K	\$80K - \$100K	\$60K - \$80K
Commercial account MGR.	\$170K - \$200K 50/50 split	\$160K - \$180K 50/50 split	\$150K - \$170K 50/50 split	\$140K - \$160K 50/50 split
Enterprise account MGR.	\$220K - \$250K 50/50 split	\$200K - \$220K 50/50 split	\$180K - \$200K 50/50 split	\$160K - \$180K 50/50 split
Global account MGR.	\$270K - \$300K 50/50 split	\$250K - 280K 50/50 split	\$230K - \$260K 50/50 split	\$220K - \$250K 50/50 split

POSITION \ STATES	NY CA DC HI	MA TX WA IL GA FL NJ MD CT DC	PA NC SC TN CO DE UT ID AZ ME MT VA NH RI VT ND SD	KS MD ID OK IN WY AL AR ME KY NE MN IA OH IN LA MI WV
Service MGR.	\$145K - \$165K	\$120K - \$150K	\$110K - \$135K	\$100K - \$125K
Installation MGR.	\$145K - \$165K	\$120K - \$150K	\$110K - \$135K	\$100K - \$125K
Engineering MGR.	\$150K - \$185K	\$130K - \$165K	\$120K - \$145K	\$100K - \$135K
Operations MGR.	\$185K - \$210K 80/20 split	\$150K - \$180K 80/20 split	\$140K - \$165K 80/20 split	\$130K - \$155K 70/30 split
Sales MGR.	\$260K - \$280K 60/40 split	\$240K - \$260K 60/40 split	\$230K - \$250K 60/40 split	\$200K - \$240K 60/40 split



Second Line Leadership - Dir. | Regional
VP Level

Operations, Engineering & Sales

POSITION \ STATES	NY CA DC HI	MA TX WA IL GA FL NJ MD CT DC	PA NC SC TN CO DE UT ID AZ ME MT VA NH RI VT ND SD	KS MD ID OK IN WY AL AR ME KY NE MN IA OH IN LA MI WV
DIR RVP of operations	\$220K - \$260K 80/20 split	\$200K - \$240K 80/20 split	\$180K - \$200K 80/20 split	\$165K - \$190K 80/20 split
DIR RVP of engineering	\$220K - \$240K 80/20 split	\$190K - \$210K 80/20 split	\$170K - \$195K 80/20 split	\$155K - \$175K 80/20 split
DIR RVP of sales	\$300K - \$340K 60/40 split	\$280K - \$310K 60/40 split	\$250K - \$280K 60/40 split	\$240K - \$270K 60/40 split

Vice President Level Leadership

Operations, Engineering & Sales

POSITION \ STATES	NY CA DC HI	MA TX WA IL GA FL NJ MD CT DC	PA NC SC TN CO DE UT ID AZ ME MT VA NH RI VT ND SD	KS MD ID OK IN WY AL AR ME KY NE MN IA OH IN LA MI WV
VP of operations	\$260K - \$320K 80/20 split	\$250K - \$295K 80/20 split	\$220K - \$250K 80/20 split	\$200K - \$240K 80/20 split
VP of engineering	\$270K - \$320K 80/20 split	\$250K - \$295K 80/20 split	\$220K - \$250K 80/20 split	\$200K - \$240K 80/20 split
VP of sales	\$390K - \$420K 60/40 split	\$360K - \$390K 60/40 split	\$330K - \$360K 60/40 split	\$300K - \$330K 60/40 split

