

C H R I S  
E D W A R D

2024

COMPENSATION GUIDE

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# Software Vendors

- 
- ✓ Video Conferencing
  - ✓ Unified Communications
  - ✓ Broadcast & Media
  - ✓ Cyber Security
  - ✓ UCaaS | CCaaS
-



# 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**
- ✓ **Alliances**
- ✓ **Sales**
- ✓ **Product Mgmt.**
- ✓ **Sales Ops**
- ✓ **Channels**

... 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](#)

## Individual Contributor

Marketing

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
<b>Product marketing MGR.</b>	\$110K - \$140K	\$140K - \$170K	\$170K - \$210K
<b>Alliance marketing MGR.</b>	\$110K - \$125K	\$125K - \$150K	\$150K - \$180K
<b>Marketing</b>	\$100K - \$130K	\$130K - \$160K	\$160K - \$190K

## Individual Contributor

Product Mgmt. & Pre-Sales Engineering

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
<b>Product MGR.</b>	\$100K - \$130K	\$130K - \$170K	\$170K - \$210K
<b>SE's   tech ACCT. MGR.</b>	\$170K - \$190K 70/30 split	\$190-\$220K 70/30 split	\$220K - \$245K 70/30 split
<b>SA   solution architects</b>	\$190K - \$210K 70/30 split	\$210K-\$230K 70/30 split	\$230K - \$260K 70/30 split



## Individual Contributor

Sales, Sales Ops, Alliance & Customer Success

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
<b>Sales OPS analyst</b>	\$70K - \$90K 70/30 split	\$90K - \$110K 70/30 split	\$110K - \$130K 70/30 split
<b>Inside sales REP</b>	\$60K - \$80K 70/30 split	\$80K - \$100K 70/30 split	\$100K - \$120K 70/30 split
<b>Customer success MRG.</b>	\$80K - \$110K 80/20 split	\$110K - \$130K 80/20 split	\$130K - \$150K 80/20 split
<b>Alliance MRG.</b>	\$190K - \$220K 70/30 split	\$220K - \$250K 70/30 split	\$250K - \$300K 70/30 split
<b>Channel sales MRG.</b>	\$180-\$200K 60/60 split	\$200-\$230K 60/60 split	\$230K - \$260K 60/60 split
<b>Commercial account MRG.</b>	\$190K - \$220K 50/50 split	\$220K - \$240K 50/50 split	\$240K - \$260K 50/50 split
<b>Enterprise account MRG.</b>	\$270K - \$285K 50/50 split	\$285K - \$300K 50/50 split	\$300K - \$320K 50/50 split
<b>Global account MRG.</b>	\$300K - \$315K 50/50 split	\$315K - \$330K 50/50 split	\$330K - \$350K 50/50 split

## First Line Leadership - Mgr. OR Dir.

Marketing

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
<b>Product marketing</b>	\$210K - \$225K	\$225K - \$240K	\$240K - \$260K
<b>Alliance marketing</b>	\$170K - \$190K	\$190K - \$220K	\$220K - \$240K
<b>Marketing</b>	\$180K - \$210K	\$210K - \$230K	\$230K - \$250K

First Line Leadership - Mgr. OR Dir.

Product Mgmt. & Pre-Sales Engineering

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
Product MGR.	\$210K - \$225K	\$225K - \$240K	\$240K - \$260K
SE's   tech ACCT. MGR.	\$220K - \$235K 70/30 split	\$235K - \$250K 70/30 split	\$250K - \$270K 70/30 split
SA   solution architects	\$230K - \$245K 70/30 split	\$245K - \$260K 70/30 split	\$260K - \$290K 70/30 split

First Line Leadership - Mgr. OR Dir.

Sales , Channel Sales, Sales Ops, Alliance & Customer Success

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
Sales OPS	\$150K - \$170K 70/30 split	\$170K - \$190K 70/30 split	\$190K - \$220K 70/30 split
Inside sales	\$120K - \$140K 70/30 split	\$140K - \$160K 70/30 split	\$160K - \$180K 70/30 split
Customer success	\$140K - \$155K 80/20 split	\$155K - \$170K 80/20 split	\$170K - \$190K 80/20 split
Alliance	\$280K - \$300K 70/30 split	\$300K - \$320K 70/30 split	\$320K - \$340K 70/30 split
Channel sales	\$260K - \$280K 60/40 split	\$280-\$300K 60/60 split	\$300K - \$330K 60/40 split
Commercial accounts	\$220K - \$240K 60/40 split	\$240K - \$260K 60/40 split	\$260K - \$280K 60/40 split
Enterprise accounts	\$300K - \$315K 50/50 split	\$315K - \$330K 50/50 split	\$330K - \$350K 50/50 split
Global account	\$320K - \$340K 50/50 split	\$340K - \$360K 50/50 split	\$360K - \$380K 50/50 split



## Second Line Leadership - RVP OR Dir.

Marketing

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
Product marketing	\$250K - \$270K	\$270K - \$290K	\$290K - \$320K
Alliance marketing	\$245K - \$265K	\$265K - \$285K	\$285K - \$310K
Marketing	\$250K - \$270K	\$270K - \$290K	290K - \$320K

## Second Line Leadership - RVP OR Dir. of US

Product Mgmt. & Pre-Sales Engineering

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
Product MGMT.	\$260K - \$270K	\$270K - \$290K	\$290K - \$320K
SE's   tech ACCT. MGR.	\$260K - \$280K 70/30 split	\$280K - \$300K 70/30 split	\$300K - \$320K 70/30 split
SA   solution architects	\$270K - \$290K 70/30 split	\$290K - \$310K 70/30 split	\$310K - \$340K 70/30 split



## Second Line Leadership - RVP OR Dir/Head of US.

Sales , Channel Sales, Alliance & Customer Success

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
<b>Channel programs &amp; strategy</b>	\$240K - \$260K	\$260K - \$280K	\$280K - \$300K
<b>Sales OPS</b>	\$220K - \$240K	\$240K - \$260K	\$260K - \$280K
<b>Inside sales</b>	\$260K - \$280K 60/40 split	\$280K - \$300K 60/40 split	\$300K - \$310K 60/40 split
<b>Customer success</b>	\$190K - \$210K 80/20 split	\$210K - \$230K 80/20 split	\$230K - \$250K 80/20 split
<b>Alliances</b>	\$320K - \$340K 70/30 split	\$340K - \$360K 70/30 split	\$360K - \$380K 70/30 split
<b>Channel sales</b>	\$320K - \$340K 60/40 split	\$340K - \$360K 60/60 split	\$360K - \$380K 60/40 split
<b>Commercial accounts</b>	\$300K - \$320K 50/50 split	\$320K - \$340K 50/50 split	\$340K - \$360K 50/50 split
<b>Enterprise accounts</b>	\$350K - \$380K 60/40 split	\$380K - \$400K 60/40 split	\$400K - \$420K 60/40 split
<b>Global account</b>	\$380K - \$400K 60/40 split	\$400K - \$420K 60/40 split	\$420K - \$450K 60/40 split

## Vice President

Marketing & Product Mgmt.

Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
<b>Marketing</b>	\$310K - \$330K	\$330K - \$350K	\$350K - \$370K
<b>Product MGMT.</b>	\$310K - \$330K	\$330K - \$350K	\$350K - \$380K



## Vice President

Pre-Sales, Customer Success, Alliances, Channel Sales, Sales, & Sales Ops Not including Bonuses & RSU

POSITION \ EXPERIENCE	1-3 years	3-5 years	5+ years
<b>Channel programs &amp; strategy</b>	\$320K - \$340K	\$340K - \$360K	\$360K - \$380K
<b>Sales OPS</b>	\$280K - \$300K	\$300K - \$320K	\$320K - \$350K
<b>Pre sales (overseeing all)</b> SE (tech ACCT MGR) SA (solution architect)	\$330K - \$350K 70/30 split	\$350K - \$370K 70/30 split	\$370K - \$390K 70/30 split
<b>Customer success</b>	\$250K - \$280K 70/30 split	\$280K - \$310K 70/30 split	\$310K - \$340K 70/30 split
<b>Alliances</b>	\$380K - \$400K 60/40 split	\$400K - \$420K 60/40 split	\$420K - \$450K 60/40 split
<b>Channel sales</b>	\$380K - \$420K 60/40 split	\$420K - \$460K 60/40 split	\$460K - \$500K 60/40 split
<b>Sales (overseeing all)</b> Inside, commercial, enterprise, globals	\$450K - \$475K 60/40 split	\$475K - \$530K 60/40 split	\$530K - \$600K 60/40 split

