2021 SaaS Salary Report

UK & US salaries, plus commission / bonus info

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Overview

In 2020, COVID-19 hit many businesses hard. This impact was felt globally and many struggled to respond effectively to the challenges and adapt. However, one of the most resilient sectors was without a doubt SaaS.

As we changed our daily lives we embraced many new technologies, or utilised existing ones a lot more and in more effective ways. From the huge drive towards Ecommerce and remote working platforms, to online education and gaming, there were definitely some big winners in 2020.

However, we did see investment in hiring drop significantly in most sectors as many companies took an understandable 'wait and see' view of how the pandemic would play out.

The great news is that as we came towards the end of 2020, and moved into 2021, the confidence in investment and hiring dramatically improved. This confidence is reflected in the salaries on offer to those working across SaaS sales, pre-sales and solutions architecture, marketing and product roles in both the UK and US.

The outlook for many SaaS companies is one of positivity and excitement as they seek to return to the successes they achieved pre-pandemic. What we expect to see throughout this year is SaaS companies really starting to kick on and lead the resurgence of global business.

We compiled the following data in this report from our client's current salary benchmarking budgets and their ongoing business insights. In doing so, we've been able to identify the salaries we can expect to see for sales, customer success, pre-sales/solutions architecture, marketing and product roles in the UK and US markets for 2021.

For more information on any of the salaries in this report, or for information on how Grey Matter can help you grow your teams, get in touch via info@greymatterrecruitment.co.uk.

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Sales

{ UK }	Low	Mid	High	Bonus
VP Sales	£130,000	£145,000	£160,000	60-100%
Sales Account Executive	£70,000	£90,000	£110,000	100%
Strategic Sales Account Director	£70,000	£85,000	£100,000	70-100%
Channel Sales Manager	£60,000	£70,000	£80,000	60-100%

{ US }	Low	Mid	High	Bonus
VP Sales	$175,000	$187,500	$200,000	100%
Sales Account Executive	$120,000	$135,000	$150,000	100%
Strategic Sales Account Director	$135,000	$147,500	$160,000	70-100%
Channel Sales Manager	$100,000	$115,000	$130,000	60-100%

- Sales hires saw a large drop as COVID-19 hit and client retention, not growth, became the focus
- This trend continued until Q4 2020 when many companies decided that was the time to invest in new talent for 2021
- Both Q4 2020 and Q1 2021 have seen a significant surge in SaaS sales hiring with the market as buoyant as pre-Covid-19
- Salaries have stayed relatively flat since before the pandemic but we expect to see a small 5-10% increase in 2021

Customer Success

{ UK }	Low	Mid	High	Bonus
VP Customer Success	£120,000	£135,000	£150,000	25-50%
Customer Success Director	£80,000	£95,000	£110,000	25-50%
Customer Success Manager	£45,000	£55,000	£65,000	25-50%

{ US }	Low	Mid	High	Bonus
VP Customer Success	$180,000	$215,000	$250,000	25-50%
Customer Success Director	$120,000	$135,000	$150,000	25-50%
Customer Success Manager	$70,000	$85,000	$100,000	25-50%

- As COVID-19 hit hiring for customer success remained relatively typical as businesses sought to keep hold of their existing customers
- Both UK and US salaries dropped initially, but by the end of 2020 were back up to levels seen at the beginning of the year
- 2021 will see a surge in customer success opportunities as many SaaS companies invested heavily in their sales teams in Q4 2020 and Q1 2021, so those clients will need these services in Q2-Q4 2021
- Salaries will increase an expected 10-15% in 2021, in line with this surge in opportunities

Pre-Sales & Solutions Architecture

UK	Low	Mid	High	Bonus
Head of Pre-Sales	£100,000	£120,000	£140,000	20-30%
Sales Engineer	£50,000	£75,000	£100,000	20-30%
Head of Solutions	£100,000	£120,000	£140,000	20-30%
Solutions Architect	£70,000	£90,000	£110,000	20-30%

US	Low	Mid	High	Bonus
Head of Pre-Sales	$140,000	$170,000	$200,000	20-30%
Sales Engineer	$70,000	$105,000	$140,000	20-30%
Head of Solutions	$140,000	$170,000	$200,000	20-30%
Solutions Architect	$100,000	$130,000	$160,000	20-30%

- There was a drop in hiring for pre-sales roles across Q2-Q4 in 2021, while post-sales solution hiring stayed consistent
- Similar to sales roles, hiring pre-sales professionals picked up significantly in Q4 2020, and into Q1 2021. We expect this trend to continue throughout 2021
- Post-sales solutions hires will also grow in 2021 alongside product roles, but we do not expect to see significant increases in the salaries on offer

Marketing

UK	Low	Mid	High	Bonus
VP Marketing	£90,000	£120,000	£150,000	10-20%
Head of Marketing	£60,000	£75,000	£90,000	10-20%
Marketing Manager	£40,000	£50,000	£60,000	10-20%

- Marketing was one the first areas to have its budgets cut, with marketing spend dropping significantly as the pandemic hit many SaaS companies hard in Q2 2020
- In the UK, SaaS companies are not investing heavily in marketing hires at the beginning of 2021
- With large investment injections expected in Q2 and Q3 2021, marketing spend should grow significantly
- Marketing talent will be highly sought after in Q3 and Q4, and salaries should rebound in these quarters to reflect the levels of growth

Product

{ UK }	Low	Mid	High	Bonus
VP Product	£120,000	£135,000	£150,000	25%
Product Manager	£50,000	£65,000	£80,000	10-20%

{ US }	Low	Mid	High	Bonus
VP Product	$250,000	$275,000	$300,000	10-20%
Product Manager	$150,000	$175,000	$200,000	25-50%

- Investment in product stalled in 2020 throughout the year and that was reflected in hiring
- 2021 has already seen a strong rebound for product roles both in the UK and US
- Salaries have stayed muted in the UK but a continued shortage of talent in the US will see growth of 10-15% this year