

2021 SaaS Salary Report

Insight into salaries across the UK, US, French & German SaaS markets

Plus commission & bonus info

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Overview

Earlier this year we conducted a piece of research which looked at the salaries and confidence in hiring across the SaaS industry and what a difference a quarter makes.

As we've moved throughout 2021, we've kept a close eye on how the market is performing and the impact this has had on hiring and salaries, and we're pleased to bring you an updated version of the report. We've now been able to gather data for salaries across a number of the French and German markets too, which we've included in this report.

Despite all the challenges faced by business globally, the SaaS sector as remained strong and investment into companies in the space continues to flourish.

The number of investments in SaaS technologies was at an all time high throughout Q1 as investors backed more and more companies helping them develop and drive forward the technologies we've embraced during the pandemic.

What we have seen throughout the start of 2021 is that there has been a shortage of candidates across all SaaS specialisms, due in part to the reduced levels of hiring throughout 2020 as you might expect.

This candidate shortage has driven up salaries across each of these roles as the need for companies to offer more to secure top talent has increased.

As for the remainder of 2021, confidence is sky high and the outlook overwhelmingly positive as SaaS companies lead the way in the resurgence of global business.

So, take a look at the data we've compiled for salaries we can expect to see for sales, customer success, pre-sales/solutions architecture, marketing and product roles in the UK, US, French and German markets in 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.

Sales

{ UK }

	Low	Mid	High	Bonus
VP Sales	£130,000	£152,500	£175,000	60-100%
Sales Account Executive	£70,000	£95,000	£120,000	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	\$197,500	\$220,000	100%
Sales Account Executive	\$120,000	\$140,000	\$160,000	100%
Strategic Sales Account Director	\$135,000	\$147,500	\$160,000	70-100%
Channel Sales Manager	\$100,000	\$115,000	\$130,000	60-100%

{ FR & DE }

	Low	Mid	High	Bonus
VP Sales	€120,000	€135,000	€150,000	60-100%
Sales Account Executive	€65,000	€80,000	€100,000	100%
Strategic Sales Account Director	€60,000	€75,000	€90,000	70-100%
Channel Sales Manager	€50,000	€60,000	€75,000	60-100%

- Demand for sales hires grew significantly in Q1 2021
- As the pandemic has subsided markets have some back strongly across almost all SaaS sectors, with the US market has coming back strongest, followed by France an Germany then the UK
- In response to high demand for candidates, and companies focusing on retention to keep their best employees, salaries have accelerated more than expected. The predicted 5-10% increase in 2021 already being achieved so there's potential for more growth
- Hiring in SaaS sales is at the highest point we've seen in five years

Customer Success

{ UK }

	Low	Mid	High	Bonus
VP Customer Success	£120,000	£140,000	£160,000	25-50%
Customer Success Director	£80,000	£100,000	£120,000	25-50%
Customer Success Manager	£50,000	£65,000	£80,000	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	\$80,000	\$90,000	\$120,000	25-50%

{ FR & DE }

	Low	Mid	High	Bonus
VP Customer Success	€90,000	€110,000	€130,000	25-50%
Customer Success Director	€70,000	€80,000	€90,000	25-50%
Customer Success Manager	€40,000	€55,000	€65,000	25-50%

- The demand for Customer Success talent significantly increased in Q1 2021 and our predictions for strong Q1 sales growth has led to the expected huge demand for Customer Success professionals to take care of existing client
- These vacancy numbers are at their highest level we've seen in four years
- Salaries have already been pushed up 10% this year in a single quarter, quicker than expected
- We're seeing a big shortage of available Customer Success talent across all locations

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%

{ FR & DE }

	Low	Mid	High	Bonus
Head of Pre-Sales	€90,000	€100,000	€115,000	20-30%
Sales Engineer	€50,000	€65,000	€90,000	20-30%
Head of Solutions	€90,000	€100,000	€115,000	20-30%
Solutions Architect	€50,000	€65,000	€90,000	20-30%

- Both Pre-Sales and Post-Sales solution hiring grew in Q1 2021
- Demand was not as high as for Sales and Customer Success talent, but we expect that to change in Q2 due to the shift in focus of companies who were more keen to hire commercial talent in Q1
- We expect Post-Sales technical positions to become dominant in Q2 as new customers are embedded
- Salaries across these specialisms remained flat in Q1

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 vacancies rebounded more quickly than expected in Q1, with strong investment into localised, European and Global marketing plans
- With many SaaS companies having come out of the pandemic in a relatively strong position, marketing budgets have increased and demand for talent has done the same
- As such, Q2 should see a significant rise in Marketing hires at all levels
- Salaries remain flat for now, but we expect the continued shortage of SaaS marketing experts to drive salary increases in Q3 & Q4

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 Marketing	\$250,000	\$275,000	\$300,000	10-20%
Head of Marketing	\$150,000	\$175,000	\$200,000	25-50%

- 2021 has already seen a strong rebound for product roles both in the UK and US following a tough year for the market and the number of product hires increased in 2021
- Confidence looks set to continue and the outlook is strong for product hiring throughout the second half of 2021
- As markets stabilise, we expect hires to increase as customers look to roll out new products to their customer base
- Product salaries remained fairly consistent with previous quarters and this looks likely to continue