



# 2022 SaaS Salary Report

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

*Plus commission & bonus info*

# Contents

Overview

{ Page }

{ 2 }

Sales

{ 3 }

Customer Success

{ 4 }

Pre Sales & Solutions

{ 5 }

Marketing

{ 6 }

Product

{ 7 }

## Overview

---

2021 saw investment in SaaS technologies reach an all-time high, and in turn, businesses across the digital and technology sectors flourished.

With the influx of investment came a significant increase in the requirement for top talent. The number of available positions grew, and candidate attraction and retention were placed firmly top of almost all companies' priority lists.

This growth, positivity and need for the market's best people to continue to drive the SaaS industry forward has carried over into 2022, with there being little signs of the demand slowing down any time soon.

This demand has made for an interesting talent market in the past few months. Candidates now have more options and choice, placing greater emphasis on the things perhaps once thought of as 'nice to haves.'

Considerations such as company values, work culture, benefits and flexibility are having an increasing role to play in their decision-making when it comes to choosing their next move on their career journey.

Of course, the salaries and bonuses on offer remain hugely important to candidates, and the results indicate this changing market and greater competition for candidates has driven salaries up across the sectors covered in the report.

As we've done in previous years, we've compiled the following salaries and bonuses from our clients' current salary budgets and our own in-depth knowledge of the candidate market in recent months.

In doing so, we're able to highlight the salaries we'd expect to see for Sales, Customer Success, Pre-Sales / Solutions Architecture, Marketing and Product roles in the UK, US, German and French markets in 2022.

For more information on any of the salaries in this report, or to find out how Grey Matter can help with your growth plans, get in touch via [info@greymatterrecruitment.co.uk](mailto:info@greymatterrecruitment.co.uk).

# Sales

## { UK }

	Low	Mid	High	Bonus
VP Sales	£150,000	£165,000	£180,000	60-100%
Sales Account Executive	£90,000	£105,000	£120,000	100%
Strategic Sales Account Director	£80,000	£95,000	£110,000	70-100%
Channel Sales Manager	£65,000	£77,500	£90,000	60-100%

## { US }

	Low	Mid	High	Bonus
VP Sales	\$200,000	\$225,000	\$250,000	100%
Sales Account Executive	\$130,000	\$152,500	\$175,000	100%
Strategic Sales Account Director	\$145,000	\$157,500	\$170,000	70-100%
Channel Sales Manager	\$105,000	\$117,500	\$130,000	60-100%

## { DE }

	Low	Mid	High	Bonus
VP Sales	€135,000	€152,500	€170,000	60-100%
Sales Account Executive	€90,000	€105,000	€120,000	100%
Strategic Sales Account Director	€70,000	€85,000	€100,000	70-100%
Channel Sales Manager	€65,000	€77,500	€90,000	60-100%

## { FR }

	Low	Mid	High	Bonus
VP Sales	€130,000	€150,000	€170,000	60-100%
Sales Account Executive	€90,000	€105,000	€120,000	100%
Strategic Sales Account Director	€70,000	€85,000	€100,000	70-100%
Channel Sales Manager	€65,000	€72,500	€80,000	60-100%



# Customer Success

{ UK }

	Low	Mid	High	Bonus
VP Customer Success	£125,000	£142,500	£160,000	25-50%
Customer Success Director	£85,000	£102,500	£120,000	25-50%
Customer Success Manager	£60,000	£70,000	£80,000	25-50%

{ US }

	Low	Mid	High	Bonus
VP Customer Success	\$200,000	\$230,000	\$260,000	25-50%
Customer Success Director	\$125,000	\$137,500	\$150,000	25-50%
Customer Success Manager	\$100,000	\$115,000	\$130,000	25-50%

{ DE }

	Low	Mid	High	Bonus
VP Customer Success	€130,000	€145,000	€160,000	25-50%
Customer Success Director	€90,000	€107,500	€125,000	25-50%
Customer Success Manager	€55,000	€65,000	€75,000	25-50%

{ FR }

	Low	Mid	High	Bonus
VP Customer Success	€125,000	€137,500	€150,000	25-50%
Customer Success Director	€80,000	€92,500	€105,000	25-50%
Customer Success Manager	€55,000	€65,000	€75,000	25-50%

# Pre-Sales & Solutions

## { UK }

	Low	Mid	High	Bonus
Head of Pre-Sales	£120,000	£135,000	£150,000	20-30%
Head of Solutions	£100,000	£125,000	£150,000	20-30%
Sales Engineer	£75,000	£92,500	£110,000	20-30%
Solutions Architect	£90,000	£107,500	£125,000	20-30%

## { US }

	Low	Mid	High	Bonus
Head of Pre-Sales	\$200,000	\$225,000	\$250,000	20-30%
Head of Solutions	\$200,000	\$225,000	\$250,000	20-30%
Sales Engineer	\$100,000	\$125,000	\$150,000	20-30%
Solutions Architect	\$105,000	\$135,000	\$165,000	20-30%

## { DE }

	Low	Mid	High	Bonus
Head of Pre-Sales	€100,000	€122,500	€145,000	20-30%
Head of Solutions	€100,000	€122,500	€145,000	20-30%
Sales Engineer	€70,000	€85,000	€100,000	20-30%
Solutions Architect	€100,000	€125,000	€150,000	20-30%

## { FR }

	Low	Mid	High	Bonus
Head of Pre-Sales	€90,000	€112,500	€135,000	20-30%
Head of Solutions	€90,000	€112,500	€135,000	20-30%
Sales Engineer	€70,000	€85,000	€100,000	20-30%
Solutions Architect	€95,000	€117,500	€140,000	20-30%

# Marketing

{ UK }

	Low	Mid	High	Bonus
VP Marketing	£100,000	£125,000	£150,000	10-20%
Head of Marketing	£90,000	£105,000	£120,000	10-20%
Marketing Manager	£55,000	£67,500	£80,000	10-20%

{ US }

	Low	Mid	High	Bonus
VP Marketing	\$200,000	\$225,000	\$250,000	10-20%
Head of Marketing	\$140,000	\$162,500	\$185,000	10-20%
Marketing Manager	\$90,000	\$105,000	\$120,000	10-20%

{ DE }

	Low	Mid	High	Bonus
VP Marketing	€100,000	€125,000	€150,000	10-20%
Head of Marketing	€80,000	€95,000	€110,000	10-20%
Marketing Manager	€55,000	€70,000	€85,000	10-20%

{ FR }

	Low	Mid	High	Bonus
VP Marketing	€100,000	€120,000	€140,000	10-20%
Head of Marketing	€80,000	€90,000	€100,000	10-20%
Marketing Manager	€55,000	€70,000	€85,000	10-20%

# Product

{ UK }

VP Product

Low	Mid	High	Bonus
£120,000	£130,000	£160,000	25%

Product Manager

£70,000	£85,000	£100,000	10-20%
---------	---------	----------	--------

{ US }

VP Product

Low	Mid	High	Bonus
\$250,000	\$280,000	\$310,000	10-20%

Product Manager

\$150,000	\$185,000	\$220,000	25%
-----------	-----------	-----------	-----

{ DE }

VP Product

Low	Mid	High	Bonus
€110,000	€130,000	€150,000	25%

Product Manager

€65,000	€80,000	€95,000	10-20%
---------	---------	---------	--------

{ FR }

VP Product

Low	Mid	High	Bonus
€100,000	€115,000	€130,000	25%

Product Manager

€65,000	€80,000	€95,000	10-20%
---------	---------	---------	--------