

2023 SaaS Salary Report

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

Plus commission & bonus information

Contents

Sales

- 2 VP Sales
- 2 Sales Account Executive (Enterprise)
- 2 Sales Account Executive (Mid-Market)
- 3 Sales Account Executive (SMB)
- 3 Strategic Sales Account Manager / Director
- 3 Channel Sales Manager

Customer Success

- 4 Customer Success Manager
- 4 Customer Success Director
- 4 VP Customer Success

Pre-Sales & Solutions

- 6 Solutions Architect
- 6 Sales Engineer
- 6 Head of Solutions
- 7 Head of Pre-Sales

Marketing

- 8 Marketing Manager
- 8 Head of Marketing
- 8 VP Marketing

Product

- 10 Product Manager
- 10 VP Product

Technical

- 12 Software Engineer
- 12 Senior / Lead Software Engineer

Overview

Following a year of post-pandemic growth across the SaaS sector, 2022 presented an interesting set of challenges for companies looking to attract and hire the market's best talent.

With unprecedented growth in H1, companies expanded their teams across all disciplines with the battle for the best talent raising salaries, albeit more slowly in H2. However, with the change in the macro-economic climate into H2 and the market correction in 'Big Tech', SaaS companies slowed down their hiring to more 'pre-pandemic' levels.

This slowing down of hiring en masse saw salary growth plateau slightly as businesses looked to tighten their belts.

Regarding prospective SaaS employees in 2023, as with many tech sectors, flexibility, company culture and progression opportunities are as important as starting salary and earning potential for candidates, especially amongst the younger generation of talent entering the workforce; a follow on from 2022's trend.

Of course, the salaries and bonuses on offer remain hugely important and the results indicate this changing market has driven salaries up across the specialisms covered in the report, albeit significantly more slowly in H2.

“Flexibility, company culture and progression opportunities have become as important for candidates as earning potential”

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've highlighted the salaries we'd expect to see for Sales, Customer Success, Pre-Sales & Solutions, Marketing and Product roles in the UK, US, French and German markets in 2023.

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.

Sales

VP Sales

	Low	Mid	High	Bonus
UK	£165,000	£182,500	£200,000	60-100%
US	\$220,000	\$247,500	\$275,000	60-100%
France	€130,000	€150,000	€180,000	60-100%
Germany	€130,000	€150,000	€180,000	60-100%

Sales Account Executive (Enterprise)

	Low	Mid	High	Bonus
UK	£90,000	£110,000	£130,000	100%
US	\$135,000	\$160,000	\$180,000	100%
France	€95,000	€112,500	€130,000	100%
Germany	€95,000	€112,500	€130,000	100%

Sales Account Executive (Mid-Market)

	Low	Mid	High	Bonus
UK	£60,000	£75,000	£90,000	70-100%
US	\$90,000	\$110,000	\$120,000	70-100%
France	€60,000	€75,000	€85,000	70-100%
Germany	€60,000	€75,000	€85,000	70-100%

Sales Account Executive (SMB)

	Low	Mid	High	Bonus
UK	£45,000	£60,000	£70,000	60-100%
US	\$70,000	\$75,000	\$95,000	60-100%
France	€45,000	€55,000	€65,000	60-100%
Germany	€45,000	€55,000	€65,000	60-100%

Strategic Sales Account Manager / Director

	Low	Mid	High	Bonus
UK	£90,000	£105,000	£120,000	70-100%
US	\$155,000	\$160,000	\$185,000	70-100%
France	€80,000	€105,000	€110,000	70-100%
Germany	€90,000	€105,000	€120,000	70-100%

Channel Sales Manager

	Low	Mid	High	Bonus
UK	£70,000	£82,500	£95,000	60-100%
US	\$115,000	\$127,500	\$140,000	60-100%
France	€75,000	€82,500	€90,000	60-100%
Germany	€75,000	€82,500	€90,000	60-100%

Market Observations

Salaries increased significantly in H1, but this was followed by a more tricky period for a number of SaaS businesses in H2. In the main, salaries amongst sales professionals remained fairly strong throughout, which we expect to see continue throughout 2023.

With several layoffs coming through as the year ended, and some companies admitting to 'over-hiring' in the previous 12 months, focusing on commission potential remains key for companies looking to bring top talent on board in 2023, while starting salaries have seen the early signs of plateauing.

While we expect hiring in Q1 2023 to be up on Q4 2022 and continue to rise throughout the year, starting base salaries will most likely rise only a small amount if at all throughout the year.

Customer Success

Customer Success Manager

	Low	Mid	High	Bonus
UK	£60,000	£75,000	£90,000	15-30%
US	\$110,000	\$145,000	\$180,000	15-30%
France	€60,000	€70,000	€80,000	15-30%
Germany	€60,000	€70,000	€80,000	15-30%

Customer Success Director

	Low	Mid	High	Bonus
UK	£95,000	£117,500	£140,000	20-30%
US	\$140,000	\$170,000	\$200,000	20-30%
France	€90,000	€105,000	€120,000	20-30%
Germany	€95,000	€112,500	€130,000	20-30%

VP Customer Success

	Low	Mid	High	Bonus
UK	£130,000	£155,000	£180,000	20-30%
US	\$200,000	\$250,000	\$300,000	20-30%
France	€130,000	€142,500	€155,000	20-30%
Germany	€135,000	€147,500	€160,000	20-30%

Market Observations

As changes in the macro-economic environment became more obvious in summer 2022, companies turned to client retention as a focus over client acquisition.

Therefore, Customer Success became a key area for SaaS companies in the latter half of the year, alongside Account Management roles, as they sought ensure success and maximise the value for their client base.

With that, we saw a steady rise in salaries at all levels which reflected this shift in focus. We expect this trend to continue throughout 2023 when clients will be pulling their resources and keeping their attention on retaining their top customer base.

Salaries will maintain their current levels in 2023 with a potential 5-10% increase expected as a continued 'talent grab' happens in this discipline.

Pre-Sales & Solutions

Solutions Architect

	Low	Mid	High	Bonus
UK	£75,000	£97,500	£120,000	0-20%
US	\$120,000	\$160,000	\$200,000	0-20%
France	€100,000	€125,000	€150,000	0-20%
Germany	€105,000	€132,500	€160,000	0-20%

Sales Engineer

	Low	Mid	High	Bonus
UK	£80,000	£100,000	£120,000	20-30%
US	\$120,000	\$160,000	\$200,000	20-30%
France	€80,000	€92,500	€105,000	20-30%
Germany	€80,000	€92,500	€105,000	20-30%

Head of Solutions

	Low	Mid	High	Bonus
UK	£100,000	£140,000	£180,000	20-30%
US	\$240,000	\$270,000	\$300,000	20-30%
France	€100,000	€120,000	€140,000	20-30%
Germany	€110,000	€132,500	€155,000	20-30%

Head of Pre-Sales

	Low	Mid	High	Bonus
UK	£130,000	£147,500	£165,000	20-30%
US	\$210,000	\$237,500	\$265,000	20-30%
France	€100,000	€122,500	€145,000	20-30%
Germany	€110,000	€130,000	€150,000	20-30%

Market Observations

With much of the focus on the retention of clients throughout the second half of 2022 and into early 2023, we saw the number of Pre-Sales and Solutions opportunities plateau slightly along with salary increases.

However, looking further ahead in 2023 and as the market steadies itself, we expect to see opportunities across these specialisms pick up once again and investment in salaries and bonuses increase too.

Marketing

Marketing Manager

	Low	Mid	High	Bonus
UK	£55,000	£72,500	£90,000	10-20%
US	\$90,000	\$110,000	\$130,000	10-20%
France	€60,000	€75,000	€90,000	10-20%
Germany	€60,000	€75,000	€90,000	10-20%

Head of Marketing

	Low	Mid	High	Bonus
UK	£100,000	£115,000	£130,000	10-20%
US	\$145,000	\$167,500	\$190,000	10-20%
France	€85,000	€97,500	€110,000	10-20%
Germany	€90,000	€105,000	€120,000	10-20%

VP Marketing

	Low	Mid	High	Bonus
UK	£110,000	£137,500	£165,000	10-20%
US	\$210,000	\$235,000	\$260,000	10-20%
France	€100,000	€125,000	€150,000	10-20%
Germany	€105,000	€132,500	€160,000	10-20%

Market Observations

Marketing vacancies within SaaS companies have not seen as significant growth as some of the other job disciplines in 2022, however there has still been clear demand for their market's top talent.

Off the back of a steady H1, many companies saw success through inbound leads, with marketing teams functioning well to help drive outbound leads.

However in the second half of 2022, when businesses faced more challenges, rather than large-scale growth in the marketing discipline we saw companies become more cautious with their growth and hire experienced marketers who were real experts in the SaaS space.

Salaries in marketing stayed relatively flat in 2022 with a more modest 5-10% increase.

We expect hiring for new marketing positions to remain fairly steady in early 2023, with more significant growth going into Q2.

Product

Product Manager

	Low	Mid	High	Bonus
UK	£80,000	£100,000	£120,000	10-20%
US	\$165,000	\$207,500	\$250,000	10-20%
France	€70,000	€85,000	€100,000	10-20%
Germany	€70,000	€85,000	€100,000	10-20%

VP Product

	Low	Mid	High	Bonus
UK	£135,000	£157,500	£180,000	25%
US	\$250,000	\$287,500	\$325,000	25%
France	€110,000	€125,000	€140,000	25%
Germany	€120,000	€140,000	€160,000	25%

Market Observations

As with marketing specialists, growth in terms of vacancies stayed relatively flat throughout 2022, particularly in H2.

We expect this to be the same in the early months of 2023, before seeing an upturn towards the latter half of the year as the impact of the economic climate becomes more well-known and SaaS businesses begin to tweak and diversify their offering in order to remain competitive.

Product professionals saw strong growth in starting pay in 2022 and we expect this to flatten out in 2023.

Technical

Software Engineer

	Low	Mid	High	Bonus
UK	£60,000	£70,000	£80,000	10-20%
US	\$100,000	\$120,000	\$140,000	10-20%
France	€60,000	€70,000	€80,000	10-20%
Germany	€60,000	€70,000	€80,000	10-20%

Senior / Lead Software Engineer

	Low	Mid	High	Bonus
UK	£80,000	£100,000	£120,000	10-20%
US	\$120,000	\$150,000	\$180,000	10-20%
France	€80,000	€100,000	€120,000	10-20%
Germany	€80,000	€100,000	€120,000	10-20%

Market Observations

The biggest candidate shortages across all technology sectors, including SaaS, continue to appear amongst technical professionals.

As a result, salaries climbed steadily throughout 2022, with some skillsets seeing a 20% increase as businesses sought to meet the demands and attract candidates.

With the current macro-economic having an impact on the location of Engineers and Developers, the demands for technical skills in the UK, US, France and Germany has significantly risen. Many of the top candidates are seeing up to 30 or 40 opportunities presented to them when active in the job market.

We expect the shortage of talent to continue into 2023, but with a more modest rise in salaries at around 5-10%.