



# Salary Benchmark Report

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Powering Hypergrowth™



# Welcome to the Strive Salary Benchmark Report 2025

Strive build world-class Go-To-Market teams for some of the most disruptive, Venture Capital Backed tech companies, all over the world.

Our team has successfully hired for some of the hottest vendors across the US and EMEA, backed by the likes of Sequoia, Insight Partners, A16Z, Accel, Index, Intel, SFV, GV, Craft, Boldstart, NEA, CRV... the list goes on.

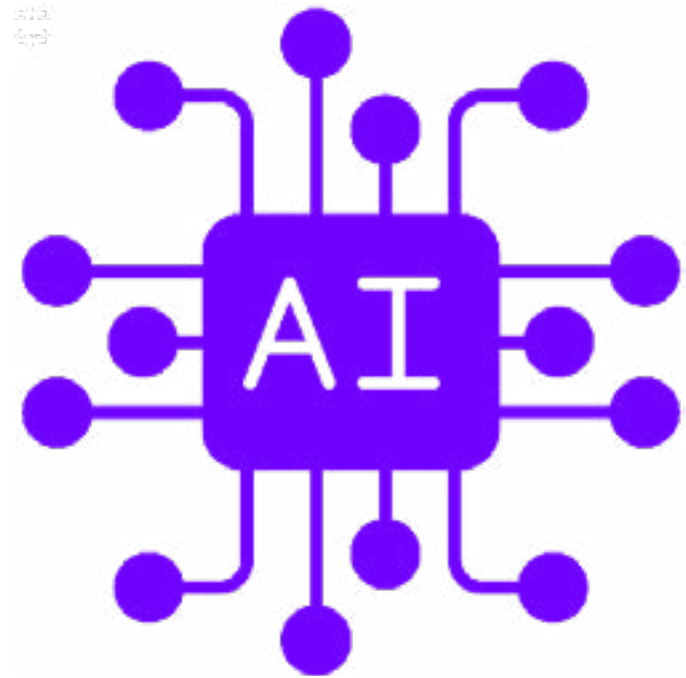
We don't just place people, we build entire teams.



Powering Hypergrowth™



## Our Takeaways:



The rise in Gen AI companies has driven up the salary expectations (and actual base salaries) within this area.

Whilst we are seeing a rise in base salaries, this doesn't always translate into a higher OTE, with this area more likely to see AEs not hitting quota and experiencing a higher churn rate due to the nature of the technology, the Product Market Fit and the competition.



We have seen salary ranges more spread than previous years - with the gap between the low and high bases for certain roles larger than ever.

Whilst the Gen AI explosion explains some of this, it should also be credited to a positive change in the SaaS market overall. With many companies looking for the same talent, candidate salary expectations have risen.



It is harder than ever to categorise salaries by territory in EMEA, with country shifts more noticeable than previously.

Hiring in the NORDICs? Expect to pay significantly more in Norway than Denmark.

Hiring in BENELUX? Expect to pay higher rates for a hire in Netherlands than Belgium. Also expect Belgium workers to want to work as contractors to avoid higher tax rates.



Hiring for First on the Ground in a new territory?

As well as a longer time to hire to find that A Player, expect to pay 10 - 20% more than the salaries we share in this report. Also be prepared to offer a guarantee to compensate them as they build this new territory.

Competition for top talent to join companies as their first in a territory is driving up salaries across all regions.



# EMEA Case Study: Hiring in Germany

In EMEA, Germany remains as one of the most difficult places to hire top talent – and certainly a region we advise having specialist support with, if looking to expand into this country.

## A De-Centralised Region

Germany is a huge de-centralised region. With recruiting hotspots in cities such as Munich, Berlin, Frankfurt and Hamburg, each city has their own niche and their own expectations from candidates. Salaries fluctuate significantly from city to city, as does domain expertise.

## Long Notice Periods

Notice periods in the US are typically two weeks; in the UK they are one month; in Germany expect a candidate to have a three month notice period. Ensure you factor this into your hiring timelines.

## Risk Adverse

Don't look to make a quick pitch and expect to have full buy-in from a candidate here. Your typical candidate in Germany will be more risk adverse than other geographies. They will want ample time to do their homework and due diligence – and likely speak to customers to sense check the viability of your product.

## Cultural Nuances

Germany has its own unique cultural nuances which can be especially challenging for non-European Hiring Managers. Expanding into Germany for the first time? Look to take some real guidance before hiring.

## Engagement is Tough

Don't expect your usual outreach to work in Germany – typically we see much slower time to hire and candidates are generally less responsive. To our surprise, English is however the preferred language for outreach.

## Click For Further Info

Scale with Strive Podcast: 'Why Hiring in Germany requires a Different Approach' with Philip Nowak

Strive Asset: 'Introduction to German Employment Law'

The Launch Collective Webinar: 'Expanding into EMEA' with Chuck Waygood, Senior Director of Global Talent Acquisition at Kong.

Strive Case Study: See how we supported Auth0 with their German hiring requirements.





# USA Case Study: Early-Stage Hiring

## Account Executives

An Account Executive considering joining an early-stage company is going to be more enticed with their overall earning potential, rather than their base. Give individuals a clear line of sight as to how they can not only achieve their OTE figure but also how they could hit 200 - 300%.

## Sales Engineers

With the rise in more technical products in the market, there is a growing need to have a SE, who can bridge gap between Tech and Sales. This rise in demand leads to a rise in salary expectations. Whilst a few years ago an average SE salary was \$200 - 250k, expect \$250 - 300k to be more common now.

## Product Marketing

With the SaaS market becoming alot more saturated, the need for organisations to clearly define their messaging to stand out directly to their personas, is more important than ever. We have seen a rise in PMM hiring across all verticals, with the role being introduced into an organisation earlier - it is now viewed as one of the first key hires to make.

## Sales Leadership

We have seen an increase in the Equity levels being offered to new Sales Leaders in early-stage businesses. Expect to offer

around 0.75 - 2% to entice high level VP candidates to your business.

## Other things to consider

Whilst Tier 1 cities such as New York and San Francisco will always be more expensive to hire in, if you want to hire quality, especially in early stage, you will need to pay accordingly.

It is a candidate's market currently due to the number of opportunities in the market and the fact that many organisations are looking to hire the same level of talent. To win the war for talent, you need to look to pay more than your competitors and / or act with pace throughout the hiring process.

The number of companies progressing from Seed to Series A is diminishing, which can make candidates more risk adverse when considering joining an early-stage company.

## Click For Further Info

Strive Asset: 'Making a Candidate Offer: How to maximise your chances of success'

Strive Asset: 'When to Hire your Sales Leaders'

Scale with Strive Podcast: 'Scaling your SaaS Venture' with Pablo Dominguez, Operating Partner at Insight Ventures

Strive Case Study: See how we supported Strike with their early-stage US hiring requirements.





# EMEA Sales Salary Benchmark:

	UK and Ireland			France			DACH			Benelux			Nordics		
	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE
SDR (6 - 24 months)	£40,000	£50,000		€45,000	€55,000		€45,000	€55,000		€45,000	€55,000		€45,000	€55,000	
SMB AE (0 - 2 years)	£50,000	£75,000	Double OTE	€55,000	€70,000	Double OTE	€55,000	€70,000	Double OTE	€55,000	€70,000	Double OTE	€55,000	€70,000	Double OTE
Mid-Market AE (2 - 4 years)	£65,000	£90,000	Double OTE	€70,000	€90,000	Double OTE	€70,000	€90,000	Double OTE	€70,000	€90,000	Double OTE	€70,000	€90,000	Double OTE
Lower Enterprise AE (5 - 7 years)	£85,000	£120,000	Double OTE	€90,000	€115,000	Double OTE	€90,000	€130,000	Double OTE	€90,000	€110,000	Double OTE	€90,000	€110,000	Double OTE
Senior Enterprise AE (8+ years)	£110,000	£130,000	Double OTE	€115,000	€140,000	Double OTE	€110,000	€140,000	Double OTE	€110,000	€125,000	Double OTE	€110,000	€125,000	Double OTE
1st Line Enterprise Leader	£130,000	£165,000	Double OTE	€140,000	€180,000	Double OTE	€150,000	€190,000	Double OTE	€140,000	€160,000	Double OTE	€140,000	€160,000	Double OTE
2nd Line Enterprise Leader	£150,000	£200,000	Double OTE	€170,000	€210,000	Double OTE	€160,000	€220,000	Double OTE	€160,000	€190,000	Double OTE	€160,000	€190,000	Double OTE
VP / GM EMEA	£180,000	£235,000	Double OTE	€190,000	€240,000	Double OTE	€190,000	€250,000	Double OTE	€190,000	€220,000	Double OTE	€190,000	€220,000	Double OTE



# EMEA CSM Salary Benchmark:

	UK and Ireland			France			DACH			Benelux			Nordics		
	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE
CSM (1 - 3 years)	£60,000	£80,000	10 - 15%	€55,000	€75,000	10 - 15%	€60,000	€80,000	10 - 15%	€50,000	€70,000	10 - 15%	€50,000	€70,000	10 - 15%
Senior CSM	£80,000	£120,000	15 - 20%	€75,000	€115,000	15 - 20%	€80,000	€120,000	15 - 20%	€70,000	€100,000	15 - 20%	€70,000	€100,000	15 - 20%
Manager CSM	£100,000	£150,000	15 - 25%	€115,000	€150,000	15 - 25%	€120,000	€150,000	15 - 25%	€100,000	€130,000	15 - 25%	€100,000	€130,000	15 - 25%
Director CSM	£150,000	£180,000	20 - 25%	€150,000	€180,000	20 - 25%	€150,000	€180,000	20 - 25%	€130,000	€160,000	20 - 25%	€130,000	€160,000	20 - 25%





# EMEA Sales Engineering Salary Benchmark:

	UK and Ireland			France			DACH			Benelux			Nordics		
	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE
Sales Engineer (1 - 3 years)	£70,000	£120,000	20 - 30%	€85,000	€125,000	20 - 30%	€90,000	€125,000	20 - 30%	€60,000	€90,000	20 - 30%	€60,000	€90,000	20 - 30%
Senior Sales Engineer	£90,000	£150,000	20 - 35%	€100,000	€155,000	20 - 35%	€100,000	€155,000	20 - 35%	€90,000	€120,000	20 - 35%	€90,000	€120,000	20 - 35%
Manager Sales Engineering	£120,000	£170,000	20 - 35%	€125,000	€180,000	20 - 35%	€125,000	€180,000	20 - 35%	€120,000	€140,000	20 - 35%	€90,000	€140,000	20 - 35%
Director Sales Engineering	£175,000	£200,000	20 - 35%	€170,000	€210,000	20 - 35%	€180,000	€210,000	20 - 35%	€140,000	€180,000	20 - 35%	€140,000	€160,000	20 - 35%





# EMEA Marketing Salary Benchmark:

	UK and Ireland			France			DACH			Benelux			Nordics		
	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE
Field Marketing Manager	£80,000	£120,000	10 - 20%	€80,000	€120,000	10 - 20%	€80,000	€120,000	10 - 20%	€75,000	€120,000	10 - 20%	€75,000	€120,000	10 - 20%
Product Marketing Manager	£80,000	£120,000	10 - 20%	€80,000	€120,000	10 - 20%	€80,000	€120,000	10 - 20%	€75,000	€120,000	10 - 20%	€75,000	€120,000	10 - 20%
Demand Generation Manager	£80,000	£110,000	10 - 20%	€85,000	€115,000	10 - 20%	€85,000	€110,000	10 - 20%	€80,000	€110,000	10 - 20%	€80,000	€110,000	10 - 20%
Head of Field / Sales Marketing	£120,000	£160,000	10 - 15%	€130,000	€170,000	10 - 15%	€130,000	€170,000	10 - 15%	€120,000	€160,000	10 - 15%	€120,000	€160,000	10 - 15%
VP Marketing	£170,000	£200,000	10 - 20%	€180,000	€210,000	10 - 20%	€180,000	€210,000	10 - 20%	€160,000	€180,000	10 - 20%	€125,000	€200,000	10 - 20%



# North America Sales Salary Benchmark:

	Tier 1 Salary Regions			Tier 2 Salary Regions			Tier 3 Salary Regions		
	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE
SDR (6 - 24 months)	\$70,000	\$90,000		\$65,000	\$85,000		\$55,000	\$80,000	
SMB AE (0 - 2 years)	\$90,000	\$110,000	Double OTE	\$75,000	\$100,000	Double OTE	\$70,000	\$95,000	Double OTE
Mid-Market AE (2 - 4 years)	\$100,000	\$135,000	Double OTE	\$100,000	\$120,000	Double OTE	\$90,000	\$110,000	Double OTE
Lower Enterprise AE (5 - 7 years)	\$125,000	\$150,000	Double OTE	\$120,000	\$140,000	Double OTE	\$110,000	\$130,000	Double OTE
Senior Enterprise AE (8+ years)	\$150,000	\$180,000	Double OTE	\$150,000	\$170,000	Double OTE	\$150,000	\$170,000	Double OTE
1st Line Enterprise Leader	\$200,000	\$240,000	Double OTE	\$140,000	\$210,000	Double OTE	\$170,000	\$200,000	Double OTE
2nd Line Enterprise Leader	\$250,000	\$300,000	Double OTE	\$225,000	\$270,000	Double OTE	\$210,000	\$240,000	Double OTE
VP / GM North America	\$350,000	\$450,000	Double OTE	\$300,000	\$400,000	Double OTE	\$280,000	\$350,000	Double OTE

**Tier 1 Cities:**  
New York  
San Francisco (plus Bay Area)  
Los Angeles  
Chicago

**Tier 2 Cities:**  
Boston  
Austin  
Atlanta  
Philadelphia  
Dallas  
Raleigh  
Tampa  
Denver  
Seattle  
Houston  
Charlotte  
Washington DC  
Salt Lake City  
Miami  
Minneapolis





# North America CSM Salary Benchmark:

	North America		
	Base (Low)	Base (High)	OTE
Junior CSM (1 - 3 years)	\$90,000	\$120,000	20 - 25%
CSM	\$120,000	\$150,000	20 - 25%
Senior CSM	\$150,000	\$180,000	20%
Manager CSM	\$170,000	\$230,000	20%
Director CSM	\$190,000	\$270,000	20%



# North America Sales Engineering Salary Benchmark:

	Tier 1 Salary Regions			Tier 2 Salary Regions		
	Base (Low)	Base (High)	OTE	Base (Low)	Base (High)	OTE
Sales Engineer (1 - 3 years)	\$110,000	\$140,000	20 - 30%	\$110,000	\$140,000	20 - 30%
Senior Sales Engineer	\$140,000	\$200,000	20 - 30%	\$140,000	\$190,000	20 - 30%
Manager Sales Engineering	\$200,000	\$250,000	20 - 40%	\$190,000	\$230,000	20 - 40%
Director Sales Engineering	\$250,000	\$300,000	20 - 40%	\$250,000	\$280,000	20 - 40%

**Tier 1 Cities:**  
New York  
San Francisco (plus Bay Area)  
Los Angeles  
Chicago

**Tier 2 Cities:**  
Boston  
Austin  
Atlanta  
Philadelphia  
Dallas  
Raleigh  
Tampa  
Denver  
Seattle  
Houston  
Charlotte  
Washington DC  
Salt Lake City  
Miami  
Minneapolis





# North America Marketing Salary Benchmark:

	North America		
	Base (Low)	Base (High)	OTE
Field Marketing Manager	\$110,000	\$150,000	10 - 15%
Digital Marketing Manager	\$110,000	\$160,000	10 - 15%
Product Marketing Manager	\$130,000	\$210,000	10 - 15%
Demand Generation Manager	\$120,000	\$170,000	10 - 15%
Head of Demand Generation	\$160,000	\$200,000	10 - 15%
Head of Field / Sales Marketing	\$170,000	\$220,000	10 - 15%
Director of Product Marketing	\$180,000	\$240,000	20 - 30%
VP Marketing	\$200,000	\$270,000	20 - 30%
CMO	\$250,000	\$350,000	20 - 30%

# Contact Us

Founded in 2017, Strive is a specialist go-to-market talent partner whose network spans the globe.

With offices in the UK and US and a headcount of 30, Strive has the size to offer talent acquisition services at scale, whilst also the capability to deliver on strategic hires.

Working with leading VC's, Strive has helped scale their portfolio of B2B SaaS companies, placing key hires within the go-to-market function.

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