

# Salary Survey: Results

March 2025

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# Introduction

Firstly, a massive thank you to all our members who completed the survey!

Please note that this initial report is focused on US responses, due to low sample numbers from other countries.

Our aim is to continue to build on this report, so if you haven't yet completed the survey, please do so here:

<https://www.scalewithstrive.com/forms/salary-survey/>

This report focuses on both an overview of all the responses received and then a breakdown by role, company funding stage and also any differences across States. We will cover:

- The average overall compensation package for people doing a similar role to you (base, variable, equity)
- How often the average respondent is seeing a salary change
- Where and how people are working in 2025

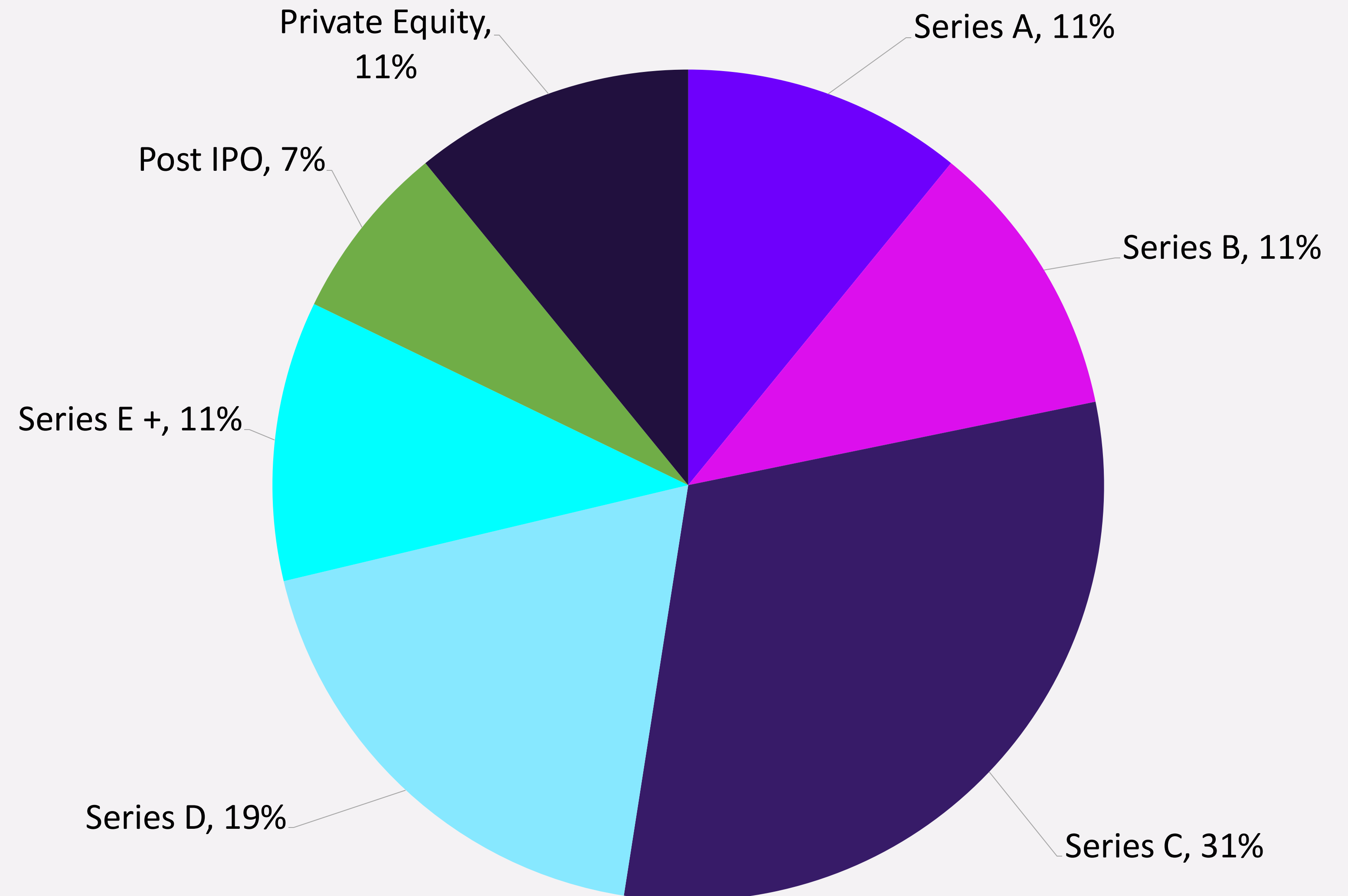
SECTION No: / 01

# Company Information

# /01

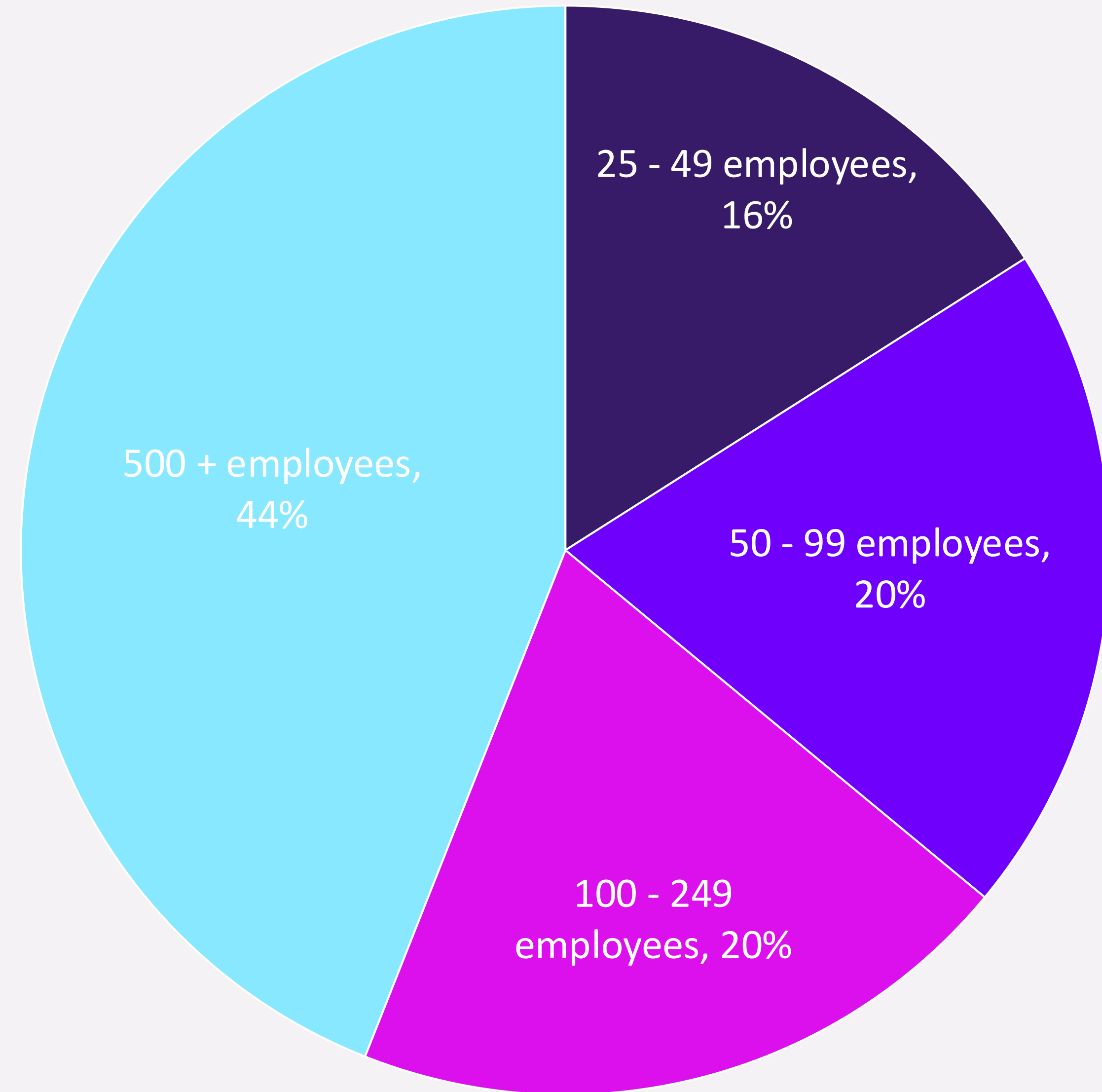
# Company Information

## Funding Level



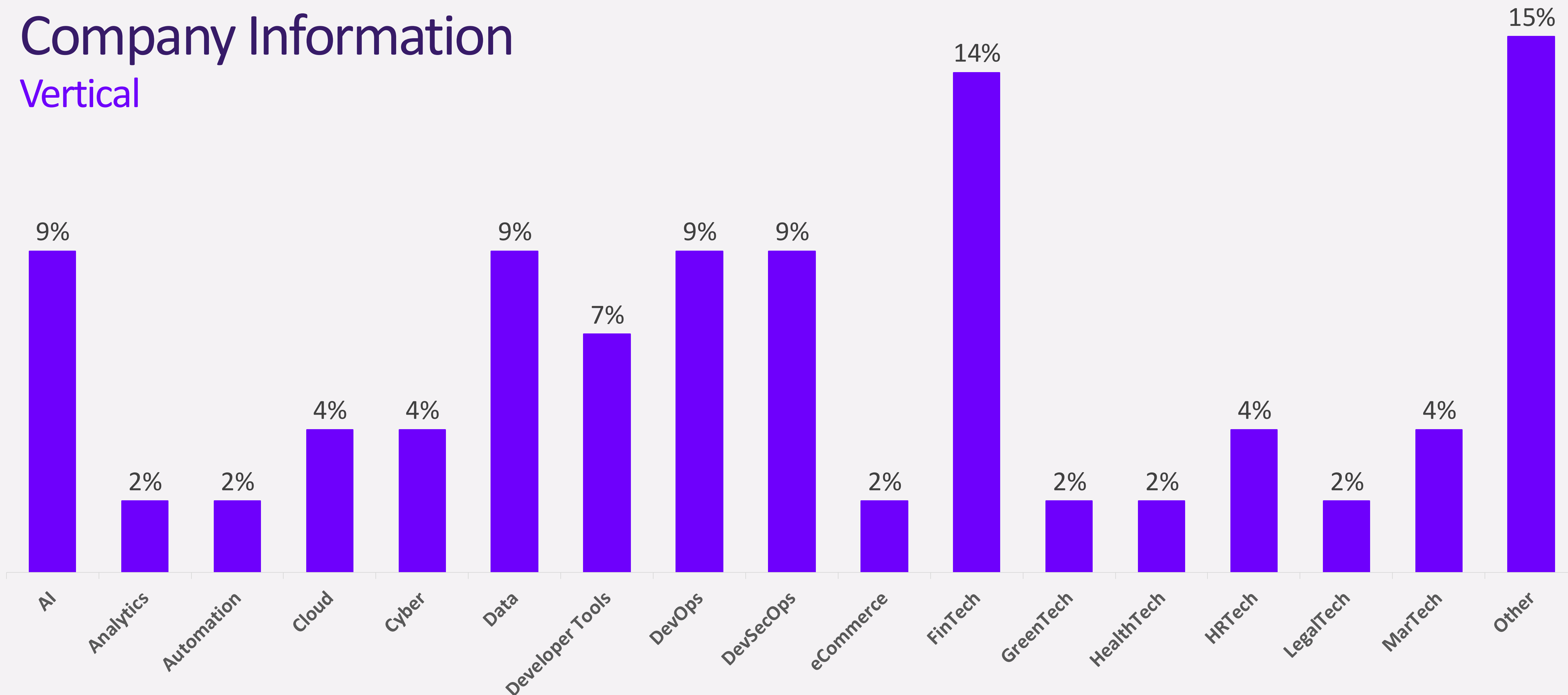
# Company Information

## Number of Employees



# Company Information

## Vertical



SECTION No: / 02

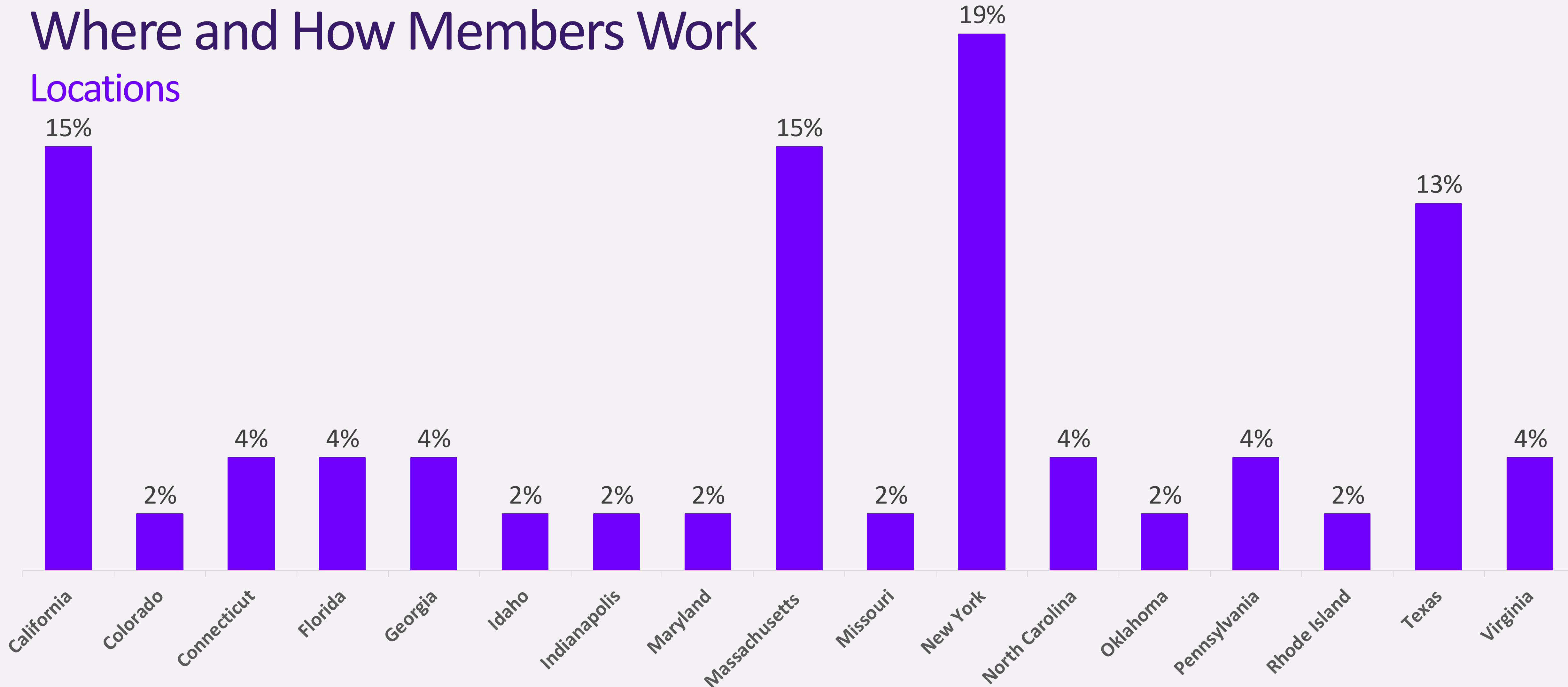
# Where and How Members Work

# /02



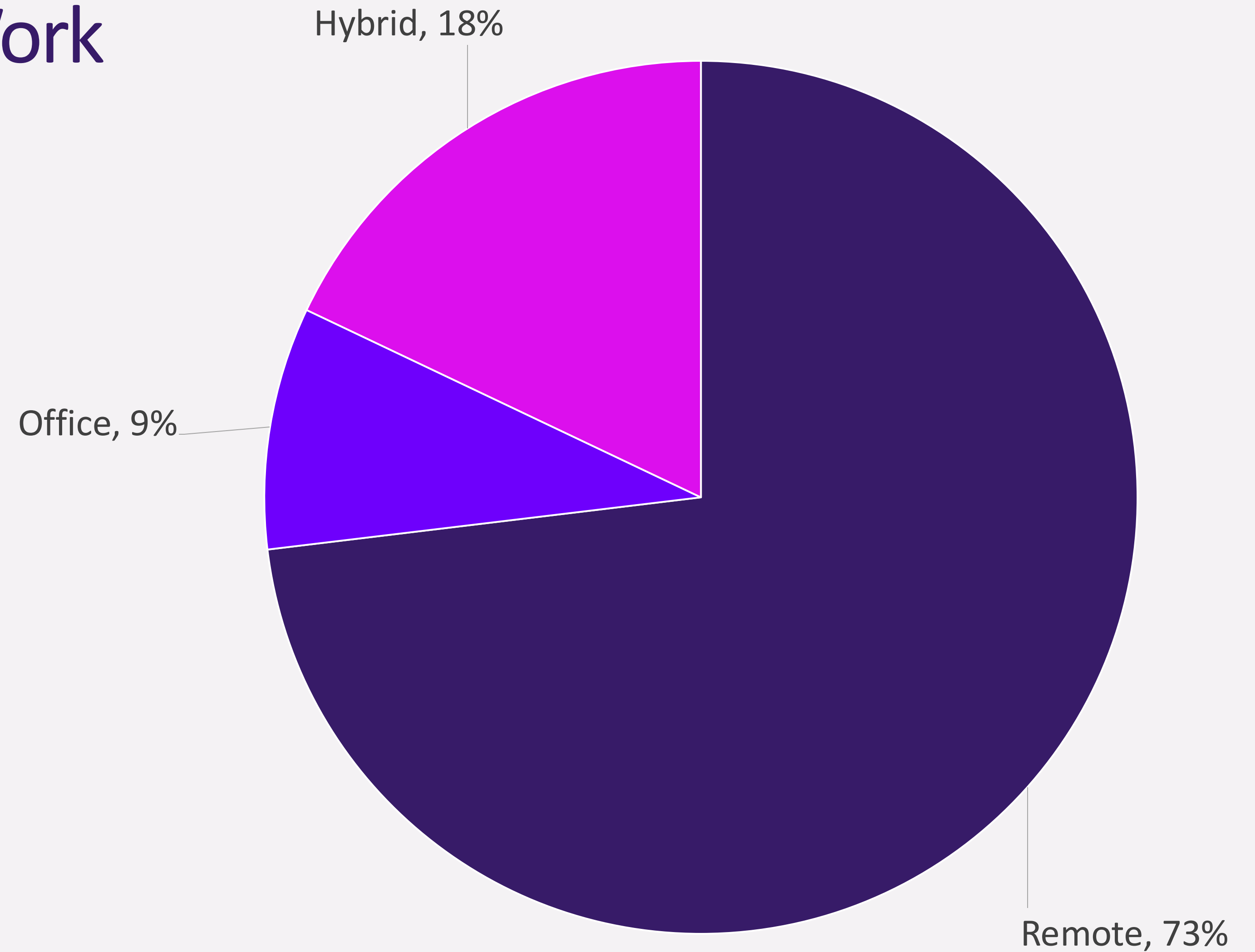
# Where and How Members Work

## Locations



# Where and How Members Work

Remote V Office V Hybrid





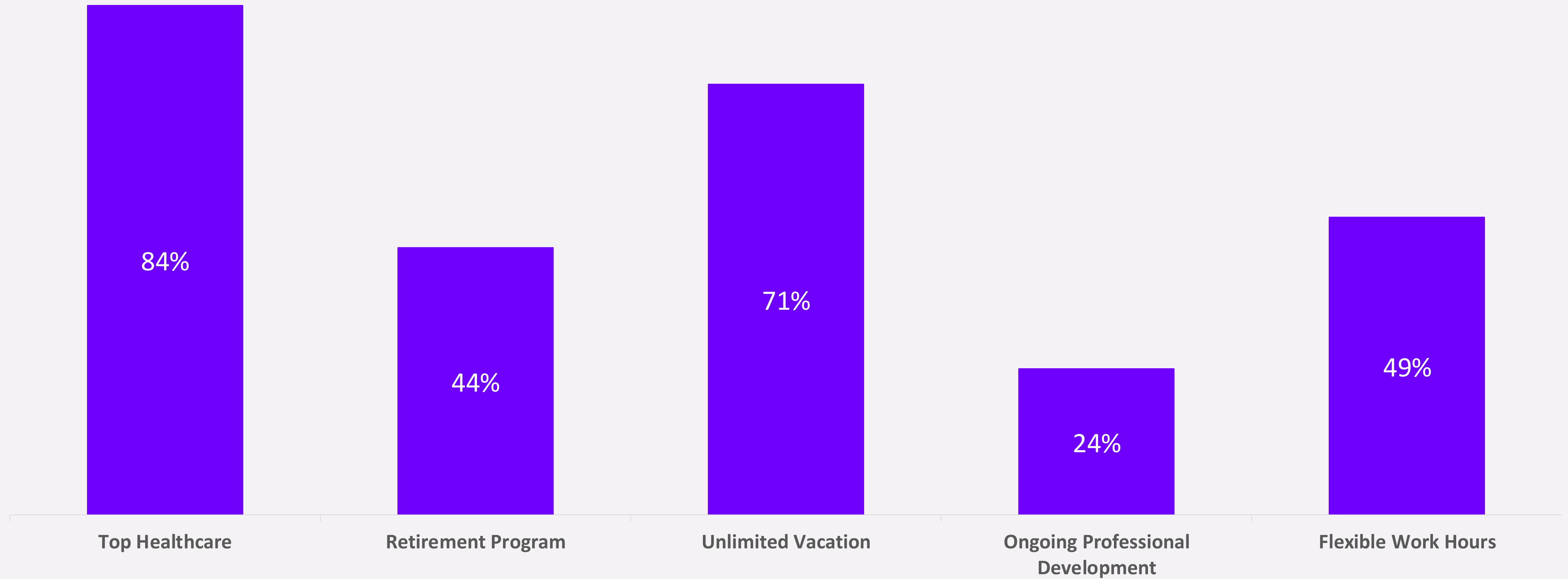
SECTION No: / 03

# Benefits

# /03

# Benefits

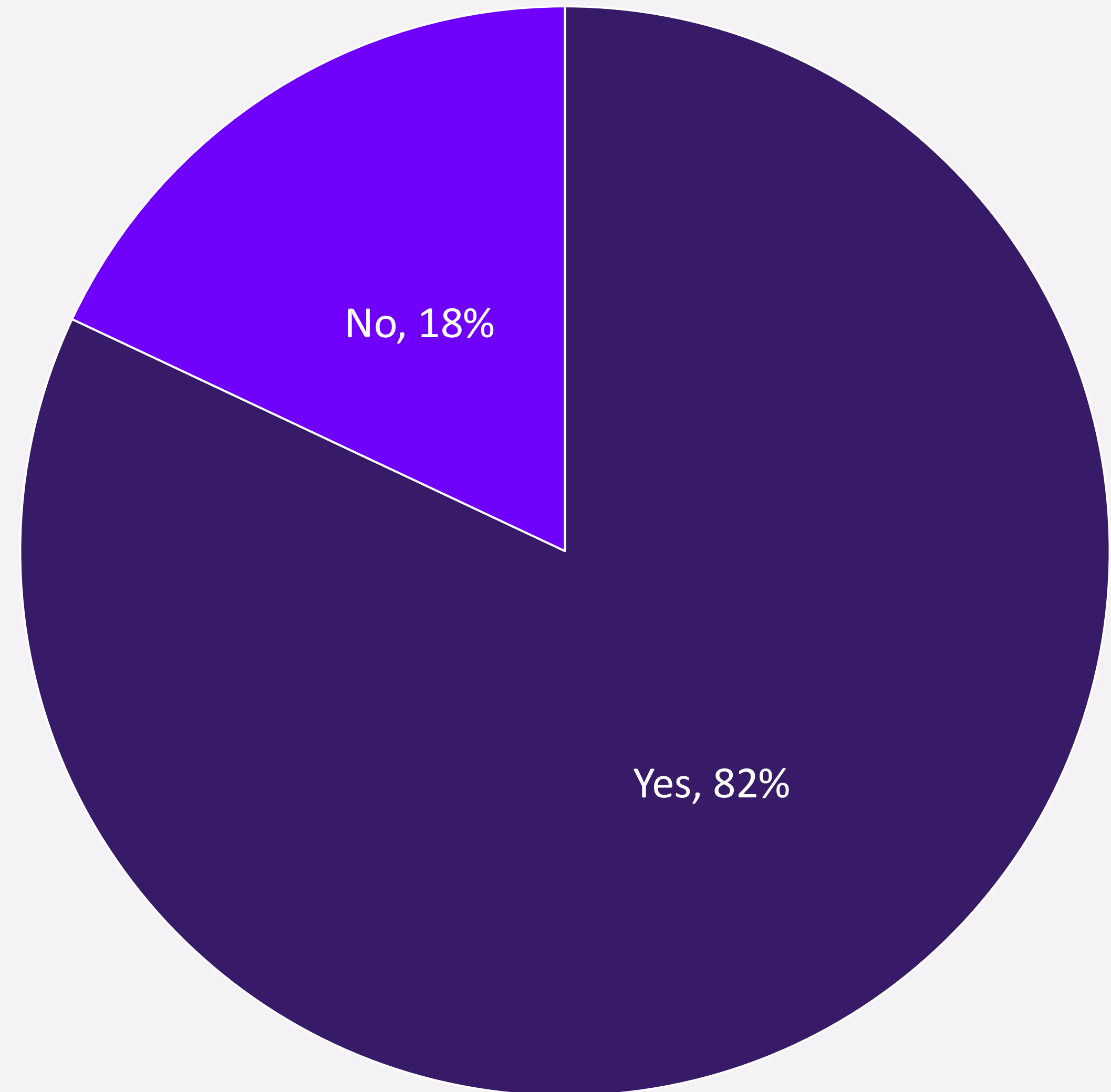
## The Top Benefits Members Receive





# Benefits

Members who receive Stock / Equity



SECTION No: / 04

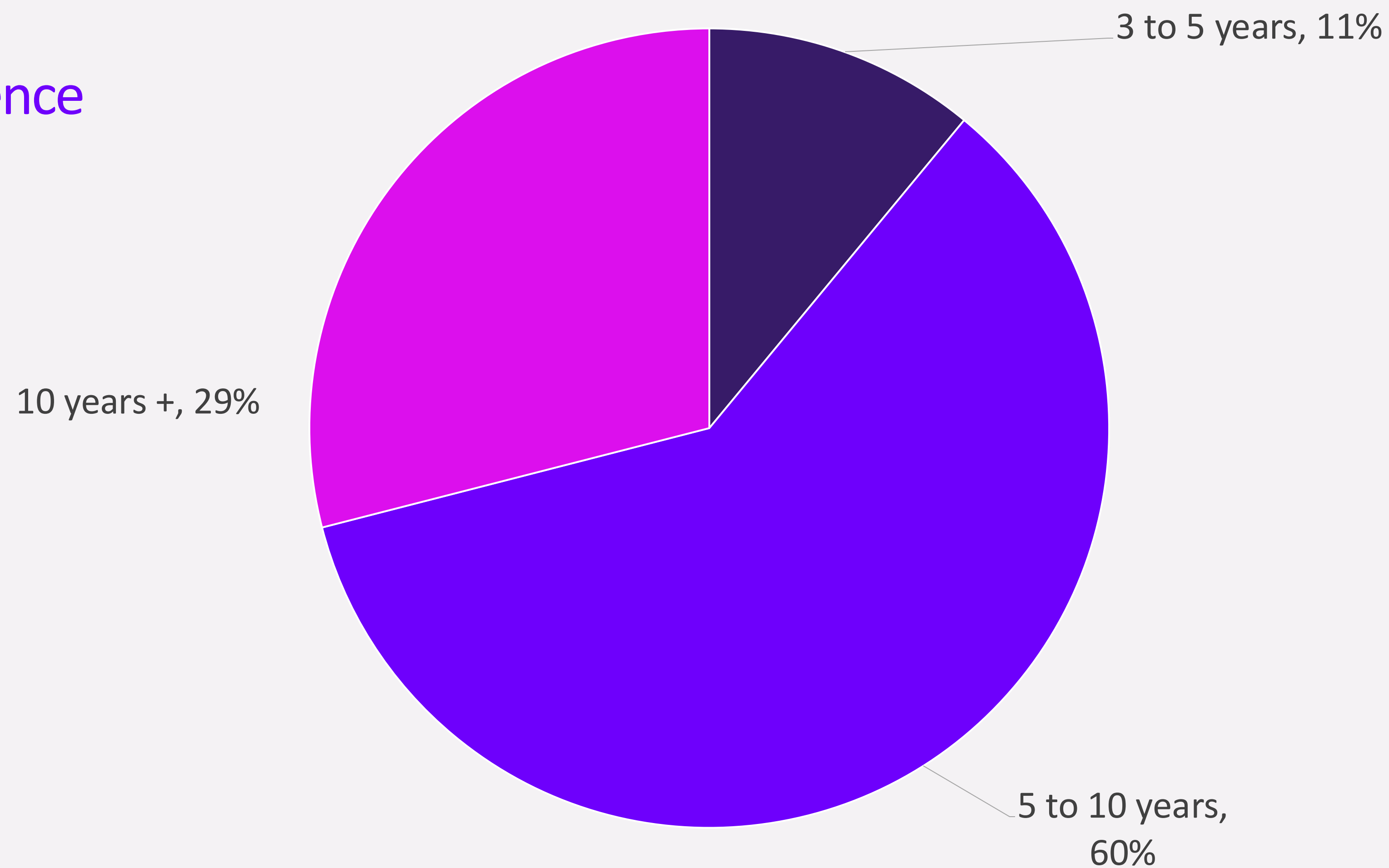
# Career Progression

# /04



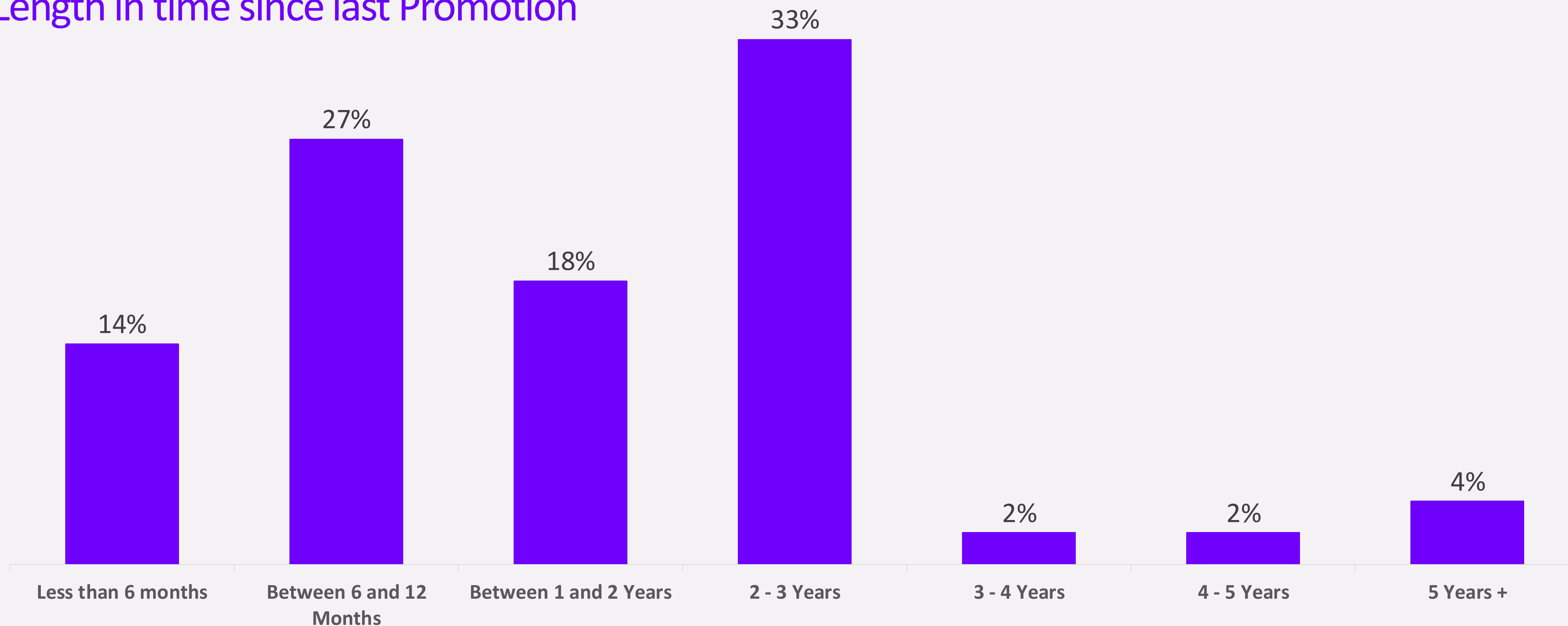
# Career Progression

Average Number of years' Experience



# Career Progression

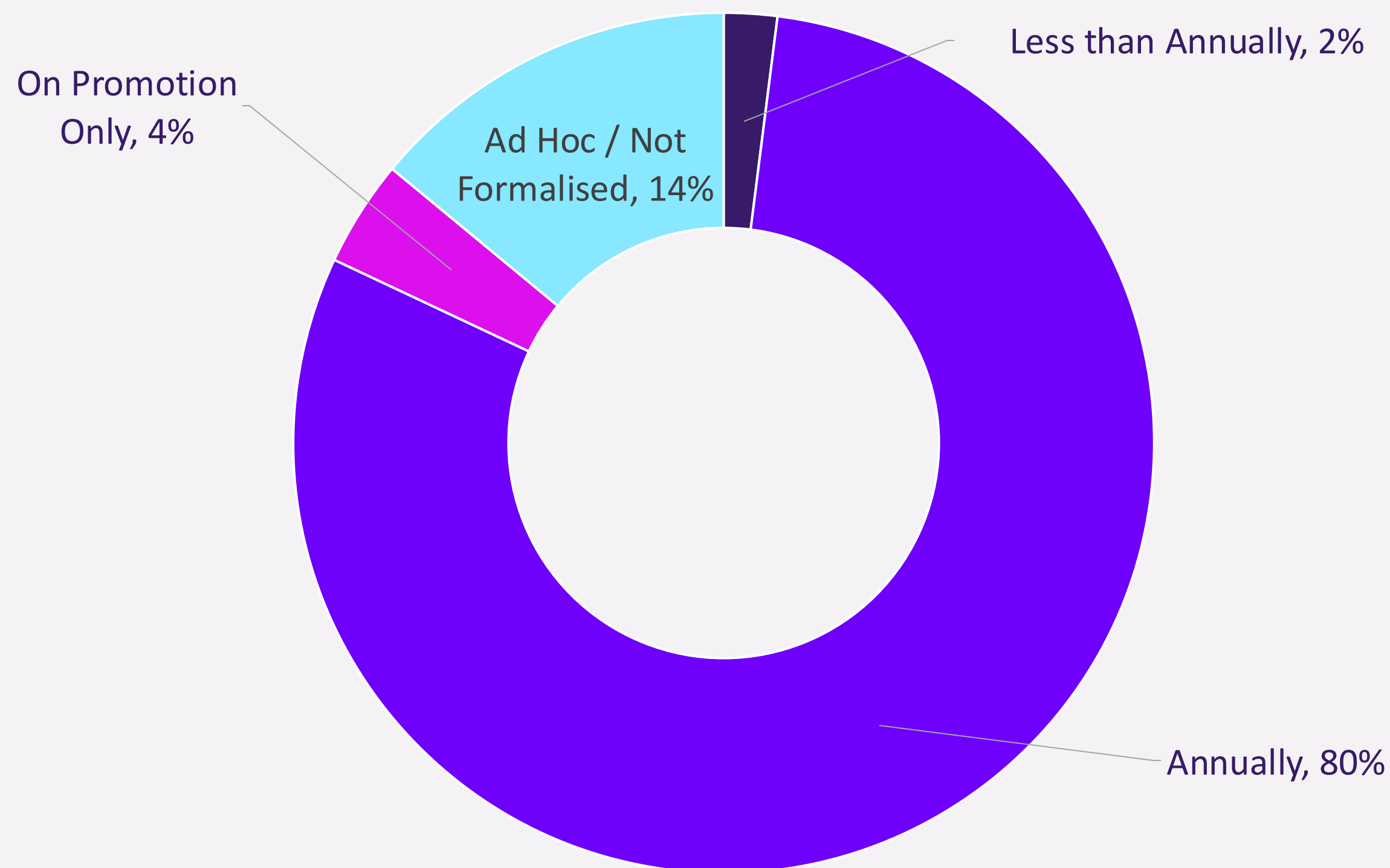
Length in time since last Promotion



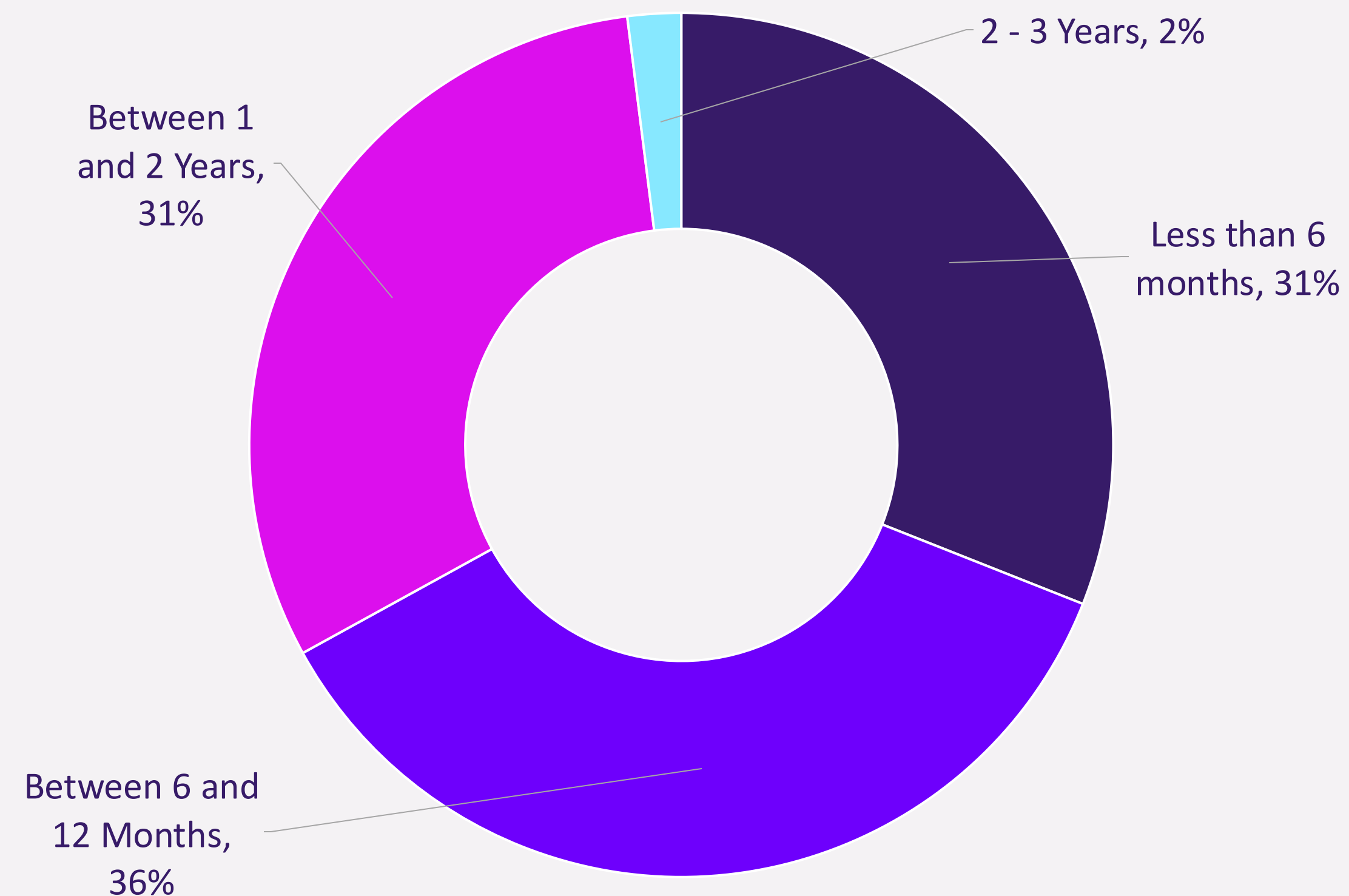


# Career Progression

## How often are Salary Reviews Scheduled



## How long has it actually been since our Members' last Salary Increase



SECTION No: / 05

# Company Changes

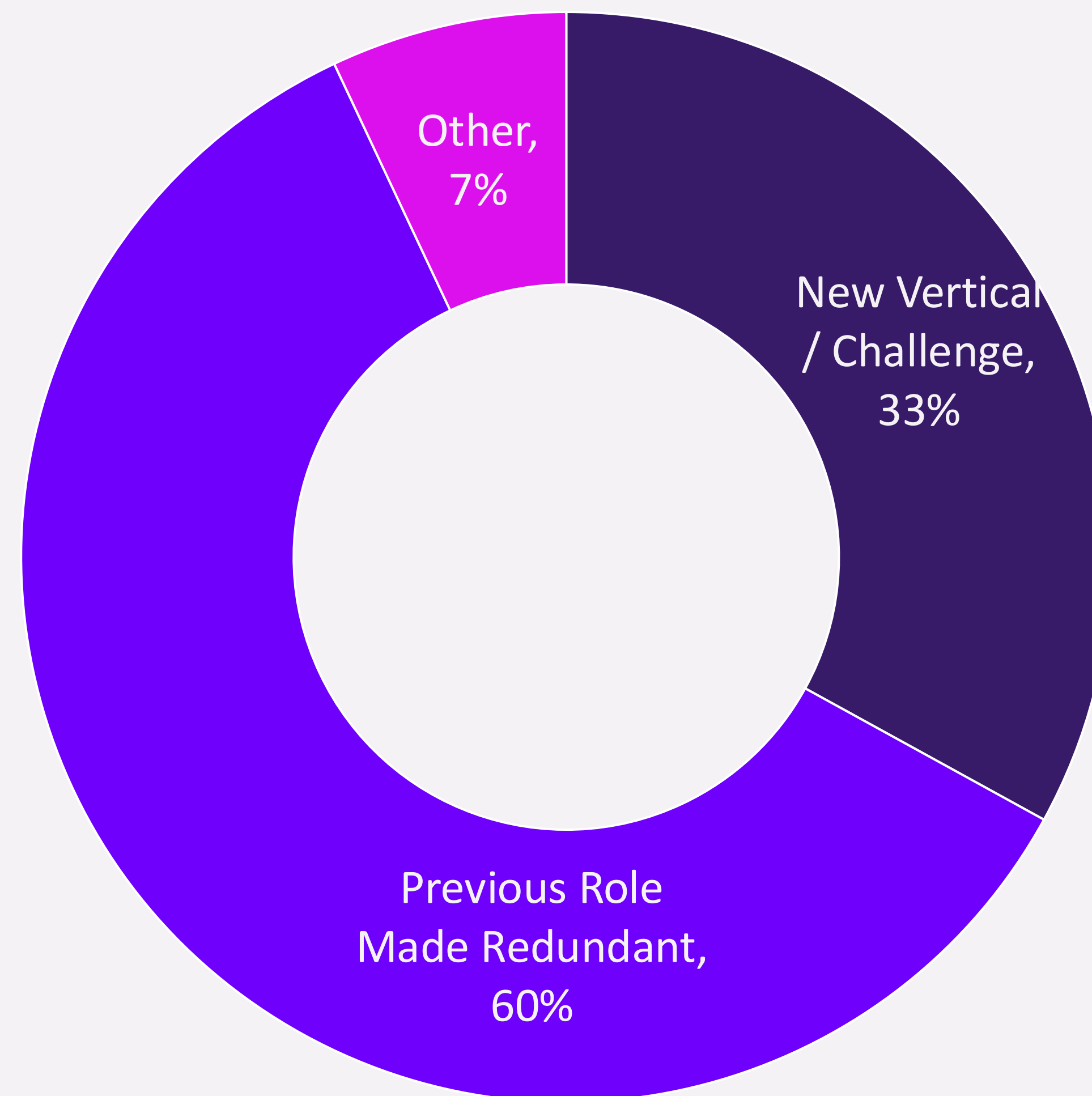
# /05



# Company Changes

## Company Changes in the last 12 months

- 36% of Respondents have changed Companies in the last 12 months.
- Reasons for these changes are shown to the right.



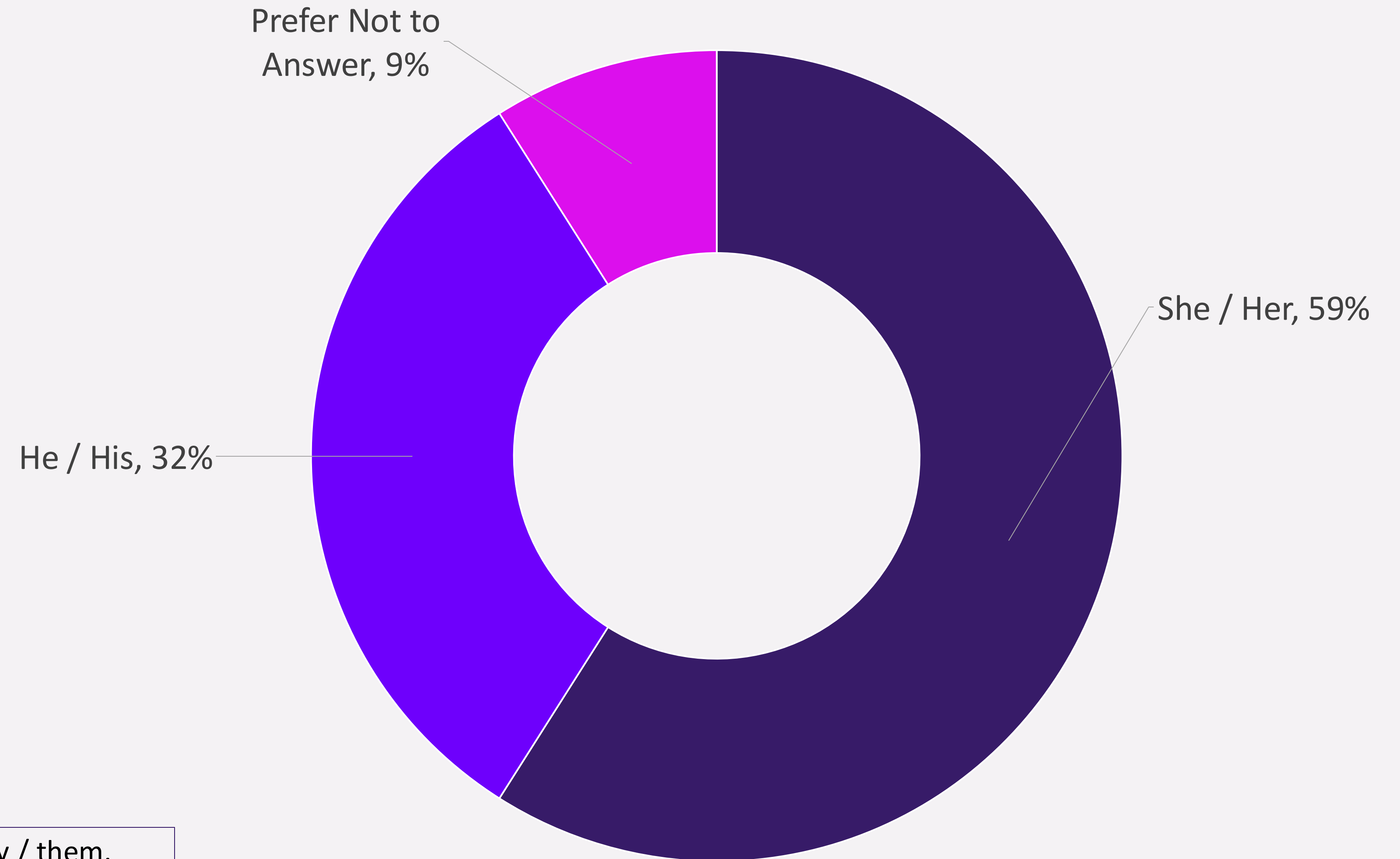
SECTION No: / 06

# DEI Figures

# /06

# DEI Figures

## How Members Identify

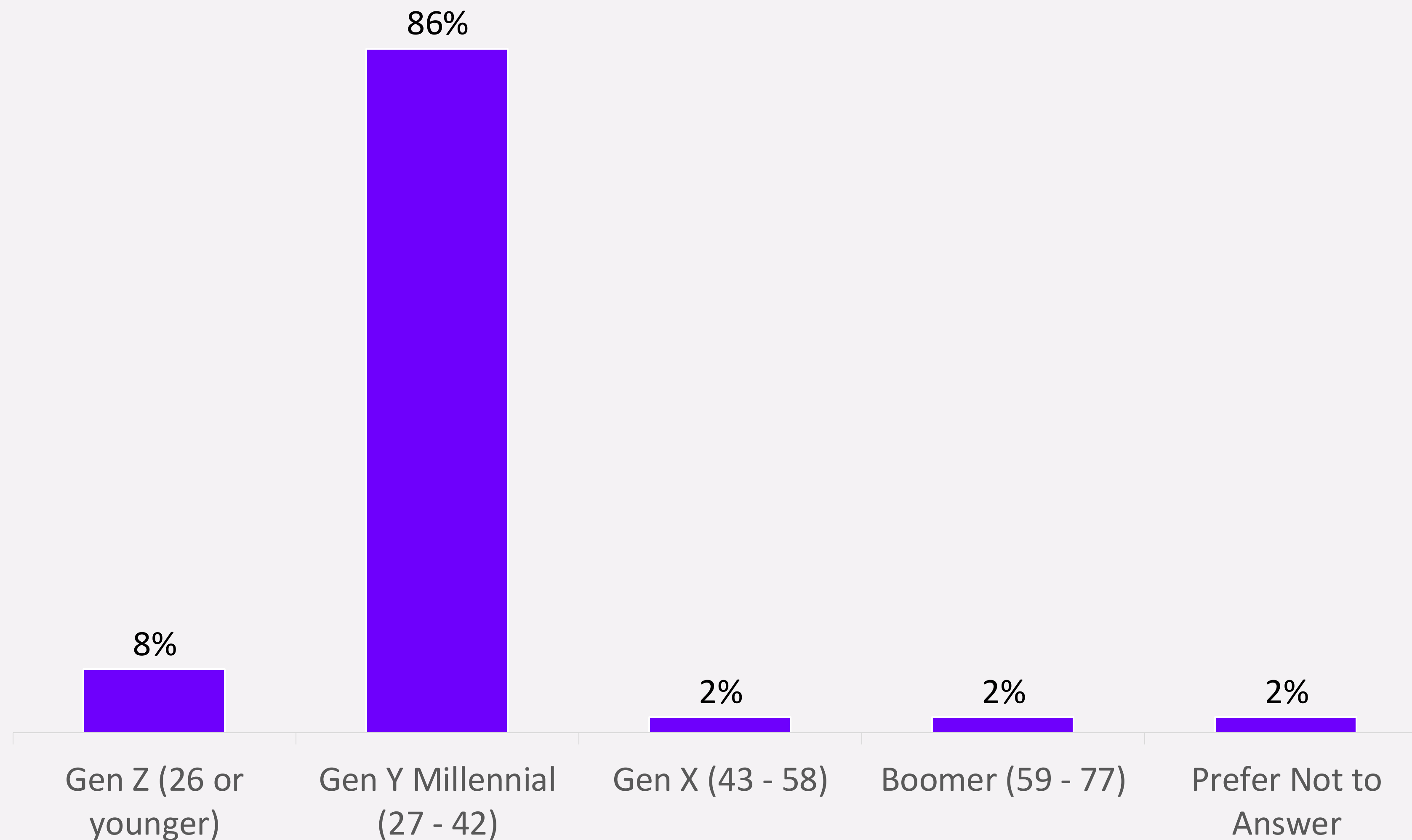


Note, none of our Community identified as they / them.



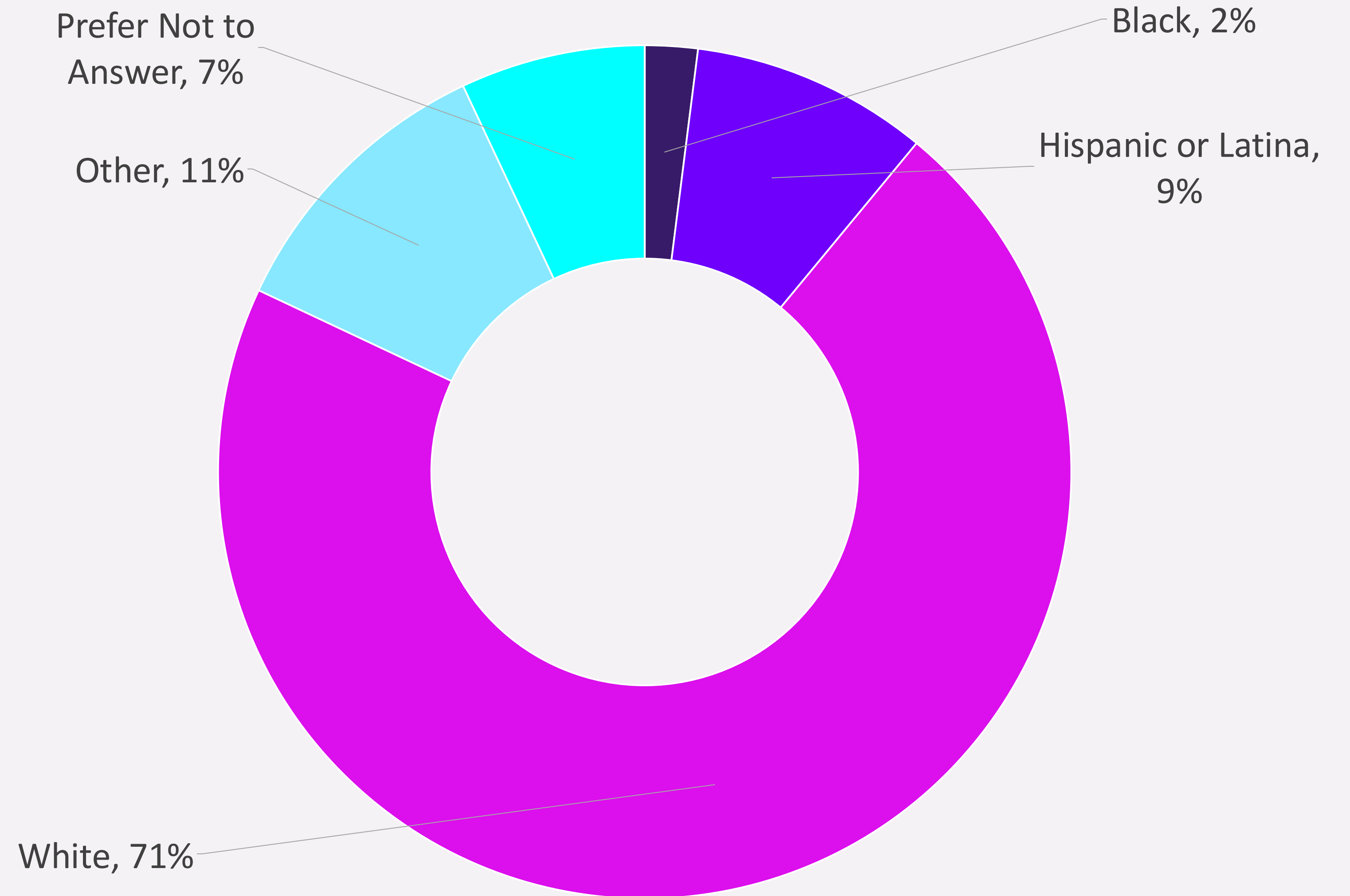
# DEI Figures

## Members' Age Group



# DEI Figures

## Race / Ethnicity



SECTION No: / 07

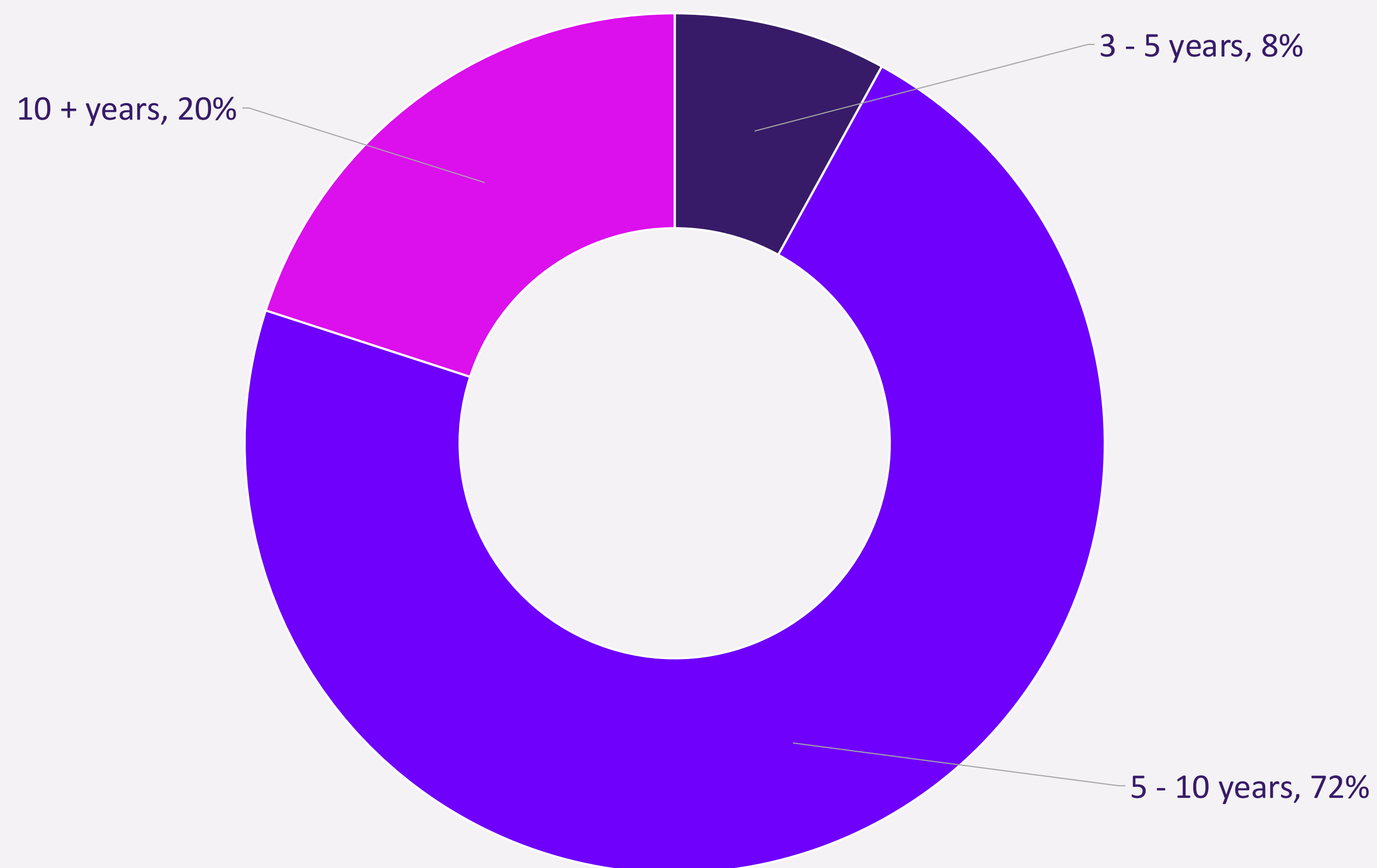
# Role Profiles: Individual Contributor

# /07

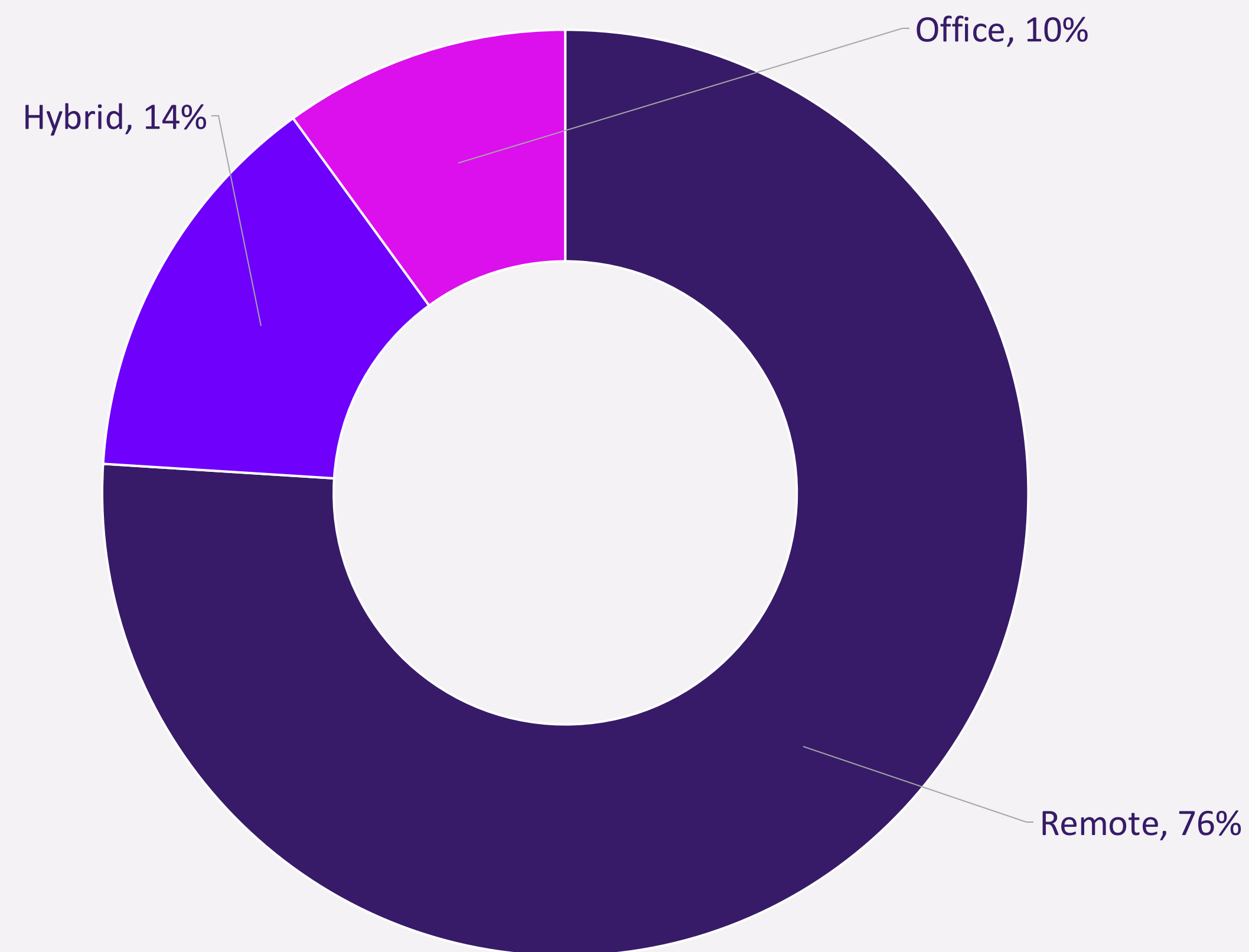


# Individual Contributor Level: Typical Profile

## Average Years of Experience

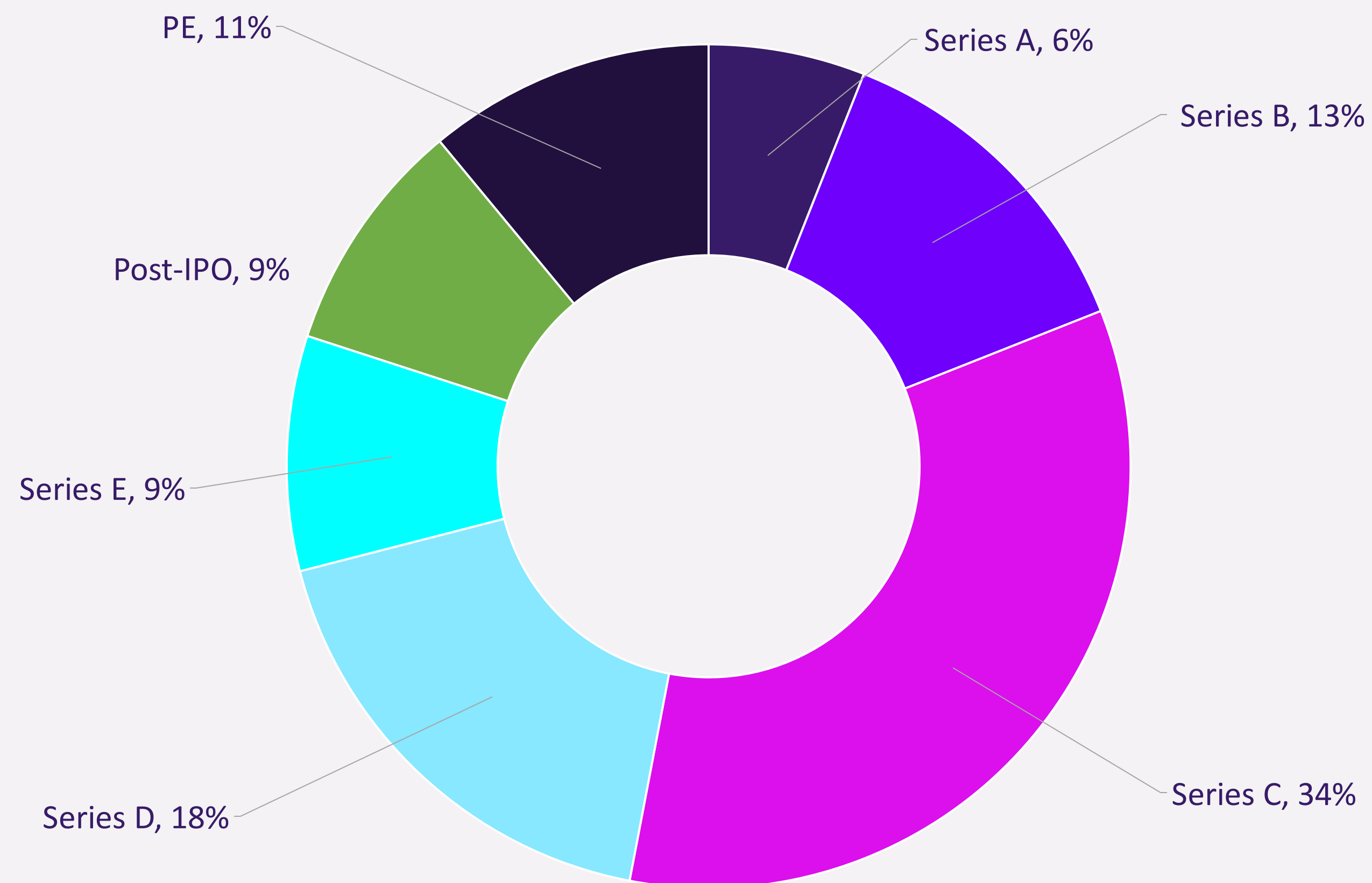


## How they Work

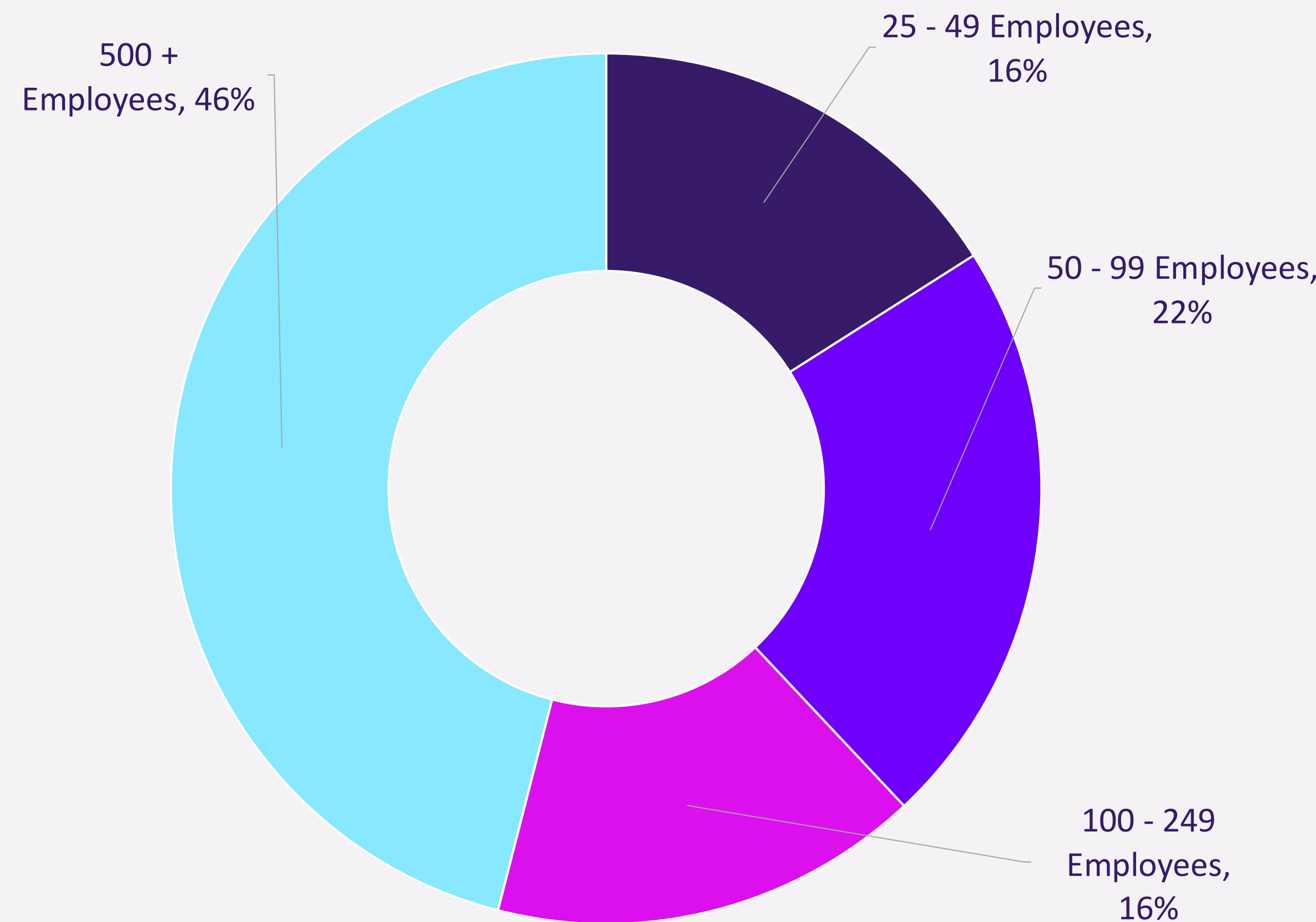


# Individual Contributor Level: Typical Profile

Typically work at a Company of Funding Level

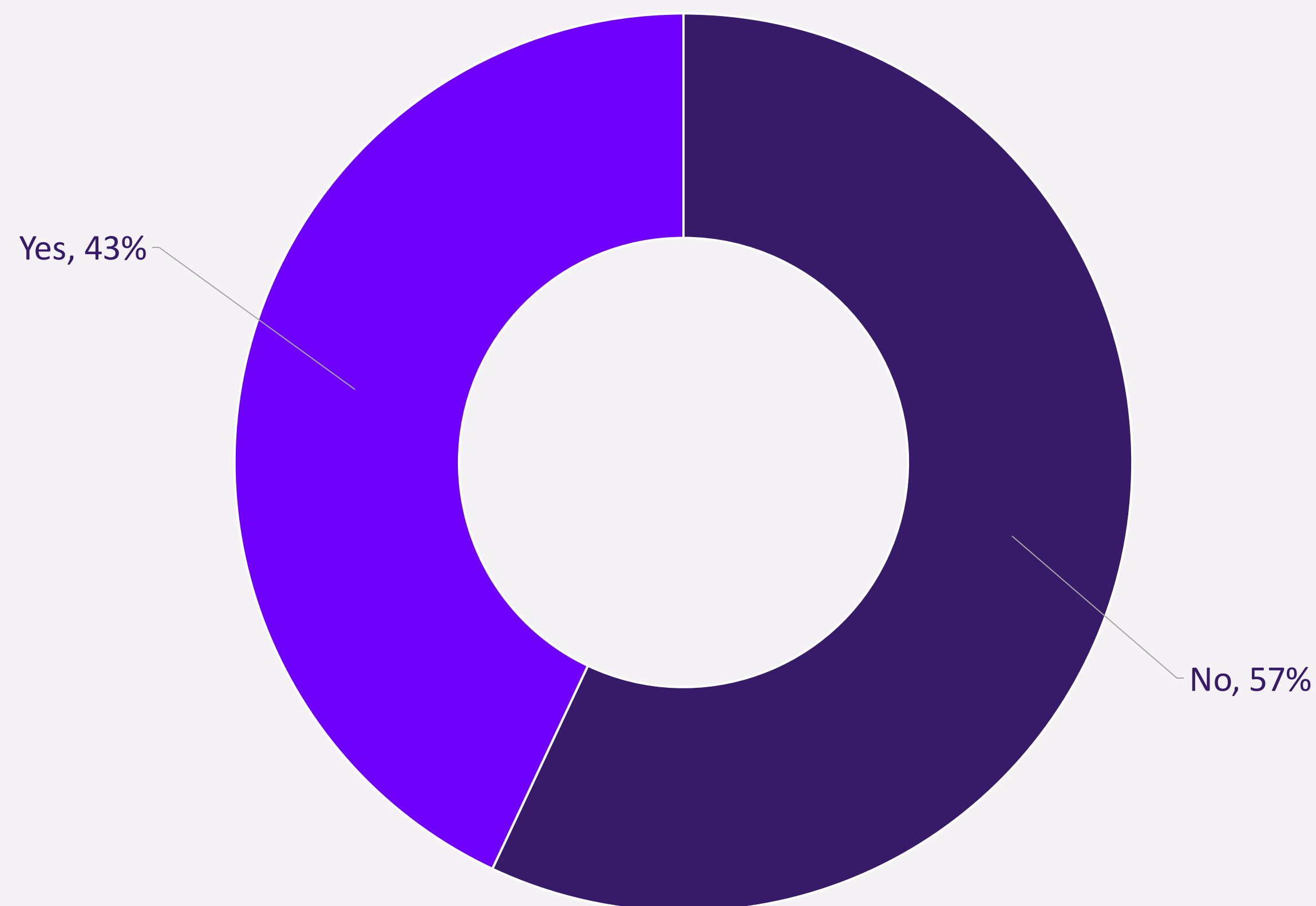


And of Total Size

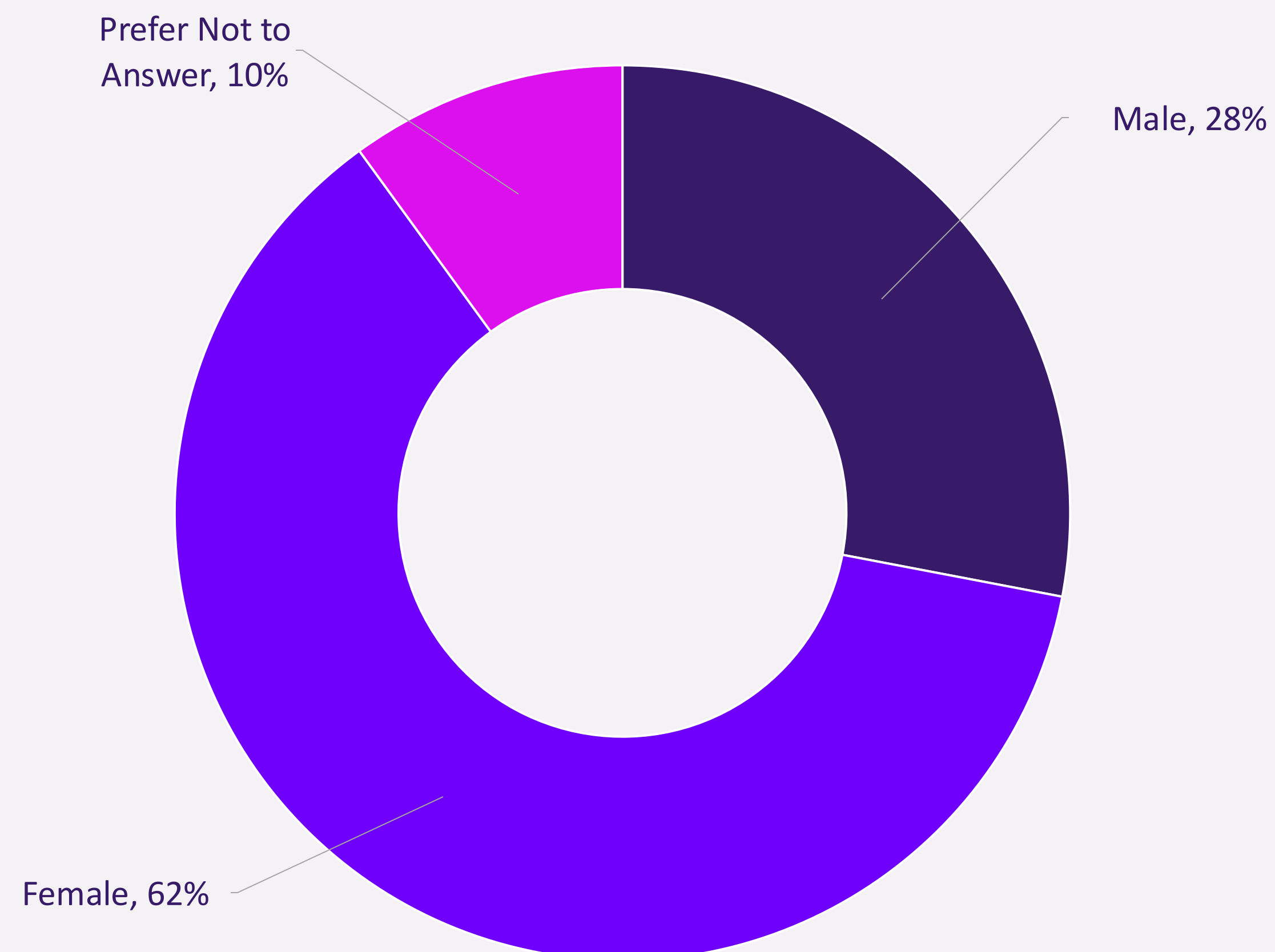


# Individual Contributor Level: Typical Profile

## Changed Companies in the last 12 months



## Gender



# Individual Contributor Level:

## Average Salaries and OTEs

### Average Base

\$144,500

Note: 83% of respondents have a Salary Review annually

### Average Variable

\$19,300

Note: An average 43% of respondents receive a variable

### Average OTE

\$156,500



# Individual Contributor Level:

## Salary and OTE Ranges

Base (Range)

\$93,000

–

\$205,000

Variable (Range)

\$10,000

–

\$35,000

OTE (Range)

\$93,000

–

\$210,000

# Individual Contributor Level:

Average Salaries and OTEs: 3 – 5 Years' Experience

Average Base

\$97,500

Average Variable

\$12,500

Note: An average 100% of respondents receive a variable

Average OTE

\$108,500

# Individual Contributor Level:

Average Salaries and OTEs: 5 – 10 Years' Experience

Average Base

\$185,500

Average Variable

\$19,900

Note: An average 45% of respondents  
receive a variable

Average OTE

\$163,800

# Individual Contributor Level:

Average Salaries and OTEs: 10+ Years' Experience

Average Base

\$162,000

Average Variable

\$22,500

Note: 33% of respondents at this level  
received a variable

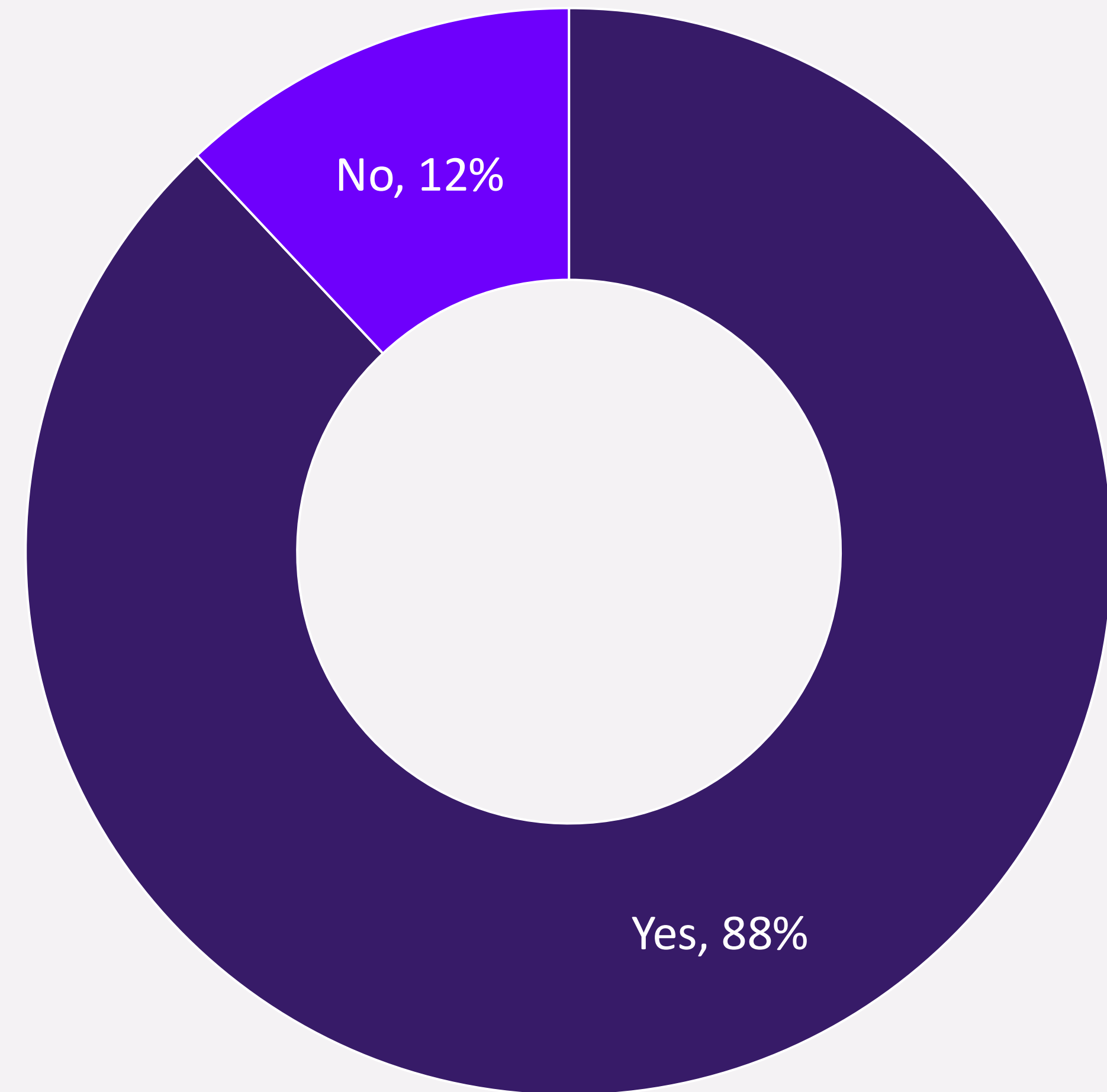
Average OTE

\$169,700



# Individual Contributor Level:

## Members who receive Stock / Equity



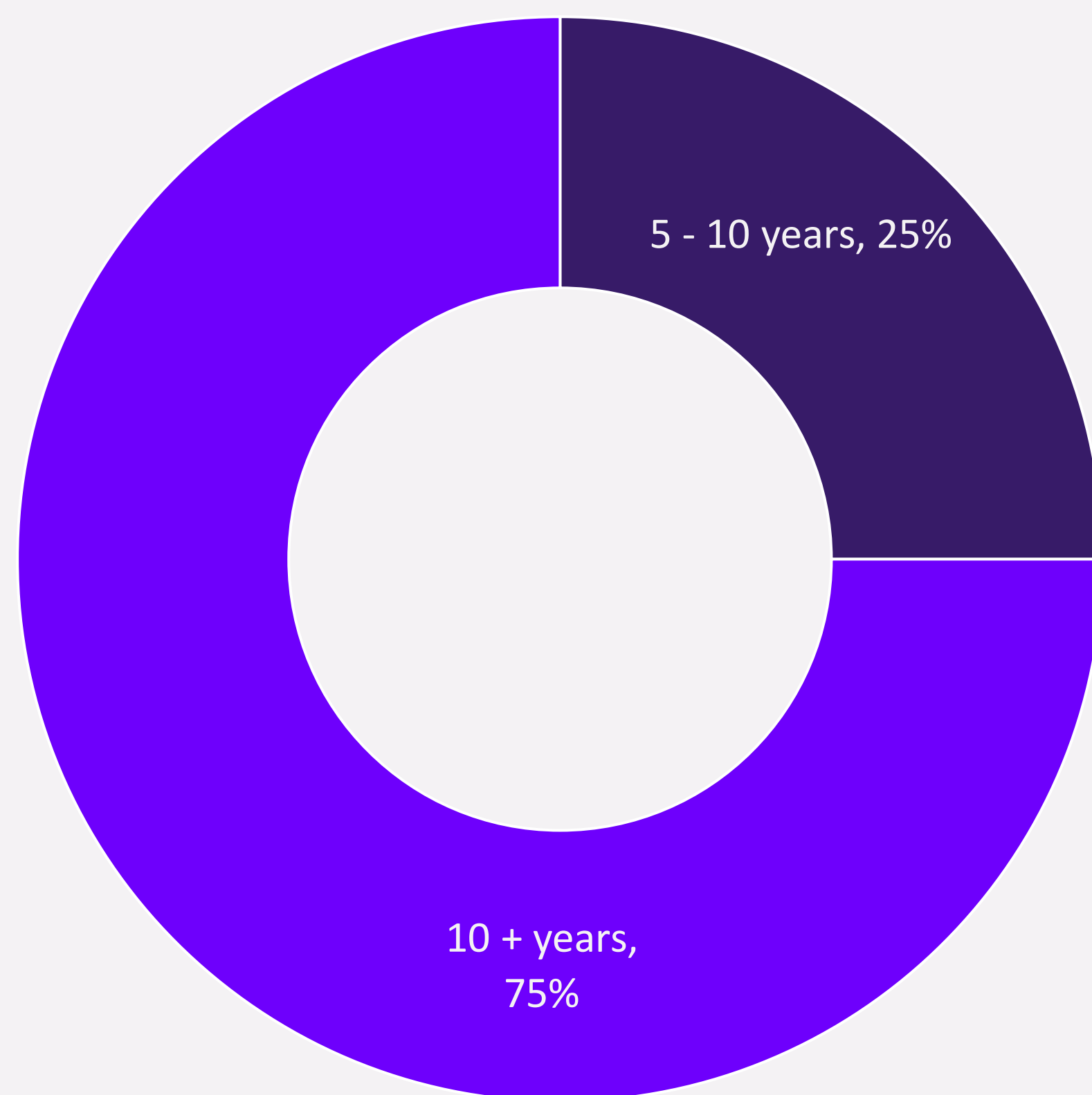
SECTION No: / 08

# Role Profiles: First Line Leader

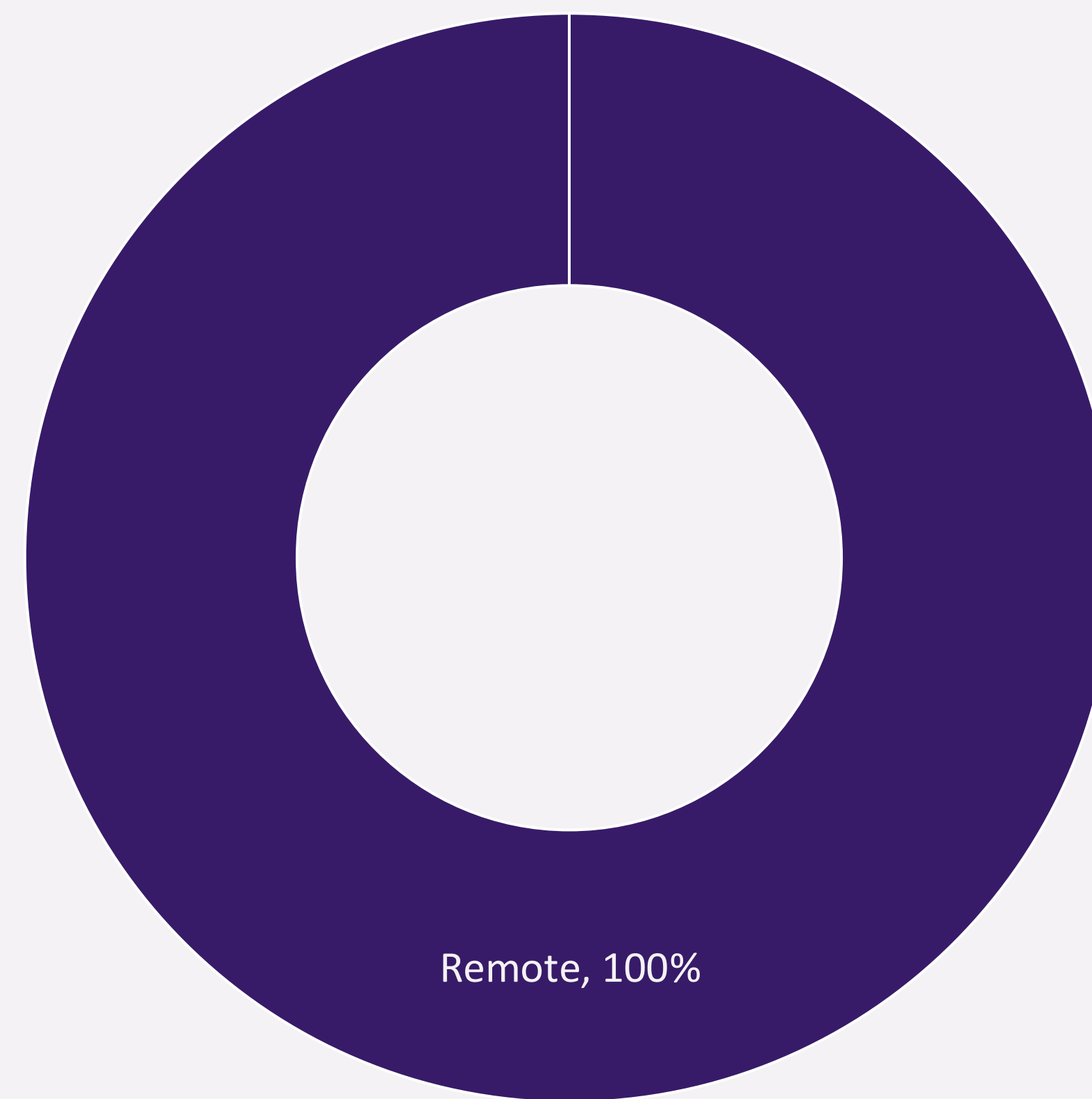
# /108

# First Line Leader Level: Typical Profile

## Average Years of Experience

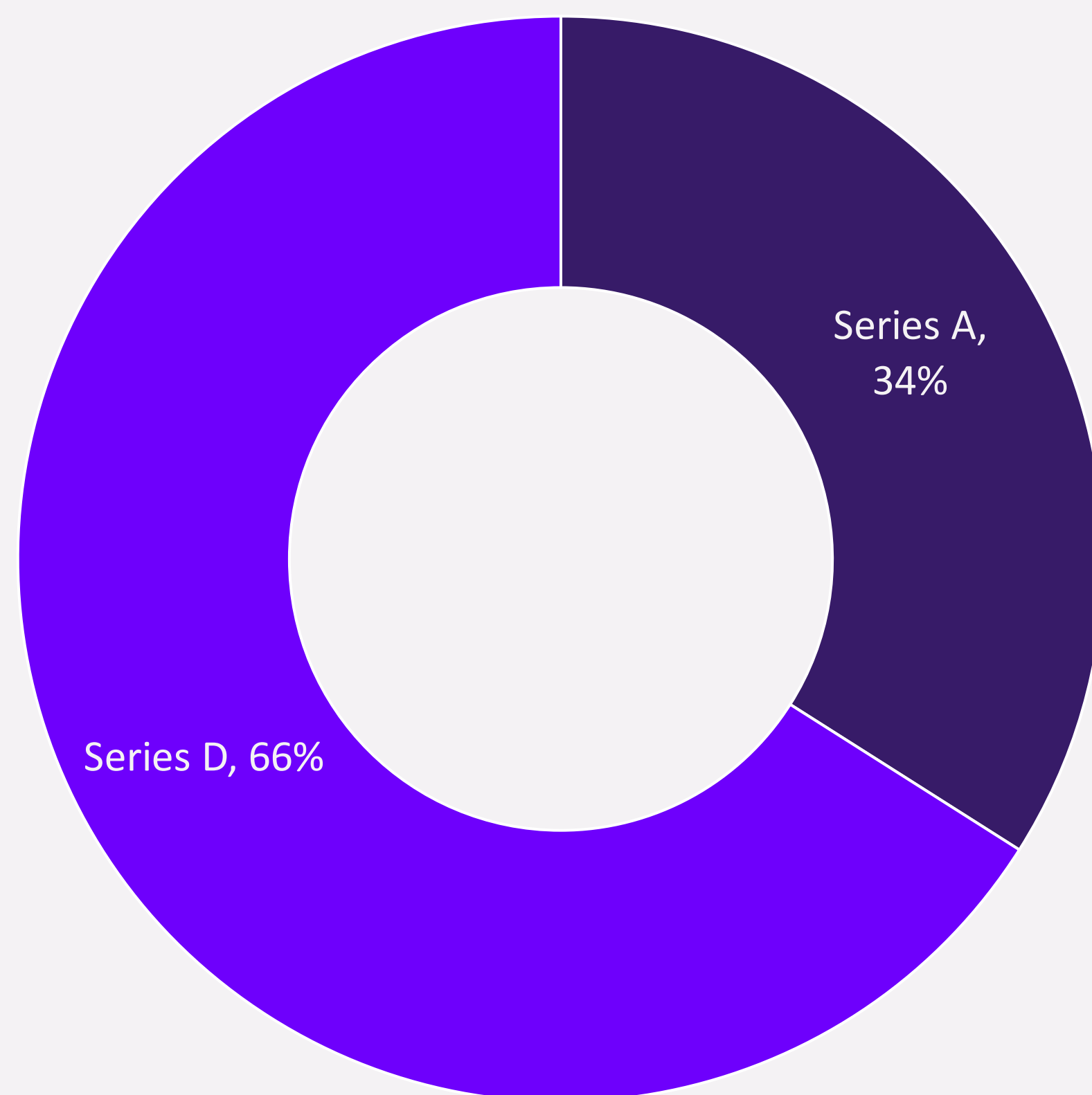


## How they Work

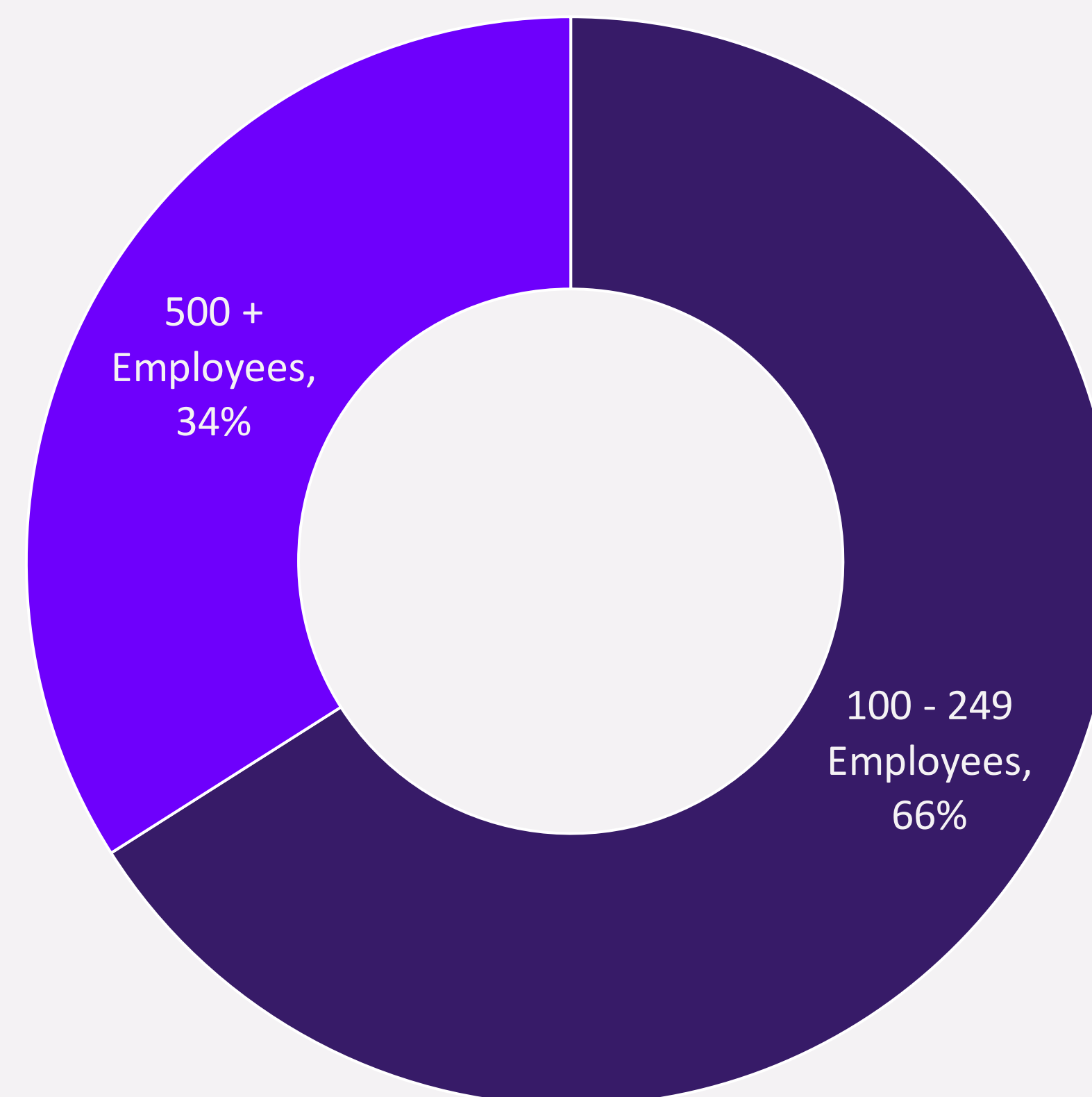


# First Line Leader Level: Typical Profile

Typically work at a Company of Funding Level

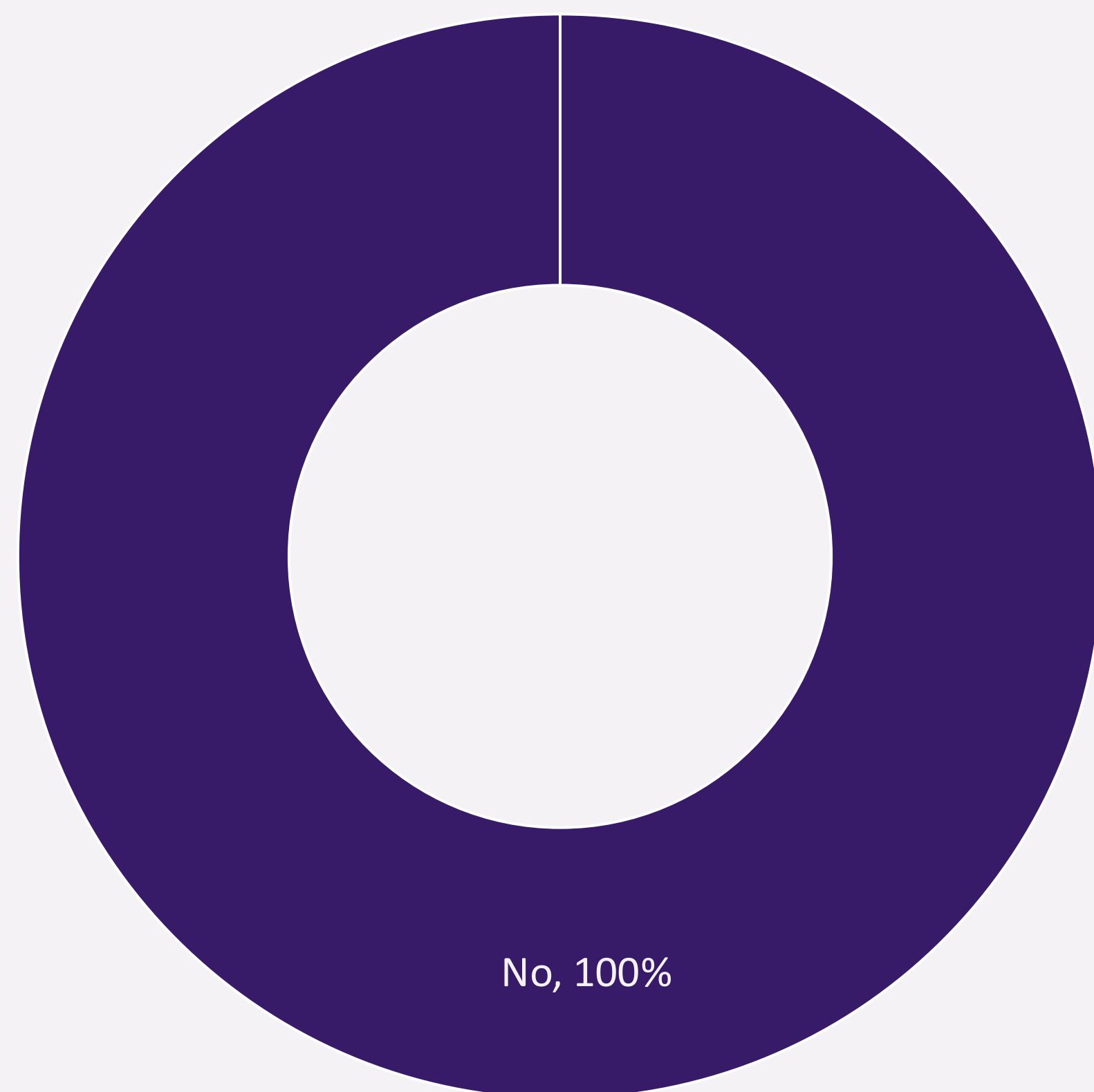


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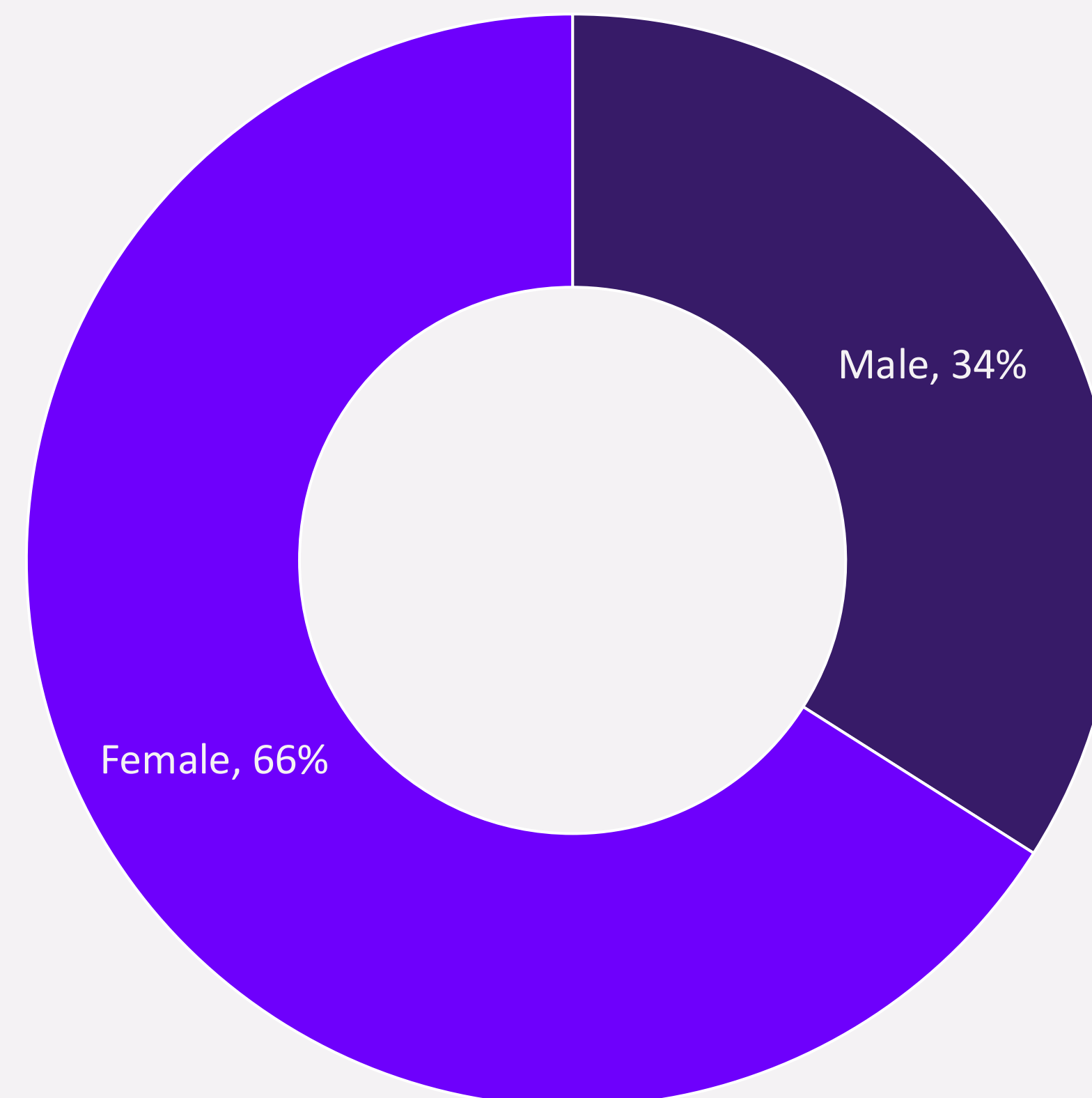


# First Line Leader Level: Typical Profile

Changed Companies in the last 12 months



Gender





# First Line Leader Level:

## People Management

Average Number of  
Reportees

3

Average Team  
Size

3 - 5

# First Line Leader Level:

## Average Salaries and OTEs

### Average Base

\$172,000

Note: 66% of respondents have a Salary Review annually / 34% are Ad Hoc Reviews

### Average Variable

\$20,000

Note: An average 34% of respondents receive a variable

### Average OTE

\$178,000

# First Line Leader Level:

## Salary and OTE Ranges

Base (Range)

\$145,000

–

\$190,000

Variable (Range)

\$20,000

–

\$20,000

OTE (Range)

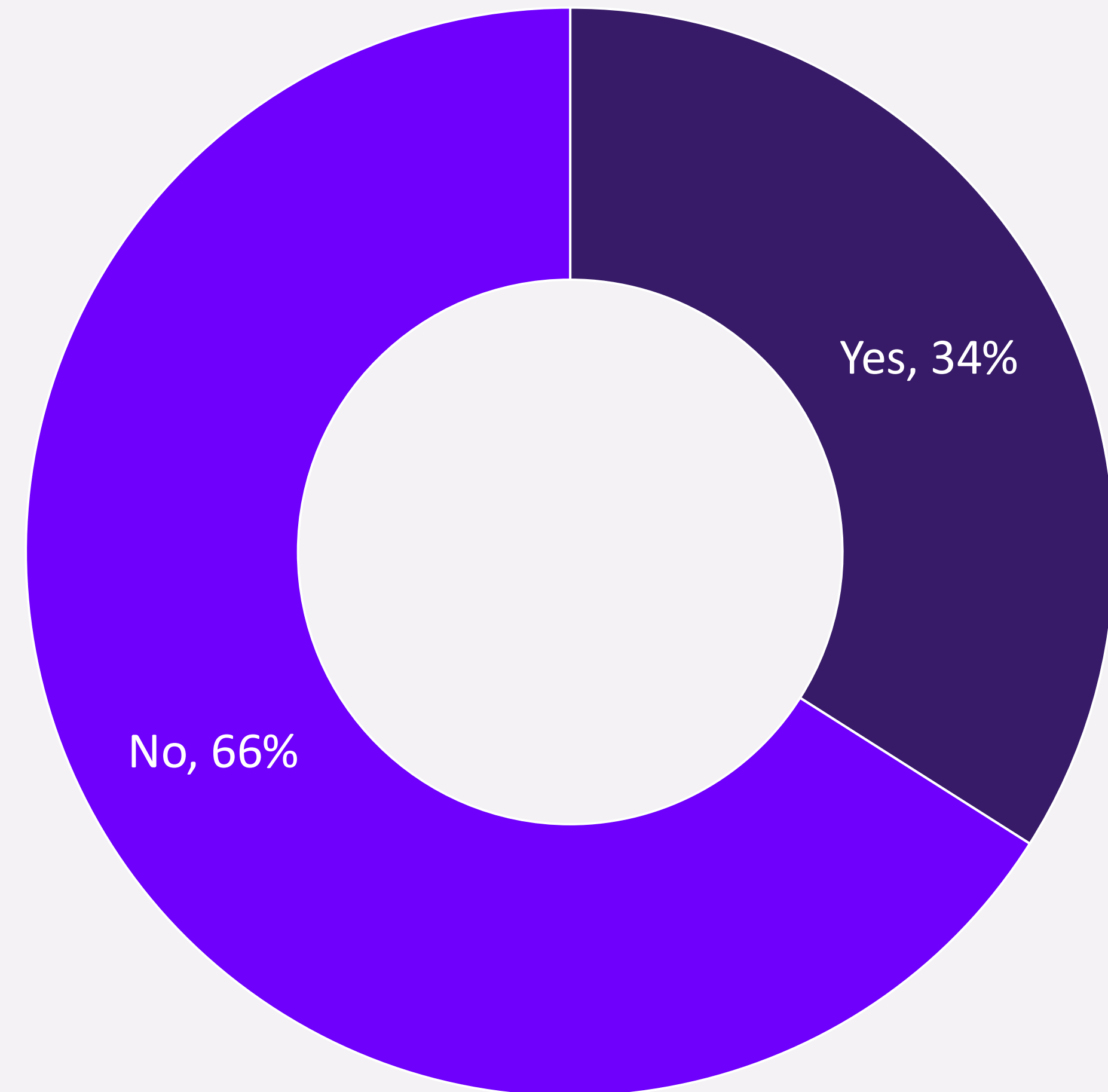
\$145,000

–

\$210,000

# First Line Leader Level:

## Members who receive Stock / Equity



SECTION No: / 09

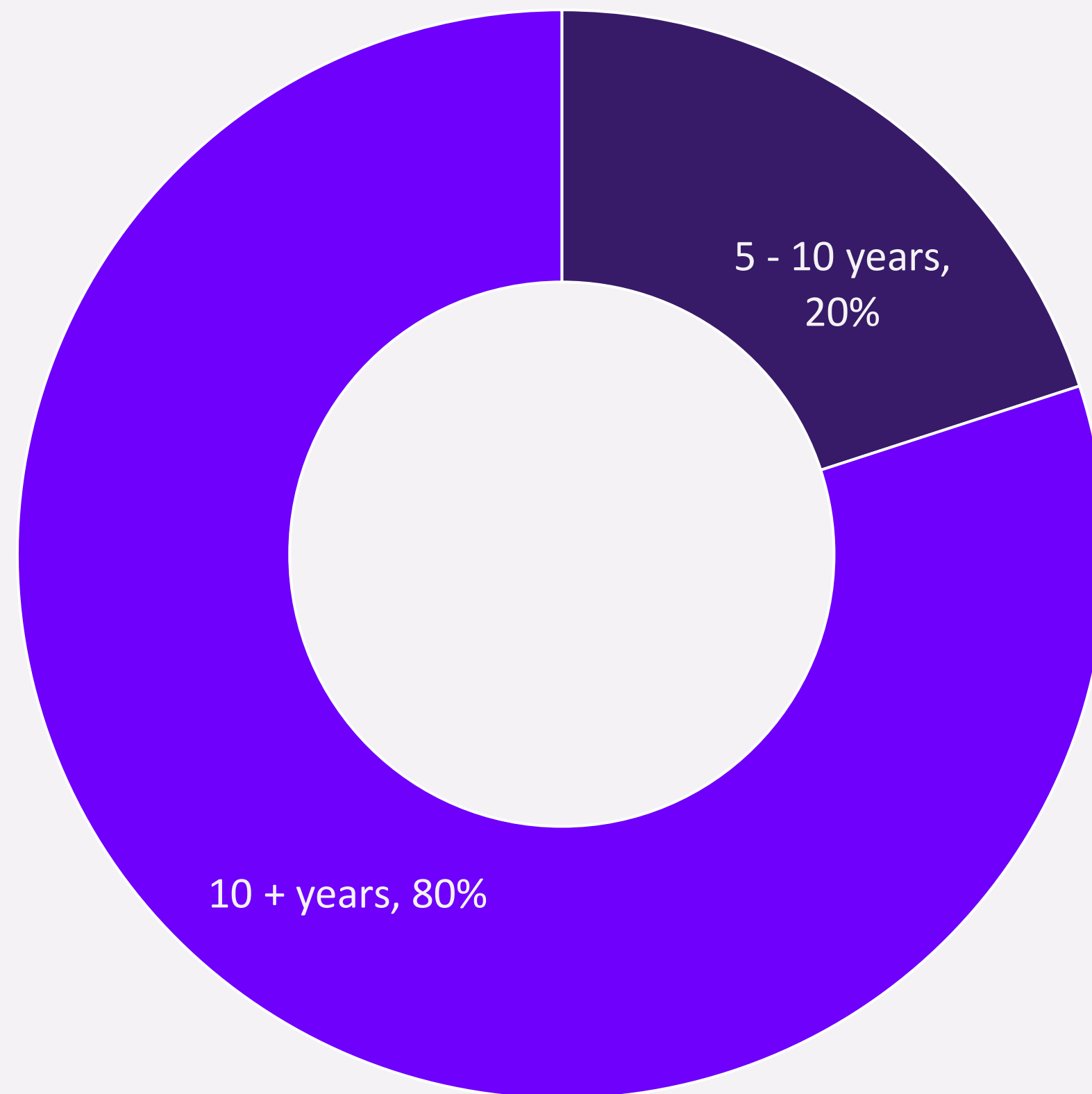
# Role Profiles: Director

# /09

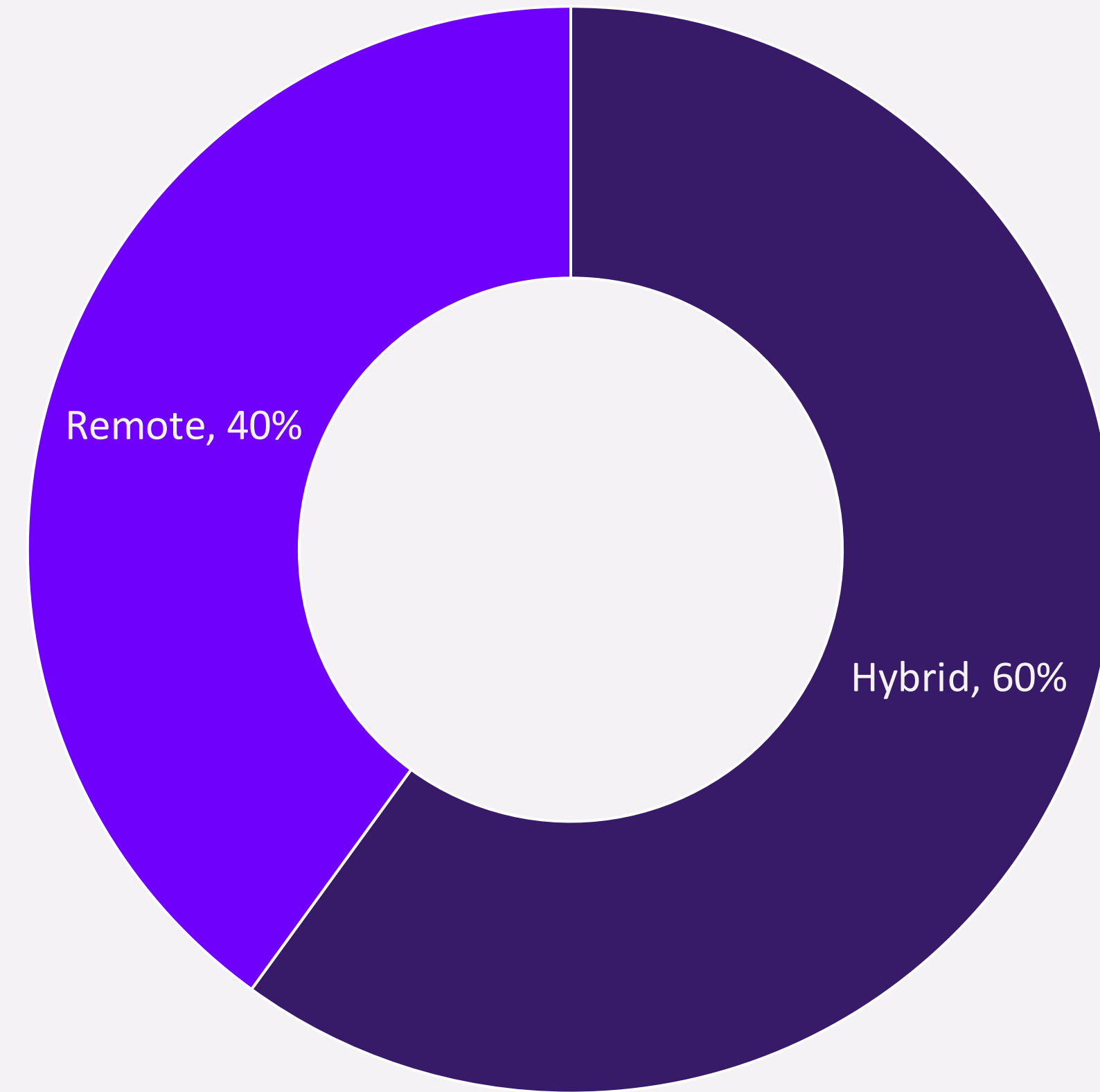


# Director Level: Typical Profile

## Average Years of Experience

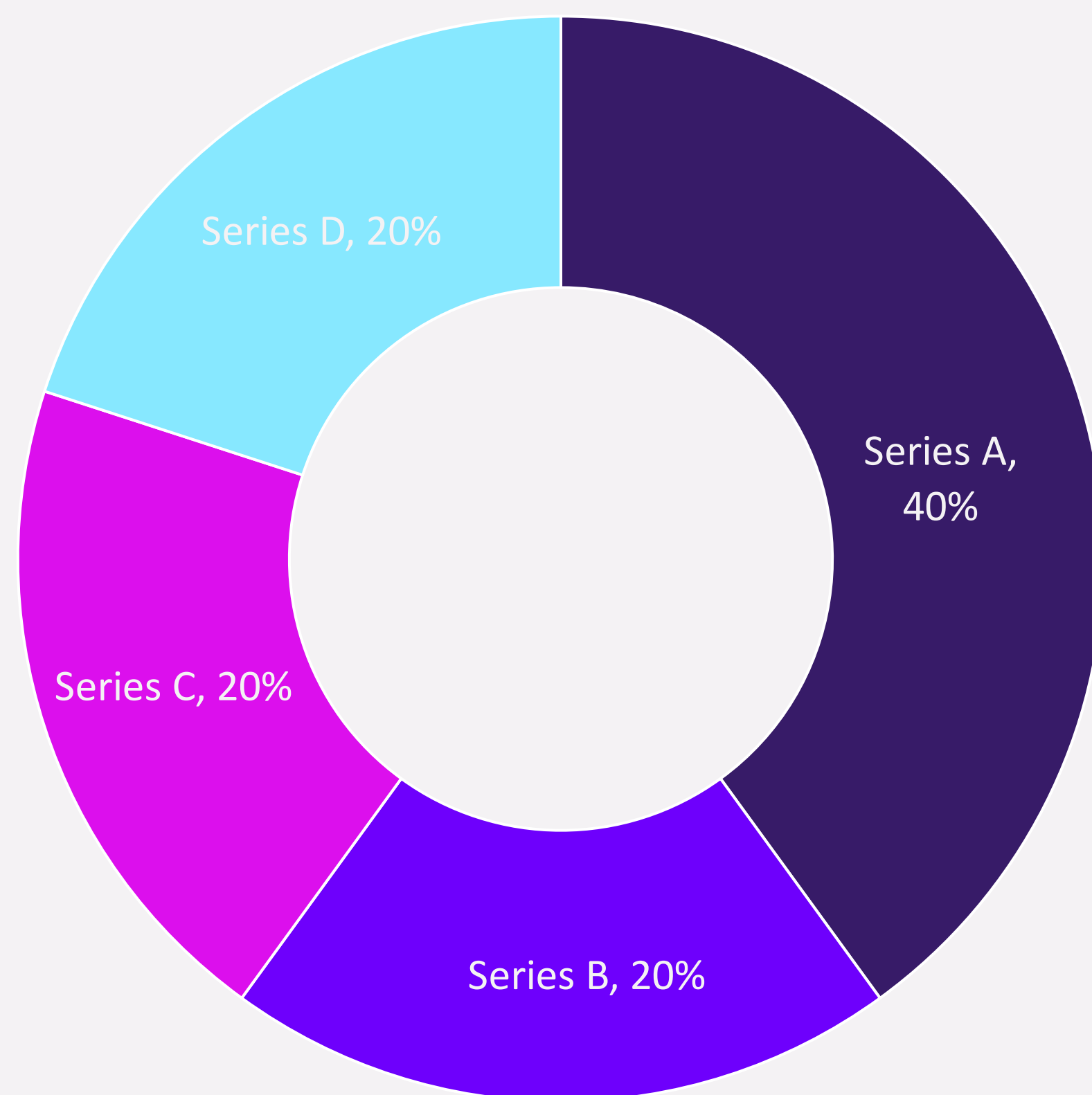


## How they Work

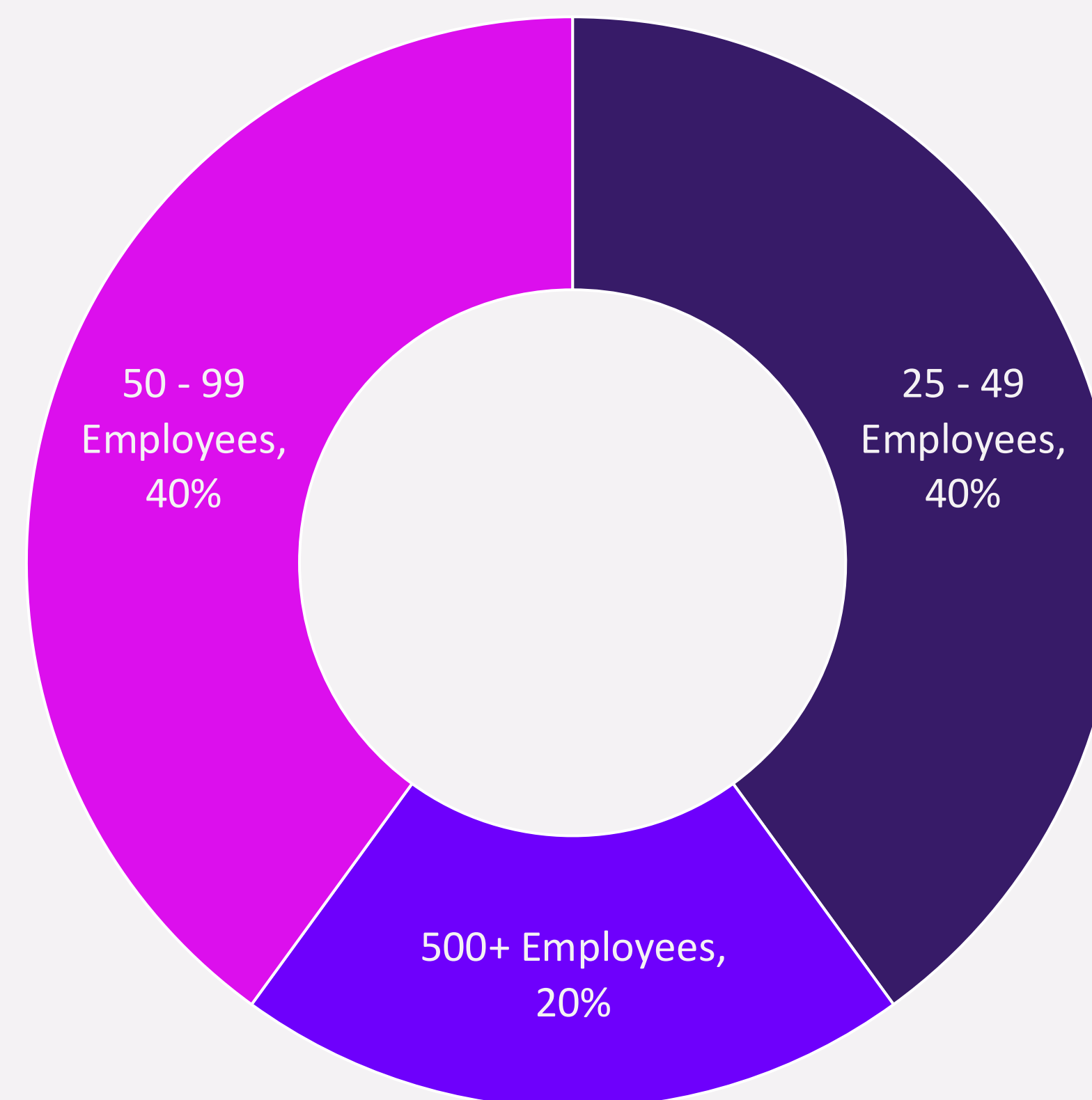


# Director Level: Typical Profile

Typically work at a Company of Funding Level

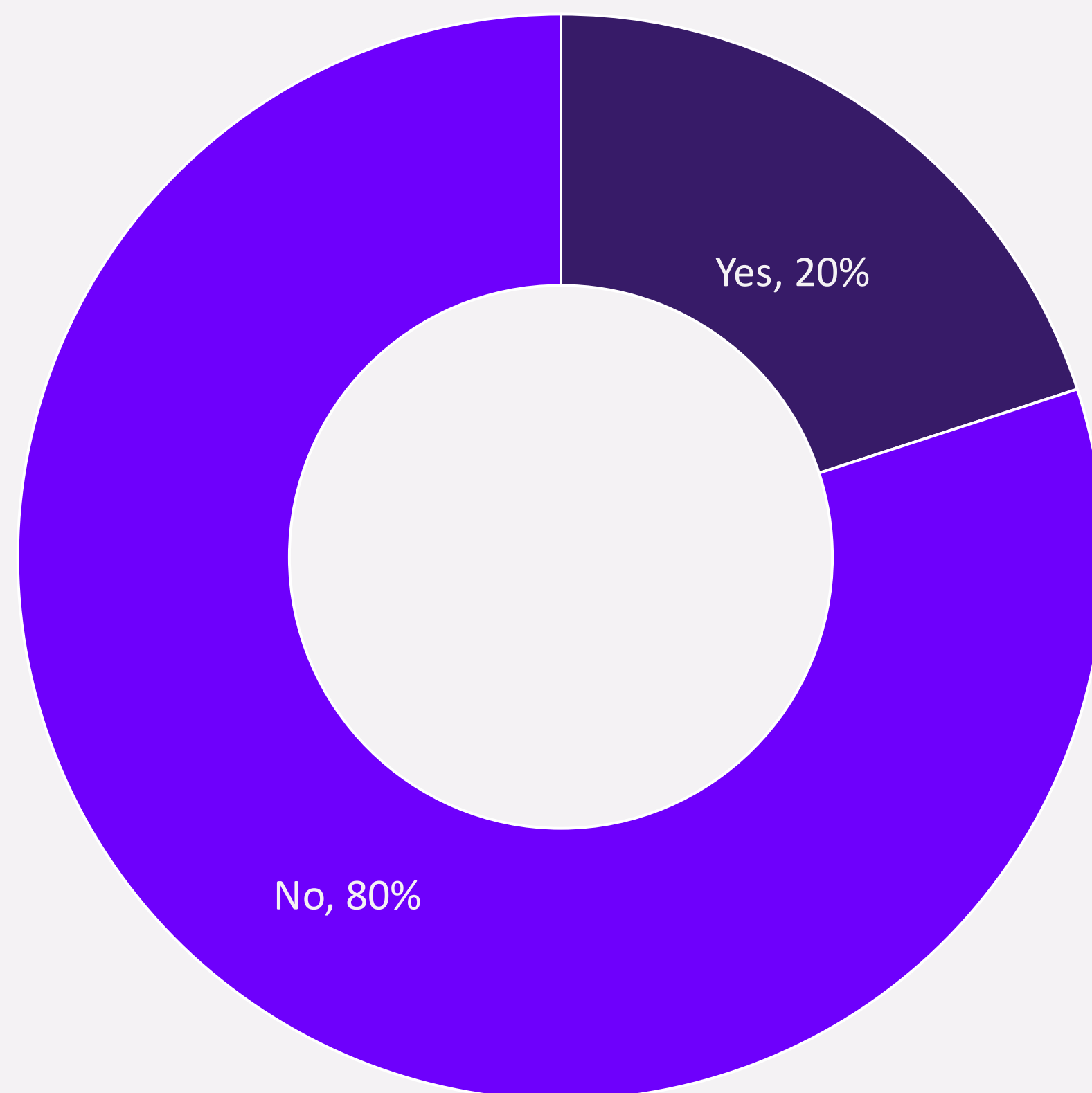


And of Total Size

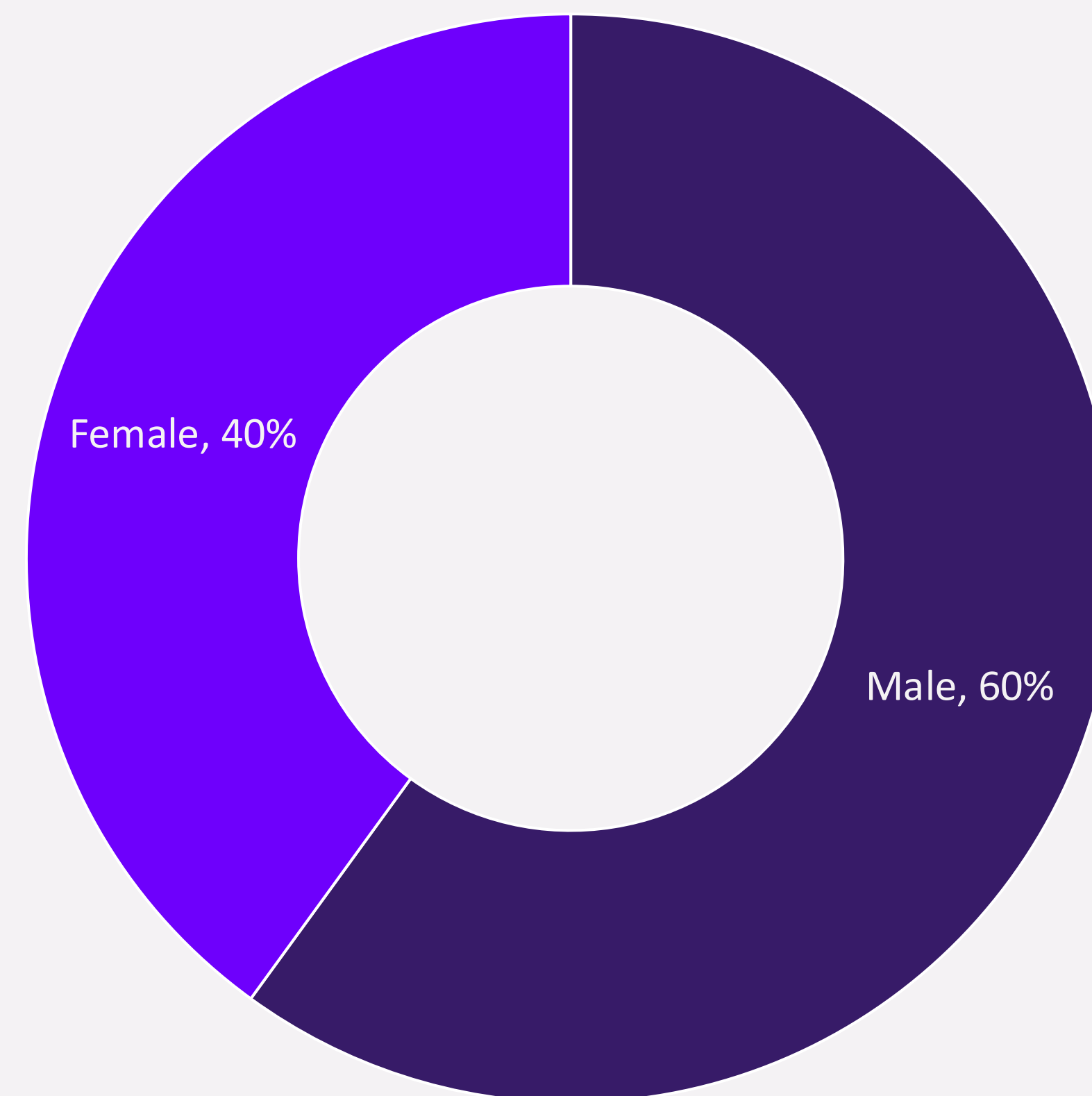


# Director Level: Typical Profile

Changed Companies in the last 12 months



Gender



# Director Level:

## People Management

Average Number of  
Reportees

3

Average Team  
Size

2 - 5

# Director Level:

## Average Salaries and OTEs

### Average Base

\$182,000

Note: 100% of respondents have a Salary Review annually

### Average Variable

\$22,500

Note: An average 40% of respondents receive a variable

### Average OTE

\$191,000



## Director Level: Salary and OTE Ranges

Base (Range)

\$135,000

–

\$210,000

Variable (Range)

\$15,000

–

\$30,000

OTE (Range)

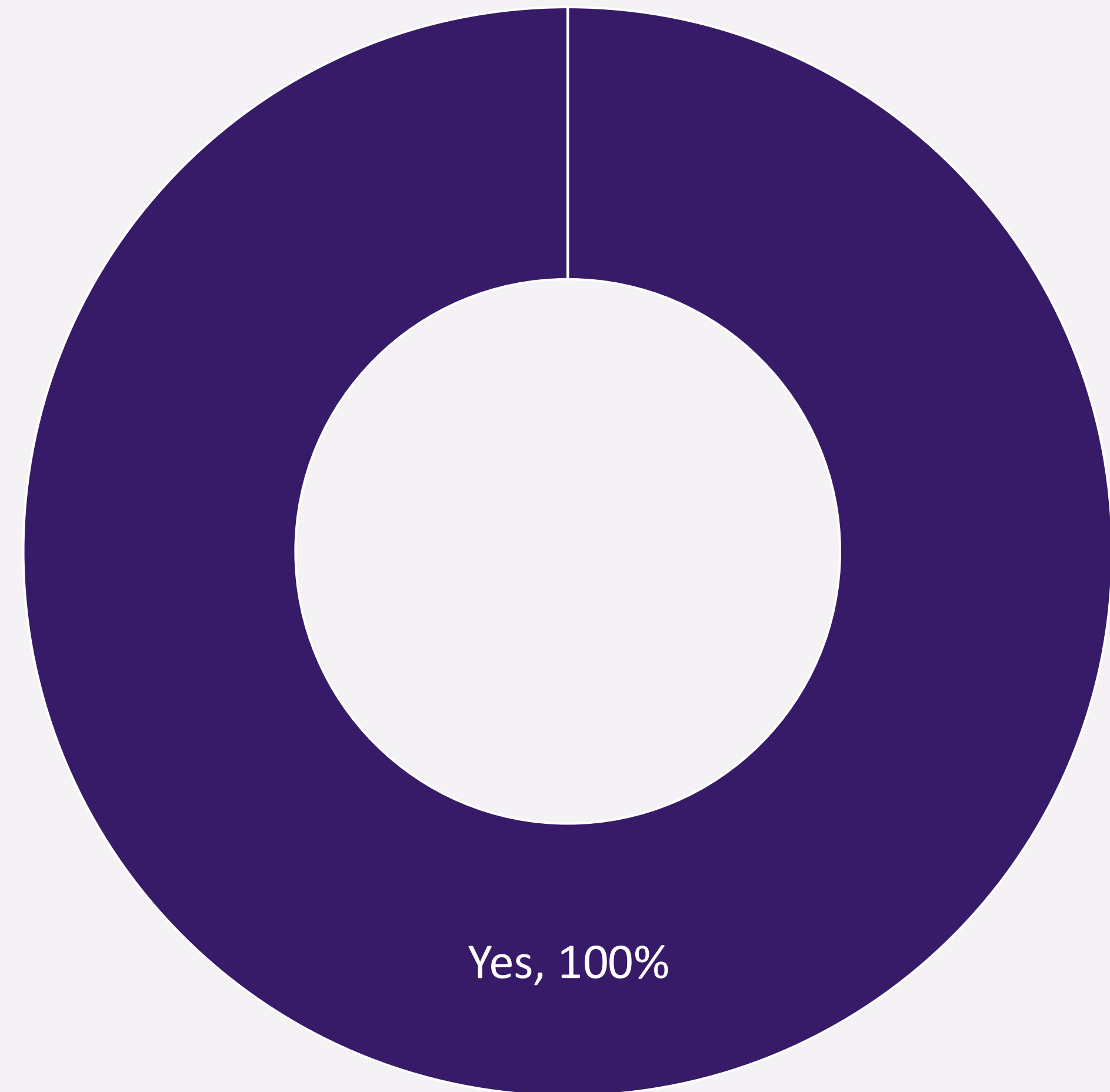
\$150,000

–

\$220,000

# Director Level:

Members who receive Stock / Equity



SECTION No: / 10

# Company Profiles

# /10

# Series A

	Individual Contributor	First Line Leader	Director
Average Reportees	0	3	2
Average Team Size	2 - 5	2 - 5	2 - 5
Average Years' Experience	3 - 5	10+	10+
How you work	Remote	Remote	Hybrid or Remote
Average Base	\$117,500	\$190,000	\$210,000
Average OTE	\$125,000	\$210,000	\$215,000
Stock / Equity	Yes	Yes	Yes

# Series B

	Individual Contributor	Director
Average Reportees	0	1
Average Team Size	2 - 5	2 - 5
Average Years' Experience	5 - 10	5 - 10
How you work	Remote	Hybrid
Average Base	\$155,000	\$135,000
Average OTE	\$165,000	\$150,000
Stock / Equity	Yes	Yes

Note that sample sizes were not large enough to pull data for all role types



# Series C

	Individual Contributor	Director
Average Reportees	0	6 - 10
Average Team Size	2 - 5	6 - 10
Average Years' Experience	5 - 10	10+
How you work	Remote	Remote
Average Base	\$157,000	\$200,000
Average OTE	\$162,500	\$200,000
Stock / Equity	Yes	Yes

Note that sample sizes were not large enough to pull data for all role types

# Series D

	Individual Contributor	First Line Leader	Director
Average Reportees	0	4	5
Average Team Size	2 - 5	6 - 10	6 - 10
Average Years' Experience	5 - 10	10+	10+
How you work	Remote	Remote	Hybrid
Average Base	\$146,000	\$162,500	\$175,000
Average OTE	\$148,000	\$162,500	\$175,000
Stock / Equity	Yes	No	Yes

# Series E

	Individual Contributor
Average Reportees	0
Average Team Size	6 - 10
Average Years' Experience	5 - 10
How you work	Remote /Office / Hybrid
Average Base	\$136,000
Average OTE	\$156,000
Stock / Equity	Yes

Note that sample sizes were not large enough to pull data for all role types

# Post IPO

	Individual Contributor
Average Reportees	0
Average Team Size	6 - 10
Average Years' Experience	5 - 10
How you work	Remote
Average Base	\$138,000
Average OTE	\$157,000
Stock / Equity	Yes

Note that sample sizes were not large enough to pull data for all role types

# Private Equity

	Individual Contributor
Average Reportees	0
Average Team Size	6 - 10
Average Years' Experience	5 - 10
How you work	Remote
Average Base	\$125,000
Average OTE	\$129,000
Stock / Equity	No

Note that sample sizes were not large enough to pull data for all role types

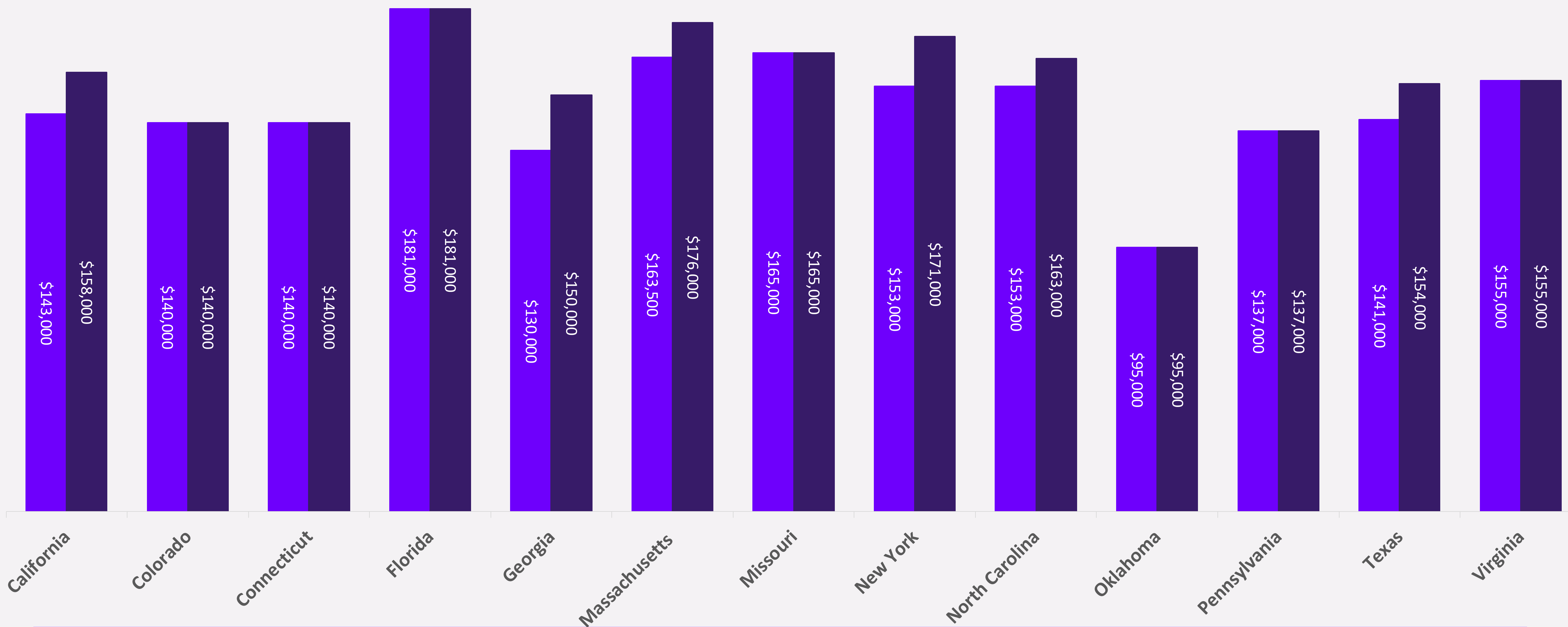
SECTION No: / 11

# Locations

/ 1 1



# Average Salaries & OTE by Location



# Conclusion

Once again, many thanks all our members who completed the survey!

As a reminder, members can complete the survey here:

<https://www.scalewithstrive.com/forms/salary-survey/>

Watch this space for an updated report coming in H2 2025!