

CHIEF SALES-MARKETING EXECUTIVE - 500: SALES AND MARKETING

2022 National Executive Compensation Survey

Responsible for the entire range of marketing planning and development, sales promotion and sales activities of the organizational unit. Formulates, recommends, and implements policies and programs in the areas of sales, pricing, market and product or service acceptance research, and related activities. May also have responsibility for customer relations or advertising.

Data Effective: February 1, 2022	# of Orgs	# of Execs	BASE PAY						VARIABLE PAY					TOTAL CASH COMPENSATION					
			Mean	10th	25th	Median	75th	90%	Mean	25th	Median	75th	Tgt %	Mean	10th	25th	Median	75th	90th
Total Responses	275	288	\$187,221	\$110,000	\$140,000	\$180,526	\$225,000	\$275,650	\$60,336	\$17,607	\$45,566	\$83,672	26.4	\$217,938	\$119,937	\$157,302	\$202,385	\$262,393	\$342,254
MANUFACTURING BY SALES VOLUME (IN MILLIONS)																			
\$0 - 4.9	6	6	\$170,223	-	\$132,500	\$161,120	\$202,275	-	-	-	-	-	-	\$195,223	-	\$132,500	\$171,120	\$269,775	-
\$5.0 - 9.9	12	12	\$141,556	\$101,390	\$111,263	\$143,758	\$171,084	\$193,760	-	-	-	-	-	\$150,336	\$103,950	\$112,500	\$150,000	\$181,004	\$195,125
\$10.0 - 14.9	12	12	\$169,155	\$76,213	\$104,394	\$177,980	\$218,750	\$281,437	-	-	-	-	-	\$202,363	\$77,970	\$107,600	\$179,291	\$218,750	\$551,448
\$15.0 - 24.9	20	20	\$163,612	\$111,514	\$140,000	\$159,000	\$191,698	\$204,654	\$41,324	\$8,500	\$25,000	\$64,000	19.4	\$186,340	\$131,000	\$147,000	\$168,200	\$204,524	\$260,600
\$25.0 - 49.9	37	37	\$169,502	\$119,791	\$137,125	\$167,000	\$190,000	\$237,185	\$35,538	\$16,091	\$21,000	\$48,818	17.1	\$185,830	\$125,355	\$158,881	\$179,340	\$216,900	\$238,800
\$50.0 - 99.9	41	41	\$204,114	\$124,779	\$173,817	\$201,175	\$233,846	\$295,000	\$69,475	\$23,000	\$53,000	\$105,000	30.6	\$249,866	\$136,393	\$178,069	\$225,175	\$306,700	\$383,802
\$100.0 - 249.9	28	34	\$229,046	\$159,250	\$180,091	\$209,817	\$256,469	\$300,000	\$90,079	\$47,160	\$70,000	\$99,235	38.6	\$277,303	\$159,250	\$221,960	\$264,473	\$331,756	\$392,063
\$250.0 - 499.9	5	5	\$226,374	-	\$195,435	\$283,753	\$253,625	-	-	-	-	-	-	\$272,124	-	\$209,811	\$276,175	\$332,412	-
\$500.0+	5	5	\$203,424	-	\$160,422	\$186,665	\$254,805	-	-	-	-	-	-	\$221,396	-	\$175,354	\$209,610	\$273,333	-
NON-MANUFACTURING BY SALES VOLUME (IN MILLIONS)																			
\$0 - 4.9	10	11	\$155,571	\$84,000	\$101,656	\$120,000	\$222,999	\$245,000	-	-	-	-	-	\$164,571	\$100,331	\$102,000	\$145,656	\$222,999	\$245,000
\$5.0 - 9.9	13	13	\$132,805	\$74,327	\$103,755	\$125,000	\$161,017	\$200,000	\$34,110	\$11,250	\$16,503	\$65,775	-	\$145,925	\$89,147	\$108,232	\$154,533	\$180,775	\$200,000
\$10.0 - 14.9	8	10	\$141,744	-	\$109,447	\$158,000	\$206,695	-	\$22,066	\$5,000	\$25,000	\$37,666	-	\$155,536	-	\$128,447	\$182,167	\$206,695	-
\$15.0 - 24.9	16	17	\$156,742	\$90,880	\$119,142	\$154,500	\$190,035	\$243,124	\$55,397	\$12,364	\$41,000	\$56,259	16.3	\$191,365	\$106,027	\$129,000	\$175,000	\$240,985	\$306,915
\$25.0 - 49.9	18	18	\$200,749	\$117,049	\$148,838	\$209,600	\$242,500	\$256,421	\$65,851	\$22,500	\$61,852	\$106,909	-	\$237,334	\$128,783	\$198,512	\$225,000	\$290,683	\$354,491
\$50.0 - 99.9	18	19	\$213,030	\$122,500	\$143,985	\$219,890	\$285,000	\$300,000	\$60,020	\$14,024	\$32,853	\$60,600	18.4	\$246,375	\$125,000	\$159,960	\$220,000	\$288,860	\$405,000
\$100.0 - 249.9	12	12	\$198,227	\$104,392	\$130,543	\$203,809	\$253,269	\$318,500	\$58,043	\$7,250	\$19,071	\$119,779	-	\$227,249	\$112,038	\$162,148	\$215,616	\$269,945	\$402,566
\$250.0 - 499.9	10	12	\$239,811	\$124,060	\$161,247	\$251,917	\$301,600	\$333,060	\$90,558	\$54,295	\$91,210	\$113,645	33.5	\$285,090	\$124,060	\$202,301	\$274,274	\$373,029	\$423,209
ALL BY SALES VOLUME (IN MILLIONS)																			
\$0 - 4.9	16	17	\$161,065	\$96,000	\$102,000	\$145,656	\$215,697	\$253,820	-	-	-	-	-	\$176,065	\$101,325	\$106,000	\$162,240	\$224,000	\$265,820
\$5.0 - 9.9	25	25	\$137,006	\$91,690	\$110,000	\$140,000	\$161,017	\$200,000	\$30,656	\$7,150	\$16,503	\$57,027	-	\$148,042	\$98,682	\$113,500	\$153,000	\$180,402	\$200,000
\$10.0 - 14.9	20	22	\$158,191	\$76,213	\$109,447	\$167,000	\$206,695	\$244,663	\$63,602	\$4,215	\$17,566	\$41,499	-	\$183,632	\$77,970	\$122,533	\$179,457	\$206,695	\$244,663
\$15.0 - 24.9	36	37	\$160,558	\$100,810	\$122,500	\$154,500	\$188,465	\$232,551	\$48,025	\$12,243	\$25,125	\$56,529	17.6	\$188,573	\$118,470	\$143,271	\$175,000	\$219,250	\$278,229
\$25.0 - 49.9	55	55	\$179,728	\$119,343	\$145,000	\$169,800	\$220,000	\$244,000	\$46,765	\$16,183	\$25,000	\$63,705	20.1	\$202,686	\$128,378	\$167,000	\$194,050	\$225,000	\$296,007
\$50.0 - 99.9	59	60	\$206,834	\$123,528	\$166,593	\$204,400	\$240,094	\$299,500	\$66,919	\$19,375	\$41,000	\$97,537	26.5	\$248,801	\$134,909	\$169,514	\$225,088	\$299,356	\$387,064
\$100.0 - 249.9	40	46	\$219,800	\$138,627	\$169,485	\$206,309	\$255,515	\$300,000	\$80,926	\$39,620	\$68,344	\$97,059	36.1	\$262,287	\$150,386	\$199,626	\$253,925	\$306,874	\$383,121
\$250.0 - 499.9	15	17	\$235,332	\$131,874	\$175,438	\$235,053	\$282,099	\$320,160	\$85,192	\$63,457	\$78,786	\$111,098	33.2	\$280,768	\$131,874	\$207,968	\$276,175	\$350,673	\$419,806
\$500.0+	9	9	\$236,599	-	\$165,422	\$209,610	\$310,225	-	\$58,832	\$14,932	\$49,726	\$107,285	-	\$269,284	-	\$176,641	\$246,665	\$336,776	-
EMPLOYMENT SIZE																			
1 - 24	12	12	\$143,367	\$80,888	\$103,742	\$122,500	\$201,296	\$224,400	-	-	-	-	-	\$152,034	\$100,121	\$112,500	\$139,000	\$201,296	\$224,400
25 - 49	18	18	\$151,410	\$99,900	\$108,250	\$152,875	\$179,639	\$208,213	\$45,484	\$8,125	\$21,713	\$48,833	16.2	\$181,733	\$102,083	\$140,470	\$177,266	\$196,500	\$290,350
50 - 74	38	39	\$148,142	\$95,858	\$115,050	\$140,250	\$169,800	\$209,610	\$36,407	\$13,744	\$25,125	\$52,500	23.9	\$168,262	\$97,510	\$130,000	\$164,702	\$209,000	\$229,000
75 - 99	27	29	\$165,742	\$110,016	\$137,500	\$160,000	\$202,500	\$225,000	\$44,087	\$12,000	\$25,000	\$60,000	18.2	\$183,704	\$117,000	\$137,500	\$175,000	\$225,000	\$274,200
100 - 199	84	84	\$188,224	\$115,758	\$148,082	\$183,200	\$225,000	\$266,968	\$58,351	\$14,925	\$35,706	\$84,050	19.2	\$216,705	\$124,500	\$168,511	\$201,550	\$249,000	\$326,000
200 - 499	60	65	\$214,767	\$137,903	\$169,229	\$219,890	\$255,913	\$300,000	\$74,948	\$36,640	\$72,577	\$105,000	35.0	\$254,739	\$145,819	\$185,575	\$232,737	\$315,048	\$384,191
500 - 999	23	28	\$217,726	\$131,274	\$180,091	\$201,500	\$259,583	\$303,091	\$84,186	\$33,420	\$66,965	\$72,715	27.4	\$265,309	\$131,274	\$202,078	\$253,319	\$294,044	\$360,797
1000+	13	13	\$248,543	\$131,643	\$174,754	\$253,760	\$317,725	\$340,480	\$94,657	\$49,726	\$97,059	\$154,570	37.5	\$299,512	\$131,643	\$199,590	\$333,551	\$382,618	\$455,112
MAJOR NAICS INDUSTRY CATEGORY																			
Durable Goods Manufacturing	131	132	\$185,031	\$118,600	\$145,000	\$179,502	\$224,393	\$255,105	\$62,565	\$17,586	\$50,000	\$90,000	25.8	\$214,642	\$123,883	\$154,375	\$194,597	\$250,005	\$339,905
Financial and Insurance	15	15	\$205,342	\$110,837	\$140,000	\$229,000	\$250,000	\$313,320	\$37,926	\$26,650	\$49,726	\$93,131	-	\$240,098	\$131,749	\$159,500	\$232,737	\$333,551	\$361,327
Health Care & Social Assistance	9	9	\$173,622	-	\$98,620	\$191,693	\$224,000	-	-	-	-	-	20.5	\$178,322	-	\$99,120	\$205,892	\$224,000	-
Non-Durable Goods Manufacturing	35	40	\$199,586	\$139,619	\$165,000	\$189,544	\$218,658	\$298,422	\$59,963	\$21,593	\$39,270	\$69,586	29.5	\$238,891	\$156,790	\$176,216	\$217,305	\$278,588	\$345,861
Professional, Scientific & Technical Svcs	16	17	\$173,774	\$95,314	\$117,642	\$154,533	\$225,000	\$283,000	\$42,850	\$12,000	\$30,000	\$80,125	-	\$187,165	\$98,314	\$117,642	\$170,000	\$225,000	\$305,050
Retail Trade	10	10	\$172,265	\$80,296	\$97,990	\$158,916	\$242,475	\$301,620	\$93,853	\$28,251	\$90,000	\$161,381	-	\$219,192	\$100,281	\$115,284	\$196,500	\$309,361	\$429,057
Services (except Public Administration)	10	11	\$158,701	\$76,800	\$127,200	\$175,000	\$199,999	\$228,124	-	-	-	-	-	\$170,243	\$78,000	\$145,656	\$175,000	\$199,999	\$272,915
Transportation/Warehousing	6	8	\$218,023	-	\$161,247	\$212,445	\$254,711	-	-	-	-	-	-	\$262,481	-	\$202,301	\$232,945	\$346,659	-
Wholesale Trade	19	22	\$176,748	\$108,552	\$127,500	\$168,536	\$221,250	\$257,546	\$52,765	\$16,750	\$32,000	\$58,534	-	\$212,851	\$140,157	\$159,220	\$209,056	\$246,250	\$321,660