

# Sales and Marketing Executive Compensation Guide 2025

By Joe Culotta

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## Overview

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This guide offers a comprehensive look at current compensation trends for senior marketing and sales executives in the U.S. Based on aggregated industry data and executive salary benchmarks, it provides insights into total earnings, base pay ranges, and role-specific considerations to help employers and professionals navigate compensation planning in 2025.

### Roles Covered:

- Marketing Manager
- Director of Marketing
- Vice President (VP) of Marketing
- Chief Marketing Officer (CMO)
- Sales and Marketing Executive
- Vice President of Sales
- Chief Sales Officer (CSO)
- Chief Revenue Officer (CRO)
- Outside Sales Representative
- Inside Sales Representative
- Individual Contributor
- Business Development Rep
- Digital Marketing
- Content Marketing
- Social Media Marketing

## Compensation Overview by Role

Title	Average Salary	Typical Range	Notes
<b>Marketing Manager</b>	\$93,544	\$36,000 - \$230,000	Median base: \$87,500 Avg. total comp: \$103,539
<b>Director of Marketing</b>	\$148,648	\$40,000 - \$300,000	High variance by company size, industry, and region
<b>VP of Marketing</b>	\$201,132	\$0 - \$505,000	Often includes significant incentives and equity
<b>Chief Marketing Officer</b>	\$224,612	\$0 - \$475,000	Total comp frequently includes stock options, bonuses, and long-term rewards
<b>Director of Sales</b>	\$110,000 - \$170,000	\$140,000 - 250,000	Top end common in SaaS and tech; compensation includes commissions
<b>VP of Sales</b>	\$150,000 – \$220,000	\$200,000 – \$350,000+	Bonuses and equity common in larger firms
<b>Chief Sales Officer</b>	\$180,000 – \$250,000	\$250,000 – \$500,000+	High variability; total comp influenced by revenue responsibility
<b>Chief Revenue Officer</b>	\$200,000 – \$300,000	\$250,000 – \$600,000+ (up to \$1M)	Equity-heavy in venture-backed and public firms
<b>Sales and Marketing Executive</b>	\$180,000 – \$250,000	\$200,000 – \$350,000+	High variability; total comp influenced by revenue responsibility

## ***Market Insights***

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Compensation rises significantly with title and scope of responsibility. While Marketing Managers earn just under six figures on average, while top-level executives in sales and marketing often reach or exceed \$500,000 in total compensation, particularly in tech, healthcare, or venture-backed environments.

In sales leadership, roles such as CRO and CSO command the highest pay, often tied to aggressive growth targets and equity participation. For marketing leaders, compensation is increasingly shaped by digital strategy expertise and cross-functional impact.

Compensation structures are often incentive-heavy at the VP level and above, including performance bonuses, commissions, and equity packages. Geography, company maturity, and funding stage are major contributors to variance in pay.

## ***Strategic Takeaways For Executive Job Seekers***

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Total compensation should reflect both role complexity and market benchmarks. Job seekers should factor in:

- **Role impact:** Consider the revenue or brand value the role drives.
- **Market context:** Compare peers in similar sectors and company stages.
- **Total rewards:** Go beyond base salary - equity, KPIs, and perks matter.
- **Talent retention:** Competitive packages reduce attrition at leadership levels.

For roles at the VP level and above, personalized packages tied to strategic outcomes are the norm - not the exception.

## ***About The Author***

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Executive Job Experts is a portfolio company of Recruiting Brands Corporation, a 36-year-old recruiting agency.

Joe Culotta, President, has published numerous white papers on recruiting, hiring, and compensation.

Our clients have landed jobs with some of America's most respected companies across nearly every industry sector.

Located in Chicago's prestigious Gold Coast, Recruiting Brands Corporation is 100% owned by Joe Culotta.

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