



Talent solutions & comparative salary insights 2025

Sales, Product, Marketing and Technology
UK | Europe | USA



Sales: base salary insights

The salaries below exclude commission, bonuses or equity that may apply.

UK Salaries in Great British Pounds (£)

Job title	Minimum	Maximum	Average
Sales Development Representative (SDR)	£22,000.00	£45,000.00	£31,000.00
Sales Executive	£21,500.00	£50,000.00	£30,000.00
Sales Manager	£31,000.00	£70,000.00	£50,000.00
Pre-Sales Manager	£50,000.00	£102,500.00	£70,000.00
Sales Director	£55,000.00	£127,500.00	£86,000.00
Head of Sales	£70,000.00	£150,000.00	£110,000.00
Vice President (VP) of Sales	£130,000.00	£200,000.00	£165,000.00

European Salaries in Euros (€)

Job title	Minimum	Maximum	Average
Sales Development Representative (SDR)	€ 30,000.00	€ 52,620.00	€ 40,000.00
Sales Executive	€ 45,000.00	€ 110,000.00	€ 67,941.00
Sales Manager	€ 50,880.00	€ 152,640.00	€ 84,800.00
Pre-Sales Manager	€ 49,983.00	€ 115,007.00	€ 91,712.00
Sales Director	€ 80,000.00	€ 150,000.00	€ 120,000.00
Head of Sales	€ 90.000.00	€ 160.000.00	€ 125.000.00

USA Salaries in United States Dollar (\$)

Job title	Minimum	Maximum	Average
Sales Development Representative (SDR)	\$35,000.00	\$75,000.00	\$57,754.00
Sales Executive	\$45,000.00	\$90,000.00	\$67,500 .00
Sales Manager	\$70,000.00	\$135,000.00	\$102,908.00
Pre-Sales Manager	\$140,000.00	\$170,000.00	\$155,000.00
Sales Director	\$200,000.00	\$250,000.00	\$225,000.00
Head of Sales	\$240,000.00	\$300,000.00	\$270,000.00
Vice President (VP) of Sales	\$280,000.00	\$350,000.00	\$315,000.00

Salary examples are based on various factors, including the number of years of experience, specialist knowledge, company size and available budget

Product: base salary insights

The salaries below exclude commission, bonuses or equity that may apply.

UK Salaries in Great British Pounds (£)

Job title	Minimum	Maximum	Average
Junior Product Manager	£45,000	£50,000	£47,500
Mid Product Manager	£50,000	£80,000	£65,000
Senior Product Manager	£80,000	£105,000	£92,500
Lead Product Manager	£100,000	£140,000	£112,500
Director of Product	£130,000	£170,000	£150,000
Vice President of Product	£200,000	£380,000	£290,000

European Salaries in Euros (€)

Job title	Minimum	Maximum	Average
Junior Product Manager	€ 45,000	€ 65,000	€ 55,000
Mid Product Manager	€ 60,000	€ 90,000	€ 75,000
Senior Product Manager	€ 80,000	€ 120,000	€ 100,000
Lead Product Manager	€ 90,000	€ 130,000	€ 110,000
Director of Product	€ 130,000	€ 170,000	€ 150,000
Vice President of Product	€ 180,000	€ 300,000	€ 240,000

USA Salaries in United States Dollar (\$)

Job title	Minimum	Maximum	Average
Junior Product Manager	\$65,000	\$107,475	\$75,000
Mid Product Manager	\$82,900	\$130,147	\$104,580
Senior Product Manager	\$113,466	\$224,876	\$152,000
Lead Product Manager	\$119,923	\$226,444	\$164,790
Director of Product	\$180,000	\$270,466	\$225,000
Vice President of Product	\$350,000	\$495,000	\$422,500

Salary examples are based on various factors, including the number of years of experience, specialist knowledge, company size and available budget

Marketing: base salary insights

The salaries below exclude commission, bonuses or equity that may apply.

UK Salaries in Great British Pounds (£)

Job title	Minimum	Maximum	Average
Events Marketing Manager	£40,000	£65,000	£52,500
Head of Events Marketing	£60,000	£100,000	£80,000
Senior Marketing Manager	£55,000	£80,000	£67,500
Field/Channel Marketing	£60,000	£90,000	£75,000
VP Marketing	£120,000	£180,000	£150,000
Chief Marketing Officer	£170,000	£250,000	£210,000

European Salaries in Euros (€)

Job title	Minimum	Maximum	Average
Events Marketing Manager	€ 40,000	€ 65,000	€ 52,500
Head of Events Marketing	€ 55,000	€ 80,000	€ 67,500
Senior Marketing Manager	€ 50,000	€ 80,000	€ 65,000
Field/Channel Marketing	€ 45,000	€ 75,000	€ 60,000
VP Marketing	€ 110,000	€ 160,000	€ 135,000
Chief Marketing Officer	€ 120,000	€ 200,000	€ 160,000

USA Salaries in United States Dollar (\$)

Job title	Minimum	Maximum	Average
Events Marketing Manager	\$60,000	\$95,000	\$77,500
Head of Events Marketing	\$90,000	\$130,000	\$110,000
Senior Marketing Manager	\$80,000	\$130,000	\$105,000
Field/Channel Marketing	\$70,000	\$120,000	\$95,000
VP Marketing	\$150,000	\$250,000	\$200,000
Chief Marketing Officer	\$180,000	\$300,000	\$240,000

Salary examples are based on various factors, including the number of years of experience, specialist knowledge, company size and available budget

Digital Marketing: base salary insights

The salaries below exclude commission, bonuses or equity that may apply.

UK Salaries in Great British Pounds (£)

Job title	Minimum	Maximum	Average
Digital Marketing Executive	£26,000	£35,000	£30,500
Digital Marketing Manager	£40,000	£60,000	£50,000
Head of Digital Marketing	£75,000	£110,000	£92,500
Digital Marketing Director	£90,000	£140,000	£115,000
Head of Digital	£100,000	£150,000	£125,000
Digital Director	£120,000	£150,000	£135,000
Chief Digital Officer	£180,000	£300,000	£240,000

European Salaries in Euros (€)

Job title	Minimum	Maximum	Average
Digital Marketing Executive	€ 30,000	€ 45,000	€ 37,500
Digital Marketing Manager	€ 45,000	€ 70,000	€ 57,500
Head of Digital Marketing	€ 60,000	€ 90,000	€ 75,000
Digital Marketing Director	€ 80,000	€ 120,000	€ 100,000
Head of Digital	€ 90,000	€ 130,000	€ 110,000
Digital Director	€ 100,000	€ 140,000	€ 120,000
Chief Digital Officer	€ 130,000	€ 220,000	€ 175,000

USA Salaries in United States Dollar (\$)

Job title	Minimum	Maximum	Average
Digital Marketing Executive	\$50,000	\$70,000	\$60,000
Digital Marketing Manager	\$65,000	\$110,000	\$85,000
Head of Digital Marketing	\$100,000	\$150,000	\$125,000
Digital Marketing Director	\$120,000	\$180,000	\$150,000
Head of Digital	\$130,000	\$190,000	\$160,000
Digital Director	\$140,000	\$200,000	\$170,000
Chief Digital Officer	\$200,000	\$350,000	\$275,000

Salary examples are based on various factors, including the number of years of experience, specialist knowledge, company size and available budget

Software Engineering: base salary insights

The salaries below exclude commission, bonuses or equity that may apply.

UK Salaries in Great British Pounds (£)

Job title	Minimum	Maximum	Average
Junior Software Engineer	£30,000	£50,000	£40,000
Mid Software Engineer	£50,000	£70,000	£60,000
Senior Software Engineer	£70,000	£110,000	£90,000
Lead Software Engineer	£90,000	£110,000	£100,000
Manager Software Engineer	£100,000	£150,000	£125,000
Head of/Director Software Engineer	£120,000	£180,000	£150,000

European Salaries in Euros (€)

Job title	Minimum	Maximum	Average
Junior Software Engineer	€ 42,000	€ 55,000	€ 48,000
Mid Software Engineer	€ 55,000	€ 75,000	€ 65,000
Senior Software Engineer	€ 70,000	€ 100,000	€ 85,000
Lead Software Engineer	€ 80,000	€ 110,000	€ 95,000
Manager Software Engineer	€ 90,000	€ 130,000	€ 110,000
Head of/Director Software Engineer	€ 100,000	€ 150,000	€ 125,000

USA Salaries in United States Dollar (\$)

Job title	Minimum	Maximum	Average
Junior Software Engineer	\$70,000	\$120,000	\$95,000
Mid Software Engineer	\$90,000	\$140,000	\$115,000
Senior Software Engineer	\$120,000	\$180,000	\$150,000
Lead Software Engineer	\$140,000	\$200,000	\$170,000
Manager Software Engineer	\$150,000	\$210,000	\$180,000
Head of/Director Software Engineer	\$165,000	\$250,000	\$200,000

Salary examples are based on various factors, including the number of years of experience, specialist knowledge, company size and available budget

Cloud Engineering: base salary insights

The salaries below exclude commission, bonuses or equity that may apply.

UK Salaries in Great British Pounds (£)

Job title	Minimum	Maximum	Average
Junior Cloud X Platform SRE	£35,000	£45,000	£40,000
Mid Cloud X Platform SRE	£50,000	£70,000	£60,000
Senior Cloud X Platform SRE	£70,000	£100,000	£85,000
Lead Cloud X Platform SRE	£95,000	£120,000	£107,500
Manager Cloud X Platform SRE	£100,000	£130,000	£115,000
Head of/Director Cloud X Platform SRE	£120,000	£180,000	£150,000

European Salaries in Euros (€)

Job title	Minimum	Maximum	Average
Junior Cloud X Platform SRE	€ 45,000	€ 60,000	€ 52,500
Mid Cloud X Platform SRE	€ 60,000	€ 80,000	€ 70,000
Senior Cloud X Platform SRE	€ 80,000	€ 110,000	€ 95,000
Lead Cloud X Platform SRE	€ 90,000	€ 120,000	€ 105,000
Manager Cloud X Platform SRE	€ 100,000	€ 130,000	€ 115,000
Head of/Director Cloud X Platform SRE	€ 110,000	€ 150,000	€ 130,000

USA Salaries in United States Dollar (\$)

Job title	Minimum	Maximum	Average
Junior Cloud X Platform SRE	\$75,000	\$130,000	\$100,000
Mid Cloud X Platform SRE	\$95,000	\$150,000	\$120,000
Senior Cloud X Platform SRE	\$125,000	\$185,000	\$155,000
Lead Cloud X Platform SRE	\$145,000	\$210,000	\$175,000
Manager Cloud X Platform SRE	\$155,000	\$220,000	\$185,000
Head of/Director Cloud X Platform SRE	\$170,000	\$260,000	\$210,000

Salary examples are based on various factors, including the number of years of experience, specialist knowledge, company size and available budget

Data & Machine Learning: base salary insights

The salaries below exclude commission, bonuses or equity that may apply.

UK Salaries in Great British Pounds (£)

Job title	Minimum	Maximum	Average
Junior Data & ML Engineer	£40,000	£50,000	£45,000
Mid Data & ML Engineer	£50,000	£65,000	£57,500
Senior Data & ML Engineer	£65,000	£100,000	£82,500
Lead Data & ML Engineer	£90,000	£115,000	£102,500
Manager Data & ML Engineer	£110,000	£150,000	£130,000
Head of/Director Data & ML Engineer	£140,000	£180,000	£160,000

European Salaries in Euros (€)

Job title	Minimum	Maximum	Average
Junior Data & ML Engineer	€ 45,000	€ 60,000	€ 52,500
Mid Data & ML Engineer	€ 60,000	€ 80,000	€ 70,000
Senior Data & ML Engineer	€ 80,000	€ 110,000	€ 95,000
Lead Data & ML Engineer	€ 90,000	€ 120,000	€ 105,000
Manager Data & ML Engineer	€ 100,000	€ 130,000	€ 115,000
Head of/Director Data & ML Engineer	€ 110,000	€ 150,000	€ 130,000

USA Salaries in United States Dollar (\$)

Job title	Minimum	Maximum	Average
Junior Data & ML Engineer	\$75,000	\$130,000	\$100,000
Mid Data & ML Engineer	\$95,000	\$150,000	\$120,000
Senior Data & ML Engineer	\$125,000	\$185,000	\$155,000
Lead Data & ML Engineer	\$140,000	\$200,000	\$170,000
Manager Data & ML Engineer	\$150,000	\$210,000	\$180,000
Head of/Director Data & ML Engineer	\$165,000	\$250,000	\$200,000

Salary examples are based on various factors, including the number of years of experience, specialist knowledge, company size and available budget

Data Science: base salary insights

The salaries below exclude commission, bonuses or equity that may apply.

UK Salaries in Great British Pounds (£)

Job title	Minimum	Maximum	Average
Junior Data Scientist	£40,000	£50,000	£45,000
Mid Data Scientist	£50,000	£65,000	£57,500
Senior Data Scientist	£65,000	£100,000	£82,500
Lead Data Scientist	£90,000	£120,000	£105,000
Manager Data Scientist	£100,000	£130,000	£115,000
Head of/Director Data Scientist	£120,000	£180,000	£150,000

European Salaries in Euros (€)

Job title	Minimum	Maximum	Average
Junior Data Scientist	€ 45,000	€ 60,000	€ 52,500
Mid Data Scientist	€ 60,000	€ 80,000	€ 70,000
Senior Data Scientist	€ 80,000	€ 110,000	€ 95,000
Lead Data Scientist	€ 90,000	€ 120,000	€ 105,000
Manager Data Scientist	€ 100,000	€ 130,000	€ 115,000
Head of/Director Data Scientist	€ 110,000	€ 150,000	€ 130,000

USA Salaries in United States Dollar (\$)

Job title	Minimum	Maximum	Average
Junior Data Scientist	\$70,000	\$120,000	\$95,000
Mid Data Scientist	\$90,000	\$140,000	\$115,000
Senior Data Scientist	\$120,000	\$180,000	\$150,000
Lead Data Scientist	\$140,000	\$200,000	\$170,000
Manager Data Scientist	\$150,000	\$210,000	\$180,000
Head of/Director Data Scientist	\$165,000	\$250,000	\$200,000

Salary examples are based on various factors, including the number of years of experience, specialist knowledge, company size and available budget

At Salt, we don't just deliver great talent, but we provide a consultative approach based on our market knowledge.

Where possible, we pride ourselves on transparency and with this in mind, we approach our client relationships as partnerships.

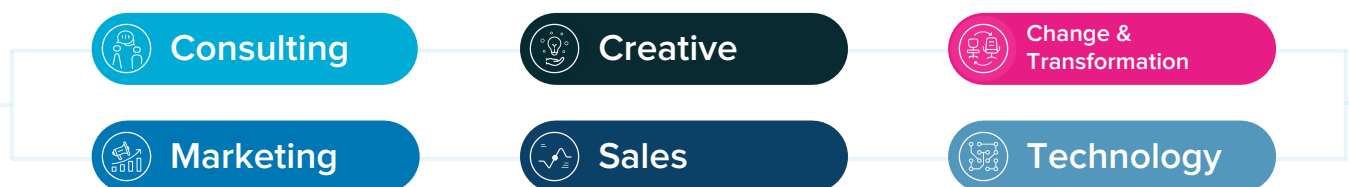
Timeline and brand experience for candidates, particularly those within Sales, is key! Processes are becoming more efficient, and as a result, having a clear strategy around a hiring process - i.e. who will be involved, and the ideal time to hire SLAs is crucial. Otherwise, great talent is often hired by someone else.

My team at Salt are true specialists (often an overused term in recruitment). Having been recruiting in their space for a long time, they have the networks and knowledge that set them apart. They have another important ingredient, a genuine passion for their area.

We offer a global talent network and can partner with you to build teams that drive growth and champion innovation.

By the way, the list of job titles listed in our salary insight is not exhaustive but aims to give you an idea of the areas we cover in the team.

We offer an unparalleled full-service solution by covering recruitment and sourcing across the key disciplines in digital, which we look at in six simple streams:



Salt is a global business offering a range of coverage across 6 key continents. If you would like any information about our other divisions or would be interested in building an offshore team in South Africa or Brazil, don't hesitate to get in touch with your Salt contact.

Here's to a great partnership!

Contact your Salt consultant
welovesalt.com

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Salt



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