





Budget

2018 average salary ranges³²

	 San Francisco, CA	 New York, NY	 Austin, TX	 London, UK*
Sales	base OTE**	base OTE**	base OTE**	base OTE**
Sales Development Rep.	\$45-60K \$65-85K	\$45-60K \$65-85K	\$40-50K \$60-70K	\$33-47K \$47-67K
Account Executive	\$70-90K \$140-180K	\$70-100K \$140-200K	\$50-70K \$100-140K	\$53-80K \$106-160K
Sr. Account Executive	\$90-120K \$180-240K	\$90-120K \$180-240K	\$60-90K \$120-180K	\$67-93K \$133-186K
Enterprise Sales	\$120-160K \$240-320K	\$120-160K \$240-320K	\$120-150K \$240-300K	\$80-120K \$160-239K
Sales Operations	\$80-100K (+5-20%)	\$80-100K (+5-20%)	\$60-80K (+5-20%)	\$53-80K (+5-20%)
Sales Engineer	\$80-120K \$150-160K	\$80-120K \$150-160K	\$70-110K \$95-145K	\$53-120K \$73-160K
Customer Success Mgr.	\$55-90K \$75-120K	\$55-90K \$75-120K	\$55-80K \$75-105K	\$53-73K \$67-100K
Sr. Customer Success Mgr.	\$80-125K \$105-165K	\$80-125K \$105-165K	\$70-110K \$95-145K	\$73-106K \$100-140K
Account Manager	\$75-95K \$105-135K	\$75-95K \$105-135K	\$55-75K \$80-105K	\$71-106K \$106-113K
Sr. Account Manager	\$90-120K \$130-170K	\$90-110K \$130-155K	\$70-90K \$100-130K	\$80-106K \$113-153K
Marketing				
Marketing Coordinator	\$50-80K (+5-10%)	\$50-80K (+5-10%)	\$45-70K (+5-10%)	\$27-40K (+5-10%)
Demand Generation Mkr.	\$115-135K (+10-20%)	\$110-130K (+10-20%)	\$75-95K (+10-20%)	\$60-80K (+10-20%)
Product Marketer	\$140-160K (+5-10%)	\$140-160K (+5-10%)	\$100-120K (+5-100%)	\$53-67K (+5-10%)
Content Marketer	\$90-\$110K (+5-10%)	\$90-110K (+5-10%)	\$50-85K (+5-10%)	\$27-40K (+5-10%)
Sales leadership				
SDR Manager	\$90-130K \$120-170K	\$90-120K \$120-160K	\$80-90K \$115-120K	\$73-87K \$100-113K
Inside Sales Manager	\$120-140K \$240-280K	\$130-150K \$260-300K	\$100-130K \$200-260K	\$106-120K \$212-239K
Head/Director of Sales	\$125-150K \$250-300K	\$110-140K \$220-280K	\$100-120K \$200-240K	\$120-133K \$240-266K
VP of Sales***	\$170-220K \$340-440K	\$200-230K \$400-460K	\$150-170K \$300-340K	\$133-166K \$266-333K




³²Betts Salary Recruiting Data

*Exchange rate of £0.77 = \$1

** OTE refers to On Target Earnings

*** VP of Sales data gathered from clients with \$0-20M in revenue that are pre-series A to series.

**** This report was written in 2017

		 Silicon Valley	 New York	 London
Activity	Rate	\$ Range	\$ Range	\$ Range
Sample budget for new ventures				
Corporate setup				
Incorporation legal fees	Annual	\$1,000-10,000	\$1,000-10,000	\$500-2,000
Legal fees (per hour)	/hr	\$300-900	\$500-1,000	\$175-715
Facilities				
Hardware essentials	/employee/year	\$24,000-72,000	\$24,000-72,000	\$24,000-72,000
Plus furniture (not at co-working)	/employee/year	\$12,000-120,000	\$24,000-72,000	\$24,000-72,000
Office space				
Lease in SF Bay Area	/SF/year	\$60-200	\$42-100	\$53-112
Co-work space	/desk/year	\$400-600	\$500-1,000	\$405-400
Employee cost				
Salary ranges				
VP level	Annual	\$200,000-400,000	\$200,000-400,000	\$120,000-200,000
Director marketing	Annual	\$120,000-220,000	\$100,000-210,000	\$90,000-190,000
Marketing staff experienced	Annual	\$70,000-140,000	\$75,000-100,000	\$45,000-100,000
Marketing staff entry level	Annual	\$50,000-80,000	\$50,000-75,000	\$20,000-26,000
Admin				
Director (Acct. HR)	Annual	\$140,000-180,000	\$150,000-200,000	\$70,000-140,000
Staff experienced	Annual	\$75,000-140,000	\$90,000-120,000	\$30,000-50,000
Staff entry-level	Annual	\$50,000-85,000	\$50,000-75,000	\$20,000-26,000

Budget

Sample budget for new ventures		 Silicon Valley	 New York	 London
Activity	Rate	\$ Range	\$ Range	\$ Range

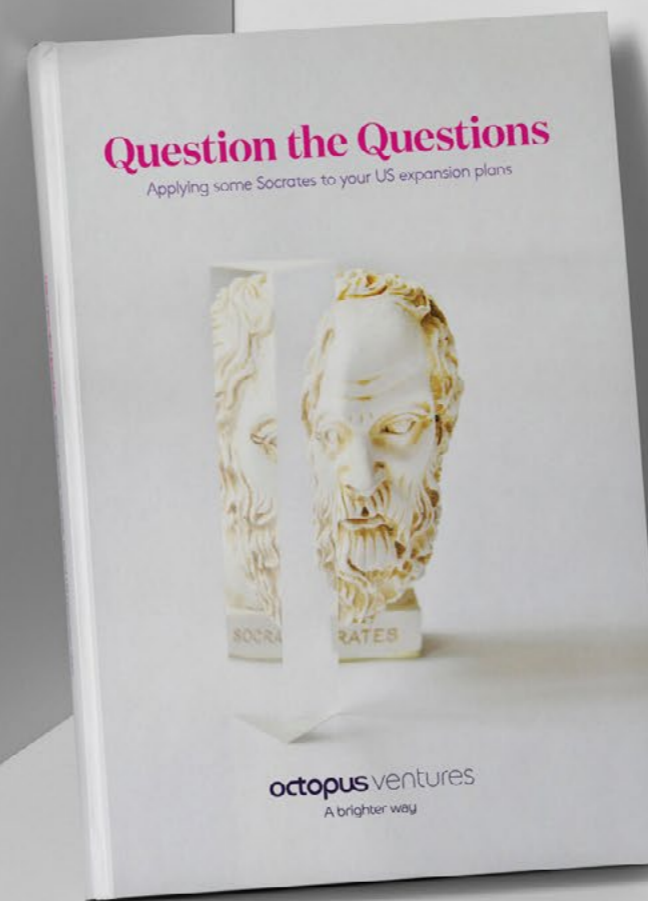
Employee cost (continued)

Outsourced accounting/HR				
CFO	/hr	\$200-350	\$200-300	\$285-500
Controller / HR. Director	/hr	\$120-190	\$125-175	\$110-275
Senior accountant/bookkeeper	/hr	\$85-150	\$85-125	\$45-100
Benefits and payroll				
Payroll taxes and workers comp	of payroll	15%-30%	15%-30%	13.8%-14%
Health insurance	/employee/year	\$350-1500	\$400-600	\$115-205
Vacation	of salary	0-4 weeks	0-4 weeks	0-4 weeks
Payroll service (5 - 10 employees)	/year	\$500-12,500	\$500-12,500	\$625-11,000
Recruiting	of annual salary	20%-35%	15%-25%	18%-35%
Employee morale	/emp/year	\$1,200-7,200	\$1,200-3,600	\$960-8,700
Other				
Marketing	Annual	\$12,000-120,000	\$12,000-120,000	\$8,000-90,000
Insurance	Annual	\$3,000-5,000	\$10,000-25,000	\$1,000-1,850
H1B visa cost	/employee	\$3,000-4,000	\$3,000-5,000	\$2,220-8,880
Travel	/employee/flight	\$1,000-3,000	\$1,000-3,000	\$1,000-5,000
Bank fees	Annual	\$0-1,000	\$100-250	\$50-500
		\$1,115,431 - 3,235,450	\$1,128,395 - 2,894,888	\$729,450 - 2,121,330

Question the Questions will clarify your US expansion plans.

Read more of the best practices, insights, and learnings from those who have been there and done it.

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