



GTM COMPENSATION REPORT

2025

PRESENTED BY



Executive summary

It hasn't been the most stable couple of years for GTM professionals in B2B tech. The frothy highs of 2021–22 feel like a distant memory. In 2024, startup closures jumped by more than 25%, according to Carta, and while funding stabilized—by some measures even rebounded slightly—the investor mindset shifted decisively.

Growth at all costs gave way to a new mandate: profitable, efficient growth.

For executives, that shift has been felt in their wallets. Our Q1 2025 compensation survey data shows a 13% drop in median on-target earnings (OTE) for VP and higher roles. And with negotiating power swinging back toward employers, deal sweeteners like signing bonuses and pre-negotiated severance became less common. But not all roles were affected equally.

Compensation isn't just shrinking—it's being reallocated. Boards continue to pay top dollar for executives who can drive efficient growth in a constrained environment.

That same logic applies further down the org chart. Individual contributors with specialized skills—particularly in AI—have become increasingly valuable.

As go-to-market teams aim to do more with less, these ICs saw a 23% increase in earnings, reflecting the growing premium on hands-on execution.

While some roles are commanding more cash, others are pulling away from equity. Once the golden ticket to wealth creation, equity is losing its luster—especially among executives. Burned by a sluggish exit market, many leaders are opting for guaranteed compensation over uncertain upside. The share of executives with equity awards fell to 77%, down five points from a year ago.

Still, there are signs of a turning tide. Powered by AI optimism, global startup investment surpassed \$113 billion in Q2 2025—the strongest quarter since Q1 2022. AI doesn't just signal the return of venture capital, it represents an unprecedented opportunity—and risk—for executives. As companies harness AI to do more with less, the leaders who can wield it to drive real, scalable growth will be in high demand—and richly rewarded.

But we're entering a bifurcated world. The gap is widening between executives who adapt and those who don't. In an era of heightened expectations and leaner org charts, there's less room for average.

Those who rise to the challenge—who embrace emerging tools, lead through volatility, and deliver results—stand to gain disproportionately in 2025.

Defining seniority levels

Executives

VPs, Heads Of and CXOs

Associates

Individual Contributors, Managers and Directors

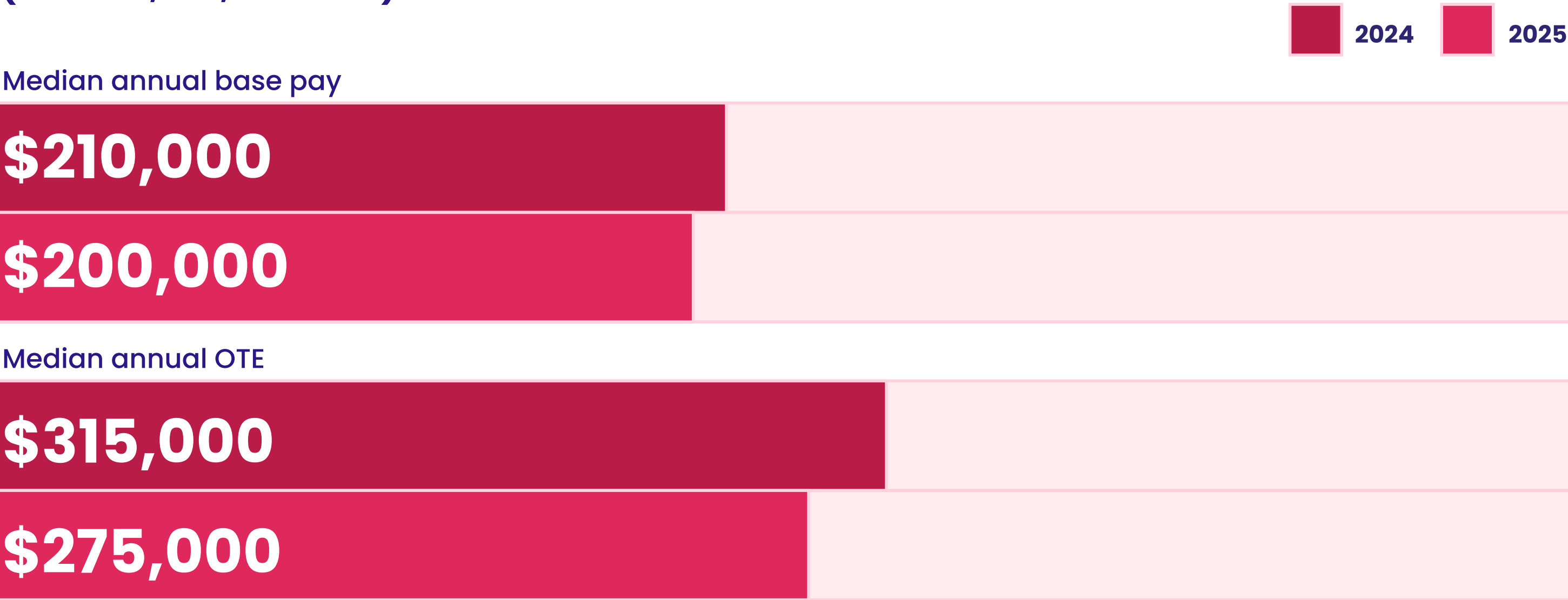
Executive compensation continued to slide as companies prioritized profitability

Median annual OTE for executives decreased by 12.7% last year, continuing a steep decline.

Executive pay, particularly variable comp, had soared during the growth-at-all-costs years of 2020–22. But in 2025, with funding still tight and markets stabilizing, compensation levels are continuing to normalize.

This isn’t just belt-tightening for its own sake—it reflects a strategic reorientation. Boards are demanding profitability and investors are no longer rewarding unprofitable growth. As funding dried up, so did tolerance for excess. CEOs, in response, focused on disciplined spending and doing more with less.

Executive compensation (Heads Of, VPs, and CXOs)



Meanwhile, 46% of employees reported that their company missed revenue goals in 2024.

This may have been in part due to unrealistic targets at the outset of the year: [a late-2023 survey by Gong](#) found that 68% of companies were actually increasing their revenue projections for 2024.

But even if companies set reasonable targets at the start of 2024, assuming market improvement, many misread actual demand. While spending discipline improved and AI unlocked productivity gains, the underlying buyer behavior remained cautious, which made target achievement difficult. Sales orgs struggled, with [RepVue](#) reporting that 57% of sellers missed quota in 2024.

According to the same late-2023 Gong survey, nearly half of companies that missed forecasts instituted hiring freezes or budget cuts, and over a quarter resorted to layoffs to course-correct. And data from [Pavilion’s Q2-2024 Pulse Report](#) shows that half of executives re-forecasted their revenue mid-way through the year. Taken together, a push for disciplined spending and a decreased likelihood of hitting revenue targets put downward pressure on variable pay.

2025 company revenue attainment

46%

Below target

23%

At target

31%

Above target

Source: *Pavilion Pulse Report: 2024 in Review*

C-suite comp was hit hardest—but is also the most bifurcated

Nowhere was this compression more visible than in the C-suite. Median OTE for CXOs dropped 19% year-over-year—far steeper than pay cuts at the VP or Head-of levels. At the very top, CEOs saw on-target earnings fall by more than 30%. These leaders had ridden the crest of the VC wave—and are now absorbing the brunt of its retreat.

Change in executive compensation from 2024 to 2025		
Seniority	Change in median annual base pay	Change in median annual OTE
C-level	-8%	-19%
EVP or SVP	+3%	+4%
Head of	-7%	-4%
VP	-3%	-11%

But while overall executive compensation has tightened, companies are still willing to pay a premium for transformational leaders.

The median OTE for CXOs in the top 10% jumped 15% year-over-year, signaling a growing divide between elite talent and the rest of the field.

In a market focused on sustainable growth and efficient execution, boards and investors are doubling down on proven operators who can deliver long-term value. This bifurcation in pay reflects a broader trend: companies are optimizing spend, not minimizing it—redirecting resources to the individuals who can drive the biggest impact.

Quoting the experts



The widening gap between average and elite performers

Coming out of 2023, we saw many companies raise sales targets for 2024—often without the data or pipeline strength to justify those changes. That shift led to missed quotas, stagnant earnings, and in some cases, declining compensation. That said, this environment has made true overachievers even more valuable. The top 10–20% of performers have become highly sought after and, in many cases, have increased their total compensation as companies compete for proven talent in an unpredictable market.

With AI transforming go-to-market strategy faster than ever, the leaders who are leaning into this shift, learning the tools, and rethinking how they build and scale teams are becoming indispensable. They're not just sellers or managers—they're builders for a new era.

In a volatile market, companies aren't just hiring for experience—they're investing in adaptability, execution, and innovation. That's why top performers are commanding higher compensation and more strategic roles than ever before. The strongest candidates will still continue to demand the upper threshold from a compensation perspective.



**Chris
Gannon**

Founder at Captivate Talent

Compensation benchmarks

For further segmentation and to explore the data yourself, [view the interactive benchmarks](#).

Executive pay by seniority

Seniority	Median annual base	Median annual OTE
C-level	\$230,000	\$304,000
EVP or SVP	\$232,500	\$375,500
VP	\$202,000	\$215,000
Head of	\$161,000	\$280,000

Executive pay by function

Function	Median annual base	Median annual OTE
Customer success	\$220,000	\$265,000
Marketing	\$210,000	\$245,000
Operations	\$200,000	\$250,000
Partnerships	\$207,500	\$312,500
Revenue operations	\$200,000	\$240,000
Sales	\$200,000	\$350,000

Executive pay by company funding stage

Funding stage	Median annual base	Median annual OTE
Bootstrapped	\$148,500	\$190,000
Pre-seed	\$207,778	\$300,000
Seed	\$105,000	\$125,000
PE-backed	\$260,000	\$360,500
Series A	\$150,000	\$178,000
Series B	\$200,000	\$250,000
Series C	\$200,000	\$300,000
Series D	\$225,000	\$310,000
Series E or later	\$250,000	\$336,000
Public company	\$250,000	\$342,000

Equity compensation is less common

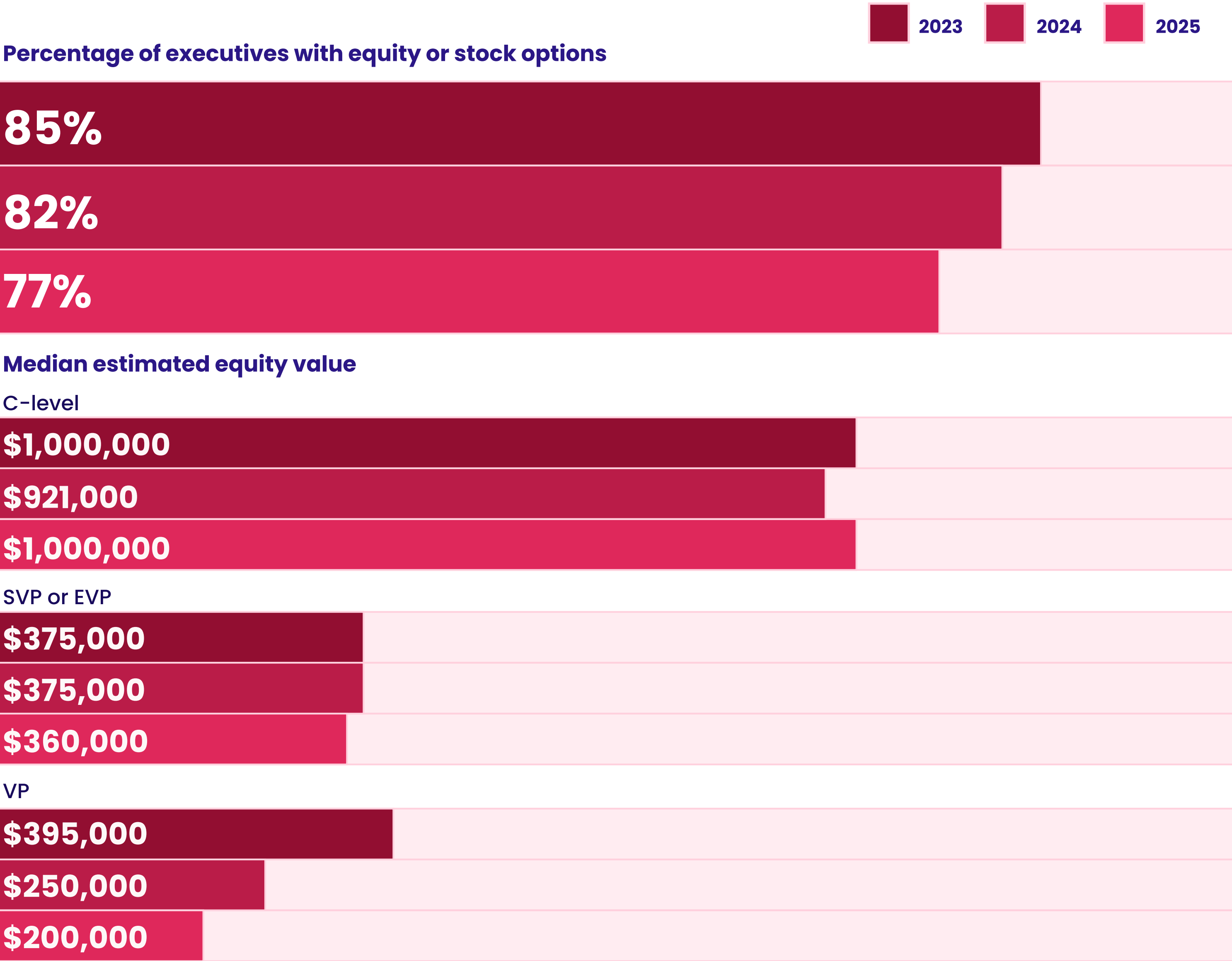
Equity participation among executives dropped from 82% in 2024 to 77% in 2025.

After the frothy market of the early 2020s gave way to volatility, employees have reset their expectations around equity. With companies missing revenue targets, execs who once looked at equity as a golden ticket now view it with skepticism.

Data from Carta bears out this broader trend: Between late 2021 and late 2023, the percentage of vested in-the-money options that employees chose to exercise plummeted from 58% down to 30%.

Indeed, when executives were asked to estimate the value of their equity, the median response was nearly 13% lower in 2025 than in 2024. The exception is in the C-suite, where the estimated value increased slightly.

Meanwhile, boards and CEOs operating under stricter profitability mandates are increasingly less incentivized to offer equity that employees are no longer asking for.

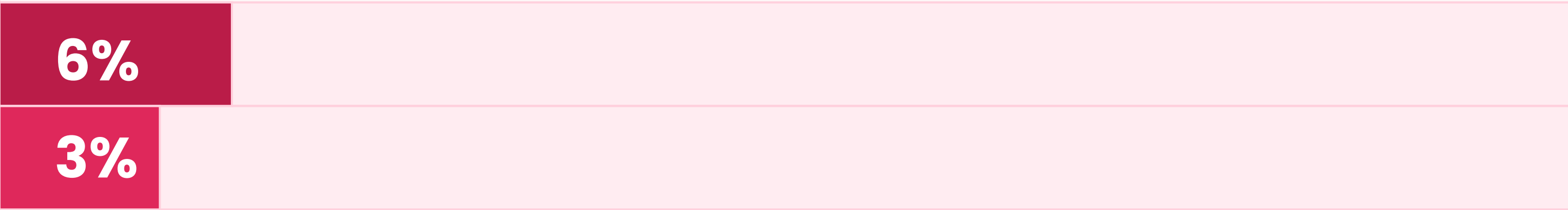


Only 3% of executives negotiated extended equity windows.

Extending the window during which equity can be exercised gives executives greater flexibility. But as the negotiation table continues to slant toward employers—and as candidates deprioritize equity generally—the number of candidates negotiating for this more favorable deal term is shrinking.



Percentage of execs who negotiated with extended equity windows



Executives don’t understand the terms of their equity packages

Be it lack of interest or lack of education, a significant number of executives are unaware of or don’t understand critical details of their equity package. Indeed, when Morgan Stanley polled workers in May 2024, 38% said they are aware that their company even offers equity benefits.

Executives don’t know key equity details



Quoting the experts . . .



The equity disconnect

Employees are getting less equity and they're also exercising it less. We're at the nadir of confidence in the value of equity. There's this disconnect: companies, the board, the CEO believe in equity and want more of it. But if their team doesn't want it, then they're not particularly incentivized to give it to them.

But I think we're in the period where equity's going to be meaningful and valuable again.

When I look at people that have generated wealth in their lives, it was typically equity associated with working at a successful company. There are other ways to get rich... but they take a long time and require a lot of discipline that not everybody has.

The number one negotiating point, besides just asking for more equity, is an extended exercise period. I didn't exercise once, and a couple months later I started getting text messages from people congratulating me because the company was acquired. But I had missed the 90-day window.

If you're going to focus your energy somewhere, it's on asking for more time to exercise after you leave an organization—so you can have a longer wait-and-see period.



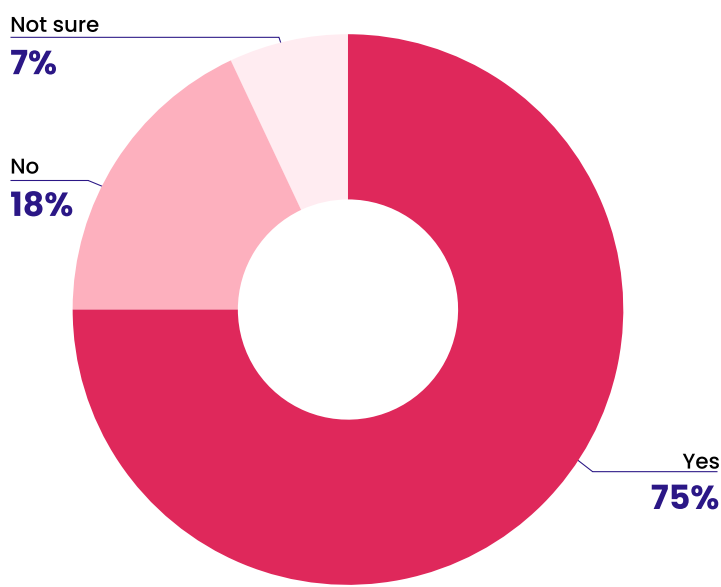
**Sam
Jacobs**

Founder & CEO at Pavilion

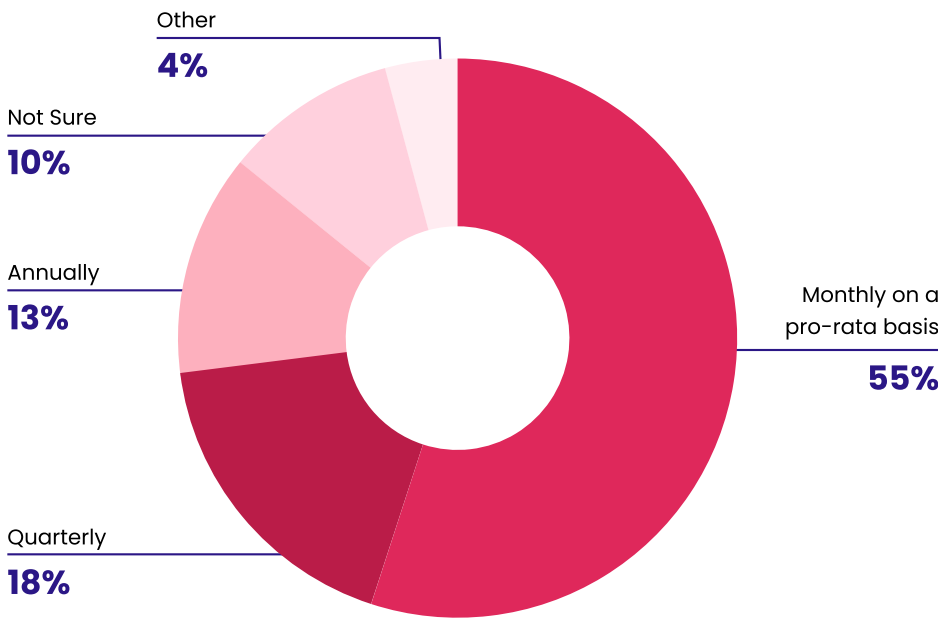
Executive equity structure

For further segmentation and to explore the data yourself, [view the interactive benchmarks](#).

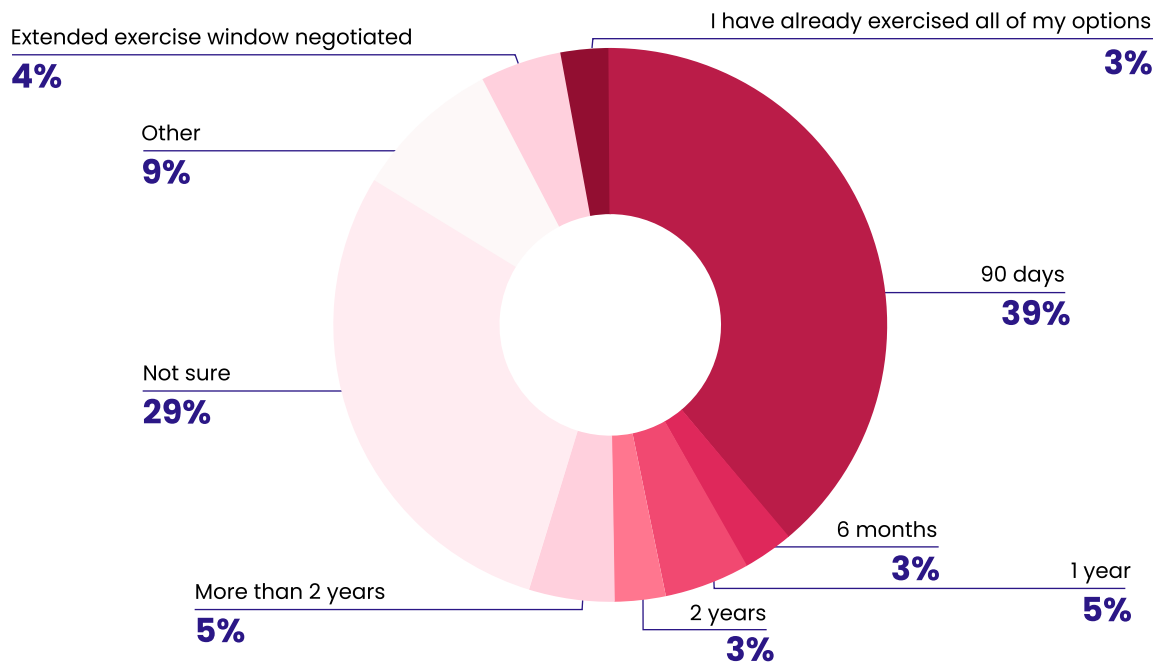
Equity includes 1-year cliff



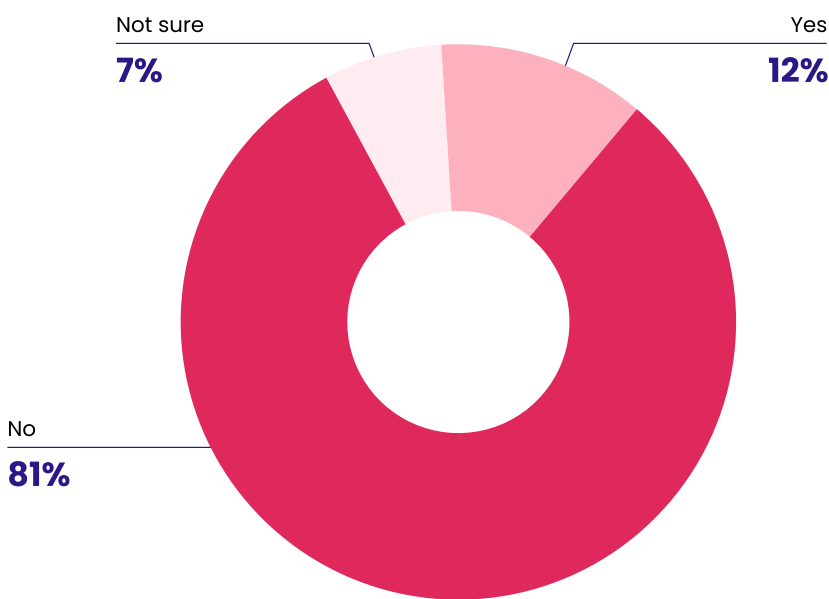
Equity vests after cliff



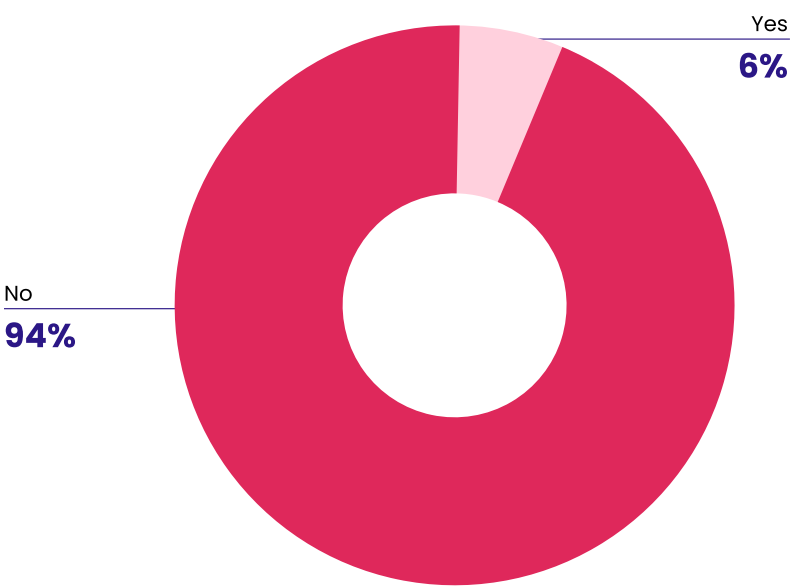
Stock options exercise window



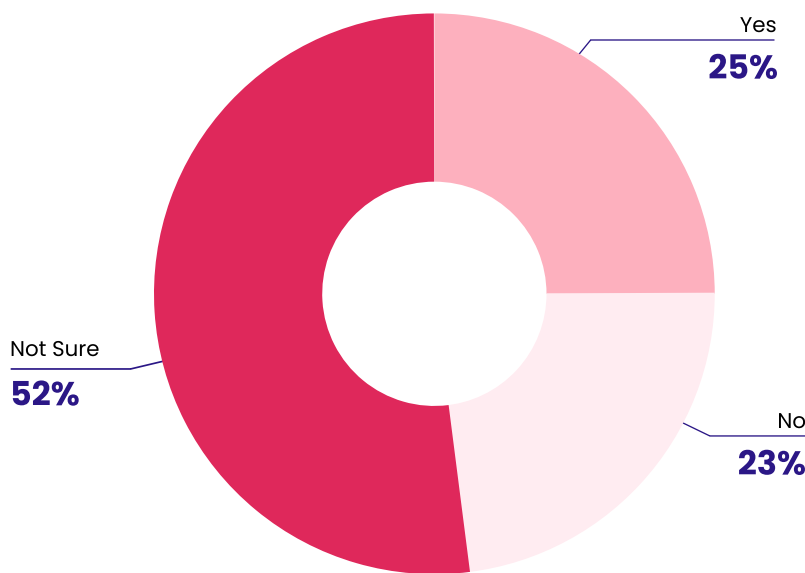
Company offered liquidity opportunities



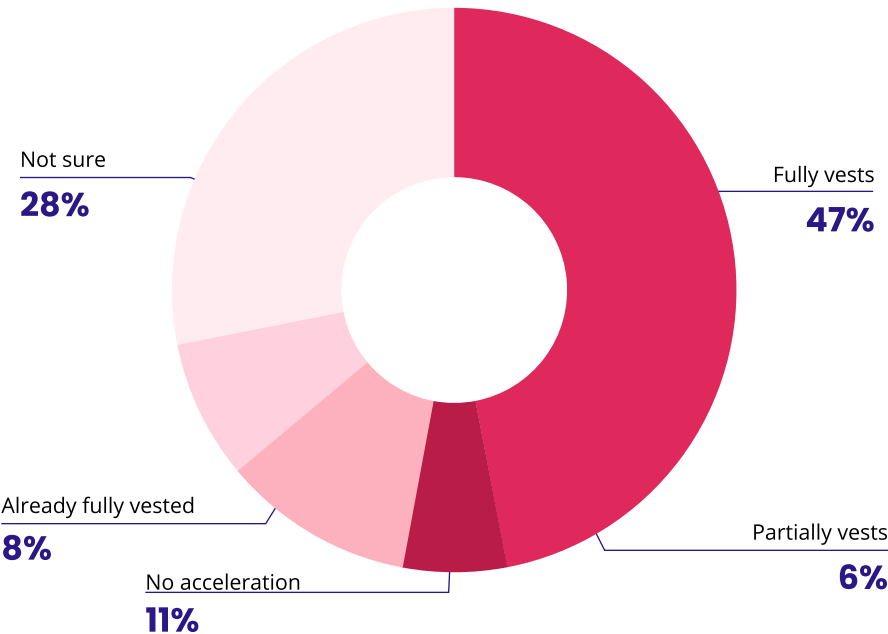
Sell in secondary sale



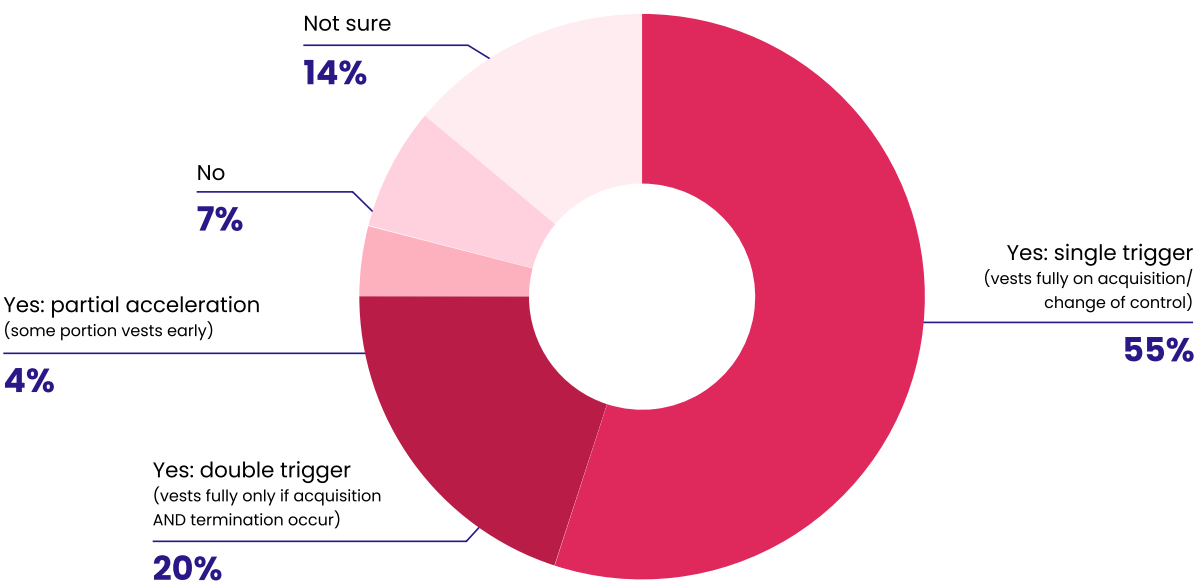
Right of first refusal on secondary sales



Vesting upon acquisition



Equity includes acceleration clause



Positive deal terms are eroding

Executives receive fewer deal sweeteners.

Leverage has shifted decisively away from candidates—a reality reflected not only in the topline value of deals but in peripheral incentives. Signing bonuses, severance agreements and wellness budgets have all become less common.

Amid tighter budgets and heightened scrutiny of profitability, boards and CEOs are offering leaner deals built around performance metrics. Bonuses and deal sweeteners common during the boom are increasingly reserved for top-tier candidates with proven track records.

Received a signing bonus

2024 2025

14%

10%

Received pre-negotiated severance

34%

27%

Received a wellness budget

24%

16%

Pre-negotiated severance dropped from 34% to 27% as companies prioritize short-term flexibility.

Companies have moved from aggressive, long-term growth strategies to much more cautious, quarter-by-quarter thinking. In [a survey by Ernst & Young](#), 76% of finance leaders said the macro environment is pressuring them to hit short-term quarterly earnings targets, even if it means cutting longer-term investments.

This change has been driven by a need to align spending with tighter market conditions and to match targets to more immediate results. This shorter-term focus is now deeply embedded in how compensation is set and how performance is evaluated.

Quoting the experts



The importance of compensation transparency

It's clear that some companies are purposely making compensation harder to understand. Transparency has gone way down. We're seeing organizations shift ownership of comp from RevOps to finance, and the new mindset is, 'I don't want reps forecasting how much they're going to make—I'd rather just send them a commission statement.'

That kind of structure misaligns the team with the company's goals and fundamentally changes the culture of an organization. Less transparency leads to less collaboration, less alignment and fewer open conversations.

If you're at a company where financial results aren't shared and you're getting the runaround when you ask questions, that's a big signal there could be choppy waters ahead.

So what do you do if you're job hunting in this climate? Start by asking the same question in every executive interview and make sure you hear the same answer every time. Ask about company values. Do they talk about transparency? About trust? About data? That'll tell you a lot.

I also recommend talking to customers to see how the company really operates. And if you can, talk to former executives—understand the culture they experienced and whether transparency has shifted over time.



AJ Bruno

Co-Founder & CEO at QuotaPath

Deal terms benchmarks

For further segmentation and to explore the data yourself, [view the interactive benchmarks](#).

Retention or stay
type bonuses

2%

Bounty payouts included for
hitting milestone revenue targets

4%

Pre-negotiated compensation
increases based on milestone
revenue achievements

5%

Premium Economy or Business
air travel pre-negotiated

8%

Recognition or
reward program

8%

Commitment to pay for external
learning and development

22%

Quoting the experts



Top talent is prioritizing remote-first work

For the first time since 2020, over 50% of the roles we've supported in the past six months have included an in-office requirement. It marks a clear shift—founders are pushing for more in-person collaboration, faster iteration, and tighter team alignment. But at the same time, top talent is still prioritizing flexibility, lifestyle, and remote-first workflows.

What we're seeing now is a growing tension between two competing forces: companies wanting to return to office, and candidates who've built their lives around remote work. In this dynamic, remote hiring is quietly becoming a competitive advantage again.

Founders who offer flexibility—especially for hard-to-fill GTM roles—are unlocking talent pools that others can't access. In a market where experienced sellers, frontline managers, and product marketers are in short supply, remote options expand your reach and speed up hiring.

That doesn't mean in-office is wrong—it just means the value proposition has to be stronger. If you're going to ask people to come in, you need to make it worth it through compensation, culture, and location. But if you want to win on talent without those levers? Flexibility might be your edge.



**Chris
Gannon**

Founder at Captivate Talent

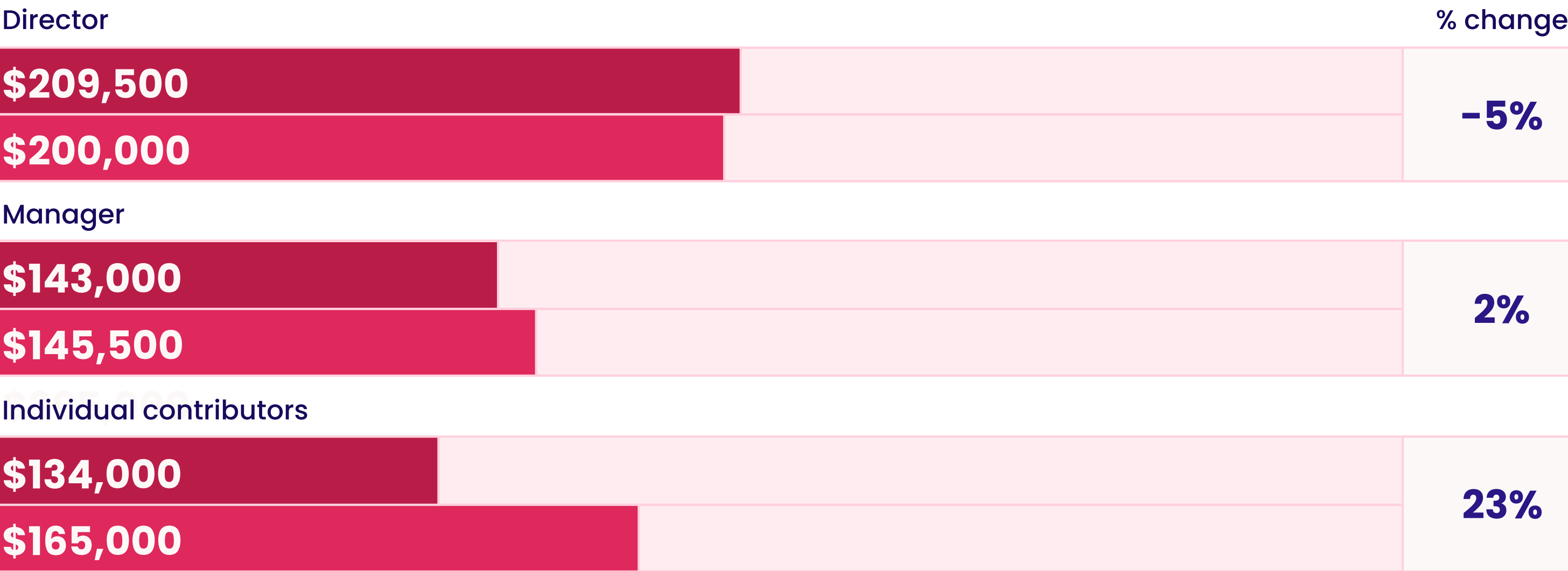
Non-executives resisted the OTE decline

Directors and manager OTE held steady while individual contributors saw a 23% jump.

While executive pay took a hit in 2025, the same can't be said for non-executives. Directors and managers largely held the line, and individual contributors saw a significant pay bump.

Startups in earlier funding stages are increasingly focused on hiring highly specialized individual contributors who can drive growth by executing efficiently and independently. These roles—especially in areas like RevOps and AI—are becoming more common across go-to-market teams, with notable momentum in growth marketing disciplines like demand generation. In a climate where execution and efficiency reign supreme, experienced ICs are seen as critical growth levers.

Median OTE for non-executives



But, as with executives, deal terms and equity offerings declined.

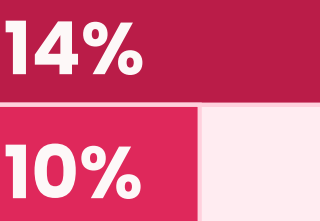
Equity options, signing bonuses and wellness budgets all became less common as part of the larger shift toward sustainability and short-term planning.

Deal terms

Received options or equity



Received a signing bonus



Received a wellness budget



Quoting the experts



AI fluency as a differentiator

Jason Lemkin said it well: we live in a bifurcated world now. The haves and the have-nots. There are companies and individuals who are fluent in AI, and then there's everybody else stumbling through a down market.

If you're not one of those top people—if you're not AI-fluent, if you don't have a stellar track record—your leverage is going to take a hit. You're constrained from a demand perspective. The best engineers, the best salespeople, the best marketers will make an insane amount of money. And everyone else—anyone who's not in the 90th percentile—is going to struggle.

But this is also a moment of opportunity. The rankings are up in the air right now. Just because you were great before doesn't mean you'll be great now. And if you can figure out how to solve this AI and go-to-market puzzle, you've got a real shot to leapfrog ahead.

It all comes down to developing domain knowledge and understanding how to operationalize AI. Very few people have figured it out. Anyone who does is going to have real leverage in negotiations over the next 12 to 24 months.



**Asad
Zaman**

CEO at Sales Talent Agency

Non-executive benchmarks

These tables detail compensation benchmarks for directors, managers and individual contributors. For further segmentation and to explore the data yourself, [view the interactive benchmarks](#).

Non-Executive pay by seniority

Function	Median annual base pay	Median annual OTE
Director	\$150,000	\$150,000
Manager	\$110,000	\$120,750
Individual Contributor	\$95,000	\$100,000

Non-executive pay by function

Function	Median annual base pay	Median annual OTE
Customer success	\$133,000	\$155,000
Marketing	\$130,000	\$143,000
Partnerships	\$145,000	\$180,000
Revenue Operations	\$123,734	\$149,000
Sales	\$125,000	\$210,000

Non-executive pay by company funding stage

Funding stage	Median annual base pay	Median annual OTE
Bootstrapped	\$104,240	\$135,000
Pre-seed	\$130,000	\$180,000
Seed	\$80,000	\$95,000
PE-backed	\$150,000	\$200,000
Series A	\$85,000	\$110,000
Series B	\$122,500	\$180,000
Series C	\$105,000	\$144,000
Series D	\$135,500	\$164,000
Series E or later	\$123,734	\$200,000
Public company	\$144,000	\$202,295

Methodology

Pavilion surveyed more than 1,200 of its Members at both the Executive (VP-level and above) and Associate levels (Director-level and below). Members represent various go-to-market functions, including sales, marketing, customer success, operations, revenue operations, and partnerships, as well as founders and CEOs. Additional insights were gathered through one-on-one interviews with select Pavilion Members and industry leaders.



About Pavilion

Join more than 10,000 of your peers in the world's largest private community for B2B go-to-market leaders.

Achieving success as a GTM executive has never been more challenging. Pavilion provides its members with the skills, tools, and resources needed to advance in their careers, along with a global community built on the values of kindness and reciprocity. With thousands of members across 450+ cities around the world, you'll never have to go it alone.

For more information about Pavilion or to become a member, please visit joinpavilion.com.



Benchmarks

Base Salary, OTE, & Equity Value – All Regions

		2024		2025	
Seniority Level	User Function	Median Base	Median OTE	Median Base	Median OTE
C-Level	CEO	\$210,000	\$286,875	\$180,000	\$200,000
	Customer Success	\$262,500	\$375,000	\$275,000	\$346,000
	Marketing	\$274,667	\$340,000	\$285,000	\$350,000
	Partnerships				
	Revenue Operations	\$225,000	\$300,000	\$170,000	\$274,500
	Sales	\$250,000	\$422,500	\$250,000	\$400,000
	Median	\$250,000	\$375,000	\$230,000	\$304,000
EVP or SVP	Customer Success	\$255,000	\$362,500	\$275,000	\$376,000
	Marketing	\$250,000	\$303,000	\$225,000	\$265,000
	Partnerships	\$180,000	\$250,000	\$230,000	\$395,000
	Revenue Operations	\$235,000	\$300,000	\$190,000	\$240,000
	Sales	\$215,300	\$400,000	\$242,500	\$400,000
	Median	\$225,000	\$360,000	\$232,500	\$375,500
VP	Customer Success	\$200,000	\$255,000	\$217,500	\$255,000
	Marketing	\$215,000	\$255,000	\$210,000	\$240,000
	Partnerships	\$257,500	\$362,500	\$228,000	\$300,000
	Revenue Operations	\$231,000	\$300,000	\$250,000	\$305,000
	Sales	\$200,000	\$350,000	\$200,000	\$350,000
	Median	\$208,750	\$315,000	\$202,000	\$280,000
Head Of	Customer Success	\$180,000	\$190,000	\$120,000	\$162,600
	Marketing	\$176,500	\$200,000	\$165,000	\$182,500
	Partnerships	\$135,500	\$186,000	\$165,000	\$225,000
	Revenue Operations	\$187,500	\$224,000	\$175,000	\$195,000
	Sales	\$175,000	\$264,000	\$159,000	\$250,000
	Median	\$175,000	\$223,750	\$161,000	\$215,000
Director	Customer Success	\$150,000	\$192,500	\$155,000	\$196,000
	Marketing	\$147,500	\$155,500	\$150,000	\$156,000
	Partnerships	\$150,000	\$254,000	\$145,000	\$190,000
	Revenue Operations	\$161,400	\$195,000	\$165,500	\$181,000
	Sales	\$145,000	\$250,000	\$160,000	\$241,000
	Median	\$150,000	\$209,500	\$150,000	\$200,000

Benchmarks

Base Salary, OTE, & Equity Value – All Regions

		2024		2025	
Seniority Level	User Function	Median Base	Median OTE	Median Base	Median OTE
Manager	Customer Success	\$90,000	\$100,000	\$91,027	\$125,079
	Marketing	\$110,000	\$110,000	\$105,000	\$113,000
	Partnerships			\$150,000	\$155,000
	Revenue Operations	\$115,000	\$125,000	\$127,500	\$150,000
	Sales	\$110,000	\$168,750	\$125,000	\$200,000
	Median	\$110,000	\$143,000	\$120,750	\$145,500
Individual Contributor	Customer Success	\$90,000	\$110,000	\$88,500	\$100,000
	Marketing	\$96,800	\$106,000	\$135,000	\$135,000
	Partnerships	\$112,500	\$200,000	\$139,000	\$213,000
	Revenue Operations	\$120,000	\$125,000	\$102,500	\$105,000
	Sales	\$94,175	\$173,750	\$100,000	\$200,000
	Median	\$95,000	\$134,000	\$100,000	\$165,000

Equity Value by Seniority & Function

Seniority Level	User Function	Median Equity Value	Median Equity Value
C-Level	CEO	\$ 1,000,000	\$1,500,000
	Customer Success	\$ 1,125,000	\$2,400,000
	Marketing	\$ 500,000	\$1,000,000
	Partnerships		\$515,000
	Revenue Operations	\$ 149,000	\$400,000
	Sales	\$ 850,000	\$675,000
	Median	\$ 971,000	\$1,000,000
EVP or SVP	Customer Success	\$ 850,000	\$372,500
	Marketing	\$ 275,000	\$150,000
	Partnerships	\$ 200,000	\$110,000
	Revenue Operations	\$ 550,000	\$350,000
	Sales	\$ 350,000	\$400,000
	Median	\$ 375,000	\$360,000

Benchmarks

Base Salary, OTE, & Equity Value – All Regions

		2024	2025
Seniority Level	User Function	Median Equity Value	Median Equity Value
VP	Customer Success	\$ 211,000	\$190,000
	Marketing	\$ 100,000	\$127,500
	Partnerships	\$ 600,500	\$300,000
	Revenue Operations	\$ 335,000	\$323,500
	Sales	\$ 250,000	\$210,000
	Median	\$ 250,000	\$200,000
Head Of	Customer Success	\$ 108,000	\$50,000
	Marketing	\$ 35,000	\$58,000
	Partnerships		\$150,000
	Revenue Operations	\$ 62,500	\$200,000
	Sales	\$ 150,000	\$150,000
	Median	\$ 104,000	\$100,000
Director	Customer Success	\$ 68,500	\$95,520.50
	Marketing	\$ 34,000	\$69,000
	Partnerships	\$ 247,000	\$32,500
	Revenue Operations	\$ 100,000	\$50,000
	Sales	\$ 80,000	\$62,750
	Median	\$ 77,000	\$60,000
Manager	Customer Success	\$ 28,125	\$27,500
	Marketing	\$ 7,500	\$15,000
	Partnerships		\$272,500
	Revenue Operations	\$ 13,500	\$35,000
	Sales	\$ 33,000	\$62,500
	Median	\$ 22,000	\$48,000
Individual Contributor	Customer Success	\$ 5,625	\$24,000
	Marketing	\$ 11,000	\$9,600
	Partnerships	\$ 9,000	\$21,000
	Revenue Operations	\$ 8,875	\$16,000
	Sales	\$ 23,750	\$20,000
	Median	\$ 18,750	\$20,000

Benchmarks

Top 10% – Base Salary & OTE – All Regions

		2024		2025	
Seniority Level	User Function	Median Base	Median OTE	Median Base	Median OTE
C-Level	CEO	\$367,500	\$500,000	\$350,000	\$500,000
	Customer Success	\$325,000	\$650,000	\$400,000	\$575,000
	Marketing	\$350,000	\$475,000	\$400,000	\$579,000
	Partnerships	\$170,000	\$170,000	\$100,000	\$100,000
	Revenue Operations	\$325,000	\$500,000	\$314,000	\$650,000
	Sales	\$400,000	\$725,625	\$350,000	\$600,000
	Median	\$337,500	\$500,000	\$350,000	\$577,000
EVP or SVP	Customer Success	\$300,000	\$525,000	\$400,000	\$642,525
	Marketing	\$337,500	\$415,000	\$285,000	\$435,000
	Partnerships	\$250,000	\$390,000	\$230,000	\$395,000
	Revenue Operations	\$375,000	\$600,000	\$285,000	\$385,000
	Sales	\$320,000	\$583,500	\$350,000	\$700,000
	Median	\$320,000	\$525,000	\$285,000	\$435,000
VP	Customer Success	\$250,000	\$337,500	\$290,000	\$350,000
	Marketing	\$370,000	\$555,000	\$300,000	\$382,500
	Partnerships	\$380,000	\$590,000	\$300,000	\$416,000
	Revenue Operations	\$315,000	\$420,000	\$300,000	\$449,000
	Sales	\$300,000	\$506,000	\$300,000	\$500,000
	Median	\$315,000	\$506,000	\$300,000	\$416,000
Head Of	Customer Success	\$227,500	\$350,000	\$280,000	\$350,000
	Marketing	\$275,000	\$286,000	\$247,000	\$313,500
	Partnerships	\$150,000	\$187,000	\$322,500	\$505,000
	Revenue Operations	\$243,500	\$282,500	\$250,000	\$325,000
	Sales	\$257,500	\$445,000	\$250,000	\$408,000
	Median	\$243,500	\$286,000	\$250,000	\$350,000
Director	Customer Success	\$262,500	\$415,625	\$197,500	\$310,000
	Marketing	\$230,000	\$255,000	\$200,000	\$240,000
	Partnerships	\$204,750	\$315,000	\$175,000	\$325,000
	Revenue Operations	\$225,000	\$275,000	\$234,500	\$331,000
	Sales	\$241,000	\$450,000	\$220,000	\$400,000
	Median	\$230,000	\$315,000	\$198,750	\$317,500

Benchmarks

Top 10% – Base Salary & OTE – All Regions

		2024		2025	
Seniority Level	User Function	Median Base	Median OTE	Median Base	Median OTE
Manager	Customer Success	\$160,000	\$181,000	\$162,400	\$195,000
	Marketing	\$383,500	\$401,000	\$170,000	\$197,000
	Partnerships			\$155,000	\$165,000
	Revenue Operations	\$189,000	\$210,000	\$200,000	\$200,000
	Sales	\$207,000	\$394,500	\$200,000	\$362,500
	Median	\$198,000	\$302,250	\$170,000	\$197,000
Individual Contributor	Customer Success	\$152,500	\$183,500	\$182,500	\$223,000
	Marketing	\$136,000	\$141,000	\$171,000	\$171,000
	Partnerships	\$200,000	\$450,000	\$216,000	\$216,000
	Revenue Operations	\$165,200	\$169,000	\$130,000	\$174,500
	Sales	\$170,000	\$317,500	\$180,000	\$330,000
	Median	\$165,200	\$183,500	\$180,000	\$216,000

Benchmarks

Base Salary & OTE – US Companies

		2024		2025	
Seniority Level	User Function	Median Base	Median OTE	Median Base	Median OTE
C-Level	CEO	\$250,000	\$320,000	\$200,000	\$230,000
	Customer Success	\$287,500	\$465,000	\$375,000	\$537,500
	Marketing	\$274,667	\$340,000	\$322,500	\$407,500
	Partnerships			\$100,000	\$100,000
	Revenue Operations	\$325,000	\$500,000	\$275,000	\$438,000
	Sales	\$275,000	\$500,000	\$250,000	\$462,500
	Median	\$275,000	\$406,000	\$275,000	\$400,000
EVP or SVP	Customer Success	\$275,000	\$400,000	\$300,000	\$405,000
	Marketing	\$280,000	\$360,000	\$262,500	\$325,250
	Partnerships	\$180,000	\$240,000	\$230,000	\$395,000
	Revenue Operations	\$282,500	\$412,500	\$285,000	\$385,000
	Sales	\$245,000	\$432,500	\$250,000	\$450,000
	Median	\$250,000	\$400,000	\$250,000	\$435,000
VP	Customer Success	\$243,000	\$278,000	\$240,000	\$300,000
	Marketing	\$250,000	\$275,000	\$220,000	\$249,000
	Partnerships	\$270,000	\$462,500	\$240,000	\$290,000
	Revenue Operations	\$280,000	\$337,500	\$250,000	\$310,000
	Sales	\$220,000	\$400,000	\$206,750	\$380,000
	Median	\$231,375	\$350,000	\$220,000	\$315,000
Head Of	Customer Success	\$180,000	\$205,000	\$227,500	\$350,000
	Marketing	\$210,000	\$244,000	\$207,500	\$230,000
	Partnerships			\$182,500	\$242,500
	Revenue Operations	\$182,500	\$215,000	\$194,500	\$225,000
	Sales	\$195,000	\$360,000	\$188,000	\$310,000
	Median	\$190,000	\$277,500	\$194,500	\$262,500
Director	Customer Success	\$160,000	\$225,000	\$161,000	\$230,000
	Marketing	\$168,000	\$178,000	\$165,000	\$191,000
	Partnerships	\$204,000	\$254,000	\$145,000	\$180,000
	Revenue Operations	\$200,000	\$240,000	\$192,000	\$220,000
	Sales	\$175,000	\$326,000	\$172,000	\$300,000
	Median	\$175,000	\$255,000	\$172,000	\$235,000

Benchmarks

Base Salary & OTE – US Companies

		2024		2025	
Seniority Level	User Function	Median Base	Median OTE	Median Base	Median OTE
Manager	Customer Success	\$105,000	\$150,000	\$150,000	\$190,000
	Marketing	\$155,000	\$190,000	\$137,800	\$148,500
	Partnerships			\$155,000	\$155,000
	Revenue Operations	\$162,500	\$162,500	\$146,000	\$165,000
	Sales	\$122,500	\$213,000	\$145,000	\$255,000
	Median	\$132,825	\$180,000	\$146,000	\$187,000
Individual Contributor	Customer Success	\$103,000	\$117,500		
	Marketing			\$153,000	\$153,000
	Partnerships	\$140,000	\$200,000	\$216,000	\$216,000
	Revenue Operations	\$145,100	\$145,100	\$120,000	\$130,000
	Sales	\$100,000	\$200,000	\$135,000	\$240,000
	Median	\$103,000	\$200,000	\$135,000	\$220,000

Benchmarks

Base Salary & OTE – European Companies

		2024		2025	
Seniority Level	User Function	Median Base	Median OTE	Median Base	Median OTE
C-Level	CEO	\$160,000	\$200,000	\$150,000	\$180,000
	Customer Success			\$218,000	\$346,000
	Marketing	\$194,500	\$320,000	\$175,000	\$217,000
	Partnerships				
	Revenue Operations	\$134,750	\$174,750	\$150,000	\$200,000
	Sales	\$188,750	\$325,000	\$225,000	\$387,000
	Median	\$180,000	\$280,000	\$200,000	\$275,000
EVP or SVP	Customer Success			\$114,000	\$164,000
	Marketing	\$144,000	\$172,000		
	Partnerships			\$180,000	\$215,000
	Revenue Operations	\$162,500	\$170,000		
	Sales	\$155,000	\$300,000	\$210,000	\$400,000
	Median	\$152,500	\$206,750	\$205,000	\$220,000
VP	Customer Success	\$102,500	\$120,000		
	Marketing	\$248,250	\$354,500	\$130,000	\$136,000
	Partnerships			\$228,000	\$306,000
	Revenue Operations	\$200,000	\$240,000	\$127,500	\$179,500
	Sales	\$167,500	\$310,000	\$195,000	\$225,000
	Median	\$165,000	\$270,000	\$175,500	\$200,000
Head Of	Customer Success			\$91,000	\$116,000
	Marketing	\$220,000	\$253,000	\$185,000	\$231,000
	Partnerships				
	Revenue Operations			\$168,647	\$185,510
	Sales	\$116,250	\$170,000	\$125,000	\$192,500
	Median	\$120,000	\$180,000	\$133,647	\$192,500
Director	Customer Success	\$114,375	\$271,750	\$150,000	\$190,000
	Marketing	\$114,000	\$114,000		
	Partnerships				
	Revenue Operations	\$113,250	\$123,750	\$132,000	\$172,000
	Sales	\$130,000	\$240,000	\$137,500	\$175,000
	Median	\$120,500	\$150,160	\$141,500	\$178,500

Benchmarks

Base Salary & OTE – European Companies

		2024		2025	
Seniority Level	User Function	Median Base	Median OTE	Median Base	Median OTE
Manager	Customer Success	\$90,000	\$100,000	\$85,000	\$90,054
	Marketing	\$80,000	\$88,000	\$64,833	\$64,833
	Partnerships			\$150,000	\$165,000
	Revenue Operations	\$65,000	\$75,400	\$110,000	\$110,000
	Sales	\$74,250	\$113,850	\$86,434	\$123,151
	Median	\$73,000	\$99,000	\$85,717	\$112,500
Individual Contributor	Customer Success	\$49,500	\$52,500	\$93,000	\$111,000
	Marketing	\$60,500	\$66,000	\$125,000	\$125,000
	Partnerships			\$139,000	\$210,000
	Revenue Operations			\$77,700	\$78,800
	Sales	\$82,500	\$165,000	\$101,928	\$197,000
	Median	\$78,750	\$128,250	\$99,000	\$125,000

2025 GTM COMPENSATION REPORT



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