

Software & SaaS

SALARY INSIGHTS

2024



Key insights into recruitment trends and salary benchmarking in the Software and SaaS sectors in international markets.

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Contents.

Introduction.

3

Market overview.

4

Salary overview.

10

Moving jobs.

11

Salary benchmarking.

12

Additional resources.

19

Introduction.



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Head of International,
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However, it's important to note that salary disparities exist within and between regions, influenced by factors such as skill scarcity, cost of living, and company size. While metropolitan areas often offer higher salaries to compensate the higher living costs, remote work opportunities and distributed teams are reshaping traditional salary structures, enabling professionals to access lucrative roles irrespective of geographical constraints.

The accelerated adoption of remote work has led to a shift in how companies approach talent acquisition and compensation. As organisations embrace hybrid work models, the competition for top talent across the globe intensifies, driving salary negotiations to new heights.

The software and SaaS sector in both EMEA and the USA present exciting opportunities for professionals seeking rewarding careers and competitive compensation packages.

Concept's Salary Insights for the Software and SaaS sector focuses on the dynamic landscapes of EMEA and the USA. This analysis delves into the compensation trends that define one of the most innovative and rapidly evolving industries globally.

In EMEA, the Software and SaaS sector continues to experience robust growth, fuelled by a combination of factors including increased digitalisation across industries, heightened demand for cloud-based solutions, and a thriving startup culture.

Professionals across the sector are witnessing an upward trend in salaries, especially for in roles software engineering, product management, and data science. The UK, Germany, and the Netherlands stand out as key hubs for software talent, with competitive compensation packages reflecting the high demand for skills.

The USA remains at the forefront of technological innovation, driving the global software and SaaS market. Salary trends in the USA mirror the industry's vibrancy, with software engineers, UX/UI designers, and cybersecurity experts commanding the most lucrative salaries.

30,000

candidates placed.

24M

turnover in 2023.

24 years

Over 2 decades of talent consultancy.



Market overview.



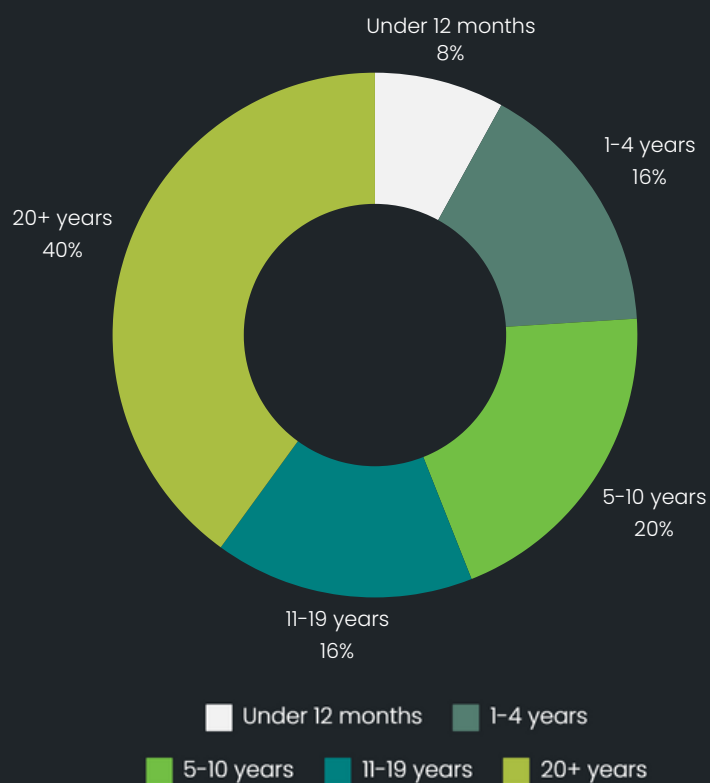
27%
female

73%
male



Following the trend of wider IT market, the majority of international IT respondents are male.

Years of experience



MARKET OVERVIEW

Larger businesses account for a significant proportion of hirers, with over half being employed by organisations with over 1,000 employees.

1-50
employees

16%

51 - 1,000
employees

24%

1,000+
employees

56%

Solutions Sales, Enterprise Sales,
CRO, Senior Sales, Customer
Manager, VP Marketing

REGIONS COVERED:

- United Kingdom
- Germany
- France
- USA



Market overview.

What are the top locations for this talent?

Europe

- Chief Executive Officer
- Chief Revenue Officer
- Senior Sales
- Sales Director
- Customer Success Manager
- Customer Success Specialist
- Director of Customer Success
- Chief Marketing Officer
- Vice President Marketing
- Marketing Director
- Presales Manager



Market overview.

Europe

Location	Professionals	1y growth	Hiring demand	Female	Male	Top Employer
London Area, United Kingdom	8,921	+7.4%	Very high	31%	69%	Microsoft
Greater Paris Metropolitan Region	6,089	+6.4%	Very high	30%	70%	Microsoft
The Randstad, Netherlands	2,512	+5.7%	Very high	27%	73%	Exact
Greater Stockholm Metropolitan Area	2,307	+5.3%	High	26%	74%	Microsoft
Ireland	2,240	+21.9%	High	38%	62%	LinkedIn
Greater Munich Metropolitan Area	2,103	+9.5%	Very high	23%	77%	Microsoft
Ukraine	1,795	+10.0%	Low	22%	78%	ABM Cloud
Berlin Metropolitan Area	1,709	+18.4%	Very high	29%	71%	HubSpot
Greater Madrid Metropolitan Area	1,665	+5.2%	High	26%	74%	SAP
Greater Barcelona Metropolitan Area	1,494	+13.2%	High	34%	66%	SAP

USA

-
- A map of the United States with state boundaries outlined in white. Twelve green dots are placed on the map to indicate the locations of the study population. The dots are located in California (two), Texas (two), Illinois (one), Michigan (one), Pennsylvania (one), New York (one), Connecticut (one), and Florida (one).

Market overview.

US

Location	Professionals	ly growth	Hiring demand	Female	Male	Top Employer
New York City Metropolitan Area	12,167	+9.4%	Very high	31%	69%	Amazon
San Francisco Bay Area	11,760	+6.1%	Very high	30%	70%	Salesforce
Los Angeles Metropolitan Area	8,386	+6.1%	Low	28%	72%	Amazon
Greater Boston	5,655	+4.2%	Very high	32%	68%	HubSpot
Washington DC-Baltimore Area	4,591	-1.6%	High	33%	67%	Microsoft
Greater Chicago Area	4,427	+8.7%	Very high	36%	64%	LinkedIn
Atlanta Metropolitan Area	4,397	+3.2%	Very high	34%	66%	Microsoft
Dallas-Fort Worth Metroplex	4,009	+2.1%	Very high	31%	69%	Microsoft
Austin, Texas Metropolitan Area	3,585	+5.9%	Very high	34%	66%	Amazon
Miami-Fort Lauderdale Area	3,494	+5.6%	Moderate	26%	74%	Microsoft

Salary Detail

73%

of International respondents have received a salary increase in the past 12 months.



79%

of international respondents said they expected to receive a salary increase in the next 12 months.

Are you satisfied with your current salary?



Moving jobs

The software sector is recognised as being dynamic and fast-paced, with new technology, solutions and investments often bringing new opportunities and changes to the workforce.

This has created transient workforce which is happy to move jobs in search of new opportunities. 74% of respondents said they intended to move jobs within the next 12 months.

Almost half of international respondents said they're looking to move jobs in the next 6 months.

When do you think you'll move jobs?

42%

within 6 months.

32%

6 - 12 months.

16%

1 - 2 years.

11%

2 - 3 years.



Salary benchmarking

UK

Job Title	Basic	OTE
CEO	£250,000	£400,000
CRO	£200,000	£400,000
Senior Sales - Point Solutions	£90,000	£180,000
Senior Sales - Enterprise	£110,000	£200,000
Customer Success Exec	£90,000	+ Bonus
Director Customer Success	£140,000	+ Bonus
CMO	£160,000	+ Bonus
VP Marketing	£130,000	+ Bonus
Pre Sales	£110,000	+ Bonus

Salary benchmarking

Germany

Job Title	Basic	OTE
CEO	€250,000	€400,000
CRO	€180,000	€350,000
Senior Sales - Point Solutions	€90,000	€180,000
Senior Sales - Enterprise	€130,000	€260,000
Customer Success Exec	€90,000	+ Bonus
Director Customer Success	€140,000	+ Bonus
CMO	€150,000	+ Bonus
VP Marketing	€130,000	+ Bonus
Pre Sales	€110,000	+ Bonus

Salary benchmarking

France

Job Title	Basic	OTE
CEO	€250,000	€400,000
CRO	€160,000	€300,000
Senior Sales - Point Solutions	€90,000	€180,000
Senior Sales - Enterprise	€115,000	€230,000
Customer Success Exec	€90,000	+ Bonus
Director Customer Success	€130,000	+ Bonus
CMO	€140,000	+ Bonus
VP Marketing	€120,000	+ Bonus
Pre Sales	€100,000	+ Bonus

Salary benchmarking

Sweden

Job Title	Basic	OTE
CEO	€240,000	€400,000
CRO	€160,000	€300,000
Senior Sales - Point Solutions	€95,000	€180,000
Senior Sales - Enterprise	€120,000	€250,000
Customer Success Exec	€90,000	+ Bonus
Director Customer Success	€130,000	+ Bonus
CMO	€140,000	+ Bonus
VP Marketing	€130,000	+ Bonus
Pre Sales	€100,000	+ Bonus

Salary benchmarking

Netherlands

Job Title	Basic	OTE
CEO	€250,000	€400,000
CRO	€200,000	€400,000
Senior Sales - Point Solutions	€90,000	€180,000
Senior Sales - Enterprise	€120,000	€250,000
Customer Success Exec	€85,000	+ Bonus
Director Customer Success	€130,000	+ Bonus
CMO	€150,000	+ Bonus
VP Marketing	€130,000	+ Bonus
Pre Sales	€100,000	+ Bonus

Salary benchmarking

USA – City / Metro

Job Title	Low	OTE
CRO	\$290,000	\$550,000
Senior Sales – Enterprise	\$175,000	\$320,000
Senior Sales Mid-Market	\$140,000	\$280,000
Channel Director	\$175,000	\$300,000
Director Customer Success	\$220,000	+ Bonus
Customer Success Manager	\$150,000	+ Bonus
Enterprise Pre-Sales	\$165,000	+ Bonus

Salary benchmarking

USA – Regional / Remote

Job Title	Low	OTE
CRO	\$250,000	\$500,000
Senior Sales – Enterprise	\$150,000	\$300,000
Senior Sales Mid-Market	\$120,000	\$240,000
Channel Director	\$150,000	\$275,000
Director Customer Success	\$190,000	+ Bonus
Customer Success Manager	\$130,000	+ Bonus
Enterprise Pre-Sales	\$140,000	+ Bonus

Additional resources

Unlock more industry insights using the links below.

INDUSTRY NEWS & TRENDS

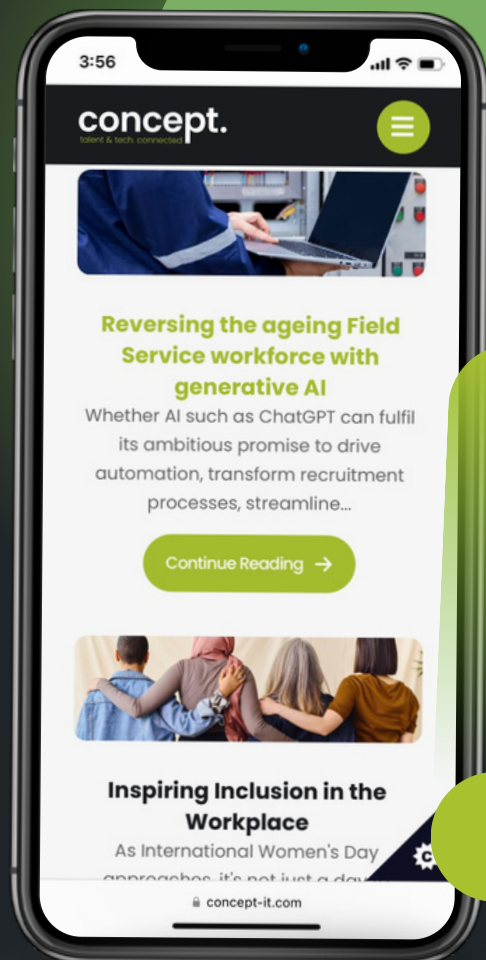
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