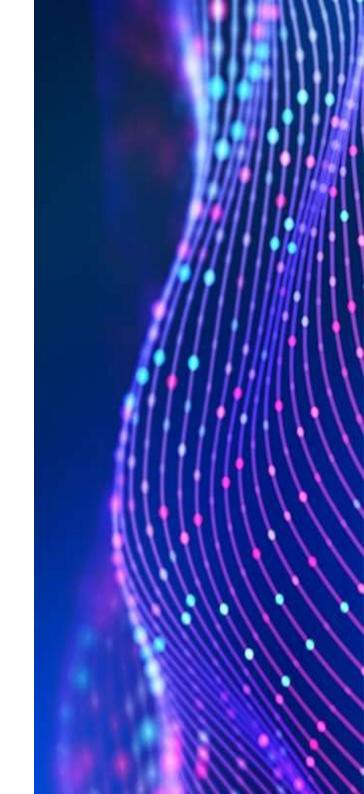
Leadership Team Salary Guide 2021

for Ambitious UK Digital Companies & Investors





Contents

Below you will find salary guidance for each of the following leadership positions:

Chairman	CCO / CRO / Commercial Director
CEO	CSO / Sales Director
CFO / Finance Director	CMO / Marketing Director

COO / Operations Director

CPO / People Director

The figures are based on our internal data and external data obtained for the purposes of developing this Guide. The figures are for guidance purposes only as clearly every business and its hiring requirements are unique and there will be exceptions to our findings.

Chairman

Stage of Growth	Base Salary £GBP 000's
Early Stage (typically VC backed)	30 - 50
Later Stage (typically VC backed)	40 - 120
Mid-Market PE backed	40 – 150

We assume the Chairman undertakes their responsibilities on a non-executive basis, typically between 2 to 4 days per month, fluctuating depending on business situations and events. Chairmen who undertake Executive responsibilities will be paid more based on their level of commitment. The figures relate to average London salaries.

Chief Executive Officer

Stage of Growth	Base Salary £GBP 000's
Early Stage (typically VC backed)	130 – 190 (Founder, 100+)
Later Stage (typically VC backed)	200 - 270
Mid-Market PE backed	200 – 370

CFO / Finance Director

Stage of Growth	Base Salary £GBP 000's
Early Stage (typically VC backed)	120 - 160
Later Stage (typically VC backed)	160 - 260
Mid-Market PE backed	160 – 320

COO / Operations Director

Stage of Growth	Base Salary £GBP 000's
Early Stage (typically VC backed)	100 - 160
Later Stage (typically VC backed)	160 - 260
Mid-Market PE backed	160 – 320

CCO / CRO / Commercial Director

Stage of Growth	Base Salary £GBP 000's
Early Stage (typically VC backed)	110 - 160
Later Stage (typically VC backed)	160 - 220
Mid-Market PE backed	160 – 270

Typically commercial leadership positions include healthy bonus / commission. Some of the things to think about when developing a bonus / commission scheme are Fixed or Tiered, Uncapped or Capped and Percentage of Gross Sales or Percentage of Gross Margin. The figures relate to average London salaries.

Stage of Growth	Base Salary £GBP 000's
Early Stage (typically VC backed)	100 - 150
Later Stage (typically VC backed)	150 - 200
Mid-Market PE backed	150 – 250

Typically commercial leadership positions include healthy bonus / commission. Some of the things to think about when developing a bonus / commission scheme are Fixed or Tiered, Uncapped or Capped and Percentage of Gross Sales or Percentage of Gross Margin. The figures relate to average London salaries.

CMO / Marketing Director

Stage of Growth	Base Salary £GBP 000's
Early Stage (typically VC backed)	110 - 160
Later Stage (typically VC backed)	160 - 240
Mid-Market PE backed	160 – 280

CPO / People Director

Stage of Growth	Base Salary £GBP 000's
Early Stage (typically VC backed)	80 - 120
Later Stage (typically VC backed)	120 - 210
Mid-Market PE backed	120 – 260

