

Leadership Team Salary Guide 2021

for Ambitious UK Digital Companies & Investors

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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.

The figures relate to average London salaries. We typically find the **South East pays approx 80%** of these figures, the **East of England pays approx 75%** of these figures, the **Midlands pays approx between 70 – 75%** of these figures and the rest of the UK which includes the **South West, North East, North West, Yorkshire, Scotland, Wales and Ireland pays approx 70%** of these figures. Salaries in and around major cities and tech hotspots will be higher than these figures.

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

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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

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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

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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.

We typically find the **South East pays approx 80%** of these figures, the **East of England pays approx 75%** of these figures, the **Midlands pays approx between 70 – 75%** of these figures and the rest of the UK which includes the **South West, North East, North West, Yorkshire, Scotland, Wales and Ireland pays approx 70%** of these figures. Salaries in and around major cities and tech hotspots will be higher than these figures.

CSO / Sales Director

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

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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

The figures relate to average London salaries. We typically find the **South East pays approx 80%** of these figures, the **East of England pays approx 75%** of these figures, the **Midlands pays approx between 70 – 75%** of these figures and the rest of the UK which includes the **South West, North East, North West, Yorkshire, Scotland, Wales and Ireland pays approx 70%** of these figures. Salaries in and around major cities and tech hotspots will be higher than these figures.

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

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The image features a dark blue background with a glowing, abstract digital graphic on the right side. This graphic consists of numerous thin, curved lines in shades of blue and purple, with small, bright dots of various colors (blue, purple, pink) scattered along the lines, creating a sense of motion and data flow. The overall aesthetic is futuristic and high-tech.

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