



CHRIS EDWARD
— CONSULTING —

**Integration:
UC, Audio Visual, &
Video Conferencing**

2023

COMPENSATION GUIDE

2023

OVERVIEW

Since 2017, Chris Edward Consulting (CEC) has had and continues to have in-depth conversations with key personnel--candidates, hiring managers, and C-suite executives--within the Video Conferencing, Collaboration, and AV Integration Technology spaces. The information provided in this 2023 Compensation Guide is based on data gathered by Chris Edward Consulting from sources including compensation and benefits professionals and offer letters over the past five (5) years.

The past couple of years have seen a shift in the workforce, with people refusing to settle for jobs that leave them unhappy, and millions of Americans have quit their jobs. This era has been coined the "Great Resignation". A byproduct of this philosophical shift in the workplace has also resulted in the "Great Hiring", as companies seek to leverage newly available talent to meet their aggressive growth goals. The pandemic has also changed what employees care about, and greater importance has been placed on seeking higher compensation and flexible working arrangements. As a result, companies have begun to adapt to these changing workforce trends to attract and retain top talent. Today, we're seeing unprecedented increases in sales, sales engineering, engineering, and project management.

Furthermore, technology specifically developed in these spaces have allowed organizations and their workforces to become more decentralized, with many companies embracing remote work to varying degrees with a high level of success. While remote hiring is still a way for companies to reduce overhead costs, the decentralization of the workforce along with the maturation of the hybrid work environment is resulting in a flattening of compensation across the country, with the delta shrinking between compensation in high-cost regions--such as San Francisco and New York--in comparison with other cities.



As companies adapt to the new trends, we've updated the structure of our compensation guide to reflect these recent changes. For example, we've added new data for the compensation of Sales, Engineers, Project Managers, Service Managers, and Operations for both individual and leadership roles for the entire US. It's no longer enough to be within the average salary range when offering compensation for potential hires. It's the benchmark that companies strive to be if they want to have an extensive candidate pool and hire rapidly to meet their growth goals. If companies offer compensation below this benchmark, hiring top talent will take much longer, and the candidate pool they work from is much smaller. Conversely, overpaying for talent may yield a larger candidate pool, but at diminishing returns.

Competition for talent is fierce, and if companies want to scale rapidly, they need to meet candidates' salary expectations. There's a fine balance to navigating the ever-shifting compensation conversation and CEC is here to help navigate those waters.



KEY STATS

5-15%+

Increase in compensation, the biggest jump in 10 yrs

65%

Of companies don't plan to switch compensation based on remote locations

1 year

Remote workers stay at jobs on average 1 year longer

10 -20%

Of companies expect to pay more for in office vs remote

50%

Of candidates that resign will be counter-offered by their current employer

57%

Of employees accept counter offers made to them

TARGET COMPENSATIONS

Not including RSU's

Individual Contributor "IC"

EXPERIENCE POSITION	KS, MO, ID, UT, NE MN, IA, OH WI, OK, TN IN, MI, AL, AR Target comp	CO, TX, NC, MA SC, FL, AZ, OR Target comp	IL, MD, DC PA, WA Target comp	NY, CA Target comp
Field Engineer Commissioning Specialist	\$30 an Hr - \$45 an Hr	\$40 an Hr - \$50 an Hr	\$45 an Hr - \$55 an Hr	\$45 an Hr - \$60 an Hr
Programmer	\$75K - \$95K	\$85K - \$105K	\$100K - \$120K	\$115 - \$150K
Design Engineer Project Engineer	\$70K - \$90K	\$80K - \$100K	\$95K - \$120K	\$115K - \$150K
Sales Engineer Solution Architect	\$70K - \$90K + Commission On a 70/30, OR 80/20 split	\$80K - \$100K Commission On a 70/30, OR 80/20 split	\$90K - \$115K Commission On a 70/30, OR 80/20 split	\$120K - \$135K Commission On a 70/30, OR 80/20 split
Project Manager Service Manager	\$70K - \$90K + Bonus Based on GP or KPI	\$80K - \$95K + Bonus Based on GP or KPI	\$95K - \$120K + Bonus Based on GP or KPI	\$115K - \$150K + Bonus Based on GP or KPI
Account Executive	\$140K - \$190K OTE On a 50/50 split	\$160K - \$210K OTE On a 50/50 split	\$180K - \$230K OTE On a 50/50 split	\$200K - \$250K OTE On a 50/50 split

First Line Management

EXPERIENCE POSITION	KS, MO, ID, UT, NE MN, IA, OH WI, OK, TN IN, MI, AL, AR Target comp	CO, TX, NC, MA SC, FL, AZ, OR Target comp	IL, MD, DC PA, WA Target comp	NY, CA Target comp
Engineering Manager	\$95K - \$115K + Bonus Based on GP	\$100K - \$130K + Bonus based on GP	\$130K - \$150K + Bonus based on GP	\$145K - \$190K + Bonus based on GP
Operation Manager	\$95K - \$120K + Bonus based on GP	\$100K - \$130K + Bonus based on GP	\$130K - \$150K + Bonus based on GP	\$145K - \$200K + Bonus based on GP
Sales Engineering Manager	\$100K - \$115K + Bonus based on GP	\$100K - \$130K + Bonus based on GP	\$130K - \$150K + Bonus based on GP	\$145K - \$190K + Bonus based on GP
Sales Manager	\$160K - \$200K OTE On a 60/40 split	\$180K - \$220K OTE On a 60/40 split	\$190K - \$240K OTE On a 60/40 split	\$210K - \$260K OTE On a 60/40 split

Second Line Management

EXPERIENCE POSITION	KS, MO, ID, UT, NE MN, IA, OH WI, OK, TN N, MI, AL, AR Target comp	CO, TX, NC, MA SC, FL, AZ, OR Target comp	IL, MD, DC PA, WA Target comp	NY, CA Target comp
Director of Engineering	\$115K - \$140K + Bonus based on GP	\$140K - \$170K + Bonus based on GP	\$170K - \$190K + Bonus based on GP	\$190K - \$230K + Bonus based on GP
Director of Operations	\$115K - \$140K + Bonus based on GP	\$140K - \$170K + Bonus based on GP	\$140K - \$170K + Bonus based on GP	\$140K - \$170K + Bonus based on GP
Director of Sales Engineering	\$100K - \$115K + Bonus based on GP	\$100K - \$130K + Bonus based on GP	\$130K - \$150K + Bonus based on GP	\$145K - \$190K + Bonus based on GP
Director of Sales	\$200K - \$230K OTE On a 60/40 split	\$210K - \$240K OTE On a 60/40	\$240K - \$270K OTE On a 60/40	\$270K - \$300K OTE On a 60/40

Vice President of US

EXPERIENCE POSITION	KS, MO, ID, UT, NE MN, IA, OH WI, OK, TN N, MI, AL, AR Target comp	CO, TX, NC, MA SC, FL, AZ, OR Target comp	IL, MD, DC PA, WA Target comp	NY, CA Target comp
Vice President of Engineering	\$190K - \$210K + Bonus based on KPI	\$200K - \$240K + Bonus based on KPI	\$240K - \$270K + Bonus based on KPI	\$270K - \$330K + Bonus based on KPI
Vice President of Operations	\$190K - \$210K + Bonus based on KPI	\$200K - \$240K + Bonus based on KPI	\$240K - \$270K + Bonus based on KPI	\$270K - \$330K + Bonus based on KPI
Vice President of Sales Engineering	\$190K - \$210K + Bonus based on KPI	\$200K - \$240K + Bonus based on KPI	\$160K - \$190K + Bonus based on KPI	\$250K - \$300K + Bonus based on KPI
Vice President of Sales	\$300K - \$330K OTE On a 60/40	\$330K - \$360K OTE On a 60/40	\$360K - \$390K OTE On a 60/40	\$390K - \$420K OTE On a 60/40