



NIGEL WRIGHT 
RECRUITMENT

nigel wright recruitment
consumer salary survey 2011





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Welcome to Nigel Wright Recruitment's Consumer Salary Survey 2011, which is specifically designed to provide you with an insight into the salaries commanded by professionals within this sector. Nigel Wright Recruitment has earned a strong reputation within the consumer sector across Europe for providing a high quality recruitment service that is built upon our industry knowledge. We consider it important to continue to bring you relevant, useful information that you can use, in an accessible format.

This survey has been compiled from the responses of over 1,000 respondents who completed our online questionnaire in the final quarter of 2010, as well as data from our own extensive database of candidates. The survey represents a cross-section of respondents with the following profile:

- Work in the consumer goods industry, encompassing food and drink and consumer durables
- 74% male; 26% female
- The average age of respondents is 41
- 96% of respondents work in full-time employment
- 82% of respondents are educated to degree level or above
- 27% have been in their current position less than one year; 40% for between one and three years, 21% for between three and five years and 22% for more than five years

The first part of the survey focuses on some general points of interest, such as levels of satisfaction, working hours and respondents' motivation to change jobs. This is followed by discipline-specific analyses of salaries, as well as a section dedicated to executive level professionals.

For further information or to discuss your recruitment requirements please contact the relevant consultant using the details on page 18. For more information on our services please visit www.nigelwright.com.

CONTACT INFORMATION

For more information on the Consumer Salary Survey 2011, please contact the Marketing department at Nigel Wright Recruitment on the details below:

Nigel Wright Recruitment
Lloyds Court
78 Grey Street
Newcastle upon Tyne
NE1 6AF

T: 0191 222 0770

E: creative@nigelwright.com

W: www.nigelwright.com



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1. non-monetary indicators

1.1 weekly hours worked



This section presents information from respondents from all disciplines and levels of the consumer sector, on their working hours, levels of satisfaction and the factors that motivate them to change roles.

Forty eight per cent of respondents work between 41-50 hours per week and a further 26% work between 51-60 hours per week. On average, employees in the consumer sector work 14 hours longer per week, than the national average of their countries.

Base – all respondents

1.1 - AVERAGE NO. OF HOURS WORKED PER WEEK





1.2 job satisfaction

1.2.1 job satisfaction by job level



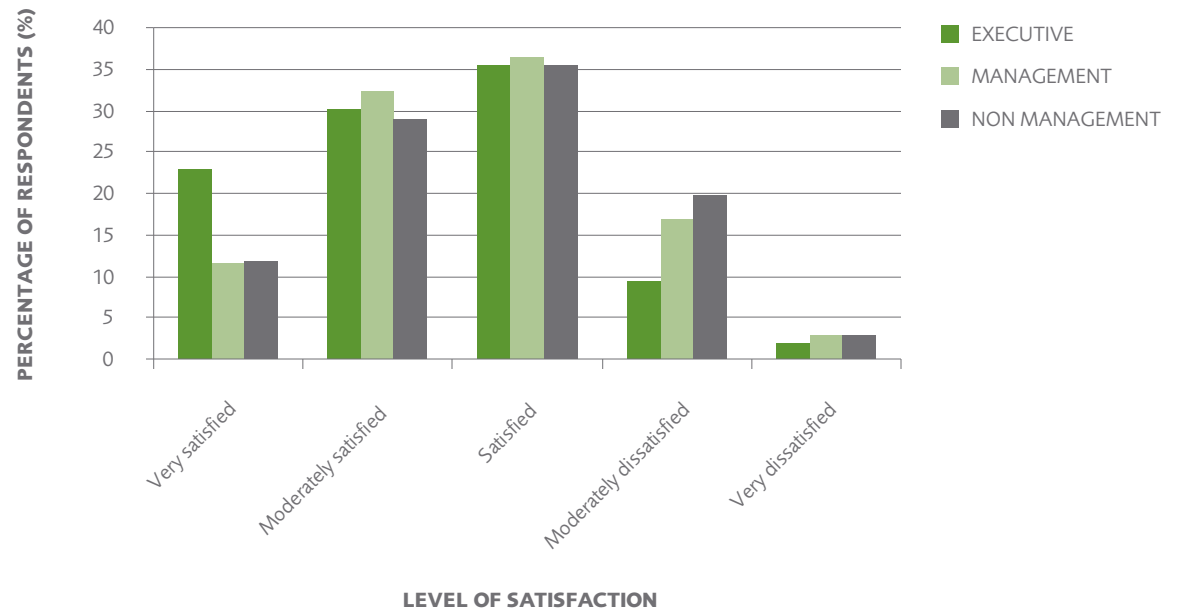
In this section, we look at the satisfaction levels of employees working within the consumer sector. Respondents were asked to rate their level of job satisfaction on the following five-point scale:

- 1 = very dissatisfied
- 2 = moderately dissatisfied
- 3 = satisfied
- 4 = moderately satisfied
- 5 = very satisfied

The results show a fairly satisfied workforce in the consumer sector. Although there are variations between the strength of respondents' satisfaction, just over 80% of respondents at each level of their organisations rated themselves as being between satisfied and very satisfied. This is encouraging for HR professionals and managers alike. The challenge, then, is to find out why the other 20% are dissatisfied and what can be done to change this, whilst ensuring that the satisfaction level of the rest of the workforce is maintained.

Base – all respondents

1.2.1 - JOB SATISFACTION BY JOB LEVEL





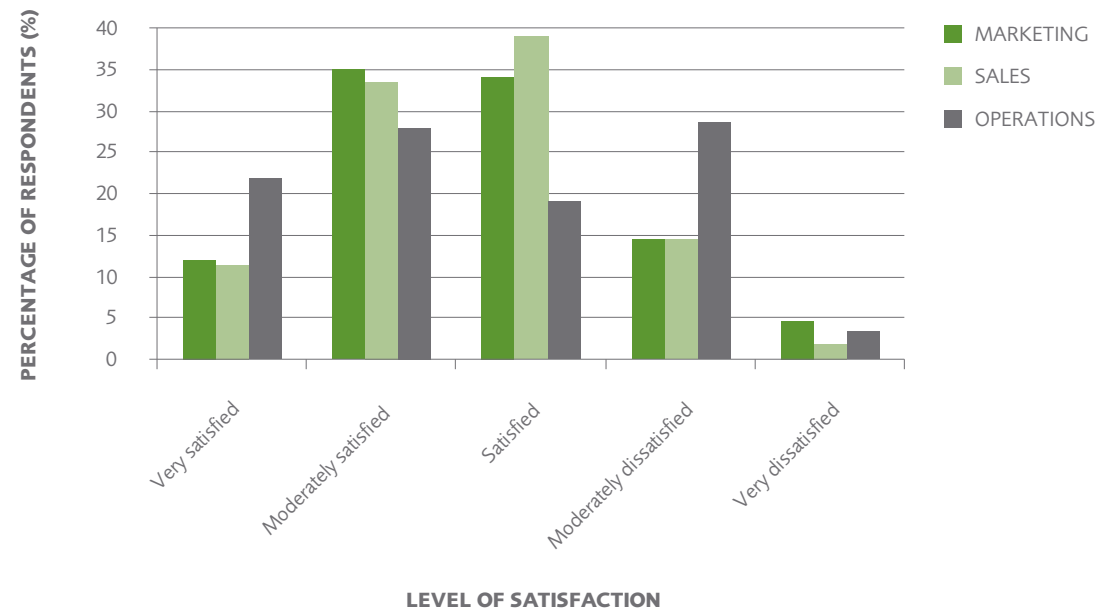
1.2.2 job satisfaction by discipline



Interestingly, respondents working within sales and marketing seem to have similar levels of satisfaction, with 84% and 81% respectively rating themselves as satisfied to very satisfied in their jobs. Operations respondents are slightly less satisfied, with 69% rating themselves as satisfied and above.

Base – all respondents

1.2.2 - JOB SATISFACTION BY DISCIPLINE





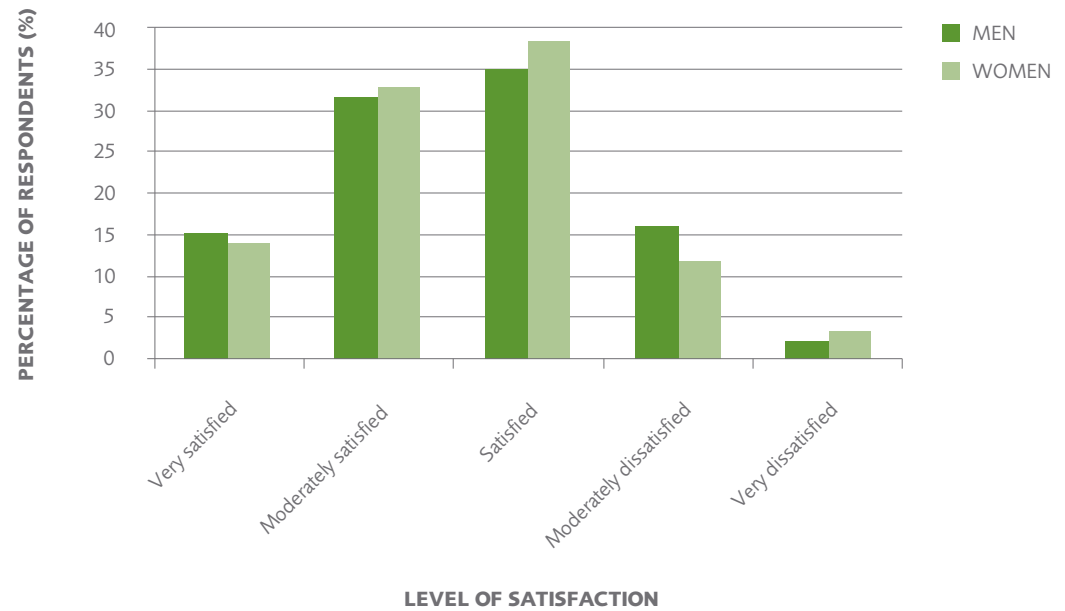
1.2.3 job satisfaction by gender



The results show that females are slightly more satisfied than their male counterparts in the consumer sector, with 85% of females rating themselves as satisfied to very satisfied, compared with 82% of males.

Base – all respondents

1.2.3 - JOB SATISFACTION BY GENDER





1.3 changing jobs

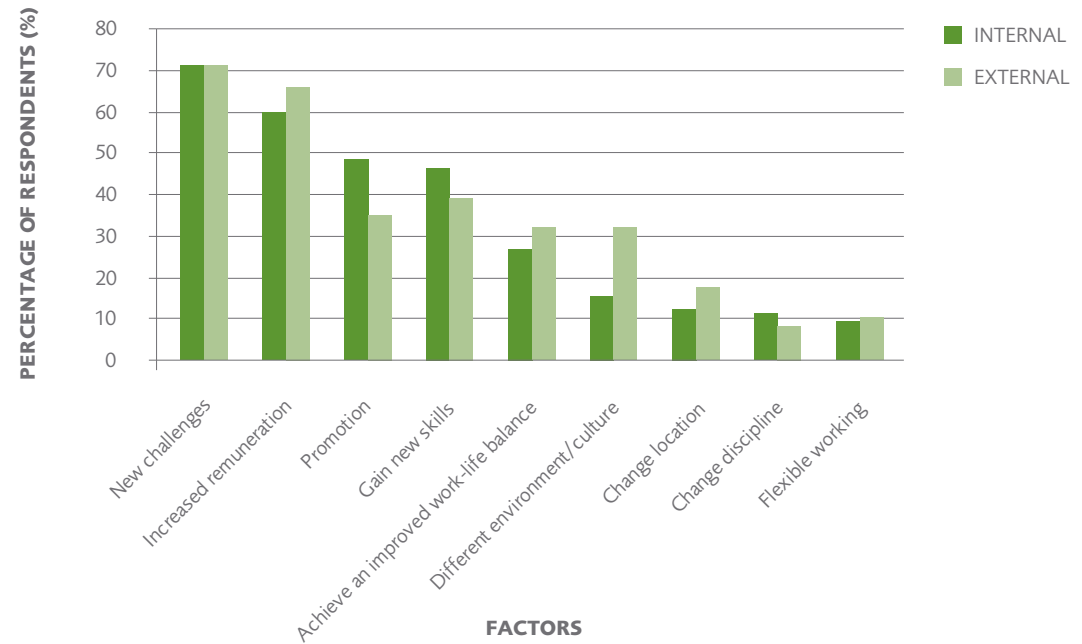
1.3.1 factors influencing a change of roles – internally within their organisation or externally to another organisation



Respondents were asked to select the top three factors that would motivate them to change jobs, both within their current company (internally) and to another organisation (externally). It is perhaps no surprise that the three most popular influencing factors are quite closely linked – one leading to the other in most cases. These were increased remuneration, new challenges and promotion.

Base – all respondents

1.3.1 - FACTORS INFLUENCING A CHANGE OF ROLES





1.3.2 methods used to search for a new role



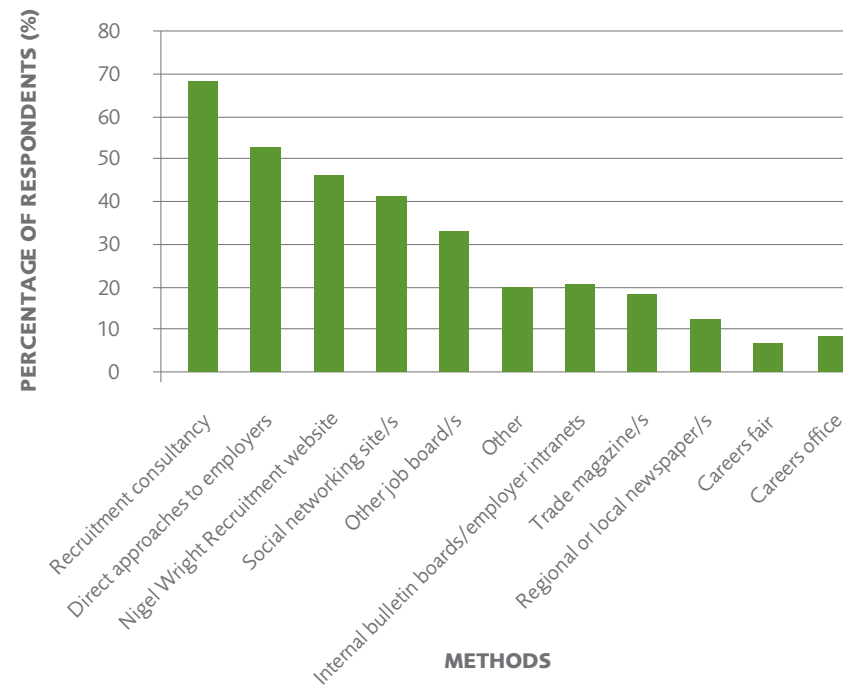
Respondents were asked to select all methods that they would utilise when looking for a new role. As the respondents surveyed were mainly people already known to Nigel Wright Recruitment, it is no surprise that within the top three methods were our website and using a recruitment consultancy. Social networking is also an increasingly important method for job seekers.

Our latest report on the impact of social media on recruitment highlights some of the advantages and disadvantages of using social media for resourcing and talent planning, in today's business environment. You can download the report on our website here:

www.nigelwright.com/_downloads/NW_Social_Media_Report_2011.pdf

Base – all respondents

1.3.2 METHODS USED TO SEARCH FOR A NEW ROLE





2. budgets

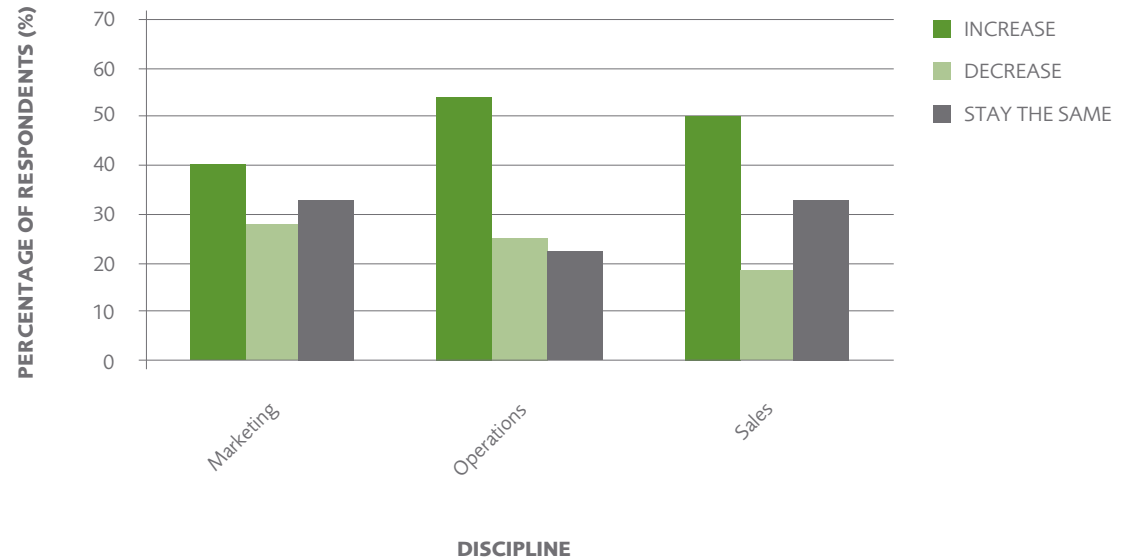
2.1 analysis of budgets in the last six months by discipline



In the six months prior to December 2010, it was operations professionals, in the main, who had experienced budget increases with 54% of respondents highlighting their operating budgets had gone up. More marketing professionals, on the other hand, had experienced budget cuts than those working in sales or operations.

Base – all respondents

2.1 - ANALYSIS OF BUDGETS IN THE LAST SIX MONTHS BY DISCIPLINE





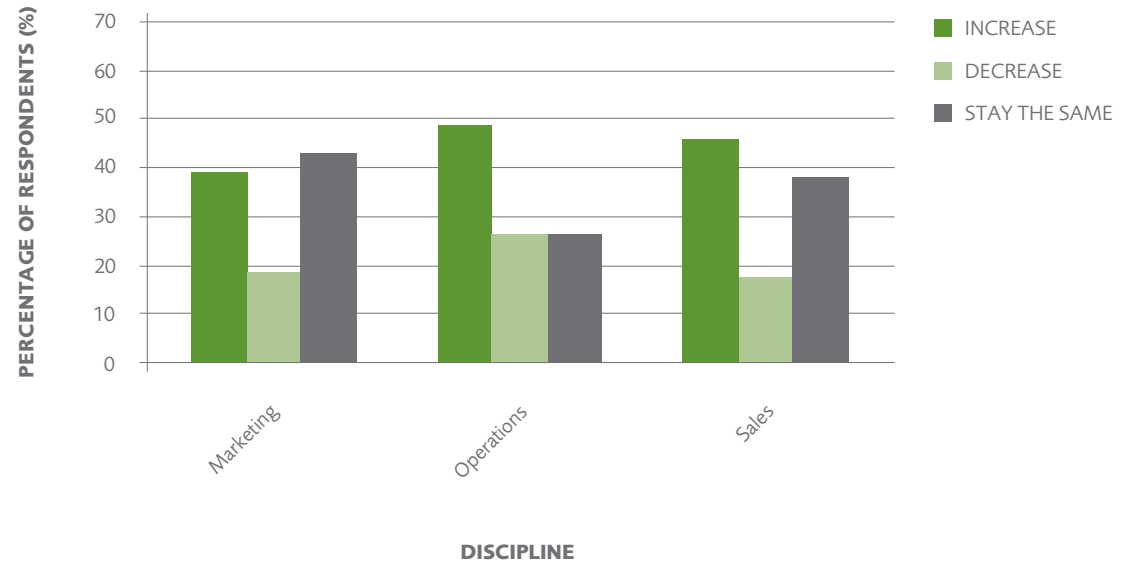
2.2 analysis of budgets in the next six months by discipline



Overall, further increases were expected in the next six months. Almost half of respondents working in operations (48%) sales (45%) and 39% of marketers were anticipating bigger operating budgets in the first half of 2011. There were still, however, 26% of respondents in operations expecting cuts, followed by 19% of marketers and 17% of those in sales.

Base – all respondents

2.2 - ANALYSIS OF BUDGETS IN THE NEXT SIX MONTHS BY DISCIPLINE





3. basic salary (excluding benefits) – executive level



The Nigel Wright European salary review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.

Salary increase received and expected

Across the consumer sector, the majority (72%) of executive level respondents received between 0-5% increase in their annual basic salary at their last review. 24% received between 6-20% while 4% received over 20%. For their next review, 78% are expecting 0-5%. An optimistic 17% are expecting 6-10%, whilst the remaining 5% are expecting between 11-40%.

BONUS

Company performance related bonus

Eighty per cent of respondents at executive level receive a company performance related bonus. Of these, a quarter (25%) received between 11-20%. This is followed by 22% who received between 6-10%+ for the previous period. At this level, respondents are broadly expecting to receive the same percentage as their last company performance bonus for the coming period.

Personal performance related bonus

68% of executive level respondents receive a personal performance related bonus, most of whom (53%) receive between 1-10%. 27%, however, receive between 20-40%.

BENEFITS

Respondents were asked 'do you get any company benefits or bonuses?' At the executive level, 94% of respondents do receive some form of company benefit or bonus as part of their remuneration package. Below provides more detail about the different types of benefit that these respondents receive. Those who answered no to this question progressed to the next section; therefore, figures stated below are taken to be out of 100% of the respondents who answered yes to this question.

Car allowance

Of the 94% of executive level respondents who receive a company benefit or bonus, 79% are entitled to a car allowance. Of these, 29% of respondents receive between €6,000 and €9,999, with a further 19% receiving between €10,000 and €14,999. 5% receive less than €6,000 and 26% receive more than €15,000.

Childcare allowance

A surprising 77% of respondents at executive level do not receive a childcare allowance. Of the remaining 23% of respondents, 30% receive between €100 and €599, 35% receive between €900 and €3,999. The remaining respondents receive less than €99.

Annual holiday allowance

These figures are based on full-time respondents only. Forty-six per cent of respondents receive 21-25 days' holiday each year, with a further 32% receiving 26-30 days. 18% receive more than 31 days holiday per year.

Healthcare

At this level, 88% of respondents are entitled to healthcare cover. Of these respondents, 85% have a policy that covers themselves and their family members with the remaining 15% receiving cover for themselves only.

Pension

Eighty seven per cent of executive level respondents receive an employer contributory pension. Of these, nearly a third (30%) receives in excess of 11% followed by a further 29% who receive between 4-8%.

Of the 82% of people who make a personal contribution to a pension

scheme, 56% contribute between 1-5% of their salary. A further 36% contribute between 6% and 10%. 8% contribute in excess of 11%.

VIEWS

Importance of benefits

Executive level respondents chose a personal performance related bonus (59%), company performance bonus (55%) and holiday entitlement (44%) as their most important benefits.

Perceived skill shortages

Good communication skills were felt to be most lacking in the workforce by executive level respondents. This was followed by commercial acumen and industry knowledge and experience.

Traits required to be successful

There is clear agreement among executive level respondents that the most important traits required to be successful at this level are having a flexible/adaptable approach, being action orientated and a good communicator.



JOB TITLE	UNITED KINGDOM (£)			FRANCE (€)			NORWAY (NOK)			DENMARK (DKK)			SWEDEN (SEK)		
	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.
CEO	150,000	500,000	195,209	250,000	450,000	350,000	-	-	-	-	-	-	-	-	-
Managing Director	90,000	300,000	152,263	120,000	300,000	210,000	-	-	-	-	-	-	684,000	1,860,000	1,351,600
Commercial Director	91,000	225,500	112,538	110,000	180,000	145,000	710,000	1,350,000	920,000	708,000	1,500,000	1,100,000	720,000	1,300,000	964,000
Marketing Director	80,000	180,000	105,708	110,000	160,000	135,000	600,000	1,120,000	860,000	720,000	1,200,000	900,000	708,000	1,200,000	816,000
Sales Director	87,000	187,000	106,689	90,000	150,000	120,000	670,000	1,300,000	860,000	660,000	1,200,000	960,000	660,000	1,420,000	894,000
National Account Director	76,000	105,000	76,667	80,000	130,000	105,000	765,000	980,000	850,000	800,000	960,000	840,000	-	-	-
Supply Chain Director	70,000	170,000	90,500	120,000	250,000	185,000	710,000	1,250,000	880,000	970,000	1,450,000	1,050,000	840,000	1,500,000	987,000
Purchasing Director	65,000	131,000	81,667	90,000	180,000	135,000	740,000	1,100,000	870,000	800,000	1,300,000	950,000	690,000	1,445,000	910,000
Operations Director	80,000	174,000	105,311	80,000	150,000	115,000	690,000	1,200,000	970,000	958,000	1,600,000	1,100,000	730,000	1,600,000	950,000
Technical Director	73,000	125,000	85,772	70,000	130,000	100,000	580,000	1,000,000	700,000	768,000	1,100,000	870,000	824,000	1,420,000	992,000
Engineering Director	65,000	160,000	85,600	80,000	170,000	125,000	570,000	1,000,000	820,000	840,000	1,400,000	1,050,000	870,000	1,460,000	900,000

JOB TITLE	BENELUX (€)			IBERIA (€)			GERMANY (€)			SWITZERLAND (CHF)			ITALY (€)		
	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.
CEO	200,000	350,000	275,000	200,000	350,000	275,000	-	-	-	250,000	500,000	340,000	250,000	350,000	300,000
Managing Director	150,000	275,000	212,500	150,000	275,000	212,500	-	-	-	150,000	250,000	210,000	140,000	250,000	195,000
Commercial Director	100,000	195,000	147,500	70,000	180,000	90,000	120,000	180,000	150,000	160,000	220,000	190,000	80,000	110,000	95,000
Marketing Director	100,000	180,000	140,000	65,000	95,000	80,000	80,000	150,000	115,000	145,000	220,000	185,000	80,000	100,000	90,000
Sales Director	100,000	160,000	130,000	55,000	90,000	75,000	90,000	145,000	115,000	138,000	190,000	165,000	75,000	90,000	82,500
National Account Director	85,000	150,000	117,500	45,000	80,000	65,000	90,000	145,000	115,000	125,000	180,000	155,000	65,000	85,000	75,000
Supply Chain Director	110,000	140,000	125,000	80,000	140,000	80,000	95,000	135,000	115,000	160,000	260,000	195,000	45,000	60,000	52,500
Purchasing Director	95,000	142,500	118,750	95,000	142,500	95,000	90,000	130,000	110,000	150,000	250,000	180,000	50,000	80,000	65,000
Operations Director	98,500	180,000	139,250	98,500	180,000	98,500	70,000	140,000	125,000	180,000	250,000	195,000	60,000	90,000	75,000
Technical Director	100,000	127,500	113,750	80,000	135,000	80,000	80,000	115,000	95,000	165,000	220,000	180,000	55,000	80,000	67,500
Engineering Director	90,000	110,000	100,000	90,000	110,000	90,000	-	-	-	155,000	195,000	170,000	60,000	85,000	72,500



4. basic salary (excluding benefits) – marketing



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JOB TITLE	UNITED KINGDOM (£)			FRANCE (€)			NORWAY (NOK)			DENMARK (DKK)			SWEDEN (SEK)		
	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.
Marketing Manager	40,000	90,000	57,700	60,000	110,000	85,000	560,000	850,000	680,000	500,000	860,000	660,000	504,000	840,000	640,320
Trade Marketing Manager	37,000	65,000	45,102	60,000	100,000	80,000	420,000	620,000	550,000	468,000	710,000	590,693	396,000	576,000	432,540
Senior Brand Manager	40,000	76,000	54,542	75,000	120,000	97,500	495,000	750,000	615,000	432,000	630,000	528,000	492,000	660,000	542,154
Senior Product Manager	40,000	68,000	52,286	75,000	120,000	97,500	–	–	–	–	–	–	–	–	–
Brand Manager	30,000	54,000	43,460	65,000	110,000	87,500	350,000	600,000	535,000	400,000	540,000	470,000	384,000	636,000	456,000
Product Manager	30,000	52,000	40,486	60,000	110,000	85,000	–	–	–	–	–	–	–	–	–
Assistant Brand Manager	23,000	35,000	29,254	35,000	60,000	47,500	340,000	450,000	410,000	336,000	420,000	396,000	324,000	420,000	348,000
Assistant Product Manager	23,000	34,000	28,000	35,000	55,000	45,000	–	–	–	–	–	–	–	–	–

JOB TITLE	BENELUX (€)			IBERIA (€)			GERMANY (€)			SWITZERLAND (CHF)			ITALY (€)		
	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.
Marketing Manager	65,000	110,000	87,500	55,000	65,000	60,000	50,000	80,000	65,000	115,000	153,000	133,000	40,000	75,000	57,500
Trade Marketing Manager	55,000	100,000	77,500	40,000	75,000	55,000	45,000	60,000	50,000	107,000	140,000	130,000	35,000	80,000	57,500
Senior Brand Manager	50,000	82,000	66,000	50,000	60,000	55,000	40,000	75,000	55,000	83,000	142,000	126,000	45,000	70,000	57,500
Senior Product Manager	45,000	75,000	60,000	45,000	50,000	47,500	35,000	50,000	42,000	98,000	153,000	138,000	30,000	45,000	37,500
Brand Manager	35,000	73,500	54,250	45,000	55,000	50,000	30,000	50,000	40,000	75,000	120,000	102,000	40,000	65,000	52,500
Product Manager	30,000	60,000	45,000	40,000	45,000	42,500	25,000	45,000	35,000	82,000	123,000	106,000	25,000	40,000	32,500
Assistant Brand Manager	25,000	40,000	32,500	22,000	40,000	30,000	20,000	35,000	28,000	70,000	90,000	80,000	20,000	25,000	22,500
Assistant Product Manager	22,500	37,500	30,000	20,000	32,000	27,000	15,000	30,000	22,000	70,000	90,000	80,000	18,500	22,000	20,250



5. basic salary (excluding benefits) – sales

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JOB TITLE	UNITED KINGDOM (£)			FRANCE (€)			NORWAY (NOK)			DENMARK (DKK)			SWEDEN (SEK)		
	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.
Sales Manager	40,000	80,000	49,000	60,000	110,000	85,000	510,000	810,000	640,000	400,000	900,000	670,000	444,000	840,000	624,128
National Account Manager	40,000	71,000	47,000	55,000	100,000	77,500	570,000	920,000	760,000	540,000	820,000	600,000	432,000	780,000	612,016
Key Account Manager	28,000	55,000	37,000	50,000	90,000	70,000	500,000	780,000	610,000	348,000	850,000	560,000	420,000	756,000	546,572
Business Development Manager	35,000	65,000	45,000	65,000	120,000	92,500	510,000	860,000	710,000	550,000	810,000	600,000	492,000	864,000	634,230
Field Sales Manager	35,000	61,000	48,500	60,000	90,000	75,000	502,000	785,000	620,000	520,000	700,000	558,000	420,000	744,000	504,000
Regional Sales Manager	20,000	40,000	29,000	50,000	110,000	80,000	410,000	590,000	550,000	468,000	750,000	510,000	396,000	588,000	516,164
Area Sales Manager	18,000	40,000	29,000	50,000	100,000	75,000	430,000	582,000	500,000	450,000	650,000	530,000	-	-	-
Category Manager	32,000	65,000	45,000	45,000	70,000	57,500	540,000	750,000	575,000	500,000	690,000	450,000	336,000	744,000	552,000
Account Manager	20,000	40,000	29,000	40,000	65,000	52,500	410,000	590,000	550,000	355,000	627,000	420,000	324,000	516,000	414,000
Junior Account Manager	18,000	35,000	30,000	30,000	40,000	35,000	-	-	-	-	-	-	-	-	-

JOB TITLE	BENELUX (€)			IBERIA (€)			GERMANY (€)			SWITZERLAND (CHF)			ITALY (€)		
	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.
Sales Manager	65,000	112,500	88,750	50,000	65,000	55,000	60,000	90,000	75,000	102,000	151,000	126,000	35,000	100,000	67,500
National Account Manager	55,000	90,000	72,500	55,000	85,000	70,000	70,000	110,000	90,000	92,000	120,000	107,000	60,000	90,000	75,000
Key Account Manager	45,000	90,000	67,500	45,000	70,000	55,000	55,000	80,000	70,000	92,000	140,000	120,000	35,000	80,000	57,500
Business Development Manager	60,000	90,000	75,000	40,000	70,000	55,000	50,000	80,000	65,000	97,000	147,000	125,000	35,000	95,000	65,000
Field Sales Manager	60,000	110,000	85,000	55,000	92,000	62,000	60,000	90,000	75,000	99,000	151,000	126,000	30,000	45,000	37,500
Regional Sales Manager	45,000	60,000	52,500	40,000	55,000	45,000	50,000	70,000	60,000	102,000	145,000	123,000	35,000	50,000	42,500
Area Sales Manager	35,000	70,000	49,000	30,000	45,000	40,000	60,000	30,000	45,000	85,000	115,000	98,000	45,000	65,000	55,000
Category Manager	40,000	75,000	57,500	45,000	70,000	58,000	40,000	65,000	48,000	85,000	135,000	112,000	32,500	55,000	43,750
Account Manager	40,000	60,000	50,000	38,000	67,000	54,000	30,000	45,000	37,000	77,000	105,000	94,000	38,000	60,000	49,000
Junior Account Manager	25,000	35,000	30,000	23,000	36,000	28,000	25,000	35,000	30,000	77,000	105,000	94,000	25,000	38,500	31,750



6. basic salary (excluding benefits) – operations



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	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.
Operations Manager	50,000	80,000	74,965	65,000	130,000	97,500	410,000	750,000	580,000	491,000	810,000	660,000	521,000	820,000	612,000
Production Manager	40,000	70,000	49,458	60,000	110,000	85,000	390,000	900,000	730,000	523,000	984,100	665,100	480,000	780,000	623,000
Supply Chain Manager	45,000	80,000	56,791	75,000	130,000	102,500	520,000	780,000	635,000	473,200	765,200	633,700	413,000	780,000	610,000
Quality Manager	40,000	70,000	48,818	70,000	110,000	90,000	490,000	740,000	620,000	386,400	695,000	519,200	390,000	718,000	581,000
Logistics Manager	35,000	75,000	45,950	65,000	110,000	87,500	470,000	830,000	625,000	398,200	827,100	625,873	412,000	814,000	546,000
Maintenance Manager	45,000	80,000	51,562	55,000	80,000	67,500	350,000	590,000	440,000	296,700	501,300	407,200	420,000	720,000	470,000
Engineering Manager	50,000	90,000	58,247	75,000	120,000	97,500	380,000	630,000	510,000	334,900	736,300	555,000	460,000	760,000	620,000
Shift Manager	30,000	55,000	41,295	50,000	80,000	65,000	275,000	510,000	370,000	320,200	585,200	434,800	300,000	629,000	498,000
Senior Buyer	35,000	65,000	44,062	75,000	130,000	102,500	540,000	800,000	620,000	443,100	692,200	592,800	475,000	678,000	556,000
Buyer	25,000	50,000	33,006	55,000	110,000	82,500	540,000	680,000	580,000	316,100	532,000	460,400	344,000	570,000	524,000

JOB TITLE	BENELUX (€)			IBERIA (€)			GERMANY (€)			SWITZERLAND (CHF)			ITALY (€)		
	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.	MIN.	MAX.	AVG.
Operations Manager	55,000	100,000	77,500	55,000	105,000	67,000	-	-	-	100,000	155,000	135,000	-	-	-
Production Manager	40,000	70,000	55,000	35,000	100,000	48,750	-	-	-	90,000	110,000	100,000	-	-	-
Supply Chain Manager	70,000	95,000	82,500	55,000	110,000	85,360	-	-	-	100,000	155,000	127,500	-	-	-
Quality Manager	50,000	85,000	67,500	55,000	65,000	57,000	-	-	-	90,000	140,000	120,000	-	-	-
Logistics Manager	60,000	90,000	75,000	45,000	57,000	50,000	-	-	-	90,000	140,000	120,000	-	-	-
Maintenance Manager	40,000	80,000	60,000	50,000	75,000	58,000	-	-	-	90,000	140,000	120,000	-	-	-
Engineering Manager	50,000	100,000	75,000	-	-	-	-	-	-	100,000	135,000	122,000	-	-	-
Shift Manager	35,000	60,000	47,500	37,000	45,000	39,500	-	-	-	90,000	115,000	105,000	-	-	-
Senior Buyer	45,000	65,000	54,000	-	-	-	-	-	-	85,000	150,000	118,000	-	-	-
Buyer	59,500	30,000	52,500	28,000	40,000	34,000	-	-	-	72,000	130,000	102,000	-	-	-



7. Contact details



OLIVER REED

REGIONAL MANAGER – UK

E oliver.reed@nigelwright.com

T +44 (0)207 404 7475

YANN FESSARD DE FOUCAULT

REGIONAL MANAGER – FRANCE

E yann.fessard@nigelwright.com

T +33 (0)1 53 93 54 74

LARS HERREM

REGIONAL MANAGER – NORDICS

E lars.herrem@nigelwright.com

T +45 70 27 86 06

CHRIS BONE

REGIONAL MANAGER – SWITZERLAND

E chris.bone@nigelwright.com

T +33 (0)1 53 93 54 70

ANDREW MEARS

REGIONAL MANAGER – BENELUX AND IBERIA

E andrew.mears@nigelwright.com

T +31 (0) 203 332 188

STEPHAN RENKEN

REGIONAL MANAGER – GERMANY

E stephan.renken@nigelwright.com

T +31 (0) 203 332 185

NEWCASTLE

LLOYDS COURT
78 GREY STREET
NEWCASTLE UPON TYNE
NE1 6AF
T +44 (0)191 222 0770
F +44 (0)191 222 1786

LONDON

PALLADIA CENTRAL COURT
25 SOUTHAMPTON BUILDINGS
LONDON
WC2A 1AL
T +44 (0)207 4053 921

COPENHAGEN

RÅDHUSPLADSEN 16
1550 COPENHAGEN V
DENMARK
T +45 7027 8601

PARIS

OFFICE CHAMPS ELYSEES
63 AVENUE DES CHAMPS
ELYSEES
75008 PARIS
FRANCE
T +33 1 53 93 54 56

STOCKHOLM

PARK VENUE STOCKHOLM
ENGELBREKTSGATAN 9-11
S-114 32 STOCKHOLM
SWEDEN
T +46 (0)8 120 66 136

AMSTERDAM

TOWER D, LEVEL 10
WTC AMSTERDAM
STRAWINSKYLAAN 1059
1077XX AMSTERDAM
NETHERLANDS
T +31 (0)20 333 21 88





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