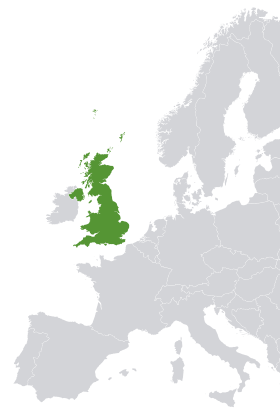


European Consumer Salary Survey 2013/14

# What are you worth?





# United Kingdom

(£) By Discipline

## Executive

Job Title	MIN.	MAX.	AVG.
CEO	160,000	500,000	230,000
Managing Director	100,000	300,000	180,000
Commercial Director	90,000	220,000	140,000
Marketing Director	80,000	180,000	120,000
Sales Director	80,000	180,000	120,000
Operations Director	90,000	160,000	110,000
Supply Chain Director	90,000	160,000	100,000
Procurement Director	90,000	160,000	100,000
National Account Director	70,000	120,000	100,000
Engineering Director	80,000	150,000	90,000
Technical Director	90,000	150,000	90,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Marketing Controller	60,000	80,000	70,000
Senior Marketing Manager	40,000	90,000	60,000
Marketing Manager	30,000	70,000	50,000
Category Manager	30,000	60,000	50,000
Trade Marketing Manager	30,000	70,000	45,000
Senior Brand Manager	30,000	60,000	46,000
Senior Product Manager	30,000	50,000	45,000
Brand Manager	30,000	50,000	40,000
Product Manager	30,000	50,000	40,000
Digital Marketing Manager	30,000	50,000	41,000
Assistant Brand Manager	30,000	40,000	32,000
Assistant Product Manager	25,000	35,000	30,000

## Sales

Job Title	MIN.	MAX.	AVG.
National Account Controller	55,000	80,000	68,000
Senior Sales Manager	40,000	90,000	64,000
Senior National Account Manager	50,000	70,000	60,000
Sales Manager	30,000	80,000	50,000
Business Development Manager	40,000	70,000	50,000
Regional Sales Manager	30,000	70,000	42,000
National Account Manager	30,000	60,000	52,000
Key Account Manager	30,000	50,000	40,000
Field Sales Manager	30,000	50,000	42,000
Area Sales Manager	30,000	40,000	35,000
Ecommerce Manager	30,000	40,000	36,000
Account Manager	30,000	40,000	33,000
Junior Account Manager	20,000	35,000	30,000

## Operations

Job Title	MIN.	MAX.	AVG.
Factory General Manager	70,000	110,000	90,000
Operations Manager	50,000	90,000	70,000
Engineering Manager	50,000	80,000	70,000
Production Manager	40,000	60,000	55,000
Supply Chain Manager	40,000	60,000	50,000
Technical Manager	40,000	70,000	55,000
Maintenance Manager	40,000	60,000	45,000
Logistics Manager	30,000	50,000	45,000
Shift Manager	35,000	50,000	40,000
Buyer	40,000	60,000	50,000



# France

(€) By Discipline

## Executive

Job Title	MIN.	MAX.	AVG.
CEO	200,000	450,000	230,000
Managing Director	150,000	300,000	180,000
Commercial Director	100,000	150,000	119,000
Marketing Director	100,000	150,000	104,000
Sales Director	90,000	150,000	107,000
Operations Director	90,000	150,000	110,000
Supply Chain Director	100,000	150,000	130,000
Procurement Director	100,000	150,000	110,000
National Account Director	80,000	120,000	90,000
Engineering Director	90,000	150,000	96,000
Technical Director	80,000	120,000	85,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	60,000	90,000	85,000
Marketing Manager	60,000	80,000	75,000
Trade Marketing Manager	50,000	70,000	60,000
Senior Brand Manager	50,000	70,000	58,000
Senior Product Manager	50,000	65,000	55,000
Brand Manager	45,000	55,000	52,000
Product Manager	45,000	55,000	47,000
Digital Marketing Manager	45,000	70,000	65,000
Assistant Brand Manager	35,000	50,000	40,000

## Sales

Job Title	MIN.	MAX.	AVG.
Senior Sales Manager	40,000	90,000	81,000
Sales Manager	40,000	80,000	64,000
Business Development Manager	50,000	95,000	90,000
Regional Sales Manager	37,000	65,000	58,000
National Account Manager	30,000	70,000	65,000
Category Manager	30,000	60,000	56,000
Key Account Manager	50,000	80,000	65,000
Area Sales Manager	40,000	70,000	50,000
Ecommerce Manager	45,000	65,000	55,000
Account Manager	30,000	60,000	57,000

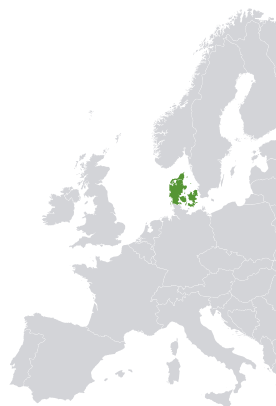
## Operations

Job Title	MIN.	MAX.	AVG.
Operations Manager	60,000	90,000	73,000
Engineering Manager	60,000	90,000	70,000
Production Manager	40,000	60,000	53,000
Supply Chain Manager	40,000	80,000	70,000
Quality Manager	40,000	80,000	72,000
Maintenance Manager	30,000	60,000	50,000
Logistics Manager	40,000	60,000	55,000
Senior Buyer	40,000	70,000	62,000
Buyer	30,000	60,000	52,000



# Denmark

(DKK) By Discipline



## Executive

Job Title	MIN.	MAX.	AVG.
Commercial Director	800,000	1,700,000	1,050,000
Marketing Director	730,000	1,350,000	925,000
Sales Director	700,000	1,500,000	900,000
Operations Director/VP	800,000	1,600,000	930,000
Supply Chain Director/VP	700,000	1,550,000	930,000
Procurement Director	600,000	1,200,000	950,000
Technical Director	900,000	1,400,000	928,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	600,000	900,000	670,000
Marketing Manager	400,000	890,000	600,000
Trade Marketing Manager	400,000	750,000	570,000
Senior Brand Manager	540,000	715,000	588,000
Senior Product Manager	535,000	690,000	568,000
Brand Manager	380,000	610,000	498,000
Product Manager	350,000	500,000	450,000
Digital Marketing Manager	400,000	800,000	600,000
Assistant Brand Manager	300,000	480,000	405,000
Assistant Product Manager	300,000	460,000	410,000

## Sales

Job Title	MIN.	MAX.	AVG.
Commercial Manager	550,000	780,000	710,000
Sales Manager	510,000	900,000	670,000
Business Development Manager	380,000	950,000	660,000
Regional Sales Manager	400,000	650,000	560,000
National Account Manager	500,000	820,000	688,000
Category Manager	400,000	750,000	600,000
Key Account Manager	400,000	850,000	652,000
Field Sales Manager	400,000	900,000	650,000
Area Sales Manager	380,000	700,000	560,000
Ecommerce Manager	300,000	650,000	525,000

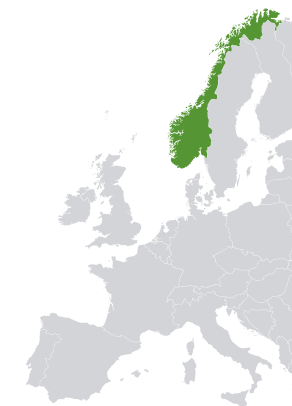
## Operations

Job Title	MIN.	MAX.	AVG.
Operations Manager	600,000	900,000	730,000
Engineering Manager	600,000	900,000	710,000
Production Manager	600,000	950,000	720,000
Supply Chain Manager	400,000	890,000	695,000
Quality Manager	400,000	750,000	655,000
Maintenance Manager	390,000	670,000	580,000
Logistics Manager	500,000	900,000	670,000
Shift Manager	500,000	700,000	610,000
Senior Buyer	490,000	780,000	610,000
Buyer	400,000	690,000	560,000



# Norway

(NOK) By Discipline



## Executive

Job Title	MIN.	MAX.	AVG.
CEO	900,000	2,700,000	1,500,000
Managing Director	850,000	1,500,000	1,350,000
Commercial Director	800,000	1,400,000	1,200,000
Marketing Director	870,000	1,200,000	1,100,000
Sales Director	910,000	1,300,000	1,150,000
Operations Director	890,000	1,200,000	1,050,000
Supply Chain Director	950,000	1,100,000	1,000,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	800,000	1,000,000	850,000
Marketing Manager	650,000	780,000	710,000
Trade Marketing Manager	500,000	700,000	600,000
Senior Brand Manager	600,000	850,000	700,000
Senior Product Manager	600,000	850,000	700,000
Brand Manager	400,000	600,000	550,000
Product Manager	400,000	600,000	520,000

## Sales

Job Title	MIN.	MAX.	AVG.
Senior Sales Manager	660,000	910,000	840,000
Sales Manager	620,000	820,000	710,000
Business Development Manager	600,000	830,000	750,000
Regional Sales Manager	500,000	700,000	670,000
National Account Manager	600,000	800,000	700,000
Category Manager	500,000	800,000	620,000
Key Account Manager	500,000	900,000	730,000
Field Sales Manager	550,000	700,000	630,000
Area Sales Manager	500,000	700,000	600,000
Account Manager	300,000	600,000	540,000

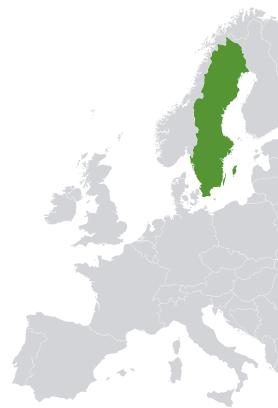
## Operations

Job Title	MIN.	MAX.	AVG.
Operations Manager	700,000	900,000	800,000
Production Manager	600,000	900,000	850,000
Supply Chain Manager	500,000	800,000	650,000
Logistics Manager	450,000	650,000	610,000



# Sweden

(SEK) By Discipline



## Executive

Job Title	MIN.	MAX.	AVG.
CEO	800,000	2,500,000	1,300,000
Managing Director	700,000	1,500,000	1,100,000
Commercial Director	700,000	1,200,000	984,000
Marketing Director	696,000	1,500,000	987,000
Sales Director	720,000	1,200,000	924,000
Operations Director	750,000	1,320,000	1,044,000
Supply Chain Director	720,000	1,310,000	1,010,000
Procurement Director	700,000	1,210,000	964,000
Engineering Director	640,000	1,140,000	882,000
Technical Director	620,000	1,140,000	854,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	660,000	1,320,000	864,000
Marketing Manager	510,000	936,000	660,000
Trade Marketing Manager	312,000	582,000	444,000
Senior Brand Manager	540,000	840,000	636,000
Senior Product Manager	540,000	700,000	612,000
Brand Manager	400,000	684,000	540,000
Product Manager	400,000	640,000	530,000
Digital Marketing Manager	400,000	840,000	504,000
Assistant Brand Manager	300,000	500,000	384,000
Assistant Product Manager	300,000	500,000	372,000

## Sales

Job Title	MIN.	MAX.	AVG.
Senior Sales Manager	504,000	1,032,000	780,000
Sales Manager	468,000	864,000	696,000
Business Development Manager	500,000	900,000	672,000
Regional Sales Manager	400,000	650,000	520,000
National Account Manager	500,000	700,000	650,000
Category Manager	384,000	744,000	540,000
Key Account Manager	420,000	768,000	576,000
Field Sales Manager	396,000	840,000	504,000
Ecommerce Manager	420,000	810,000	552,000
Account Manager	300,000	500,000	414,000

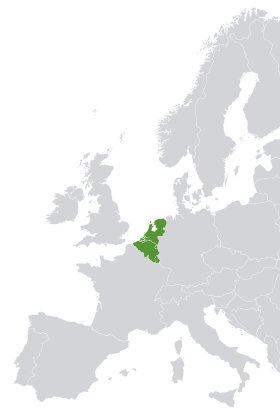
## Operations

Job Title	MIN.	MAX.	AVG.
Operations Manager	600,000	800,000	650,000
Engineering Manager	600,000	800,000	650,000
Production Manager	420,000	700,000	640,000
Supply Chain Manager	400,000	700,000	660,000
Quality Manager	300,000	700,000	480,000
Maintenance Manager	360,000	600,000	540,000
Logistics Manager	400,000	800,000	600,000
Shift Manager	400,000	600,000	480,000
Senior Buyer	400,000	600,000	560,000
Buyer	300,000	500,000	430,000



# Benelux

(€) By Discipline



## Executive

Job Title	MIN.	MAX.	AVG.
CEO	150,000	250,000	210,000
Managing Director	60,000	200,000	130,000
Commercial Director	90,000	150,000	115,000
Marketing Director	80,000	120,000	110,000
Sales Director	90,000	120,000	120,000
Operations Director	100,000	150,000	130,000
Supply Chain Director	100,000	150,000	125,000
Procurement Director	70,000	120,000	110,000
National Account Director	70,000	120,000	95,000
Engineering Director	80,000	120,000	100,000
Technical Director	80,000	120,000	100,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	80,000	100,000	86,000
Marketing Manager	40,000	90,000	74,000
Trade Marketing Manager	40,000	80,000	60,000
Senior Brand Manager	40,000	90,000	66,000
Senior Product Manager	40,000	80,000	67,000
Brand Manager	30,000	70,000	61,000
Product Manager	50,000	60,000	54,000
Digital Marketing Manager	40,000	80,000	70,000
Assistant Brand Manager	30,000	40,000	35,000
Assistant Product Manager	30,000	40,000	35,000

## Sales

Job Title	MIN.	MAX.	AVG.
Senior Sales Manager	60,000	100,000	77,000
Sales Manager	60,000	90,000	63,000
Business Development Manager	40,000	90,000	83,000
Regional Sales Manager	40,000	80,000	85,000
National Account Manager	50,000	90,000	72,000
Category Manager	40,000	70,000	61,000
Key Account Manager	50,000	80,000	62,000
Field Sales Manager	40,000	80,000	73,000
Area Sales Manager	50,000	70,000	49,000
Ecommerce Manager	40,000	70,000	65,000
Account Manager	30,000	70,000	55,000
Junior Account Manager	25,000	35,000	28,000

## Operations

Job Title	MIN.	MAX.	AVG.
Operations Manager	60,000	130,000	110,000
Engineering Manager	50,000	70,000	55,000
Production Manager	60,000	80,000	65,000
Supply Chain Manager	60,000	100,000	72,000
Quality Manager	60,000	100,000	95,000
Maintenance Manager	60,000	100,000	90,000
Logistics Manager	50,000	80,000	55,000
Shift Manager	50,000	70,000	60,000
Senior Buyer	60,000	80,000	77,000
Buyer	50,000	60,000	54,000



# Iberia

(€) By Discipline



## Executive

Job Title	MIN.	MAX.	AVG.
CEO	150,000	250,000	200,000
Managing Director	60,000	220,000	155,000
Commercial Director	60,000	160,000	93,000
Marketing Director	50,000	120,000	84,000
Sales Director	60,000	200,000	102,000
Operations Director	90,000	120,000	85,000
Supply Chain Director	90,000	120,000	100,000
Procurement Director	90,000	130,000	120,000
National Account Director	50,000	120,000	85,000
Engineering Director	60,000	160,000	95,000
Technical Director	50,000	120,000	83,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	50,000	90,000	72,000
Marketing Manager	50,000	90,000	67,000
Trade Marketing Manager	40,000	80,000	55,000
Senior Brand Manager	40,000	70,000	55,000
Senior Product Manager	40,000	70,000	45,000
Brand Manager	30,000	90,000	45,000
Product Manager	30,000	60,000	40,000
Digital Marketing Manager	30,000	60,000	45,000
Assistant Brand Manager	20,000	50,000	45,000
Assistant Product Manager	20,000	50,000	35,000

## Sales

Job Title	MIN.	MAX.	AVG.
Senior Sales Manager	50,000	90,000	73,000
Sales Manager	50,000	90,000	60,000
Business Development Manager	40,000	70,000	63,000
Regional Sales Manager	45,000	80,000	50,000
National Account Manager	40,000	100,000	65,000
Category Manager	40,000	70,000	52,000
Key Account Manager	40,000	100,000	53,000
Field Sales Manager	40,000	60,000	45,000
Area Sales Manager	40,000	100,000	58,000
Account Manager	40,000	60,000	53,000
Junior Account Manager	30,000	50,000	40,000

## Operations

Job Title	MIN.	MAX.	AVG.
Operations Manager	60,000	100,000	70,000
Production Manager	40,000	70,000	65,000
Supply Chain Manager	60,000	100,000	89,000
Quality Manager	50,000	100,000	65,000
Maintenance Manager	40,000	60,000	50,000
Senior Buyer	50,000	80,000	65,000
Buyer	50,000	70,000	60,000



# Germany

(€) By Discipline



## Executive

Job Title	MIN.	MAX.	AVG.
Commercial Director	100,000	195,000	150,000
Marketing Director	95,000	190,000	130,000
Sales Director	100,000	180,000	142,000
Operations Director	100,000	172,000	132,000
Supply Chain Director	100,000	170,000	135,000
Procurement Director	90,000	160,000	115,000
National Account Director	95,000	160,000	120,000
Engineering Director	95,000	160,000	118,000
Technical Director	93,000	140,000	115,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	80,000	130,000	105,000
Marketing Manager	55,000	120,000	92,000
Trade Marketing Manager	55,000	85,000	70,000
Senior Brand Manager	65,000	110,000	82,000
Senior Product Manager	60,000	95,000	78,000
Brand Manager	60,000	80,000	65,000
Product Manager	55,000	80,000	63,000
Digital Marketing Manager	58,000	110,000	80,000

## Sales

Job Title	MIN.	MAX.	AVG.
Senior Sales Manager	80,000	120,000	90,000
Sales Manager	70,000	100,000	85,000
Business Development Manager	60,000	110,000	85,000
Regional Sales Manager	50,000	80,000	65,000
National Account Manager	80,000	135,000	90,000
Category Manager	55,000	80,000	68,000
Key Account Manager	55,000	90,000	83,000
Field Sales Manager	60,000	90,000	75,000
Area Sales Manager	40,000	80,000	69,000
Ecommerce Manager	50,000	110,000	80,000
Account Manager	50,000	70,000	60,000

## Operations

Job Title	MIN.	MAX.	AVG.
Operations Manager	70,000	110,000	80,000
Engineering Manager	75,000	95,000	80,000
Production Manager	60,000	95,000	70,000
Supply Chain Manager	60,000	100,000	85,000
Quality Manager	55,000	85,000	68,000
Maintenance Manager	50,000	80,000	65,000
Logistics Manager	60,000	110,000	80,000
Procurement Manager	75,000	110,000	85,000
Senior Buyer	70,000	90,000	82,000



# Switzerland

(CHF) By Discipline



## Executive

Job Title	MIN.	MAX.	AVG.
CEO	180,000	300,000	280,000
Managing Director	150,000	250,000	200,000
Commercial Director	150,000	200,000	180,000
Marketing Director	150,000	200,000	180,000
Sales Director	150,000	200,000	170,000
Operations Director	180,000	250,000	200,000
Supply Chain Director	150,000	250,000	190,000
Procurement Director	150,000	200,000	180,000
National Account Director	120,000	180,000	130,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Marketing Manager	110,000	150,000	130,000
Trade Marketing Manager	100,000	140,000	130,000
Senior Brand Manager	80,000	140,000	130,000
Senior Product Manager	95,000	150,000	130,000
Brand Manager	75,000	120,000	110,000
Product Manager	80,000	120,000	110,000

## Sales

Job Title	MIN.	MAX.	AVG.
Sales Manager	100,000	150,000	125,000
Business Development Manager	95,000	150,000	125,000
Regional Sales Manager	100,000	150,000	120,000
National Account Manager	90,000	130,000	120,000
Category Manager	85,000	135,000	110,000
Key Account Manager	90,000	140,000	120,000

## Operations

Job Title	MIN.	MAX.	AVG.
Operations Manager	100,000	150,000	130,000
Engineering Manager	100,000	135,000	120,000
Production Manager	90,000	110,000	100,000
Supply Chain Manager	100,000	150,000	130,000
Quality Manager	90,000	140,000	120,000
Maintenance Manager	90,000	140,000	120,000
Logistics Manager	90,000	130,000	117,000
Shift Manager	90,000	120,000	100,000
Senior Buyer	85,000	130,000	120,000
Buyer	70,000	120,000	100,000



# Italy

(€) By Discipline



## Executive

Job Title	MIN.	MAX.	AVG.
Commercial Director	130,000	160,000	145,000
Marketing Director	120,000	150,000	135,000
Sales Director	85,000	100,000	93,000
Operations Director	110,000	150,000	130,000
Supply Chain Director	130,000	140,000	135,000
Procurement Director	90,000	100,000	95,000
National Account Director	70,000	95,000	88,000
Engineering Director	70,000	120,000	95,000
Technical Director	100,000	130,000	115,000

## Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	80,000	90,000	85,000
Marketing Manager	70,000	80,000	75,000
Trade Marketing Manager	50,000	70,000	60,000
Senior Brand Manager	55,000	60,000	58,000
Senior Product Manager	55,000	60,000	58,000
Brand Manager	45,000	50,000	48,000
Product Manager	45,000	50,000	48,000
Digital Marketing Manager	50,000	70,000	60,000
Assistant Brand Manager	35,000	40,000	38,000
Assistant Product Manager	35,000	40,000	38,000

## Sales

Job Title	MIN.	MAX.	AVG.
Senior Sales Manager	70,000	90,000	85,000
Sales Manager	60,000	80,000	70,000
Business Development Manager	50,000	90,000	70,000
Regional Sales Manager	30,000	50,000	50,000
National Account Manager	50,000	65,000	58,000
Category Manager	40,000	70,000	55,000
Key Account Manager	50,000	70,000	60,000
Field Sales Manager	30,000	60,000	55,000
Area Sales Manager	60,000	70,000	65,000
Ecommerce Manager	55,000	75,000	65,000
Account Manager	40,000	60,000	50,000
Junior Account Manager	30,000	50,000	40,000

## Operations

Job Title	MIN.	MAX.	AVG.
Engineering Manager	40,000	130,000	65,000
Production Manager	70,000	80,000	75,000
Supply Chain Manager	80,000	90,000	85,000
Quality Manager	50,000	60,000	55,000
Maintenance Manager	50,000	60,000	55,000
Logistics Manager	75,000	90,000	83,000
Senior Buyer	55,000	65,000	60,000
Buyer	45,000	55,000	50,000



**Celebrating our first  
25 years in business**

---

*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.*