

European Consumer Salary Survey 2013

# What are you worth?







# Introduction

Welcome to Nigel Wright Recruitment's European Consumer sector Salary Survey 2013, 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.

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This survey has been compiled from the responses of over 1,600 respondents who completed our online questionnaire in the final quarter of 2012/2013 as well as data from our own extensive database of candidates. The survey represents a cross-section of respondents with the following profile:

- Location: Sweden (23%), Denmark (20%), UK (19%), Norway (17%), France (9%), Netherlands (8%), Belgium (4%). We also include salary data for Spain, Germany, Switzerland and Italy
- Consumer sub-sector: FMCG, Durables, Luxury Goods, Media and Digital, Utilities, E-commerce and technology, Retail, Finance and Property, Travel and Leisure, Healthcare and Pharmaceuticals
- Male 75%, female 25%
- Average age: 41
- 99% of respondents work in full-time employment
- 91% of respondents are educated to degree level or above
- 28% have been in their current position less than one year; 43% for between one and three years, 16% for between three and five years and 13% 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 us on +44 (0)191 222 0770 and you will be directed to a consultant specialising in your region. For more information on our services please visit [www.nigelwright.com](http://www.nigelwright.com).**



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# 1. Respondent's profile



Male: 75%



Female: 25%

Average age: 41



**99%**

Work in full time  
employment



**91%**

Are educated to  
degree level or above

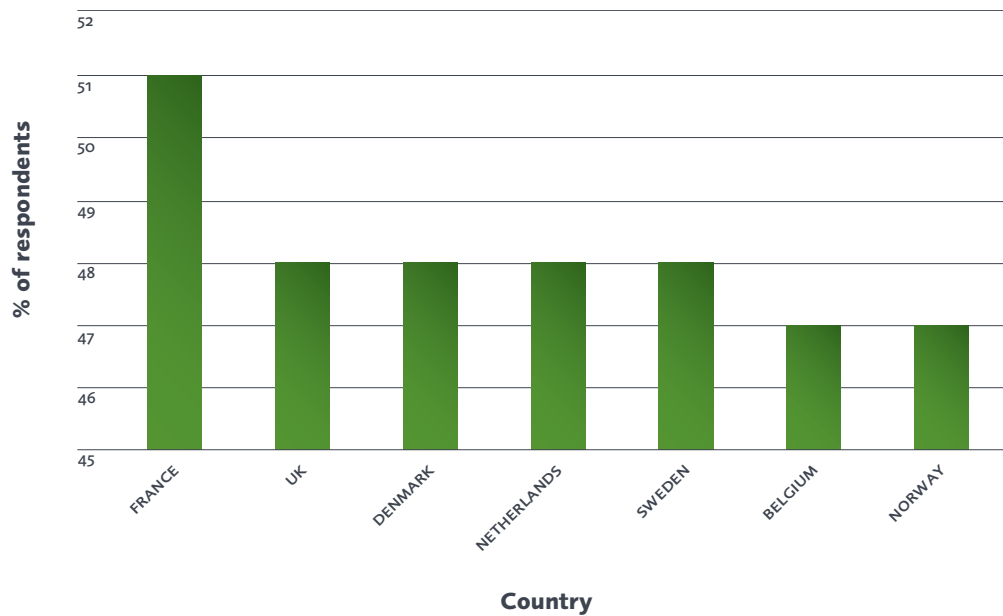


# 1. Non-monetary indicators

## 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.

### 1.1 – Weekly hours worked



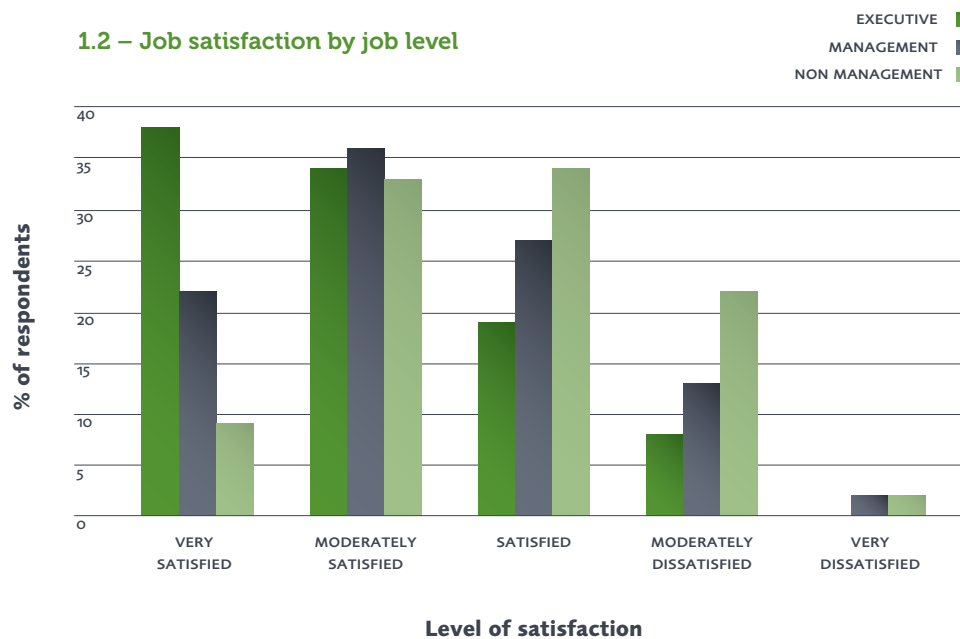
On average respondents work 48 hours per week. Fifty per cent of respondents work between 41-50 hours per week and a further 26% work between 51-60 hours per week.



## 1.2 Job satisfaction by job level

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, over 75% 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 25% is dissatisfied and what can be done to change this, whilst ensuring that the satisfaction level of the rest of the workforce is maintained.



## 1.3 Job satisfaction by discipline

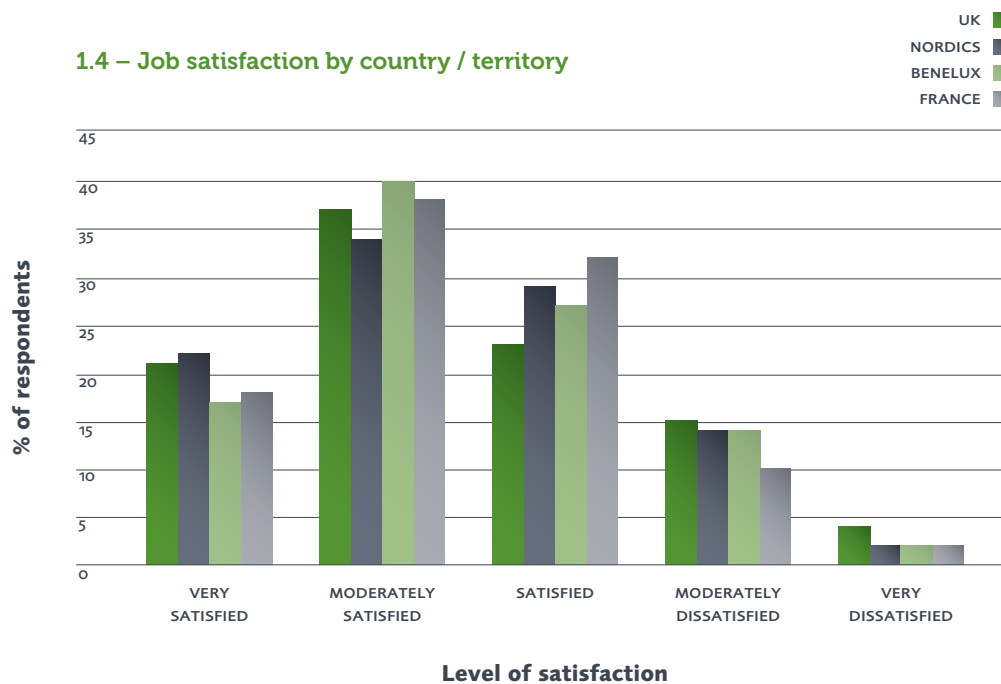


Interestingly, respondents working within sales and operations seem to have similar levels of satisfaction, with 84% and 85% respectively rating themselves as satisfied to very satisfied in their jobs. Marketing respondents are slightly less satisfied, with 77% rating themselves as satisfied and above.





## 1.4 Job satisfaction by country / territory

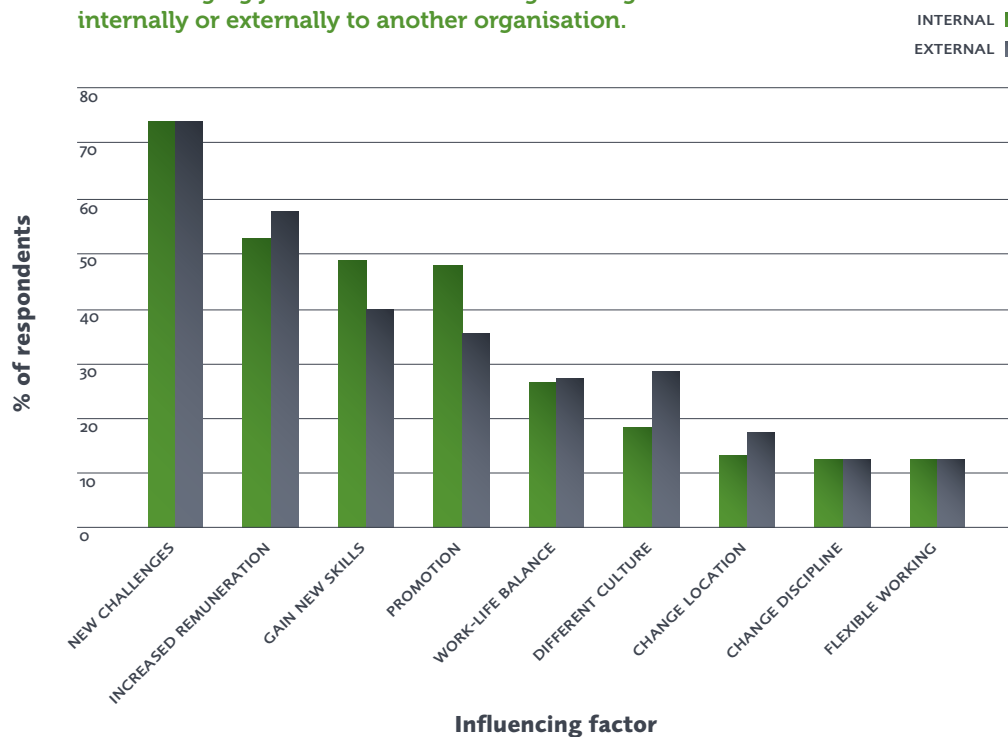


Those working in France, the Nordics and the Benelux are more satisfied in their current roles, than those based in the UK. 84% of workers in the Nordics, 85% in the Benelux and 88% in France were at least satisfied in their jobs compared to 81% in the UK. The French were the most satisfied workers out of the countries surveyed.



## 1.5 Changing jobs: factors influencing a change of roles internally or externally to another organisation.

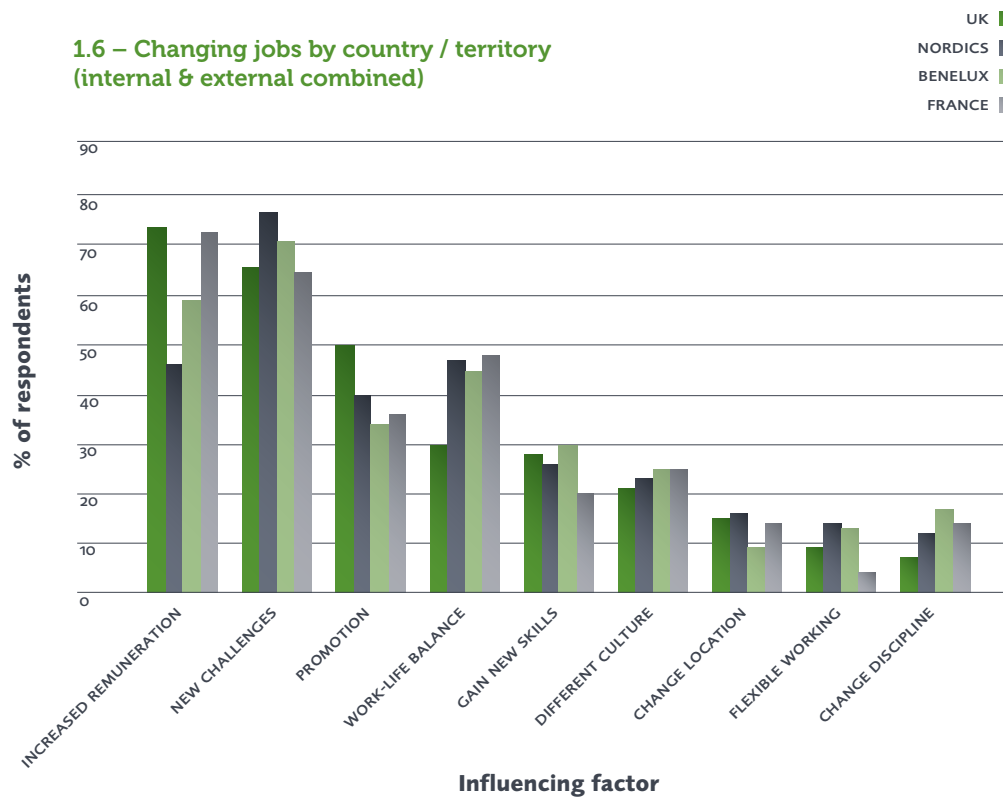
1.5 – Changing jobs: factors influencing a change of roles internally or externally to another organisation.



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). In the consumer sector, although money is important, the opportunity to gain new skills and experience new challenges are also persuasive factors for employees considering their next move.



## 1.6 Changing jobs by country / territory (internal & external combined).

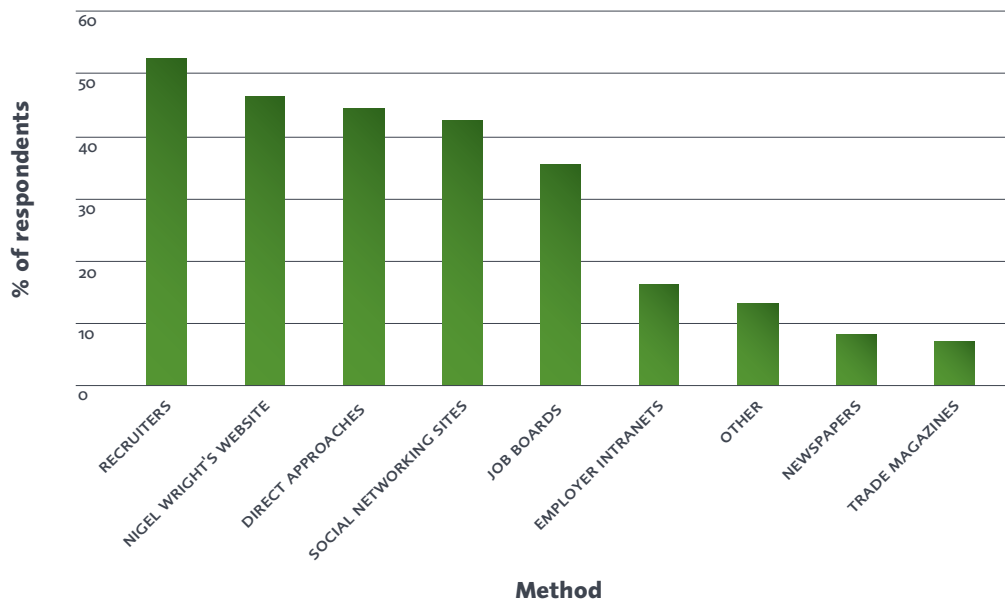


It is interesting to see how remuneration is not considered as important to employees in the Nordic or Benelux regions as it is to those based in the UK or France. In the UK there is more of an emphasis on progression through promotion.



## 1.7 Methods used to search for a new role

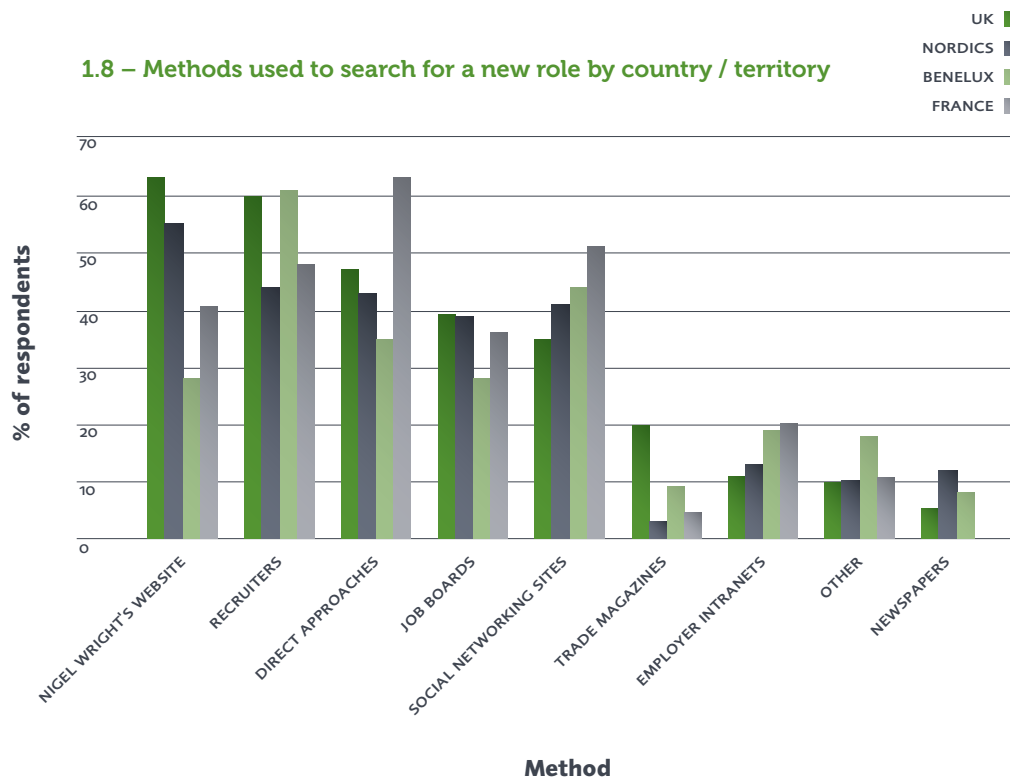
1.7 – Methods used to search for a new role



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 our website is within the top three methods. The key message from these results, however, is that although social networking is now an integral part of searching for a new job, candidates working in the consumer sectors still value the service they receive from recruitment companies more so than anything else. Candidates are more proactive today yet they still rely on the career advice and introductions they receive from recruitment specialists.



## 1.8 Methods used to search for a new role by country / territory



It is interesting to see the cultural differences in the methods used by job seekers from different countries. The French, for example, appear to have a bigger emphasis on using social networking sites - Viadeo in particular being popular. In the UK, despite the increasing importance of social networking for job seekers, those in the consumer sectors still value trade magazines such as The Grocer and Food Manufacturer for identifying opportunities.



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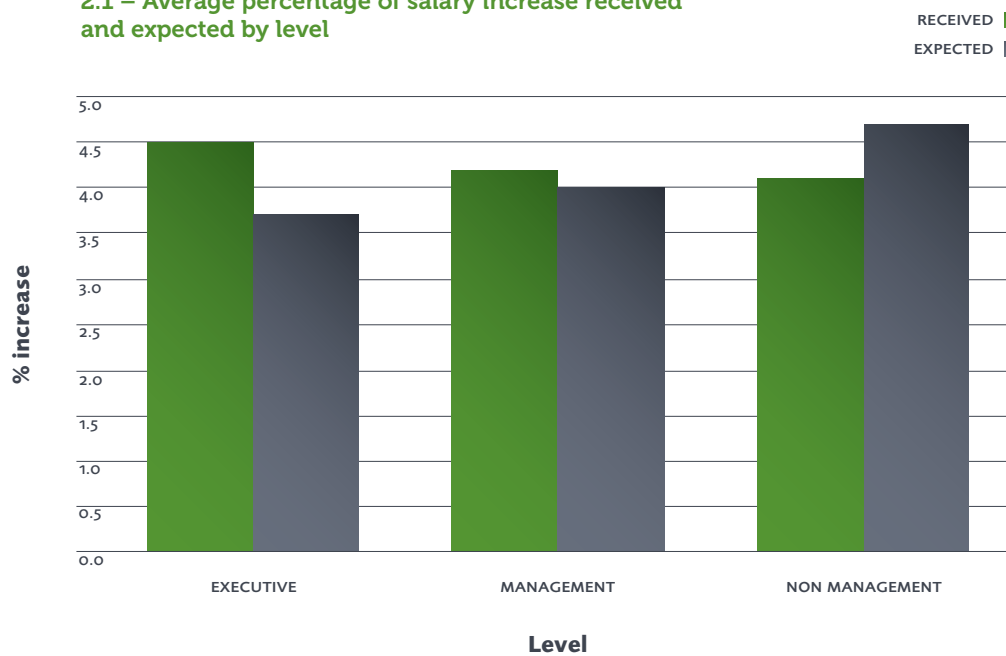
## 2. Salaries, Benefits and bonuses



## 2.1 Average percentage of salary increase received and expected by level

This section presents information from respondents from all disciplines and levels of the consumer sector on their salaries, benefits and bonuses.

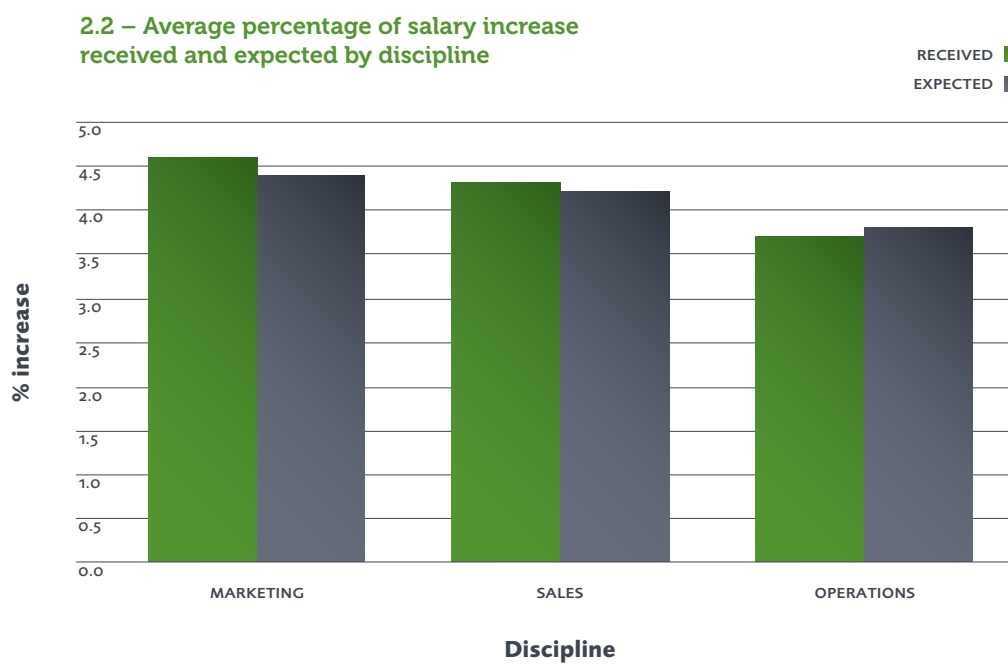
### 2.1 – Average percentage of salary increase received and expected by level



As part of their last salary review respondents received, on average, a 4.2% increase. Overall, respondents were expecting slightly less (4%) in their next salary review.



## 2.2 Average percentage of salary increase received and expected by discipline

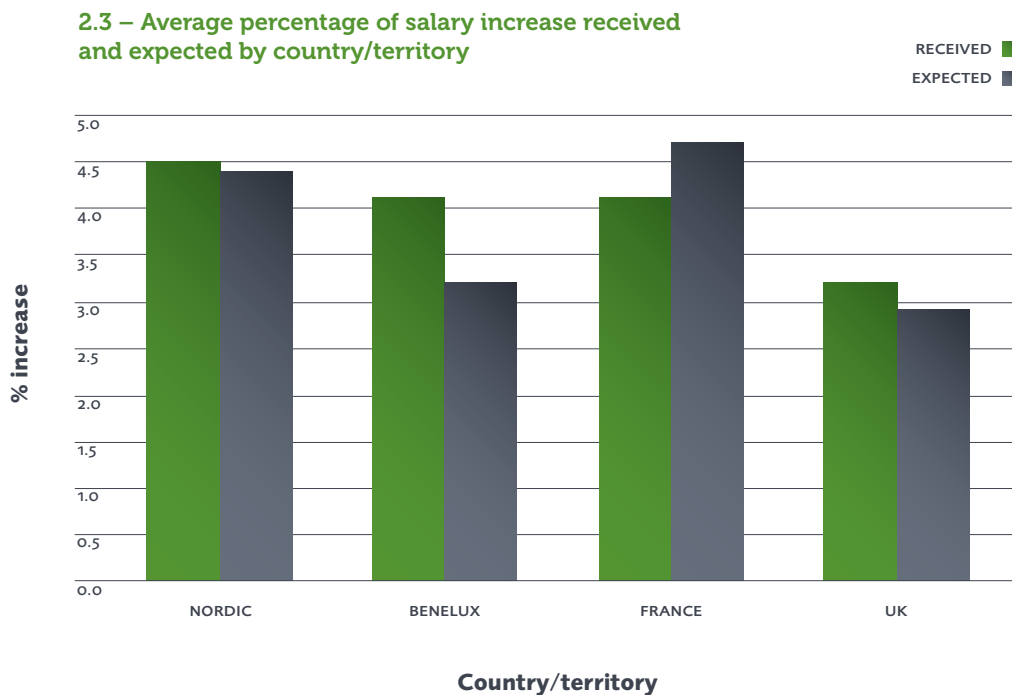


When we consider salary increase by discipline, on average those working in Operations roles experienced a slightly lower rate than those working in Sales and Marketing.





## 2.3 Average percentage of salary increase received and expected by country/territory

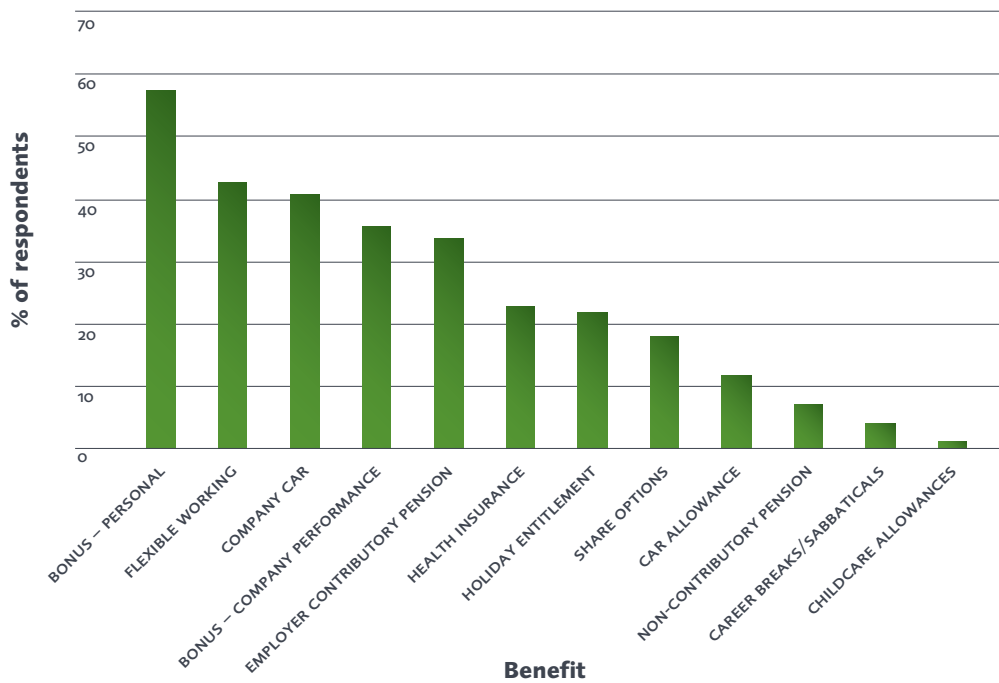


Employees in the UK and Benelux received less increase in salary, on average, last year than those in France and the Nordics. Those in France and the Nordics are also more optimistic about the salary increase they anticipate receiving this year. Swedes (5%) received the highest rate last year while Norwegians (4.9%) are expecting the biggest increase this year.



## 2.4 Importance of benefits as part of a remuneration package

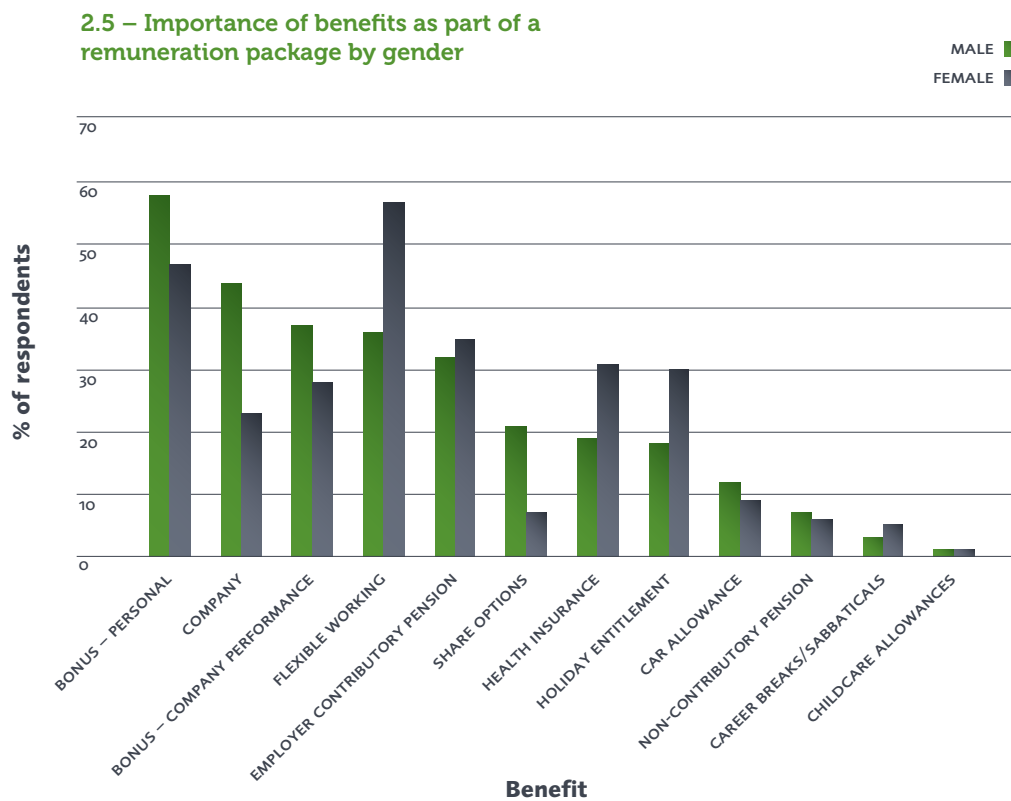
### 2.4 – Importance of benefits as part of a remuneration package



Respondents were asked to select their top three preferences towards benefits and bonuses. It is perhaps no surprise that employees across Europe, on average, value a personal bonus as the most important benefit.



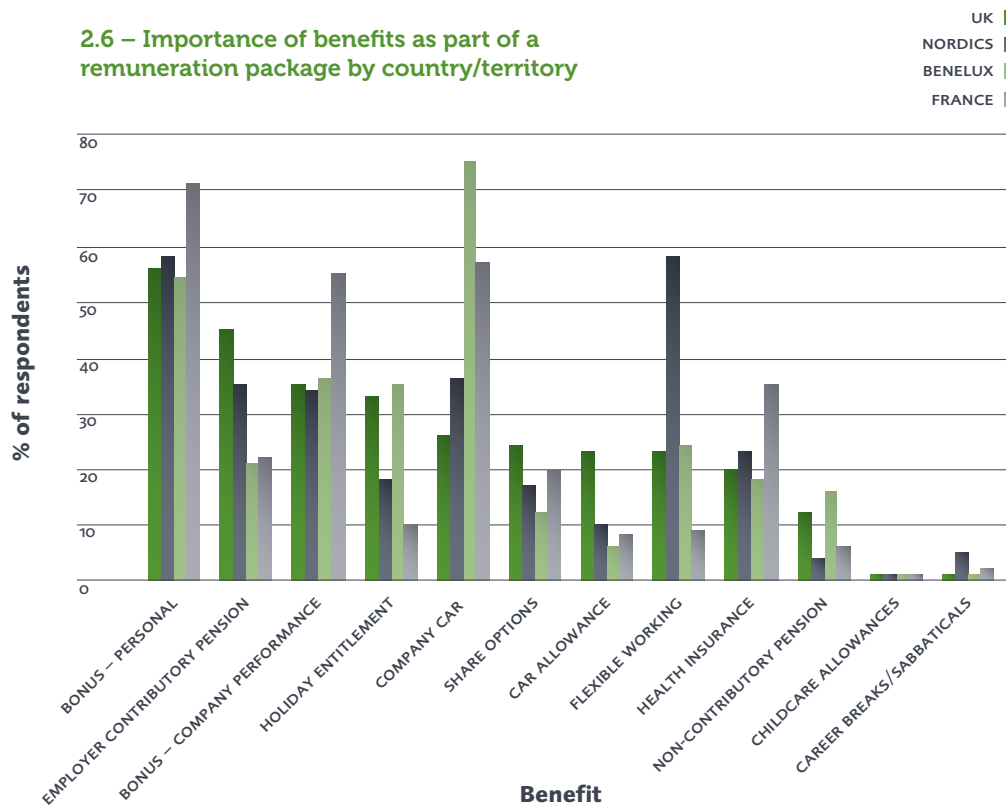
## 2.5 Importance of benefits as part of a remuneration package by gender



Men tend to value bonuses, share options and a company car as important factors in their overall benefits package while women value flexible working and holidays as important factors in their overall benefits package.



## 2.6 Importance of benefits as part of a remuneration package by country/territory



This table highlights the variations in the preferences of employees across the different territories, towards benefits and bonuses. While a personal bonus was in the top three in all territories, flexible working initiatives are more important to those in the Nordics and a company car is a key factor for the French and those in the Benelux.



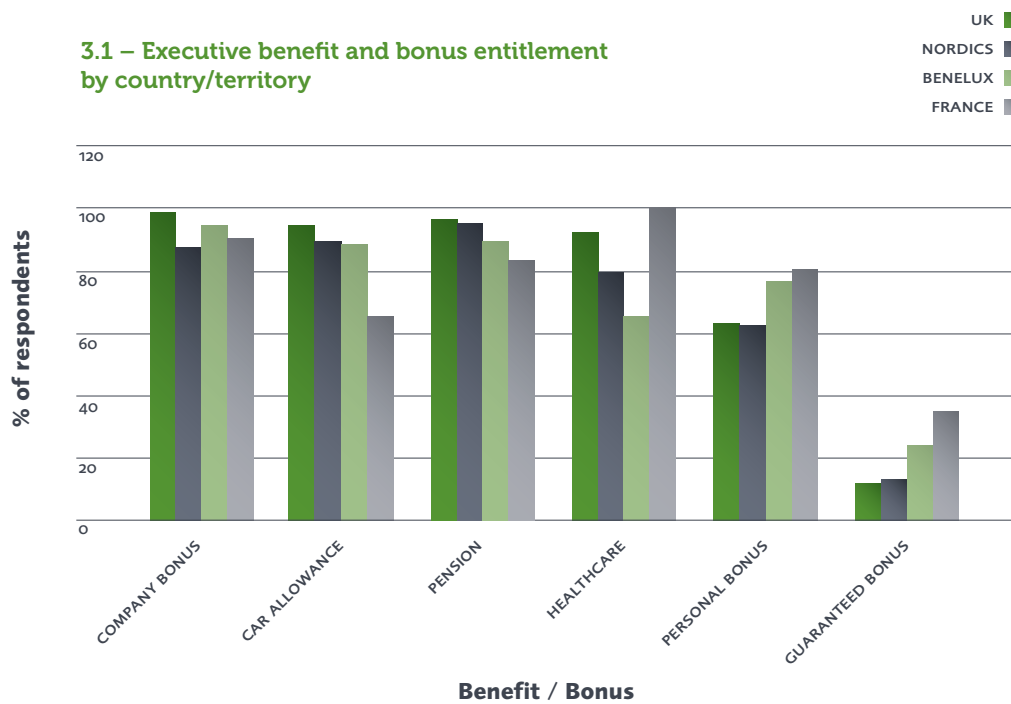
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# 3. Executive benefits, bonuses and skills



### 3.1 Executive benefit and bonus entitlement by country/territory

This section presents information from respondents working at the executive level in the consumer sectors on benefits, bonuses and skills.



Overall 94% of executives surveyed receive some form of benefit or bonus. The most common being a pension (97%), a company bonus (90%) and a car allowance (88%).



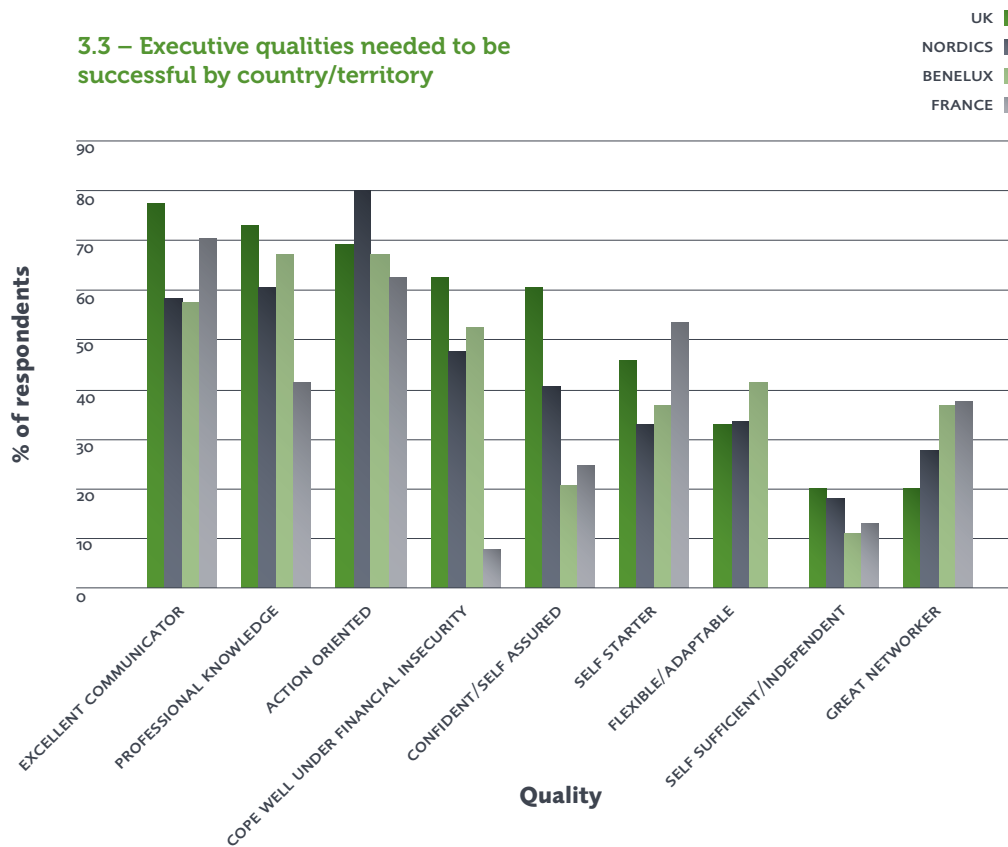
### 3.2 Executive skills shortages by country/territory



Respondents were asked to select which skills they thought were lacking at the executive level in their industry. Overall, having the right attitude and personality (46%), commercial acumen (42%) and communication skills (36%) were selected the most often across the territories.



### 3.3 Executive qualities needed to be successful by country/territory



Again, respondents were asked to select what qualities they felt were the most important for those working at the executive level in the consumer sectors. Being action oriented (75%) and flexible (65%) were considered the most significant, followed by being an excellent communicator (63%).





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## 4. Analysis of salaries in relation to discipline by country/territory



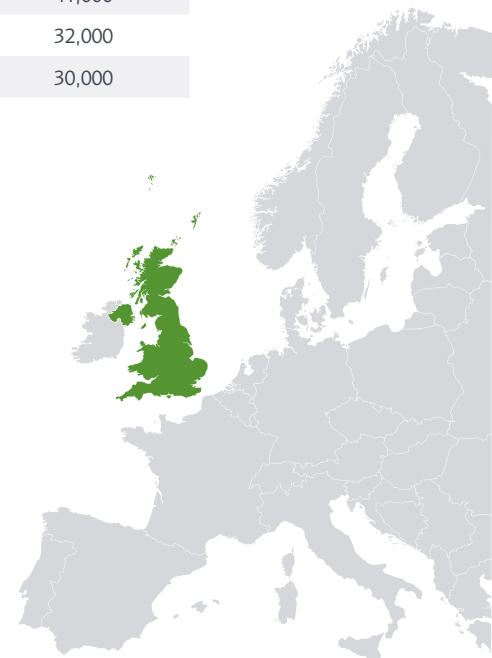
## 4.1 United Kingdom (£) By Discipline

### Executive

Job Title	MIN.	MAX.	AVG.
CEO	150,000	500,000	230,000
Managing Director	90,000	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	80,000	180,000	110,000
Supply Chain Director	80,000	180,000	100,000
Procurement Director	70,000	150,000	100,000
National Account Director	70,000	120,000	100,000
Engineering Director	70,000	120,000	90,000
Technical Director	70,000	120,000	90,000

### Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	40,000	90,000	60,000
Marketing Manager	30,000	70,000	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.
Senior Sales Manager	40,000	90,000	64,000
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
Category Manager	30,000	60,000	50,000
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.
Operations Manager	50,000	90,000	70,000
Engineering Manager	40,000	80,000	60,000
Production Manager	40,000	60,000	50,000
Supply Chain Manager	40,000	60,000	50,000
Quality Manager	40,000	70,000	50,000
Maintenance Manager	40,000	60,000	45,000
Logistics Manager	30,000	50,000	45,000
Technical Manager	40,000	65,000	50,000
Shift Manager	35,000	50,000	40,000
Senior Buyer	40,000	50,000	45,000
Buyer	30,000	40,000	35,000

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*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.*



## 4.2 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	120,000
Procurement Director	100,000	150,000	110,000
National Account Director	80,000	120,000	100,000
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	60,000	53,000
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	40,000	95,000	90,000
Regional Sales Manager	30,000	70,000	58,000
National Account Manager	30,000	70,000	65,000
Category Manager	30,000	60,000	56,000
Key Account Manager	40,000	60,000	58,000
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

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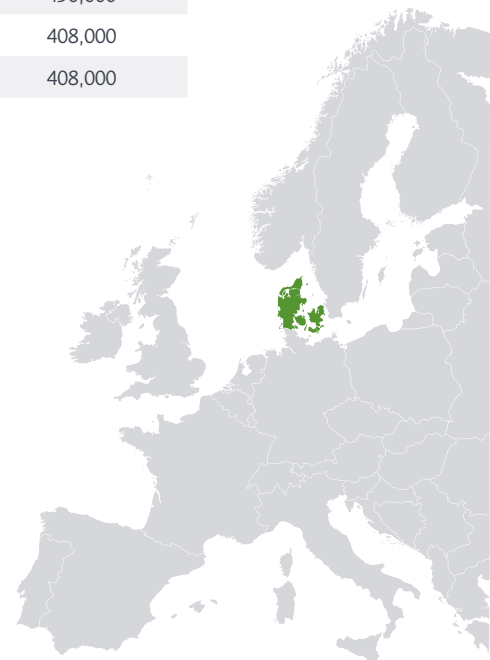
## 4.3 Denmark (DKK) By Discipline

### Executive

Job Title	MIN.	MAX .	AVG.
CEO	800,000	1,600,000	1,320,000
Managing Director	800,000	1,700,000	1,200,000
Commercial Director	800,000	1,500,000	1,050,000
Marketing Director	700,000	1,300,000	920,000
Sales Director	600,000	1,200,000	900,000
Operations Director	800,000	1,100,000	920,000
Supply Chain Director	700,000	1,200,000	950,000
Procurement Director	600,000	1,200,000	950,000
Technical Director	900,000	1,200,000	920,000

### Marketing

Job Title	MIN.	MAX .	AVG.
Senior Marketing Manager	650,000	900,000	670,000
Marketing Manager	600,000	800,000	670,000
Trade Marketing Manager	500,000	700,000	550,000
Senior Brand Manager	550,000	700,000	564,000
Senior Product Manager	550,000	700,000	564,000
Brand Manager	400,000	600,000	492,000
Product Manager	400,000	500,000	450,000
Digital Marketing Manager	400,000	500,000	450,000
Assistant Brand Manager	300,000	500,000	408,000
Assistant Product Manager	300,000	500,000	408,000





## Sales

Job Title	MIN.	MAX	AVG.
Senior Sales Manager	500,000	1,100,000	760,000
Sales Manager	400,000	900,000	620,000
Business Development Manager	300,000	900,000	620,000
Regional Sales Manager	400,000	600,000	560,000
National Account Manager	500,000	700,000	684,000
Category Manager	400,000	900,000	600,000
Key Account Manager	400,000	800,000	648,000
Field Sales Manager	400,000	700,000	600,000
Area Sales Manager	500,000	700,000	540,000
Ecommerce Manager	300,000	600,000	520,000
Account Manager	400,000	700,000	528,000
Junior Account Manager	300,000	600,000	504,000

## Operations

Job Title	MIN.	MAX	AVG.
Operations Manager	600,000	900,000	720,000
Engineering Manager	600,000	900,000	720,000
Production Manager	600,000	800,000	720,000
Supply Chain Manager	400,000	700,000	690,000
Quality Manager	400,000	700,000	650,000
Logistics Manager	500,000	700,000	660,000
Shift Manager	500,000	700,000	620,000
Senior Buyer	500,000	700,000	620,000
Buyer	400,000	600,000	560,000

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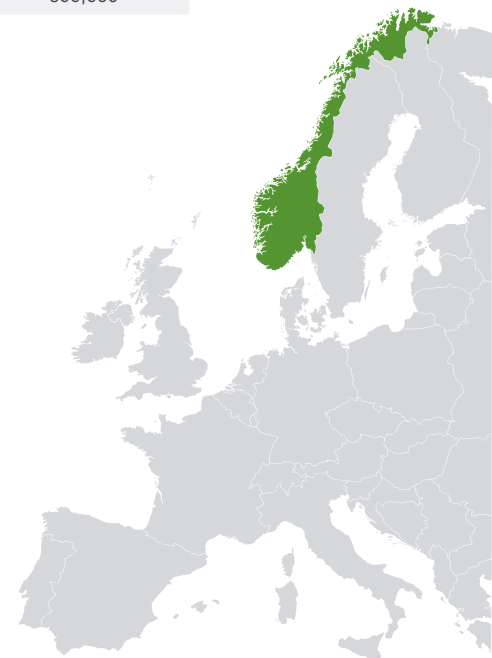
## 4.4 Norway (NOK) By Discipline

### Executive

Job Title	MIN.	MAX .	AVG.
CEO	800,000	1,700,000	1,500,000
Managing Director	700,000	1,400,000	1,300,000
Commercial Director	800,000	1,400,000	1,300,000
Marketing Director	500,000	1,200,000	1,100,000
Sales Director	800,000	1,200,000	1,100,000
Operations Director	600,000	1,200,000	1,000,000
Supply Chain Director	600,000	1,200,000	1,000,000
National Account Director	500,000	1,200,000	1,100,000

### Marketing

Job Title	MIN.	MAX .	AVG.
Senior Marketing Manager	600,000	1,000,000	790,000
Marketing Manager	400,000	700,000	620,000
Trade Marketing Manager	500,000	700,000	600,000
Senior Brand Manager	600,000	800,000	670,000
Senior Product Manager	600,000	800,000	700,000
Brand Manager	400,000	700,000	520,000
Product Manager	500,000	600,000	520,000
Digital Marketing Manager	500,000	700,000	600,000







## Sales

Job Title	MIN.	MAX .	AVG.
Senior Sales Manager	500,000	1,000,000	730,000
Sales Manager	300,000	1,000,000	670,000
Business Development Manager	600,000	800,000	630,000
Regional Sales Manager	500,000	700,000	670,000
National Account Manager	600,000	800,000	700,000
Category Manager	500,000	900,000	670,000
Key Account Manager	500,000	900,000	680,000
Field Sales Manager	400,000	700,000	600,000
Area Sales Manager	400,000	700,000	650,000
Account Manager	300,000	600,000	540,000

## Operations

Job Title	MIN.	MAX .	AVG.
Operations Manager	800,000	1,000,000	850,000
Production Manager	600,000	900,000	850,000
Supply Chain Manager	500,000	800,000	700,000
Maintenance Manager	600,000	750,000	700,000
Logistics Manager	400,000	650,000	600,000

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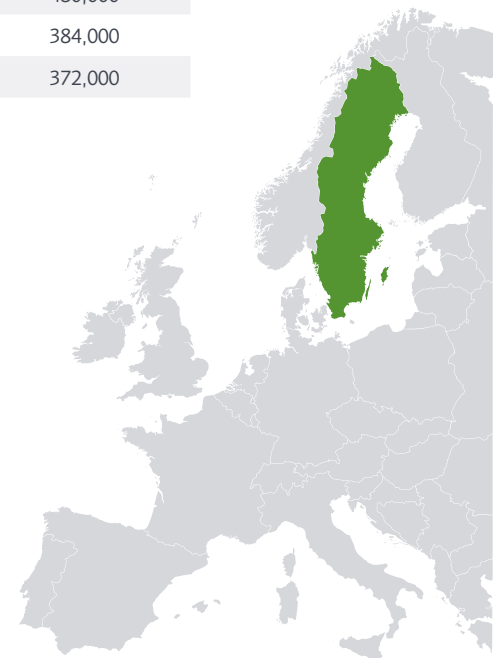
## 4.5 Sweden (SEK) By Discipline

### 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	1,020,000
Marketing Director	500,000	1,500,000	987,000
Sales Director	600,000	1,200,000	924,000
Supply Chain Director	500,000	1,300,000	1,200,000

### Marketing

Job Title	MIN.	MAX .	AVG.
Senior Marketing Manager	400,000	1,200,000	708,000
Marketing Manager	400,000	800,000	660,000
Trade Marketing Manager	400,000	600,000	492,000
Senior Brand Manager	400,000	700,000	580,000
Senior Product Manager	600,000	700,000	612,000
Brand Manager	400,000	600,000	540,000
Product Manager	400,000	600,000	530,000
Digital Marketing Manager	400,000	600,000	480,000
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	400,000	1,200,000	780,000
Sales Manager	300,000	800,000	696,000
Business Development Manager	500,000	900,000	672,000
Regional Sales Manager	400,000	600,000	450,000
National Account Manager	500,000	700,000	650,000
Category Manager	300,000	500,000	550,000
Key Account Manager	300,000	800,000	560,000
Field Sales Manager	500,000	700,000	530,000
Ecommerce Manager	400,000	600,000	564,000
Account Manager	300,000	500,000	414,000
Junior Account Manager	200,000	400,000	330,000

## Operations

Job Title	MIN.	MAX .	AVG.
Operations Manager	600,000	800,000	650,000
Engineering Manager	600,000	800,000	650,000
Production Manager	400,000	700,000	640,000
Supply Chain Manager	400,000	700,000	660,000
Quality Manager	300,000	700,000	480,000
Maintenance Manager	300,000	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

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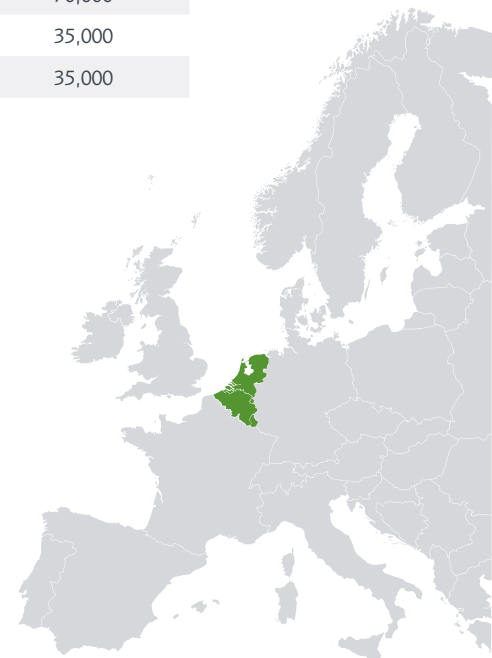
## 4.6 Benelux (€) By Discipline

### 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

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## 4.7 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

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## 4.8 Germany (€) By Discipline

### Executive

Job Title	MIN.	MAX.	AVG.
CEO	200,000	400,000	250,000
Managing Director	100,000	300,000	150,000
Commercial Director	90,000	170,000	145,000
Marketing Director	80,000	150,000	130,000
Sales Director	70,000	180,000	142,000
Operations Director	70,000	180,000	140,000
Supply Chain Director	90,000	160,000	135,000
Procurement Director	80,000	140,000	120,000
National Account Director	80,000	160,000	130,000
Engineering Director	80,000	160,000	130,000
Technical Director	80,000	130,000	120,000

### Marketing

Job Title	MIN.	MAX.	AVG.
Senior Marketing Manager	70,000	130,000	105,000
Marketing Manager	55,000	100,000	85,000
Trade Marketing Manager	55,000	80,000	65,000
Senior Brand Manager	60,000	90,000	82,000
Senior Product Manager	40,000	80,000	70,000
Brand Manager	60,000	80,000	65,000
Product Manager	45,000	80,000	65,000
Digital Marketing Manager	47,000	75,000	70,000







## Sales

Job Title	MIN.	MAX.	AVG.
Senior Sales Manager	70,000	100,000	90,000
Sales Manager	70,000	90,000	85,000
Business Development Manager	50,000	90,000	85,000
Regional Sales Manager	50,000	80,000	65,000
National Account Manager	80,000	100,000	95,000
Category Manager	45,000	70,000	60,000
Key Account Manager	50,000	90,000	83,000
Field Sales Manager	60,000	90,000	75,000
Area Sales Manager	40,000	80,000	69,000
Ecommerce Manager	40,000	70,000	60,000
Account Manager	50,000	70,000	60,000
Junior Account Manager	40,000	60,000	55,000

## Operations

Job Title	MIN.	MAX.	AVG.
Operations Manager	70,000	90,000	80,000
Engineering Manager	75,000	80,000	65,000
Production Manager	60,000	90,000	70,000
Supply Chain Manager	60,000	90,000	80,000
Quality Manager	55,000	80,000	67,000
Maintenance Manager	50,000	70,000	60,000
Logistics Manager	60,000	90,000	77,000
Shift Manager	50,000	70,000	60,000
Senior Buyer	55,000	90,000	72,000
Buyer	50,000	80,000	70,000

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## 4.9 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

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## 4.10 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

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## 5. Contact details

For more information on the North East Salary Survey 2013, please contact the Marketing department at Nigel Wright Recruitment on the details below:

**T:** +44 (0)191 222 0770

**E:** creative@nigelwright.com

**W:** www.nigelwright.com

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### 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

### PARIS

29 RUE DE BASSANO  
75008 PARIS  
FRANCE

**T** +33 1 76 73 29 80

### STOCKHOLM

PARK VENUE STOCKHOLM  
ENGELBREKTSGATAN 9-11  
S-114 32 STOCKHOLM  
SWEDEN

**T** +46 (0)8 120 66 136

### COPENHAGEN

RÅDHUSPLADSEN 16  
1550 COPENHAGEN V  
DENMARK

**T** +45 7027 8601

### OSLO

DRONNING EUFEMIAS GATE 16  
0191 OSLO  
NORWAY

**T** +47 23 89 77 73

### DÜSSELDORF

GRAF-ADOLF-PLATZ 15  
40213 DÜSSELDORF,  
GERMANY

**T** +49 211 882 42 364

### AMSTERDAM

TOWER D, LEVEL 10  
WTC AMSTERDAM  
STRAWINSKYLAAN 1059  
1077XX AMSTERDAM  
NETHERLANDS

**T** +31 (0)20 333 21 88

### GENEVA

LAKE GENEVA BUSINESS PARK 1  
7 ROUTE DE CRASSIER  
1262 EYSINS  
SWITZERLAND

**T** +41 (0)22 595 67 48

### MADRID

MIRAFLORES PALACE MADRID  
CARRERA DE SAN JERÓNIMO  
15 -2<sup>a</sup>

28014 MADRID

SPAIN

**T** +34 91 788 3172





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