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SECURE 2025 Go-To-Market Salary Guide

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EXECUTIVE SUMMARY

The **Go To Market Strategy** landscape has evolved significantly in 2025, with organisations increasingly recognising the Strategic Importance of Integrated GTM Functions. This Comprehensive Salary Guide provides current compensation data across all Major GTM Roles, helping technology companies benchmark their Hiring Strategies & Professionals understand their market value.

What Does An Account Executive Do in Modern Tech Organisations? The role has evolved Beyond Traditional Sales to Encompass Strategic Relationship Management, Solution Consulting & Revenue Growth Leadership. The **Tech Sales Career** Path now offers Multiple Specialisation Routes, each with Distinct Compensation Levels reflecting Market Demand & Expertise Requirements.

For those exploring **GTM Career Path** Opportunities, the market offers Exceptional Growth Potential with Clear Progression Pathways. **Customer Success Manager** Salary Levels reflect the Strategic Importance of Client Retention & Expansion in Recurring Revenue Models.

Account Manager Career Progression continues to offer strong advancement opportunities, particularly for professionals who demonstrate Cross-Functional Collaboration Skills.



SALES LEADERSHIP

Leadership Roles command premium compensation, reflecting the Revenue Responsibility & Strategic Importance of GTM Functions.

Role	UK Base (£)	UK Day Rate (£)	EU (€)	US (\$)
President (Sales, CSM, PS)	£250,000+	-	€270,000+	\$300,000+
SVP (Sales, CSM, PS)	£220,000 - £300,000+	-	€240,000 - €330,000+	\$270,000 - \$350,000+
VP (Sales, CSM, PS)	£200,000 - £250,000+	-	€220,000 - €280,000+	\$250,000 - \$300,000+
Commercial Director/Senior Director	£150,000 - £220,000	-	€160,000 - €240,000	\$180,000 - \$260,000
Director (Sales, CSM, PS)	£90,000 - £180,000	£900 - £1,250+	€100,000 - €190,000	\$120,000 - \$220,000
Head of Sales	£140,000 - £220,000	-	€150,000 - €240,000	\$180,000 - \$260,000
Head of Business Development/New Markets	£130,000 - £190,000	-	€140,000 - €210,000	\$170,000 - \$230,000

SALES SUPPORT & ENGINEERING

Technical Sales Roles bridge Product Expertise with Commercial Success, offering strong **Tech Sales Career Path** opportunities.

Role	UK Base (£)	UK Day Rate (£)	EU (€)	US (\$)
Head of Pre-Sales/Solutions Engineering	£120,000 - £180,000	-	€270,000+	\$300,000+
Senior Sales Engineer	£80,000 - £150,000	£600 - £850	€240,000 - €330,000+	\$270,000 - \$350,000+
Pre-Sales Solution Architect	£65,000 - £100,000	£600 - £850	€220,000 - €280,000+	\$250,000 - \$300,000+
Sales Engineer	£45,000 - £90,000	£550 - £650	€160,000 - €240,000	\$180,000 - \$260,000
Business Development Manager	£50,000 - £85,000	£450 - £600	€100,000 - €190,000	\$120,000 - \$220,000
Sales Manager	£40,000 - £85,000	-	€150,000 - €240,000	\$180,000 - \$260,000
Sales Representative	£35,000 - £75,000	-	€140,000 - €210,000	\$170,000 - \$230,000

CUSTOMER SUCCESS & ACCOUNT MANAGEMENT

Customer Success Manager Salary levels reflect the Critical Role these professionals play in Revenue Retention & Expansion.

Role	UK Base (£)	UK Day Rate (£)	EU (€)	US (\$)
Head of Customer Success	£110,000 - £170,000	-	€120,000 - €185,000	\$140,000 - \$210,000
Head of Account Management	£120,000 - £180,000	-	€130,000 - €200,000	\$160,000 - \$220,000
Senior Customer Success Manager	£65,000 - £90,000	£600 - £750	€70,000 - €100,000	\$85,000 - \$130,000
Senior Technical Account Manager	£60,000 - £120,000	-	€70,000 - €130,000	\$80,000 - \$160,000
Senior Account Manager	£60,000 - £120,000	-	€70,000 - €130,000	\$80,000 - \$160,000
Customer Success Manager	£45,000 - £75,000	£550 - £650	€50,000 - €80,000	\$60,000 - \$110,000
Technical Account Manager	£40,000 - £75,000	-	€45,000 - €85,000	\$55,000 - \$110,000
Account Manager	£35,000 - £65,000	-	€40,000 - €75,000	\$50,000 - \$100,000

KEY MARKET INSIGHTS

What Does a BDR Do and why are these roles critical to GTM Success? Business Development Representatives serve as the foundation of most Tech Sales Organisations, Qualifying Leads & Creating Pipeline Opportunities. These Entry-Level Positions offer excellent **GTM Career Path** starting points with Clear Advancement Potential.

Account Manager Career Progression typically follows this pathway:

Account Manager → Senior Account Manager → Account Director → Head of Account Management.

High Performers often advance within 18-24 Months at Each Level.

The **Tech Sales Career Path** offers exceptional earning potential, with Senior Account Executives & Sales Directors often achieving Total Compensation Packages Exceeding Base Salaries by 50-100% through Commission & Equity Participation.

Customer Success Manager Salary growth reflects the shift from Traditional Account Management to Proactive Client Success Management, with emphasis on Expansion Revenue & Client Lifetime Value Optimisation.

Contract Opportunities in GTM Functions are less common than Permanent Roles, but Specialised Consulting Positions in Go-To-Market Strategy, Sales Enablement & Customer Success Transformation command Premium Daily Rates.

Director of Customer Success Responsibilities have expanded beyond traditional account management to include strategic planning, cross-functional collaboration, and revenue forecasting. This evolution drives the premium compensation levels seen in senior customer success roles.

COMPENSATION STRUCTURE CONSIDERATIONS

GTM Roles Typically Feature Complex Compensation Structures Beyond Base Salaries:

Variable Compensation: Most Sales & Account Management Roles include Significant Commission or Bonus Components, often Representing 30-50% of Total Compensation for Individual Contributors and 20-30% for management roles.

Equity Participation: Technology Companies frequently Offer Equity Compensation, particularly valuable in High-Growth Organisations. This can Represent Substantial Additional Value over 3-4 Year Vesting Periods.

Accelerators: Many organisations Provide Accelerated Commission Rates for Performance Exceeding Quota Targets, creating opportunities for Exceptional Performers to Significantly Exceed Base Compensation Expectations.

Benefits Packages: GTM Professionals often receive Enhanced Benefits including Car Allowances, Mobile Devices, Entertainment Budgets & Professional Development Funding.

GEOGRAPHIC & INDUSTRY VARIATIONS

Go To Market Strategy requirements vary significantly by Industry Sector & Company Maturity:

Fintech / Financial Services: Enhanced Compliance Requirements often Drive Salary Premiums of 15-25% Above General Technology Roles.

Enterprise Software: Complex Sales Cycles & Large Deal Sizes Support Higher Compensation Levels, particularly for Field Sales Roles.

SaaS Platforms: Recurring Revenue Models emphasise Customer Success & Retention, driving Premium Compensation for Post-Sales Roles.

Startup Environments: Early-Stage Companies often Offset Lower Base Salaries with significant Equity Participation & Accelerated Career Progression Opportunities.



READY TO EXPLORE GTM OPPORTUNITIES OR BUILD YOUR GO-TO-MARKET TEAM?

SECURE Recruitment supports technology companies across all growth functions. Our Executive Search Specialists understand the evolving GTM Landscape and can guide both Individual Careers & Organisational Hiring Strategies. [Find Out More About Our Expert Services Here.](#)

This Salary Guide represents market data compiled from SECURE Recruitment's Executive Search activities across UK, European & US Markets. Figures reflect typical compensation ranges and may vary based on specific company requirements, candidate experience, and market conditions. For personalised guidance on compensation benchmarking or career planning, contact SECURE Recruitment's Specialist Consultants.

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