

# RAIN

Following last year's unprecedented decreases, average salaries have bounced back to 2008 levels. Is the storm finally passing? **James Chase** reports on the key findings of the Career & Salary Survey 2010

# CHECK



Last year, when we performed our annual checkup of the fortunes of the industry's workforce, we uncovered the unthinkable: Average industry salaries had shrunk for the first time ever (at least, we can assume it was the first time ever, given that the survey was first undertaken in the mid-eighties.) It seemed that the recession, which had felt very real in a number of less-tangible ways, was now leaving a measurable mark on pay checks. The storm had well and truly hit and, for many, it was a case of holding onto their seats.

Fast forward to 2010, and the 24th annual MM&M Career & Salary Survey reports a relatively rosier picture: Average salaries across the board are up 5.4% to \$129,200, bouncing back to 2008 levels, and surpassed in recent history only by 2007's bumper average of \$133,700 (Fig. 1). And while no one is suggesting it's time to put away the umbrellas just yet, these ballpark figures suggest an obvious crack in the clouds. Hope is that, before too long, the covers can come off and play in the job market will once again resume. Demographic details of our sample of 620 respondents can be found a little later in this article. For now, let's delve a little deeper into the numbers...

ILLUSTRATION: 2010 © ELDON DOTY

## How much are they making?

Unsurprisingly, some types of companies performed rather better than others (Fig. 2). Manufacturers (i.e. pharmaceutical and biotech companies) remain at the top of the tree with a healthy 11.2% increase in average salaries to \$156,026. Agencies have at least stopped last year's bleeding, posting a 1.6% increase to \$122,962 on the back of a 5.8% drop in 2009.

The media/publishing sector showed some interesting movement:

The Digital Only category saw average salaries skyrocketing by 40.4% to \$126,118, whereas Print and Digital saw a decrease of 9.2% to \$85,253 and Print Only, with admittedly very few respondents, recorded a miserable 15.2% plunge to \$76,000. Basically, anything with “print” did not fare too well, it seems. The Service Supplier category also took a major hit this year, falling 10.8% to \$119,156.

The battle of the sexes took another twist this year. Last year, women had closed the gap a little, with men taking an 8% hit down to \$135,043 while women remained flat at \$108,000. However, this year the gender gap has widened again: Men’s average salaries are up 8.4% to \$146,445, while women’s are also up by a more modest 3.7% to \$112,053 (Fig. 3). This means that women’s average salaries are now just 76.5% of their male counterparts.

As for sectors, Biotechnology remained the best paid on average at \$140,802, despite taking a modest hit of 1.6% (Fig. 4). Involvement in both Rx and OTC Pharmaceuticals also remained among the most lucrative sectors to be in with average salaries of \$133,286 and \$124,554, respectively. Most of the products, devices and diagnostics categories also showed reasonable gains to around the \$120,000 mark, while the increasing importance of managed markets is perhaps reflected in a 7.3% increase in the Managed Care sector.

The size of the company you work plays a role in the size of your pay check, it seems, as the old adage “biggest is best” continues to hold true. In fact, this year, average salaries by company size line up perfectly in order, with the smallest companies (less than \$5 million in US revenues) recording the lowest salaries (\$108,305) and the largest companies (more than \$100 million in US revenues) posting the highest (\$153,136).

**What else is in it for them?**

When it comes to job satisfaction, the news is a little better this year: 29.6 % report they are “thoroughly satisfied” with their job vs. 25.9% in 2009; 53.1% are “generally satisfied” (51.0% in 2009); 9.9% say their job is “OK, but mundane” (14.0% in 2009); and just 7.4% report that they are “not satisfied” with their position (9.1% in 2009).

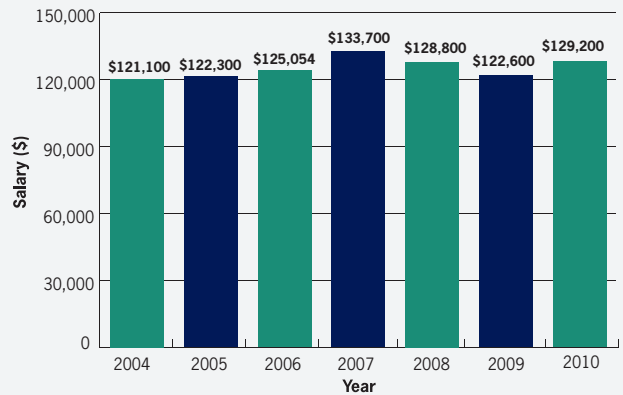
It seems that the recession has been something of a leveler, at least in terms of how much people think they are making compared to their peers. This year, 12% of respondents think they are “paid more than their peers” with 42.1% assuming that they “paid the same.” Of course, that means that 45.8% still believe they are “paid less than their peers,” down slightly from 48.4% last year.

Overall, respondents rate their advancement prospects slightly better than in 2009: 55.2% say their prospects are good, vs. 50.8% in 2009, while 19.0% rate their advancement opportunities to be poor, down from 20.8% in 2009.

More interesting still is that while the number of Men that think their advancement prospects are “excellent or good” has risen by 6.4% to 54.9%, for Women it is even higher, up 10.8% to 55.6%. For both Men and Women, the proportion that rates their advancement opportunities as “poor” is down almost 9% to around 19%.

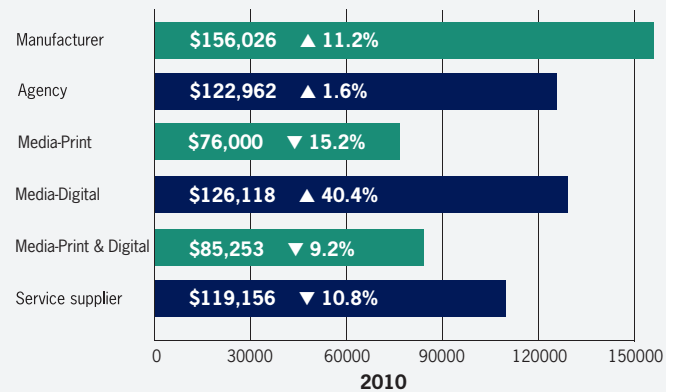
But most interesting of all is when you break this out by Type of Employer (Fig. 6). Manufacturers saw a modest gain in those who perceive their advancement prospects to be “excellent or good” of 4.4% to 57.4%. However, their appears to be a surge in optimism for agencies, where this figure has catapulted by 15.8% to 67.3%. Interestingly, the proportion employed by Manufacturers who see their prospects as “poor” is up a whopping 25.2% —probably the

**Fig. 1: Average salary, 2004-2010**



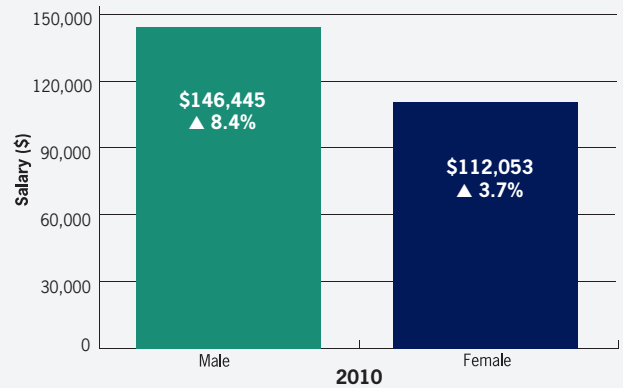
Source: MM&M Career & Salary Survey, 2010

**Fig. 2: Average salary by employer**



Source: MM&M Career & Salary Survey, 2010

**Fig. 3: Average salary by gender**



Source: MM&M Career & Salary Survey, 2010

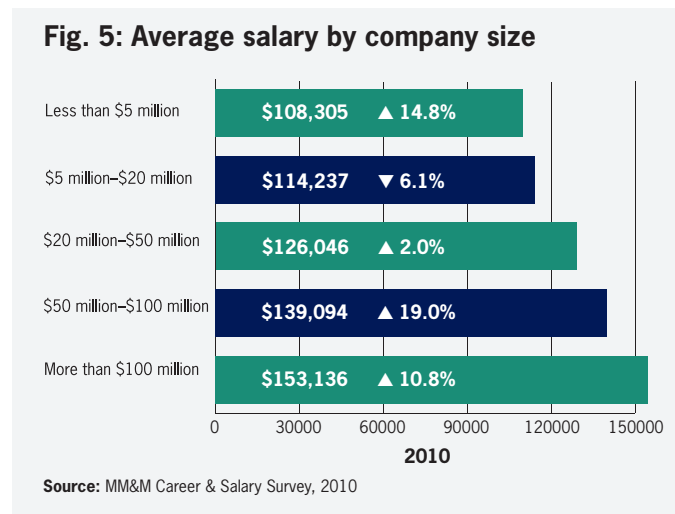
result of having witnessed so much recession-driven downsizing on the pharma side.

So what factors do respondents consider to be the most (and least) important to their jobs? Salary is an interesting one and the majority of employees ranked this number one (58%), however one might have expected this figure to be even greater and it is down from 61% in 2009. Put another way, 42% of respondents rank something other than salary as the factor they consider most important to their job.

So what else is there? Well, in second place was Vacation Time (10% vs. 14% in 2009), then Company Vehicle (8% vs. 7% in 2009), Work From Home (8%, unchanged), Retirement Plan (6% vs. 4% in 2009), Casual Dress (4% vs. 3% in 2009), Charity/Pro Bono Work (4% vs. 3% in 2009), Environmental Friendliness (3% vs. 2% in 2009) and lastly Stock Options (3% vs. 6% last year). It might be a step too far to deduce that employees have given up on salary, vacation and stock options and are more concerned with charity, the environment and retiring, but you get the picture. Interestingly, 10% ranked salary as the least important factor, as they did last year.

Now we know what factors people think are important to their jobs. So how do they rate their current employers on these and various other attributes? Based on an average rankings score, companies seem to score best overall on Salary, Benefits and Work Environment, and worst on Training, as they did last year. The only real notable change is an improvement in Environmental Friendliness and a marginal increase in perceived Job Security.

However, if we drill down a little, it's apparent that few companies score an "excellent" grade on any attribute. The attribute with the most "excellent" grades is Work Environment/Culture at 23%, but



even this is down from 28% in 2009. Then comes Benefits (21%, down from 23%), Loyalty to Employees (21%, down from 23%), Job Security (16%, down from 17%), Salary (15%, down from 19%), Advancement Opportunities (12%, no change), Environmental Friendliness (11%, up from 7%) and Training (8%, down from 9%).

One big concern to the industry is surely that 30% of all respondents rated their employers as "poor" for Training, while one in five gave the same low grade to Advancement Opportunities.

### What are they going to do next?

Another presumably worrying statistic for employers is that a lot of their employees say they intend to look for a new job in the next 12 months. This is usually the case, although this year the figure is down slightly (36.3% vs. 33.7%), which is either a sign of less disgruntlement or an acknowledgement that now is maybe not a good time to move on.

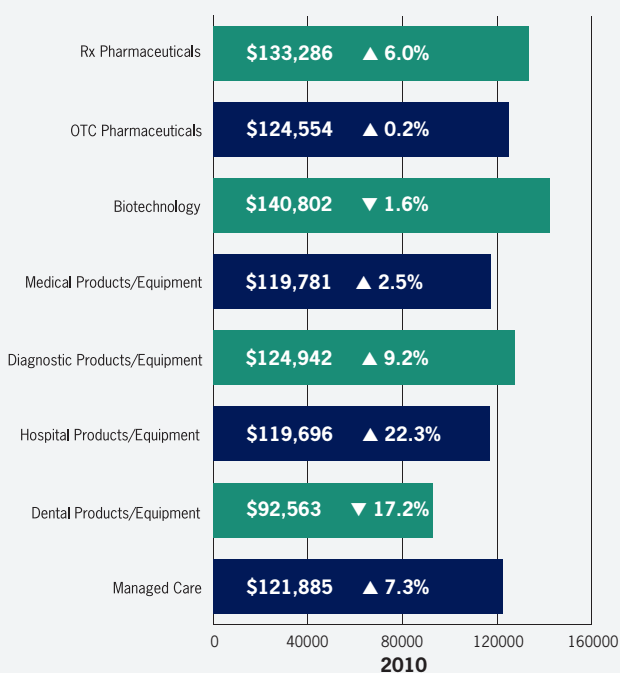
Again, the picture gets more interesting when you break it out by Type of Company (Fig. 7). Once more the apparent feel-good factor of working at an Agency is tangible, as it was with perceived advancement prospects. In fact, just 31.0% of Agency employees say they will try to leave in the next 12 months vs. 36.6% one year ago.

For those intending to leave their current positions, what are the major motivations for making a move? The answers are Salary (35.9%, up from 29.2% in 2009), Better Work Environment/Culture (20.9%, up from 16.1%) and Better Advancement Prospects (20.1%, up from 13.1%).

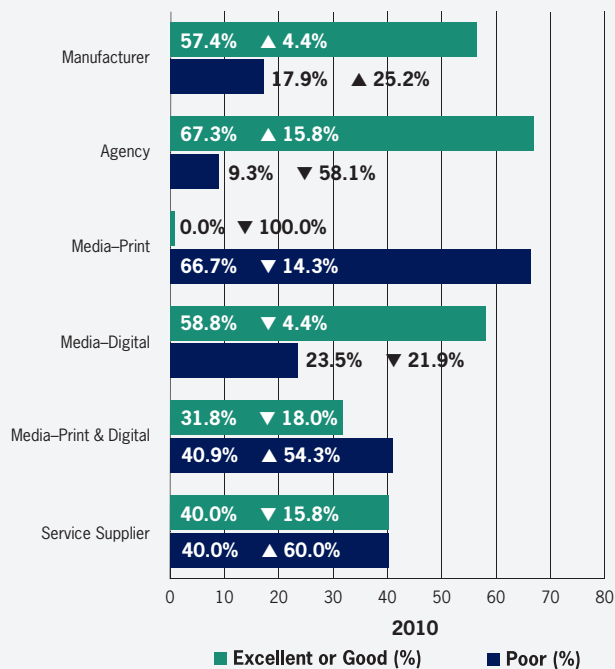
And how do these job-seekers intend to find their next position? Respondents were asked to rank five methods from 1 to 5 (1 being the most likely and 5 being the least likely). The average ranking for each showed the number one method to be the employee's own Industry Relationships and Contacts, followed by Recruitment Firms.

It's interesting to break out only the #1 ranks: this does not change the order of likelihood of each job-hunting method but it does highlight a couple of trends from 2009 to the present. While both Industry Relationships and Contacts (43%) and Post a Resume (10%) recorded about the same number of #1 ranks as last year, there were some notable changes: More people intend to use Recruitments Firms as their #1 method (35% vs. 29% in 2009); fewer intend to

**Fig. 4: Average salary by sector**



**Fig. 6: Advancement prospects by employer**



Source: MM&M Career & Salary Survey, 2010

use Job Advertisements (11% vs. 15% in 2009); and fewer intend to Contact Prospective Companies (10% vs. 13% in 2009).

**Who are the respondents and how did we find them?**

The MM&M Career & Salary Survey 2010 was undertaken in July and August in the as an online self-completion questionnaire. The URL was emailed to several mailing lists totalling approximately 30,000 executives employed in healthcare marketing and related fields, encompassing pharma/biotech companies, agencies, media companies and service suppliers/vendors, and including subscribers to *MM&M*.

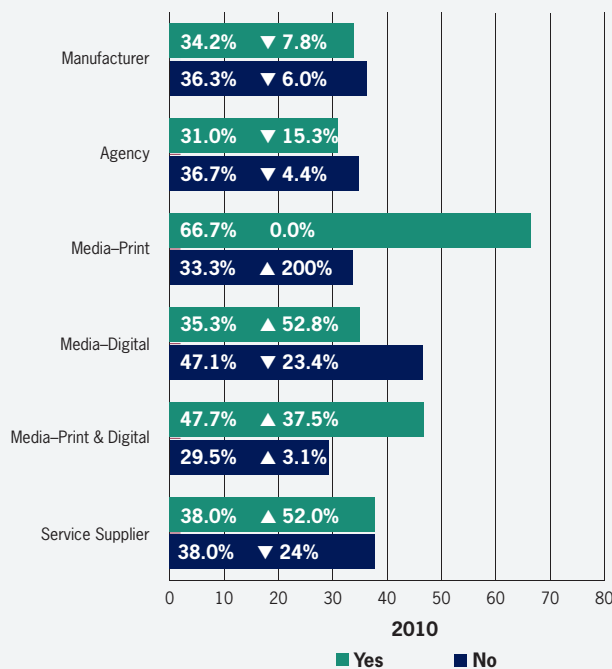
Of the 620 respondents: 310 are male and 310 female; 190 are employed by pharma or biotech companies, 248 by agencies, 92 by media/publishing companies and 50 by service suppliers/vendors; the average age is 42.5 years, with a high of 85 and a low of 22; the average time spent in the industry is 14 years with a high of 52 and a low of 0.5; and the average time spent in current position is 4.6 years with a high of 31 and a low of 0.1.

**How can you get more of this data?**

On the pages that follow you will find data sets for a limited selection of job titles. However, you can view data sets for all 49 job titles online at [www.mmm-online.com](http://www.mmm-online.com).

For numerous additional data sets, cross-tabulations and insights (not limited to job titles), refer to the *MM&M Career & Salary Survey – Premium Edition*, which goes on sale September 20, 2010 from the same website. ■

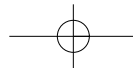
**Fig. 7: Plan to seek new job this year**



Source: MM&M Career & Salary Survey, 2010

**DIRECTORY OF POSITIONS**

Account Manager	54
Account Supervisor	52
Chief Executive Officer	42
Director, Marketing	47
Director, New Business Development	47
Executive Director, Marketing	45
Executive Vice President (EVP)	44
Managing Director	43
Marketing Manager	48
President	43
Product Director	50
Product Manager	52
Sales Director	48
Senior Account Executive	54
Senior Product Manager	50
VP Marketing	45
VP, Marketing & Sales	44



**ALL POSITIONS** **\$129,200** **▲5.4%**

**Number of respondents** **620**

Employer	Percent	Market Sector	Percent
Manufacturer	30.7	Rx/Ethical Pharmaceuticals	77.1
Agency	40.0	OTC/Prop Pharmaceuticals	20.0
Media/publishing - Print	0.5	Biotechnology	26.8
Media/publishing - Digital	2.7	Medical Products/Equip	24.4
Media/publishing - Print & Digital	7.1	Diagnostic Products/Equip	14.0
Service Supplier	8.1	Hospital Products/Equip	11.5

**Age** High 85 Low 22 Avg. 42.5

**Sex** Male 50.0 Female 50.0

**Years in industry** High 52.0 Low 0.5 Avg. 14.0

**Years in position** High 31.0 Low 0.1 Avg. 4.6

**Salary (\$000s/yr)** High 600.0 Low 12.5 Avg. 129.2

**Commission received?** Yes 8.4 No 91.6

**Amount (\$000s/yr)** High 200.0 Low 1.5 Avg. 55.5

**Bonus received?** Yes 66.6 No 33.4

**Amount (\$000s/yr)** High 500.0 Low 0.2 Avg. 28.4

**Perceived pay vs. peers (%)** More 12.0 Less 45.9 Same 42.1

**Employer's gross** <\$5M 19.3 \$50-\$100M 8.7

**US revenue (%)** \$5-\$20M 26.4 >100M 33.6

\$20-\$50M 12.0

**Position satisfying? (%)** Thoroughly 29.6 Generally 53.1

Mundane 9.9 No 7.4

**Advancement prospects (%)** Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)

Exc. 19.1 Good 36.1

Fair 25.8 Poor 19.0

**How current job was acquired (%)** Promoted 40.6 Exec Search 12.8

Recruited by co. 14.1 Own Initiative 27.2

**Benefits received (%)** Signing Bonus 12.1 Retirement 53.4

Car 11.3 Medical 85.3

Dental 74.8 Stock 38.9

**Factors important to job (avg ranking, 1 = most important)** Salary 2.7 Casual Dress 5.3

Retirement 4.1 Work at home 4.6

Stock 5.2 Eco-Friendly 5.7

Company car 6.6 Charity Work 6.0

Vacation 3.6

**Employer rating (avg rating, 1 = best)** Salary 2.2 Environment 2.2

Benefits 2.2 Loyalty 2.4

Advancement 2.6 Eco-Friendly 2.5

Training 2.9 Job Security 2.4

**Plan to seek a new job this year? (%)** Yes 33.7 No 37.2

**New job motivation (%)** Salary 35.9 Advancement 20.1

Different part of ind 5.0 Need a change 5.4

Get out of Industry 3.5 Job Security 9.3

Work environment 20.9 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** Recruitment agency 2.6 Existing contacts 2.2

Check job ads 3.2 Contact companies 3.2

Post resume online 3.5

**CHIEF EXECUTIVE OFFICER** **\$207,500** **NA**

**Number of respondents** **6**

Employer	Percent	Market Sector	Percent
Manufacturer	33.3	Rx/Ethical Pharmaceuticals	83.3
Agency	50.0	OTC/Prop Pharmaceuticals	33.3
Media/publishing - Print	0.0	Biotechnology	0.0
Media/publishing - Digital	16.7	Medical Products/Equip	50.0
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	16.7
Service Supplier	0.0	Hospital Products/Equip	16.7

**Age** High 60 Low 39 Avg. 53.5

**Sex** Male 83.3 Female 16.7

**Years in industry** High 30.0 Low 8.0 Avg. 15.7

**Years in position** High 25.0 Low 6.0 Avg. 15.9

**Salary (\$000s/yr)** High 500.0 Low 95.0 Avg. 207.5

**Commission received?** Yes 16.7 No 83.3

**Amount (\$000s/yr)** High 80.0 Low 80.0 Avg. 80.0

**Bonus received?** Yes 66.7 No 33.3

**Amount (\$000s/yr)** High 500.0 Low 25.0 Avg. 147.5

**Perceived pay vs. peers (%)** More 0.0 Less 83.3 Same 16.7

**Employer's gross** <\$5M 66.7 \$50-\$100M 0.0

**US revenue (%)** \$5-\$20M 16.7 >100M 0.0

\$20-\$50M 16.7

**Position satisfying? (%)** Thoroughly 66.7 Generally 33.3

Mundane 0.0 No 0.0

**Advancement prospects (%)** Index 3.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Exc. 66.7 Good 16.7

Fair 0.0 Poor 16.7

**How current job was acquired (%)** Promoted 60.0 Exec Search 0.0

Recruited by co. 0.0 Own Initiative 0.0

**Benefits received (%)** Signing Bonus 0.0 Retirement 66.7

Car 66.7 Medical 83.3

Dental 66.7 Stock 16.7

**Factors important to job (avg ranking, 1 = most important)** Salary 5.5 Casual Dress 2.5

Retirement 6.3 Work at home 2.0

Stock 2.5 Eco-Friendly 2.0

Company car 3.5 Charity Work 3.3

Vacation 3.0

**Employer rating (avg rating, 1 = best)** Salary 2.5 Environment 1.2

Benefits 2.0 Loyalty 1.0

Advancement 1.8 Eco-Friendly 2.0

Training 2.3 Job Security 1.3

**Plan to seek a new job this year? (%)** Yes 0.0 No 100.0

**New job motivation (%)** Salary 0.0 Advancement 0.0

Different part of ind 0.0 Need a change 0.0

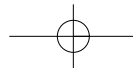
Get out of Industry 0.0 Job Security 0.0

Work environment 0.0 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** Recruitment agency 0.0 Existing contacts 1.3

Check job ads 4.0 Contact companies 4.3

Post resume online 4.0



## CAREER & SALARY SURVEY 2010

### PRESIDENT \$194,200 ▲6.5%

**Number of respondents** 26

Employer	Percent	Market Sector	Percent
Manufacturer	7.7	Rx/Ethical Pharmaceuticals	73.1
Agency	23.1	OTC/Prop Pharmaceuticals	23.1
Media/publishing - Print	0.0	Biotechnology	26.9
Media/publishing - Digital	7.7	Medical Products/Equip	34.6
Media/publishing - Print & Digital	3.9	Diagnostic Products/Equip	26.9
Service Supplier	34.6	Hospital Products/Equip	19.2

**Age** High 68 Low 25 Avg. 50.0

**Sex** Male 42.3 Female 57.7

**Years in industry** High 40.0 Low 2.0 Avg. 22.3

**Years in position** High 31.0 Low 1.0 Avg. 9.0

**Salary (\$000s/yr)** High 500.0 Low 50.0 Avg. 194.2

**Commission received?** Yes 3.9 No 96.2

**Amount (\$000s/yr)** High 11.3 Low 11.3 Avg. 11.3

**Bonus received?** Yes 65.4 No 34.6

**Amount (\$000s/yr)** High 300.0 Low 1.0 Avg. 89.8

**Perceived pay vs. peers (%)** More 7.7 Less 53.9 Same 38.5

**Employer's gross US revenue (%)** <\$5M 69.2 \$5-\$20M 26.9 \$20-\$50M 0.0 >100M 0.0

**Position satisfying? (%)** Thoroughly 57.7 Generally 38.5 Mundane 3.9 No 0.0

**Advancement prospects (%)** Index 3.1 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 62.5 Good 8.3 Fair 4.2 Poor 25.0

**How current job was acquired (%)** Promoted 20.0 Exec Search 8.0 Recruited by co. 0.0 Own Initiative 40.0

**Benefits received (%)** Signing Bonus 17.7 Retirement 52.9 Car 23.5 Medical 82.4 Dental 64.7 Stock 41.2

**Factors important to job (avg ranking, 1 = most important)** Salary 3.9 Casual Dress 6.4 Retirement 3.9 Work at home 4.1 Stock 5.3 Eco-Friendly 5.4 Company car 6.7 Charity Work 6.1 Vacation 3.6

**Employer rating (avg rating, 1 = best)** Salary 2.1 Environment 1.5 Benefits 1.9 Loyalty 1.5 Advancement 2.1 Eco-Friendly 1.9 Training 2.3 Job Security 1.8

**Plan to seek a new job this year? (%)** Yes 11.5 No 76.9

**New job motivation (%)** Salary 40.0 Advancement 20.0 Different part of ind 0.0 Need a change 0.0 Get out of Industry 0.0 Job Security 20.0 Work environment 20.0 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** Recruitment agency 3.3 Existing contacts 2.9 Check job ads 3.3 Contact companies 2.8 Post resume online 3.3

### MANAGING DIRECTOR \$182,500 NA

**Number of respondents** 13

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx/Ethical Pharmaceuticals	69.2
Agency	38.5	OTC/Prop Pharmaceuticals	38.5
Media/publishing - Print	7.7	Biotechnology	38.5
Media/publishing - Digital	0.0	Medical Products/Equip	30.8
Media/publishing - Print & Digital	7.7	Diagnostic Products/Equip	38.5
Service Supplier	23.1	Hospital Products/Equip	23.1

**Age** High 64 Low 36 Avg. 49.0

**Sex** Male 61.5 Female 38.5

**Years in industry** High 38.0 Low 8.0 Avg. 21.5

**Years in position** High 17.0 Low 1.0 Avg. 5.9

**Salary (\$000s/yr)** High 325.0 Low 80.0 Avg. 182.5

**Commission received?** Yes 30.8 No 69.2

**Amount (\$000s/yr)** High 100.0 Low 10.0 Avg. 51.3

**Bonus received?** Yes 76.9 No 23.1

**Amount (\$000s/yr)** High 75.0 Low 7.0 Avg. 27.7

**Perceived pay vs. peers (%)** More 15.4 Less 53.9 Same 30.8

**Employer's gross US revenue (%)** <\$5M 38.5 \$5-\$20M 30.8 \$20-\$50M 23.1 >100M 0.0

**Position satisfying? (%)** Thoroughly 16.7 Generally 66.7 Mundane 0.0 No 16.7

**Advancement prospects (%)** Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 23.1 Good 15.4 Fair 30.8 Poor 30.8

**How current job was acquired (%)** Promoted 23.1 Exec Search 30.8 Recruited by co. 7.7 Own Initiative 38.5

**Benefits received (%)** Signing Bonus 16.7 Retirement 33.3 Car 25.0 Medical 91.7 Dental 75.0 Stock 25.0

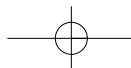
**Factors important to job (avg ranking, 1 = most important)** Salary 2.2 Casual Dress 5.2 Retirement 4.2 Work at home 5.2 Stock 5.0 Eco-Friendly 5.9 Company car 7.3 Charity Work 6.9 Vacation 3.4

**Employer rating (avg rating, 1 = best)** Salary 2.4 Environment 2.5 Benefits 2.7 Loyalty 2.7 Advancement 3.2 Eco-Friendly 2.6 Training 2.6 Job Security 2.8

**Plan to seek a new job this year? (%)** Yes 38.5 No 30.8

**New job motivation (%)** Salary 42.9 Advancement 14.3 Different part of ind 42.9 Need a change 0.0 Get out of Industry 0.0 Job Security 0.0 Work environment 0.0 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** Recruitment agency 2.7 Existing contacts 1.6 Check job ads 3.9 Contact companies 3.0 Post resume online 3.8



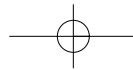
## CAREER & SALARY SURVEY 2010

### EXECUTIVE VICE PRESIDENT 228,400 ▲17.7%

Number of respondents						21
Employer	Percent	Market Sector	Percent			
Manufacturer	14.3	Rx/Ethical Pharmaceuticals	76.2			
Agency	61.9	OTC/Prop Pharmaceuticals	19.1			
Media/publishing - Print	0.0	Biotechnology	38.1			
Media/publishing - Digital	0.0	Medical Products/Equip	28.6			
Media/publishing - Print & Digital	4.8	Diagnostic Products/Equip	28.6			
Service Supplier	19.1	Hospital Products/Equip	23.8			
<b>Age</b>	High	62	Low	36	Avg.	47.8
<b>Sex</b>	Male	66.7	Female	33.3		
<b>Years in industry</b>	High	25.0	Low	4.0	Avg.	16.2
<b>Years in position</b>	High	14.0	Low	0.5	Avg.	4.4
<b>Salary (\$000s/yr)</b>	High	375.0	Low	45.0	Avg.	228.4
<b>Commission received?</b>	Yes	14.3	No	85.7		
<b>Amount (\$000s/yr)</b>	High	70.0	Low	25.0	Avg.	41.7
<b>Bonus received?</b>	Yes	71.4	No	28.6		
<b>Amount (\$000s/yr)</b>	High	190.0	Low	0.2	Avg.	54.2
<b>Perceived pay vs. peers (%)</b>	More	19.1	Less	28.6	Same	52.4
<b>Employer's gross US revenue (%)</b>	<\$5M	15.0	\$50-\$100M	5.0		
	\$5-\$20M	25.0	>100M	35.0		
	\$20-\$50M	20.0				
<b>Position satisfying? (%)</b>	Thoroughly	19.1	Generally	76.2		
	Mundane	0.0	No	4.8		
<b>Advancement prospects (%)</b>	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Exc.	19.1	Good	33.3		
	Fair	28.6	Poor	19.1		
<b>How current job was acquired (%)</b>	Promoted	38.1	Exec Search	14.3		
	Recruited by co.	23.8	Own Initiative	19.1		
<b>Benefits received (%)</b>	Signing Bonus	23.8	Retirement	52.4		
	Car	38.1	Medical	85.7		
	Dental	71.4	Stock	42.9		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	3.2	Casual Dress	4.6		
	Retirement	4.7	Work at home	4.1		
	Stock	4.7	Eco-Friendly	5.8		
	Company car	5.5	Charity Work	5.1		
	Vacation	3.8				
<b>Employer rating (avg rating, 1 = best)</b>	Salary	1.9	Environment	2.2		
	Benefits	2.2	Loyalty	2.1		
	Advancement	2.5	Eco-Friendly	2.5		
	Training	3.0	Job Security	2.2		
<b>Plan to seek a new job this year? (%)</b>	Yes	28.6	No	38.1		
<b>New job motivation (%)</b>	Salary	16.7	Advancement	16.7		
	Different part of ind	0.0	Need a change	16.7		
	Get out of Industry	0.0	Job Security	16.7		
	Work environment	33.3	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.4	Existing contacts	1.8		
	Check job ads	4.1	Contact companies	2.7		
	Post resume online	3.5				

### VP MARKETING & SALES \$161,700 ▲56.3%

Number of respondents						18
Employer	Percent	Market Sector	Percent			
Manufacturer	38.9	Rx/Ethical Pharmaceuticals	66.7			
Agency	22.2	OTC/Prop Pharmaceuticals	27.8			
Media/publishing - Print	0.0	Biotechnology	38.9			
Media/publishing - Digital	5.6	Medical Products/Equip	38.9			
Media/publishing - Print & Digital	5.6	Diagnostic Products/Equip	16.7			
Service Supplier	16.7	Hospital Products/Equip	27.8			
<b>Age</b>	High	61	Low	37	Avg.	47.5
<b>Sex</b>	Male	88.9	Female	11.1		
<b>Years in industry</b>	High	35.0	Low	4.0	Avg.	19.8
<b>Years in position</b>	High	12.0	Low	0.5	Avg.	3.9
<b>Salary (\$000s/yr)</b>	High	275.0	Low	50.0	Avg.	161.7
<b>Commission received?</b>	Yes	33.3	No	66.7		
<b>Amount (\$000s/yr)</b>	High	138.0	Low	50.0	Avg.	77.2
<b>Bonus received?</b>	Yes	88.9	No	11.1		
<b>Amount (\$000s/yr)</b>	High	105.0	Low	1.0	Avg.	43.5
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	44.4	Same	55.6
<b>Employer's gross US revenue (%)</b>	<\$5M	22.2	\$50-\$100M	11.1		
	\$5-\$20M	27.8	>100M	27.8		
	\$20-\$50M	11.1				
<b>Position satisfying? (%)</b>	Thoroughly	61.1	Generally	33.3		
	Mundane	5.6	No	0.0		
<b>Advancement prospects (%)</b>	Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Exc.	27.8	Good	44.4		
	Fair	27.8	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	44.4	Exec Search	11.1		
	Recruited by co.	27.8	Own Initiative	16.7		
<b>Benefits received (%)</b>	Signing Bonus	25.0	Retirement	43.8		
	Car	37.5	Medical	93.8		
	Dental	93.8	Stock	50.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	4.2	Casual Dress	5.0		
	Retirement	4.1	Work at home	4.1		
	Stock	5.6	Eco-Friendly	4.2		
	Company car	5.5	Charity Work	5.9		
	Vacation	4.8				
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environment	1.8		
	Benefits	2.3	Loyalty	1.7		
	Advancement	2.2	Eco-Friendly	2.2		
	Training	3.1	Job Security	2.2		
<b>Plan to seek a new job this year? (%)</b>	Yes	11.1	No	61.1		
<b>New job motivation (%)</b>	Salary	20.0	Advancement	20.0		
	Different part of ind	20.0	Need a change	20.0		
	Get out of Industry	0.0	Job Security	0.0		
	Work environment	20.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.8	Existing contacts	1.9		
	Check job ads	3.3	Contact companies	2.6		
	Post resume online	3.6				



## CAREER & SALARY SURVEY 2010

### VP MARKETING \$194,800 ▲8.4%

**Number of respondents** 14

Employer	Percent	Market Sector	Percent
Manufacturer	50.0	Rx/Ethical Pharmaceuticals	71.4
Agency	21.4	OTC/Prop Pharmaceuticals	35.7
Media/publishing - Print	0.0	Biotechnology	35.7
Media/publishing - Digital	0.0	Medical Products/Equip	21.4
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	21.4
Service Supplier	21.4	Hospital Products/Equip	7.1

<b>Age</b>	High	60	Low	34	Avg.	45.8
<b>Sex</b>	Male	64.3	Female	35.7		
<b>Years in industry</b>	High	37.0	Low	8.0	Avg.	19.9
<b>Years in position</b>	High	27.0	Low	1.0	Avg.	5.8
<b>Salary (\$000s/yr)</b>	High	260.0	Low	100.0	Avg.	194.8
<b>Commission received?</b>	Yes	7.1	No	92.9		
<b>Amount (\$000s/yr)</b>	High	30.0	Low	30.0	Avg.	30.0
<b>Bonus received?</b>	Yes	85.7	No	14.3		
<b>Amount (\$000s/yr)</b>	High	125.0	Low	8.0	Avg.	49.9

<b>Perceived pay vs. peers (%)</b>	More	14.3	Less	35.7	Same	50.0
<b>Employer's gross US revenue (%)</b>	<\$5M	7.1	\$50-\$100M	14.3		
	\$5-\$20M	7.1	>100M	57.1		
	\$20-\$50M	14.3				

<b>Position satisfying? (%)</b>	Thoroughly	35.7	Generally	57.1
	Mundane	0.0	No	7.1

<b>Advancement prospects (%)</b>	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Exc.	0.0	Good	57.1
	Fair	21.4	Poor	21.4

<b>How current job was acquired (%)</b>	Promoted	28.6	Exec Search	35.7
	Recruited by co.	14.3	Own Initiative	21.4

<b>Benefits received (%)</b>	Signing Bonus	9.1	Retirement	45.5
	Car	9.1	Medical	90.9
	Dental	90.9	Stock	72.7

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.7	Casual Dress	6.4
	Retirement	3.0	Work at home	5.3
	Stock	3.8	Eco-Friendly	6.6
	Company car	7.3	Charity Work	5.7
	Vacation	4.0		

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environment	2.3
	Benefits	2.2	Loyalty	2.5
	Advancement	2.6	Eco-Friendly	2.8
	Training	3.1	Job Security	2.2

<b>Plan to seek a new job this year? (%)</b>	Yes	21.4	No	35.7
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<b>New job motivation (%)</b>	Salary	25.0	Advancement	25.0
	Different part of ind	0.0	Need a change	0.0
	Get out of Industry	0.0	Job Security	0.0
	Work environment	50.0	Other	0.0

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.7	Existing contacts	1.8
	Check job ads	3.8	Contact companies	3.1
	Post resume online	3.8		

### EXECUTIVE DIRECTOR, MARKETING \$186,600 NA

**Number of respondents** 10

Employer	Percent	Market Sector	Percent
Manufacturer	80.0	Rx/Ethical Pharmaceuticals	50.0
Agency	0.0	OTC/Prop Pharmaceuticals	20.0
Media/publishing - Print	0.0	Biotechnology	50.0
Media/publishing - Digital	10.0	Medical Products/Equip	10.0
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip	0.0

<b>Age</b>	High	65	Low	37	Avg.	46.3
<b>Sex</b>	Male	90.0	Female	10.0		
<b>Years in industry</b>	High	32.0	Low	10.0	Avg.	19.8
<b>Years in position</b>	High	7.0	Low	1.0	Avg.	2.8
<b>Salary (\$000s/yr)</b>	High	216.0	Low	100.0	Avg.	186.6
<b>Commission received?</b>	Yes	10.0	No	90.0		
<b>Amount (\$000s/yr)</b>	High	200.0	Low	200.0	Avg.	200.0
<b>Bonus received?</b>	Yes	90.0	No	10.0		
<b>Amount (\$000s/yr)</b>	High	70.0	Low	20.0	Avg.	47.8

<b>Perceived pay vs. peers (%)</b>	More	20.0	Less	30.0	Same	50.0
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	10.0	>100M	90.0		
	\$20-\$50M	0.0				

<b>Position satisfying? (%)</b>	Thoroughly	30.0	Generally	70.0
	Mundane	0.0	No	0.0

<b>Advancement prospects (%)</b>	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Exc.	11.1	Good	66.7
	Fair	22.2	Poor	0.0

<b>How current job was acquired (%)</b>	Promoted	60.0	Exec Search	0.0
	Recruited by co.	20.0	Own Initiative	10.0

<b>Benefits received (%)</b>	Signing Bonus	40.0	Retirement	80.0
	Car	0.0	Medical	100.0
	Dental	100.0	Stock	90.0

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.9	Casual Dress	6.0
	Retirement	3.4	Work at home	6.0
	Stock	2.9	Eco-Friendly	6.3
	Company car	7.7	Charity Work	5.6
	Vacation	3.4		

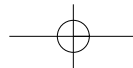
<b>Employer rating (avg rating, 1 = best)</b>	Salary	1.9	Environment	2.2
	Benefits	2.0	Loyalty	2.5
	Advancement	2.2	Eco-Friendly	2.3
	Training	3.0	Job Security	2.3

<b>Plan to seek a new job this year? (%)</b>	Yes	20.0	No	30.0
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<b>New job motivation (%)</b>	Salary	0.0	Advancement	100.0
	Different part of ind	0.0	Need a change	0.0
	Get out of Industry	0.0	Job Security	0.0
	Work environment	0.0	Other	0.0

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.2	Existing contacts	2.0
	Check job ads	4.0	Contact companies	3.3
	Post resume online	3.4		





## CAREER & SALARY SURVEY 2010

### DIRECTOR, MARKETING \$143,500 ▲5.2%

**Number of respondents** 42

Employer	Percent	Market Sector	Percent
Manufacturer	69.1	Rx/Ethical Pharmaceuticals	59.5
Agency	14.3	OTC/Prop Pharmaceuticals	16.7
Media/publishing - Print	0.0	Biotechnology	26.2
Media/publishing - Digital	2.4	Medical Products/Equip	26.2
Media/publishing - Print & Digital	2.4	Diagnostic Products/Equip	4.8
Service Supplier	7.1	Hospital Products/Equip	7.1

**Age** High 65 Low 31 Avg. 43.2

**Sex** Male 47.6 Female 52.4

**Years in industry** High 40.0 Low 1.0 Avg. 15.3

**Years in position** High 10.0 Low 0.1 Avg. 3.2

**Salary (\$000s/yr)** High 210.0 Low 50.0 Avg. 143.5

**Commission received?** Yes 0.0 No 100.0

**Amount (\$000s/yr)** High 0.0 Low 0.0 Avg. 0.0

**Bonus received?** Yes 88.1 No 11.9

**Amount (\$000s/yr)** High 70.0 Low 3.0 Avg. 30.4

**Perceived pay vs. peers (%)** More 14.6 Less 39.0 Same 46.3

**Employer's gross US revenue (%)** <\$5M 9.5 \$5-\$20M 11.9 \$20-\$50M 9.5 \$50-\$100M 7.1 >100M 61.9

**Position satisfying? (%)** Thoroughly 33.3 Generally 54.8 Mundane 7.1 No 4.8

**Advancement prospects (%)** Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 16.7 Good 42.9 Fair 21.4 Poor 19.1

**How current job was acquired (%)** Promoted 48.8 Exec Search 4.9 Recruited by co. 19.5 Own Initiative 24.4

**Benefits received (%)** Signing Bonus 17.1 Retirement 61.0 Car 2.4 Medical 87.8 Dental 80.5 Stock 65.9

**Factors important to job (avg ranking, 1 = most important)** Salary 2.4 Casual Dress 5.5 Retirement 3.9 Work at home 4.7 Stock 5.1 Eco-Friendly 6.2 Company car 7.0 Charity Work 6.1 Vacation 3.7

**Employer rating (avg rating, 1 = best)** Salary 2.0 Environment 2.0 Benefits 2.1 Loyalty 2.5 Advancement 2.6 Eco-Friendly 2.5 Training 2.9 Job Security 2.5

**Plan to seek a new job this year? (%)** Yes 33.3 No 45.2

**New job motivation (%)** Salary 23.5 Advancement 29.4 Different part of ind 11.8 Need a change 5.9 Get out of Industry 5.9 Job Security 5.9 Work environment 17.7 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** Recruitment agency 2.7 Existing contacts 2.1 Check job ads 3.4 Contact companies 3.0 Post resume online 3.5

### DIRECTOR, NEW BUS DEV \$141,000 ▲11.0%

**Number of respondents** 16

Employer	Percent	Market Sector	Percent
Manufacturer	43.8	Rx/Ethical Pharmaceuticals	87.5
Agency	6.3	OTC/Prop Pharmaceuticals	18.8
Media/publishing - Print	0.0	Biotechnology	37.5
Media/publishing - Digital	6.3	Medical Products/Equip	31.3
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	6.3
Service Supplier	25.0	Hospital Products/Equip	6.3

**Age** High 61 Low 32 Avg. 43.7

**Sex** Male 62.5 Female 37.5

**Years in industry** High 30.0 Low 3.0 Avg. 13.7

**Years in position** High 5.0 Low 1.0 Avg. 2.5

**Salary (\$000s/yr)** High 200.0 Low 60.0 Avg. 141.0

**Commission received?** Yes 18.8 No 81.3

**Amount (\$000s/yr)** High 80.0 Low 20.0 Avg. 57.7

**Bonus received?** Yes 75.0 No 25.0

**Amount (\$000s/yr)** High 50.0 Low 0.4 Avg. 26.5

**Perceived pay vs. peers (%)** More 6.3 Less 50.0 Same 43.8

**Employer's gross US revenue (%)** <\$5M 6.3 \$5-\$20M 43.8 \$20-\$50M 0.0 \$50-\$100M 0.0 >100M 50.0

**Position satisfying? (%)** Thoroughly 37.5 Generally 25.0 Mundane 18.8 No 18.8

**Advancement prospects (%)** Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 18.8 Good 12.5 Fair 31.3 Poor 37.5

**How current job was acquired (%)** Promoted 31.3 Exec Search 25.0 Recruited by co. 18.8 Own Initiative 25.0

**Benefits received (%)** Signing Bonus 15.4 Retirement 53.9 Car 0.0 Medical 69.2 Dental 61.5 Stock 46.2

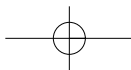
**Factors important to job (avg ranking, 1 = most important)** Salary 3.3 Casual Dress 5.9 Retirement 4.3 Work at home 5.0 Stock 3.9 Eco-Friendly 4.7 Company car 6.4 Charity Work 5.6 Vacation 4.5

**Employer rating (avg rating, 1 = best)** Salary 2.6 Environment 2.4 Benefits 2.7 Loyalty 2.6 Advancement 3.2 Eco-Friendly 2.6 Training 2.9 Job Security 2.7

**Plan to seek a new job this year? (%)** Yes 50.0 No 25.0

**New job motivation (%)** Salary 55.6 Advancement 22.2 Different part of ind 0.0 Need a change 0.0 Get out of Industry 0.0 Job Security 0.0 Work environment 22.2 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** Recruitment agency 2.0 Existing contacts 1.8 Check job ads 3.7 Contact companies 2.9 Post resume online 4.0



## CAREER & SALARY SURVEY 2010

### MANAGER, MARKETING

**\$88,800** ▼4.9%

**Number of respondents** 27

Employer	Percent	Market Sector	Percent
Manufacturer	55.6	Rx/Ethical Pharmaceuticals	48.2
Agency	18.5	OTC/Prop Pharmaceuticals	14.8
Media/publishing - Print	0.0	Biotechnology	7.4
Media/publishing - Digital	0.0	Medical Products/Equip	33.3
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	14.8
Service Supplier	11.1	Hospital Products/Equip	11.1

<b>Age</b>	High	59	Low	24	Avg.	39.4
<b>Sex</b>	Male	22.2	Female	77.8		
<b>Years in industry</b>	High	25.0	Low	2.0	Avg.	10.8
<b>Years in position</b>	High	16.0	Low	1.0	Avg.	5.9
<b>Salary (\$000s/yr)</b>	High	152.0	Low	42.0	Avg.	88.8
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	66.7	No	33.3		
<b>Amount (\$000s/yr)</b>	High	30.0	Low	1.5	Avg.	11.4

<b>Perceived pay vs. peers (%)</b>	More	7.4	Less	66.7	Same	25.9
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	11.1		
	\$5-\$20M	18.5	>100M	59.3		
	\$20-\$50M	11.1				

<b>Position satisfying? (%)</b>	Thoroughly	22.2	Generally	55.6
	Mundane	18.5	No	3.7

<b>Advancement prospects (%)</b>	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Exc.	0.0	Good	40.7
	Fair	25.9	Poor	33.3

<b>How current job was acquired (%)</b>	Promoted	51.9	Exec Search	11.1
	Recruited by co.	7.4	Own Initiative	29.6

<b>Benefits received (%)</b>	Signing Bonus	8.7	Retirement	52.2
	Car	0.0	Medical	73.9
	Dental	78.3	Stock	30.4

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.0	Casual Dress	5.4
	Retirement	3.7	Work at home	4.9
	Stock	4.8	Eco-Friendly	6.5
	Company car	7.1	Charity Work	6.4
	Vacation	3.1		

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environment	2.6
	Benefits	2.2	Loyalty	2.8
	Advancement	3.2	Eco-Friendly	2.5
	Training	3.4	Job Security	2.6

<b>Plan to seek a new job this year? (%)</b>	Yes	37.0	No	25.9
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<b>New job motivation (%)</b>	Salary	16.7	Advancement	41.7
	Different part of ind	0.0	Need a change	8.3
	Get out of Industry	0.0	Job Security	8.3
	Work environment	25.0	Other	0.0

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.7	Existing contacts	2.3
	Check job ads	3.3	Contact companies	3.3
	Post resume online	3.2		

### SALES DIRECTOR

**\$142,000** ▲2.3%

**Number of respondents** 14

Employer	Percent	Market Sector	Percent
Manufacturer	42.9	Rx/Ethical Pharmaceuticals	92.9
Agency	0.0	OTC/Prop Pharmaceuticals	50.0
Media/publishing - Print	0.0	Biotechnology	21.4
Media/publishing - Digital	7.1	Medical Products/Equip	35.7
Media/publishing - Print & Digital	7.1	Diagnostic Products/Equip	21.4
Service Supplier	7.1	Hospital Products/Equip	28.6

<b>Age</b>	High	61	Low	41	Avg.	49.1
<b>Sex</b>	Male	78.6	Female	21.4		
<b>Years in industry</b>	High	36.0	Low	4.0	Avg.	20.4
<b>Years in position</b>	High	26.0	Low	0.2	Avg.	6.7
<b>Salary (\$000s/yr)</b>	High	265.0	Low	28.0	Avg.	142.0
<b>Commission received?</b>	Yes	42.9	No	57.1		
<b>Amount (\$000s/yr)</b>	High	150.0	Low	30.0	Avg.	78.3
<b>Bonus received?</b>	Yes	71.4	No	28.6		
<b>Amount (\$000s/yr)</b>	High	125.0	Low	6.0	Avg.	43.8

<b>Perceived pay vs. peers (%)</b>	More	7.7	Less	53.9	Same	38.5
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	28.6	>100M	64.3		
	\$20-\$50M	7.1				

<b>Position satisfying? (%)</b>	Thoroughly	42.9	Generally	35.7
	Mundane	14.3	No	7.1

<b>Advancement prospects (%)</b>	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Exc.	7.1	Good	42.9
	Fair	28.6	Poor	21.4

<b>How current job was acquired (%)</b>	Promoted	50.0	Exec Search	28.6
	Recruited by co.	0.0	Own Initiative	21.4

<b>Benefits received (%)</b>	Signing Bonus	14.3	Retirement	57.1
	Car	42.9	Medical	78.6
	Dental	57.1	Stock	42.9

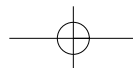
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	3.2	Casual Dress	6.4
	Retirement	3.8	Work at home	4.6
	Stock	5.3	Eco-Friendly	5.4
	Company car	4.0	Charity Work	5.7
	Vacation	4.3		

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environment	2.4
	Benefits	1.9	Loyalty	2.4
	Advancement	2.6	Eco-Friendly	2.6
	Training	2.6	Job Security	2.8

<b>Plan to seek a new job this year? (%)</b>	Yes	14.3	No	35.7
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<b>New job motivation (%)</b>	Salary	50.0	Advancement	0.0
	Different part of ind	0.0	Need a change	0.0
	Get out of Industry	0.0	Job Security	0.0
	Work environment	50.0	Other	0.0

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.7	Existing contacts	1.9
	Check job ads	3.5	Contact companies	3.2
	Post resume online	3.4		



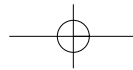
## CAREER & SALARY SURVEY 2010

### PRODUCT DIRECTOR \$160,900 ▲2.6%

Number of respondents		9			
Employer	Percent	Market Sector	Percent		
Manufacturer	100.0	Rx/Ethical Pharmaceuticals	55.6		
Agency	0.0	OTC/Prop Pharmaceuticals	0.0		
Media/publishing - Print	0.0	Biotechnology	22.2		
Media/publishing - Digital	0.0	Medical Products/Equip	22.2		
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	0.0		
Service Supplier	0.0	Hospital Products/Equip	0.0		
<b>Age</b>	High	52	Low	31	Avg. 42.8
<b>Sex</b>	Male	55.6	Female	44.4	
<b>Years in industry</b>	High	29.0	Low	5.0	Avg. 19.2
<b>Years in position</b>	High	4.0	Low	0.1	Avg. 2.4
<b>Salary (\$000s/yr)</b>	High	205.0	Low	111.0	Avg. 160.9
<b>Commission received?</b>	Yes	0.0	No	100.0	
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	
<b>Bonus received?</b>	Yes	100.0	No	0.0	
<b>Amount (\$000s/yr)</b>	High	70.0	Low	10.0	Avg. 39.2
<b>Perceived pay vs. peers (%)</b>	More	55.6	Less	11.1	Same 33.3
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$5-\$20M	12.5	>100M 87.5
	\$20-\$50M	0.0			
<b>Position satisfying? (%)</b>	Thoroughly	22.2	Generally	77.8	
	Mundane	0.0	No	0.0	
<b>Advancement prospects (%)</b>	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Exc.	11.1	Good	66.7	
	Fair	22.2	Poor	0.0	
<b>How current job was acquired (%)</b>	Promoted	66.7	Exec Search	0.0	
	Recruited by co.	22.2	Own Initiative	11.1	
<b>Benefits received (%)</b>	Signing Bonus	33.3	Retirement	66.7	
	Car	0.0	Medical	77.8	
	Dental	77.8	Stock	66.7	
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.3	Casual Dress	6.0	
	Retirement	4.0	Work at home	6.1	
	Stock	4.8	Eco-Friendly	5.0	
	Company car	6.2	Charity Work	6.3	
	Vacation	3.3			
<b>Employer rating (avg rating, 1 = best)</b>	Salary	1.9	Environment	2.4	
	Benefits	1.9	Loyalty	2.8	
	Advancement	2.6	Eco-Friendly	1.7	
	Training	2.4	Job Security	2.4	
<b>Plan to seek a new job this year? (%)</b>	Yes	44.4	No	22.2	
<b>New job motivation (%)</b>	Salary	40.0	Advancement	40.0	
	Different part of ind	0.0	Need a change	0.0	
	Get out of Industry	0.0	Job Security	20.0	
	Work environment	0.0	Other	0.0	
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.0	Existing contacts	2.4	
	Check job ads	3.1	Contact companies	2.9	
	Post resume online	4.2			

### SENIOR PRODUCT MANAGER \$131,000 ▲10.8%

Number of respondents		13			
Employer	Percent	Market Sector	Percent		
Manufacturer	92.3	Rx/Ethical Pharmaceuticals	76.9		
Agency	7.7	OTC/Prop Pharmaceuticals	15.4		
Media/publishing - Print	0.0	Biotechnology	30.8		
Media/publishing - Digital	0.0	Medical Products/Equip	7.7		
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	7.7		
Service Supplier	0.0	Hospital Products/Equip	7.7		
<b>Age</b>	High	42	Low	29	Avg. 36.5
<b>Sex</b>	Male	30.8	Female	69.2	
<b>Years in industry</b>	High	17.0	Low	6.0	Avg. 11.3
<b>Years in position</b>	High	4.0	Low	1.0	Avg. 2.0
<b>Salary (\$000s/yr)</b>	High	165.0	Low	98.0	Avg. 131.0
<b>Commission received?</b>	Yes	0.0	No	100.0	
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	
<b>Bonus received?</b>	Yes	92.3	No	7.7	
<b>Amount (\$000s/yr)</b>	High	30.0	Low	8.0	Avg. 20.0
<b>Perceived pay vs. peers (%)</b>	More	7.7	Less	53.9	Same 38.5
<b>Employer's gross US revenue (%)</b>	<\$5M	7.7	\$5-\$20M	0.0	>100M 84.6
	\$20-\$50M	7.7			
<b>Position satisfying? (%)</b>	Thoroughly	46.2	Generally	53.9	
	Mundane	0.0	No	0.0	
<b>Advancement prospects (%)</b>	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Exc.	0.0	Good	69.2	
	Fair	30.8	Poor	0.0	
<b>How current job was acquired (%)</b>	Promoted	69.2	Exec Search	7.7	
	Recruited by co.	15.4	Own Initiative	7.7	
<b>Benefits received (%)</b>	Signing Bonus	16.7	Retirement	66.7	
	Car	0.0	Medical	75.0	
	Dental	75.0	Stock	66.7	
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.8	Casual Dress	5.6	
	Retirement	3.9	Work at home	4.8	
	Stock	3.5	Eco-Friendly	6.9	
	Company car	7.1	Charity Work	6.6	
	Vacation	2.9			
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environment	2.3	
	Benefits	2.1	Loyalty	2.5	
	Advancement	2.5	Eco-Friendly	2.5	
	Training	3.0	Job Security	2.8	
<b>Plan to seek a new job this year? (%)</b>	Yes	69.2	No	15.4	
<b>New job motivation (%)</b>	Salary	25.0	Advancement	37.5	
	Different part of ind	0.0	Need a change	12.5	
	Get out of Industry	0.0	Job Security	12.5	
	Work environment	12.5	Other	0.0	
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.5	Existing contacts	2.1	
	Check job ads	2.9	Contact companies	3.6	
	Post resume online	3.8			



## CAREER & SALARY SURVEY 2010

### PRODUCT MANAGER

\$107,200

▲23.0%

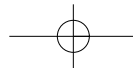
Number of respondents						8
Employer	Percent	Market Sector	Percent			
Manufacturer	87.5	Rx/Ethical Pharmaceuticals	75.0			
Agency	0.0	OTC/Prop Pharmaceuticals	0.0			
Media/publishing - Print	0.0	Biotechnology	0.0			
Media/publishing - Digital	0.0	Medical Products/Equip	25.0			
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	0.0			
Service Supplier	0.0	Hospital Products/Equip	0.0			
<b>Age</b>	High	55	Low	31	Avg.	38.9
<b>Sex</b>	Male	50.0	Female	50.0		
<b>Years in industry</b>	High	16.0	Low	3.0	Avg.	9.6
<b>Years in position</b>	High	6.0	Low	1.0	Avg.	3.0
<b>Salary (\$000s/yr)</b>	High	160.0	Low	56.0	Avg.	107.2
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	62.5	No	37.5		
<b>Amount (\$000s/yr)</b>	High	40.0	Low	5.0	Avg.	20.3
<b>Perceived pay vs. peers (%)</b>	More	12.5	Less	37.5	Same	50.0
<b>Employer's gross US revenue (%)</b>	<\$5M	12.5	\$50-\$100M	12.5		
	\$5-\$20M	0.0	>100M	75.0		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	25.0	Generally	50.0		
	Mundane	25.0	No	0.0		
<b>Advancement prospects (%)</b>	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Exc.	25.0	Good	12.5		
	Fair	62.5	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	62.5	Exec Search	25.0		
	Recruited by co.	12.5	Own Initiative	0.0		
<b>Benefits received (%)</b>	Signing Bonus	25.0	Retirement	62.5		
	Car	0.0	Medical	50.0		
	Dental	62.5	Stock	37.5		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	5.3	Casual Dress	6.1		
	Retirement	5.3	Work at home	4.6		
	Stock	3.6	Eco-Friendly	4.4		
	Company car	6.6	Charity Work	4.2		
	Vacation	4.5				
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environment	2.9		
	Benefits	2.3	Loyalty	2.9		
	Advancement	2.4	Eco-Friendly	2.5		
	Training	2.8	Job Security	2.8		
<b>Plan to seek a new job this year? (%)</b>	Yes	50.0	No	25.0		
<b>New job motivation (%)</b>	Salary	25.0	Advancement	25.0		
	Different part of ind	0.0	Need a change	0.0		
	Get out of Industry	0.0	Job Security	25.0		
	Work environment	25.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.4	Existing contacts	3.2		
	Check job ads	2.7	Contact companies	4.2		
	Post resume online	2.8				

### ACCOUNT SUPERVISOR

\$85,400

▼6.6%

Number of respondents						13
Employer	Percent	Market Sector	Percent			
Manufacturer	0.0	Rx/Ethical Pharmaceuticals	92.3			
Agency	100.0	OTC/Prop Pharmaceuticals	0.0			
Media/publishing - Print	0.0	Biotechnology	38.5			
Media/publishing - Digital	0.0	Medical Products/Equip	30.8			
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	15.4			
Service Supplier	0.0	Hospital Products/Equip	7.7			
<b>Age</b>	High	48	Low	26	Avg.	32.8
<b>Sex</b>	Male	7.7	Female	92.3		
<b>Years in industry</b>	High	20.0	Low	1.0	Avg.	6.5
<b>Years in position</b>	High	3.5	Low	0.5	Avg.	1.7
<b>Salary (\$000s/yr)</b>	High	128.0	Low	55.0	Avg.	85.4
<b>Commission received?</b>	Yes	7.7	No	92.3		
<b>Amount (\$000s/yr)</b>	High	25.0	Low	25.0	Avg.	25.0
<b>Bonus received?</b>	Yes	53.9	No	46.2		
<b>Amount (\$000s/yr)</b>	High	8.0	Low	2.0	Avg.	4.7
<b>Perceived pay vs. peers (%)</b>	More	7.7	Less	53.9	Same	38.5
<b>Employer's gross US revenue (%)</b>	<\$5M	16.7	\$50-\$100M	0.0		
	\$5-\$20M	25.0	>100M	41.7		
	\$20-\$50M	16.7				
<b>Position satisfying? (%)</b>	Thoroughly	7.7	Generally	76.9		
	Mundane	15.4	No	0.0		
<b>Advancement prospects (%)</b>	Index 3.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Exc.	30.8	Good	61.5		
	Fair	7.7	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	46.2	Exec Search	23.1		
	Recruited by co.	15.4	Own Initiative	15.4		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	77.8		
	Car	0.0	Medical	88.9		
	Dental	77.8	Stock	33.3		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.3	Casual Dress	5.8		
	Retirement	3.4	Work at home	4.3		
	Stock	5.9	Eco-Friendly	6.5		
	Company car	7.9	Charity Work	5.9		
	Vacation	2.3				
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environment	2.4		
	Benefits	2.1	Loyalty	2.1		
	Advancement	2.2	Eco-Friendly	2.6		
	Training	3.1	Job Security	2.3		
<b>Plan to seek a new job this year? (%)</b>	Yes	30.8	No	23.1		
<b>New job motivation (%)</b>	Salary	100.0	Advancement	0.0		
	Different part of ind	0.0	Need a change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Work environment	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	1.3	Existing contacts	2.0		
	Check job ads	3.9	Contact companies	3.7		
	Post resume online	3.9				



## CAREER & SALARY SURVEY 2009

### ACCOUNT MANAGER \$78,600 NA

Number of respondents						13
Employer	Percent	Market Sector	Percent			
Manufacturer	23.1	Rx/Ethical Pharmaceuticals	100.0			
Agency	53.9	OTC/Prop Pharmaceuticals	23.1			
Media/publishing - Print	0.0	Biotechnology	7.7			
Media/publishing - Digital	7.7	Medical Products/Equip	0.0			
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	0.0			
Service Supplier	0.0	Hospital Products/Equip	0.0			
<b>Age</b>	High	44	Low	25	Avg. 32.5	
<b>Sex</b>	Male	23.1	Female	76.9		
<b>Years in industry</b>	High	15.0	Low	1.0	Avg. 5.6	
<b>Years in position</b>	High	6.0	Low	1.0	Avg. 2.0	
<b>Salary (\$000s/yr)</b>	High	148.0	Low	35.0	Avg. 78.6	
<b>Commission received?</b>	Yes	15.4	No	84.6		
<b>Amount (\$000s/yr)</b>	High	5.0	Low	1.5	Avg. 3.3	
<b>Bonus received?</b>	Yes	53.9	No	46.2		
<b>Amount (\$000s/yr)</b>	High	50.0	Low	0.5	Avg. 19.3	
<b>Perceived pay vs. peers (%)</b>	More	7.7	Less	46.2	Same 46.2	
<b>Employer's gross US revenue (%)</b>	<\$5M	23.1	\$50-\$100M	0.0		
	\$5-\$20M	38.5	>100M	30.8		
	\$20-\$50M	7.7				
<b>Position satisfying? (%)</b>	Thoroughly	23.1	Generally	53.9		
	Mundane	7.7	No	15.4		
<b>Advancement prospects (%)</b>	Index 3.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Exc.	38.5	Good	46.2		
	Fair	7.7	Poor	7.7		
<b>How current job was acquired (%)</b>	Promoted	30.8	Exec Search	7.7		
	Recruited by co.	7.7	Own Initiative	53.9		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	44.4		
	Car	22.2	Medical	77.8		
	Dental	77.8	Stock	66.7		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.3	Casual Dress	5.8		
	Retirement	5.0	Work at home	5.1		
	Stock	5.4	Eco-Friendly	5.4		
	Company car	6.9	Charity Work	6.4		
	Vacation	2.9				
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environment	2.1		
	Benefits	2.2	Loyalty	2.5		
	Advancement	2.2	Eco-Friendly	2.4		
	Training	2.9	Job Security	2.3		
<b>Plan to seek a new job this year? (%)</b>	Yes	30.8	No	38.5		
<b>New job motivation (%)</b>	Salary	50.0	Advancement	0.0		
	Different part of ind	16.7	Need a change	16.7		
	Get out of Industry	0.0	Job Security	16.7		
	Work environment	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	2.5	Existing contacts	2.3		
	Check job ads	3.1	Contact companies	3.9		
	Post resume online	2.7				

### SENIOR ACCOUNT EXEC \$80,200 ▼ 6.3%

Number of respondents						14
Employer	Percent	Market Sector	Percent			
Manufacturer	14.3	Rx/Ethical Pharmaceuticals	85.7			
Agency	78.6	OTC/Prop Pharmaceuticals	14.3			
Media/publishing - Print	0.0	Biotechnology	21.4			
Media/publishing - Digital	0.0	Medical Products/Equip	28.6			
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	14.3			
Service Supplier	0.0	Hospital Products/Equip	21.4			
<b>Age</b>	High	59	Low	23	Avg. 35.6	
<b>Sex</b>	Male	42.9	Female	57.1		
<b>Years in industry</b>	High	33.0	Low	2.0	Avg. 10.2	
<b>Years in position</b>	High	18.0	Low	0.6	Avg. 3.1	
<b>Salary (\$000s/yr)</b>	High	160.0	Low	48.5	Avg. 80.2	
<b>Commission received?</b>	Yes	7.1	No	92.9		
<b>Amount (\$000s/yr)</b>	High	75.0	Low	75.0	Avg. 75.0	
<b>Bonus received?</b>	Yes	64.3	No	35.7		
<b>Amount (\$000s/yr)</b>	High	40.0	Low	2.0	Avg. 13.9	
<b>Perceived pay vs. peers (%)</b>	More	7.1	Less	57.1	Same 35.7	
<b>Employer's gross US revenue (%)</b>	<\$5M	7.1	\$50-\$100M	7.1		
	\$5-\$20M	42.9	>100M	21.4		
	\$20-\$50M	21.4				
<b>Position satisfying? (%)</b>	Thoroughly	28.6	Generally	50.0		
	Mundane	14.3	No	7.1		
<b>Advancement prospects (%)</b>	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Exc.	23.1	Good	53.9		
	Fair	15.4	Poor	7.7		
<b>How current job was acquired (%)</b>	Promoted	50.0	Exec Search	14.3		
	Recruited by co.	14.3	Own Initiative	21.4		
<b>Benefits received (%)</b>	Signing Bonus	8.3	Retirement	83.3		
	Car	16.7	Medical	91.7		
	Dental	91.7	Stock	16.7		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	5.0	Casual Dress	5.2		
	Retirement	4.5	Work at home	4.3		
	Stock	5.4	Eco-Friendly	5.3		
	Company car	4.2	Charity Work	5.4		
	Vacation	4.8				
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.5	Environment	2.2		
	Benefits	2.2	Loyalty	2.4		
	Advancement	2.4	Eco-Friendly	2.9		
	Training	3.0	Job Security	2.6		
<b>Plan to seek a new job this year? (%)</b>	Yes	28.6	No	21.4		
<b>New job motivation (%)</b>	Salary	50.0	Advancement	0.0		
	Different part of ind	25.0	Need a change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Work environment	25.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment agency	3.2	Existing contacts	2.4		
	Check job ads	3.6	Contact companies	2.5		
	Post resume online	3.3				