

SMALL

Despite the swathes of job cuts that have darkened the pharma job market in the past few years, top talent will always be in demand—and the majority of respondents to MM&M's 25th Career & Salary Survey seem fairly content. **James Chase** reports



ANNUAL CAREER & SALARY SURVEY

There's little denying that it's been a torrid millennium so far in the pharmaceutical business. Since 2000, the industry has cut around 300,000 jobs, according to Challenger, Gray & Christmas. Around half of these losses have occurred in the past 2-3 years and there is every indication that there are more to come.

"It's a crazy time," says Cliff Miras, co-founder & managing partner at Cornerstone Search Group, a Parsipanny, NJ-based search and recruitment firm specializing in the pharma industry. "A lot of people have been laid off and I'm sure a lot more people will continue to be laid off. But talent is always in demand. That never seems to go away."

And logic would dictate that there is a lot of available talent right now, an observation not lost on Kristine Garberding, VP of human resources and organizational development, North America at Galderma. "There is certainly a greater pipeline of available talent, either because they've been downsized or are the fallout of an M&A activity," she notes. "Uncertainty creates the right environment for very highly qualified, high performers to be looking."

However, Miras believes there is still a shortage of the right skills. "Companies have more people to choose from, however, in terms of the types of people that they want to hire, the true talent, I'd say that the demand is even higher now."

How much are they making?

According to MM&M's 25th Annual Career & Salary Survey, average salaries across the board are flat at \$129,000, following a 5% hike in 2010 and a decrease of similar proportions the previous year (Fig. 1). Note, our sample of 830 includes employees from pharma, biotech, devices and diagnostics manufacturers, as well as agencies, media companies and other related disciplines within pharma and healthcare marketing. Demographic details of respondents can be found later in this article.

Manufacturers' salaries fell by 8.0% to \$143,521, while Agencies posted a slight drop of 0.8% to \$122,009 (Fig. 2). Media salaries were widely different than last year: Print Only rocketed up by 59.2%, however, the significance is questionable due to the small sample size. Conversely, Digital Only was down 11.4% to \$111,786, while Print and Digital climbed 27.9% to \$109,030.

"As an industry, we're hurting too, but not as bad as other industries," says Miras, "so we're justifying holding the line on salaries.

ILLUSTRATION: 2011 © JONATHAN CARLSON

CHANGE

What we're seeing a number of companies do, especially the larger ones, is give minimal increases across the board."

Unfortunately, it seems the gender gap is continuing to widen, with Male salaries up 4.4% to \$152,834 and Female salaries down by 5.8% to \$105,549 (Fig. 3). The 47K difference is, in part, explained by the fact that the highly paid President and CEO roles are male dominated (around 75%). However, this does not necessarily explain, nor excuse, why the gap has gotten wider.

"There continues to be a shortage of diverse and female talent in the senior ranks," says Garberding, whose company is an equal pay, equal opportunity employer. "When we go to market for a senior level position, we are always wanting and asking to see a slate of very diversified candidates, specifically female candidates, and it's very difficult to find. It is something in today's world that you assume does not really exist anymore. We need to get better [as an industry] at giving women the opportunity to achieve [a life balance] by way of more evolved thinking inside of the workplace."

In terms of sectors, employees working in Rx Pharmaceuticals (not necessarily for a manufacturer) posted a mere 1.1% increase to \$134,759, with OTC pharma faring even worse, dropping 1.0% to \$123,359 (Fig. 4). Looking better were Medical Products (up 5.5% to \$126,317) and Diagnostics (up 7.1% to \$133,764), while Biotechnology remained highest at \$144,331 on the back of a 2.5% hike.

As for size of company, only the smallest organizations (less than \$5 million in revenue) posted an increase, climbing a sizeable 13.1%, but this bracket is still the second lowest-paid at \$122,561 (Fig. 5).

What else is in it for them?

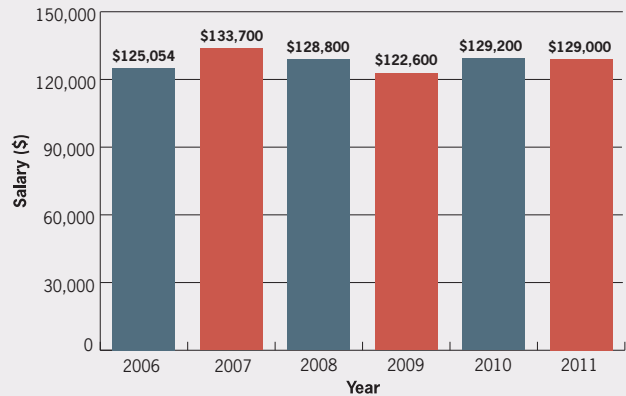
For all the bad news surrounding the industry, this remains a fairly satisfied bunch of employees: 29.1% reported that they are "Thoroughly Satisfied" in their job, with another 53.0% saying they are "Generally Satisfied". Just 6.7% of respondents claimed to be "Unsatisfied". All of these numbers mirror closely the 2010 results.

Interestingly, 14.0% think they are paid more than their peers (vs. 12.0% in 2010) with 44.1% feeling they make less than their peers, down from 45.9% last year and 48.4% in 2009.

Overall, 21.8% of respondents described their advancement prospects as "Excellent" (up from 19.1% in 2010) with a further 31.1% perceiving them to be "Good". Just 18.4% felt their prospects were "Poor", compared to 19.0% in 2010.

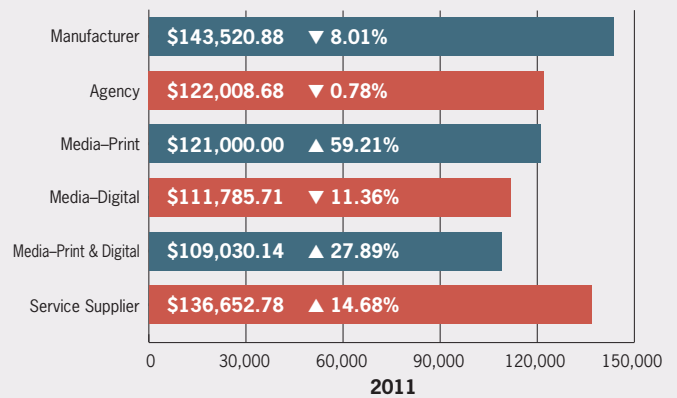
However, if we add together the "Excellent" and "Good" responses, and break it out by type of company, we can see evidence of shifting perceptions between different areas of the business (Fig. 6). "Excellent or Good" advancement prospects were down at both Manufacturers (from 57.4% to 46.1%) and Agencies (from 67.3 to 59.7%). Similarly, the number claiming their prospects were "Poor" rose at both Manufacturers (from 17.9 to 19.9%) and at Agencies

Fig. 1: Average salary, 2006-2011



Source: MM&M Career & Salary Survey, 2011

Fig. 2: Average salary by type of employer



Source: MM&M Career & Salary Survey, 2011

(from 9.3% to 12.5%). However, in the Media and Service Supplier categories, "Excellent or Good" perceived prospects increased all around, with "Poor" prospects decreasing significantly.

"You pick up the Wall Street Journal, pick up a magazine, hear all this news about the economy, I can see where someone even with a positive attitude is lowering their expectations for advancement, simply based upon reaction to what's going on around them," says Miras.

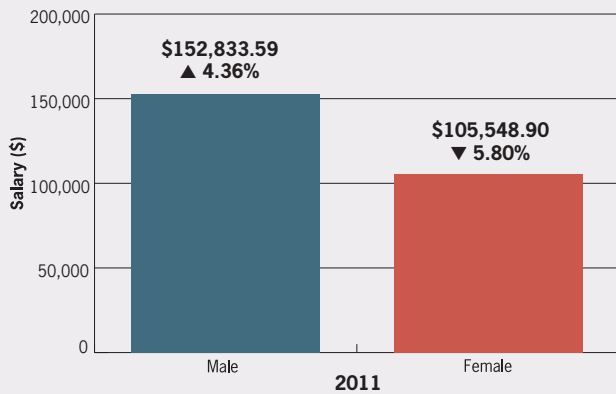
So, what factors do employees consider to be the most important to their jobs? Unsurprisingly, Salary came out on top overall, having been ranked number one by 40% of respondents, and number two by 23%. (Interestingly, 10% ranked Salary as the least important factor). Work Environment/Culture came next, with 23% ranking it most important and a further 18% ranking it number two. Flexible Hours/Location followed as the third most important factor.

Given we have some idea of what employees want, how do they actually rate their current employers on some of these attributes?

It seems companies are doing pretty well on Salaries, Benefits and Work Environment/Culture (67% graded them “Excellent” or “Good” for each), but less well on Training (26% labeled it “Poor”) and Advancement (20% “Poor”).

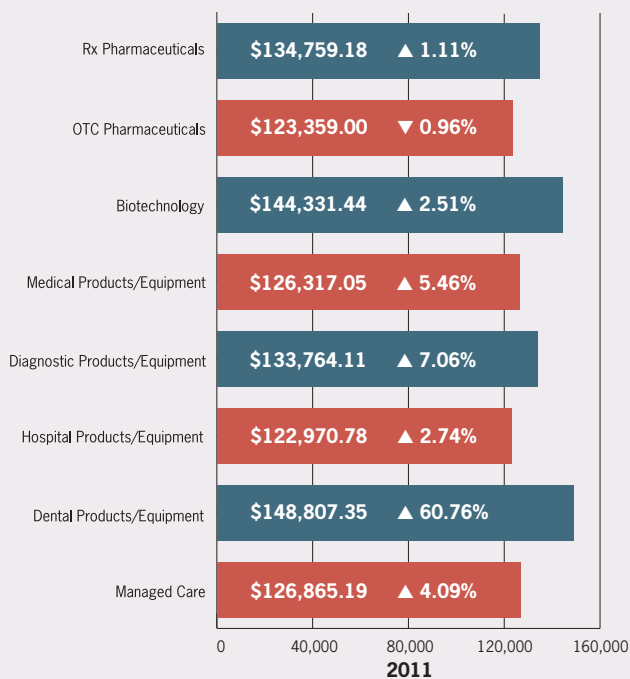
“I’m not surprised to see that,” says Garberding. “When companies are asked to tighten their fiscal responsibility, unfortunately oftentimes the result is that they reach into their training budget or their human capital budgets. That, for us, has been something that we hold near and dear.” Galderma’s staff turnover is below the industry average, at 8-10%, she notes.

Fig. 3: Average salary by gender



Source: MM&M Career & Salary Survey, 2011

Fig. 4: Average salary by market sector



Source: MM&M Career & Salary Survey, 2011

What are they going to do next?

Each time we do this survey, 30%-40% of respondents say they intend to look for a new job in the next 12 months. This year was no different, with 35.3% claiming they would search for a new position the next year (vs. 33.7% in 2010 and 36.3% in 2009). This figure was highest for Manufacturers (up from 34.2% to 38.0%) and Media-Print and Digital (down from 47.7% to 42.4%) and lowest for Agencies (up from 31.0% to 32.3%) and Service Suppliers (down from 38.0% to 31.6%) (Fig. 7).

As for their motivations to switch positions, 32% said Better Salary/Benefits was their primary reason, followed by Better Work Culture/Environment (20%) and Better Advancement Prospects (17%). These numbers are almost identical to the 2010 responses.

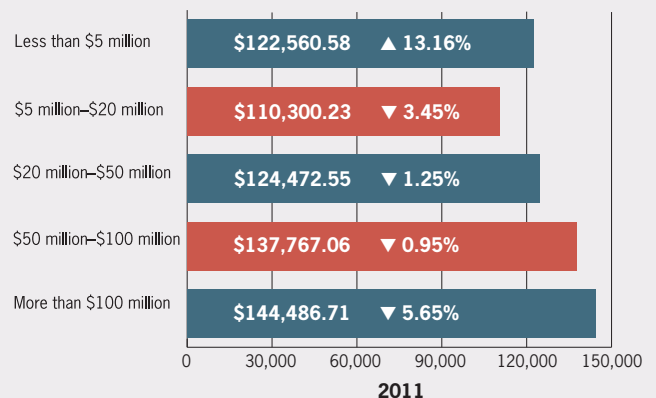
And how do they intend to look for their next job? The most popular response was Existing Relationships/Contacts; 42% ranked this number one with an additional 22% ranking it second, similar proportions to 2010. It’s interesting that this year several respondents specifically cited LinkedIn as the social media tool through which they would look for a position.

Next was Recruitment/Search Agency; 29% ranked this first (vs. 35% in 2010), with an additional 24% placing it in second (vs. 22% in 2010). Interestingly, 15% said that job advertisements would be their primary method of job search, up from 10% in 2010.

So what are the hot-ticket talents right now? Miras says that leaders with a proven track record of being able to “deal effectively across multiple functional areas” are in constant demand.

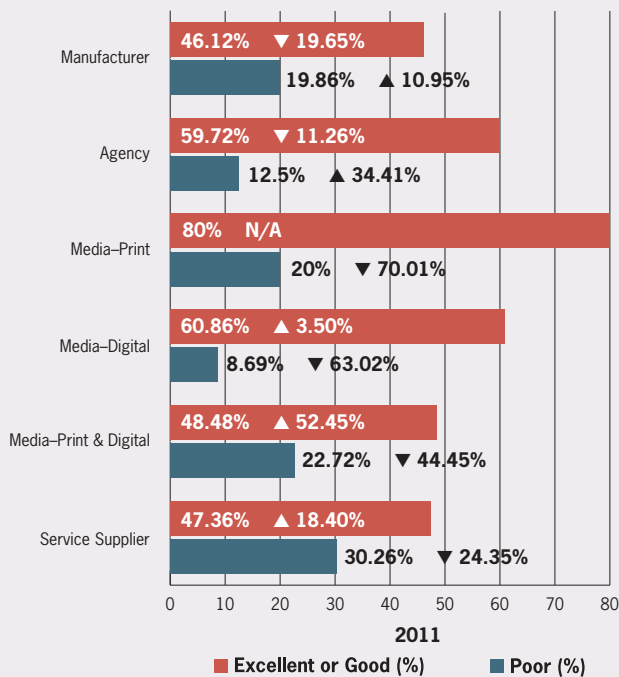
Garberding agrees. “It’s difficult to find someone who has both

Fig. 5: Average salary by company size



Source: MM&M Career & Salary Survey, 2011

Fig. 6: Advancement prospects by employer



Source: MM&M Career & Salary Survey, 2011

the commercial acumen as well as the medical and scientific acumen. The cross-pollination of the two career paths is a tough one,” she says, adding that the company also is challenged by the regulatory medical/clinical positions and in finding candidates with both sales and marketing experience. “We tend to find the purely marketing profile and the purely sales profile, and really we’re looking for someone who has experience with both.”

Garberding also sees a strong demand for experts in access and coverage. “There is a war for talent around managed care. It is exceptionally hot.”

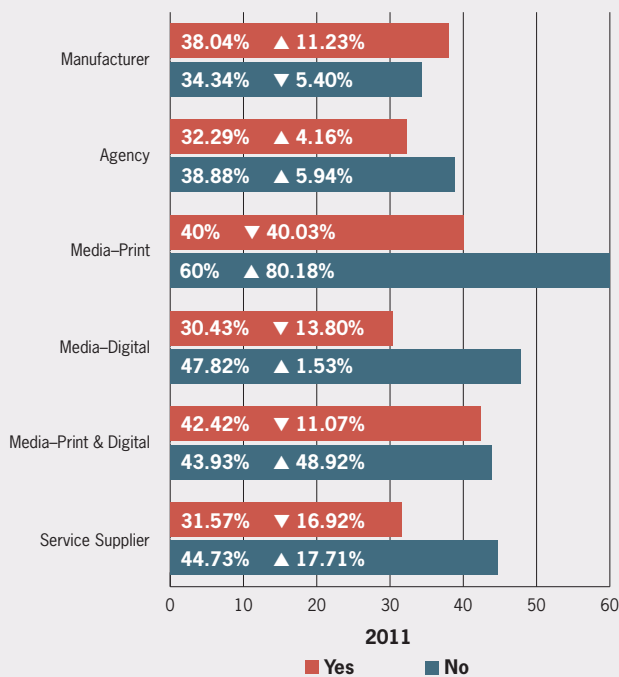
Who are the respondents and how did we find them?

The MM&M Career & Salary Survey 2011 was undertaken in July and August as an online self-completion questionnaire. The URL was emailed to several mailing lists of more than 40,000 executives employed in pharmaceuticals, healthcare marketing and related fields, encompassing manufacturers, agencies, media companies and service suppliers/vendors, and including subscribers to MM&M.

Of the 830 respondents: 412 are male and 418 female; 297 work at manufacturers (pharma, biotech, devices, diagnostics), 288 at agencies, 95 in media and 76 at suppliers/vendors; the average age is 43 years; the average time spent in the industry is 14.5 years; and the average time spent in current position is 4.7 years.

On the pages that follow you will find data sets for a limited selection of job titles. However, you can access the full complement of job titles—plus hundreds of additional insights and data sets—by downloading the MM&M Career & Salary Survey Premium Edition at mmm-online.com. ■

Fig. 7: Seeking a new job by type of employer



Source: MM&M Career & Salary Survey, 2011

DIRECTORY OF POSITIONS

Account Supervisor	50
Chief Executive Officer	45
Director, Marketing	46
Director, Corp/Marketing Communications	49
Editor	53
Managing Director	45
Marketing Manager	47
Media Director	51
Medical Director	52
President	44
Product Director	48
Product Manager	49
Research Director	52
Sales Director	47
Senior Account Executive	51
Senior Product Manager	48
VP, Creative Director	53
VP, Group Supervisor	50
VP Marketing	46

CAREER & SALARY SURVEY 2011

ALL POSITIONS **\$129,000** ▼ **0.2%**

Number of respondents **830**

Employer	Percent	Market Sector	Percent
Manufacturer	35.8	Rx Pharmaceuticals	75.4
Agency	34.7	OTC Pharmaceuticals	20.2
Media/publishing - Print	0.6	Biotechnology	25.5
Media/publishing - Digital	2.8	Medical Products/Equip	29.8
Media/publishing - Print & Digital	8.0	Diagnostic Products/Equip	12.7
Service Supplier	9.2	Managed Care	11.5

Age	High	81	Low	21	Avg.	43.0
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Sex	Male	49.6	Female	50.4
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Years in industry	High	44.0	Low	0.5	Avg.	14.5
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Years in position	High	40.0	Low	0.3	Avg.	4.7
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Salary (\$000s/yr)	High	640.0	Low	18.0	Avg.	129.0
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Commission received?	Yes	9.3	No	90.7
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Amount (\$000s/yr)	High	300.0	Low	0.2	Avg.	62.5
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Bonus received?	Yes	64.1	No	35.9
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Amount (\$000s/yr)	High	500.0	Low	0.2	Avg.	29.1
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Perceived pay

vs. peers (%)	More	14.0	Less	44.1	Same	41.9
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Employer's gross	<\$5M	18.2	\$50-\$100M	9.1
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US revenue (%)	\$5-\$20M	22.8	>100M	37.4
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	\$20-\$50M	12.5
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Position satisfying? (%)	Thoroughly	29.1	Generally	53.0
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	Mundane	11.2	No	6.7
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Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)

prospects (%)	Exc.	21.8	Good	31.1
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	Fair	28.8	Poor	18.4
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How current job	Promoted	29.2	Exec Search	12.8
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was acquired (%)	Recruited by co.	14.5	Own Initiative	33.8
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Benefits received (%)	Signing Bonus	14.4	Retirement	54.4
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	Car	11.3	Medical	83.7
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	Dental	72.4	Stock	39.0
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Factors important	Salary	3.4	Work Environment	4.6
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to job (avg ranking,	Retirement	5.1	Flexible Hours	4.0
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1 = most important)	Stock	5.9	Eco-Friendly	6.4
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	Company car	7.2	Charity Work	6.6
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	Vacation	4.5	Training	5.5
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Employer rating	Salary	2.2	Environment	2.1
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(avg rating, 1 = best)	Benefits	2.2	Loyalty	2.4
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	Advancement	2.6	Eco-Friendly	2.5
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	Training	2.8	Job Security	2.4
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Plan to seek a new	Yes	35.3	No	38.5
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job this year? (%)

New job motivation (%)	Salary	32.1	Advancement	17.0
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	Different part of ind	7.4	Need a change	2.1
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	Get out of Industry	5.6	Job Security	5.6
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	Work environment	20.2	Other	10.1
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Method for seeking	Recruitment agency	2.6	Existing contacts	2.3
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new job (avg ranking,	Check job ads	3.1	Contact companies	3.2
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1=most likely)	Post resume online	3.5
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PRESIDENT **\$208,600** ▲ **7.4%**

Number of respondents **39**

Employer	Percent	Market Sector	Percent
Manufacturer	15.4	Rx Pharmaceuticals	74.4
Agency	33.3	OTC Pharmaceuticals	28.2
Media/publishing - Print	0.0	Biotechnology	33.3
Media/publishing - Digital	0.0	Medical Products/Equip	43.6
Media/publishing - Print & Digital	12.8	Diagnostic Products/Equip	10.3
Service Supplier	15.4	Managed Care	20.5

Age	High	81	Low	32	Avg.	52.1
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Sex	Male	76.9	Female	23.1
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Years in industry	High	41.0	Low	3.0	Avg.	20.9
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Years in position	High	40.0	Low	0.5	Avg.	9.6
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Salary (\$000s/yr)	High	640.0	Low	18.0	Avg.	208.6
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Commission received?	Yes	10.3	No	89.7
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Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	105.0
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Bonus received?	Yes	51.3	No	48.7
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Amount (\$000s/yr)	High	500.0	Low	25.0	Avg.	132.8
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Perceived pay

vs. peers (%)	More	15.4	Less	46.2	Same	38.5
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Employer's gross	<\$5M	56.4	\$50-\$100M	5.1
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US revenue (%)	\$5-\$20M	23.1	>100M	10.3
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	\$20-\$50M	5.1
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Position satisfying? (%)	Thoroughly	61.5	Generally	35.9
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	Mundane	0.0	No	2.6
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Advancement Index 3.3 (4=Exc. 3=Good 2=Fair 1=Poor)

prospects (%)	Exc.	64.1	Good	18.0
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	Fair	5.1	Poor	12.8
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How current job	Promoted	23.1	Exec Search	2.6
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was acquired (%)	Recruited by co.	12.8	Own Initiative	30.8
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Benefits received (%)	Signing Bonus	12.1	Retirement	48.5
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	Car	33.3	Medical	75.8
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	Dental	51.5	Stock	36.4
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Factors important	Salary	4.4	Work Environment	5.2
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to job (avg ranking,	Retirement	4.8	Flexible Hours	3.4
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1 = most important)	Stock	5.9	Eco-Friendly	6.2
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	Company car	6.3	Charity Work	6.2
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	Vacation	4.3	Training	5.4
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Employer rating	Salary	1.6	Environment	1.5
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(avg rating, 1 = best)	Benefits	2.1	Loyalty	1.5
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	Advancement	1.9	Eco-Friendly	2.2
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	Training	2.4	Job Security	1.8
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Plan to seek a new	Yes	18.4	No	73.7
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job this year? (%)

New job motivation (%)	Salary	60.0	Advancement	0.0
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	Different part of ind	0.0	Need a change	0.0
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	Get out of Industry	10.0	Job Security	10.0
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	Work environment	10.0	Other	10.0
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Method for seeking	Recruitment agency	2.5	Existing contacts	2.2
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new job (avg ranking,	Check job ads	3.5	Contact companies	3.0
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1=most likely)	Post resume online	3.8
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CAREER & SALARY SURVEY 2011

CEO **\$206,400** ▼0.5%

Number of respondents 19

Employer	Percent	Market Sector	Percent
Manufacturer	5.3	Rx Pharmaceuticals	63.2
Agency	26.3	OTC Pharmaceuticals	26.3
Media/publishing - Print	5.3	Biotechnology	42.1
Media/publishing - Digital	5.3	Medical Products/Equip	31.6
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	26.3
Service Supplier	42.1	Managed Care	42.1

Age High 64 Low 27 Avg. 46.7

Sex Male 73.7 Female 26.3

Years in industry High 34.0 Low 5.0 Avg. 18.2

Years in position High 25.0 Low 1.0 Avg. 9.4

Salary (\$000s/yr) High 400.0 Low 50.0 Avg. 206.4

Commission received? Yes 21.1 No 79.0

Amount (\$000s/yr) High 300.0 Low 50.0 Avg. 113.8

Bonus received? Yes 42.1 No 57.9

Amount (\$000s/yr) High 375.0 Low 10.0 Avg. 124.3

Perceived pay vs. peers (%) More 10.5 Less 52.6 Same 36.8

Employer's gross US revenue (%) <\$5M 73.7 \$50-\$100M 5.3

\$5-\$20M 15.8 >100M 0.0

\$20-\$50M 5.3

Position satisfying? (%) Thoroughly 63.2 Generally 26.3

Mundane 0.0 No 10.5

Advancement prospects (%) Index 3.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Exc. 70.6 Good 11.8

Fair 0.0 Poor 17.7

How current job was acquired (%) Promoted 10.5 Exec Search 0.0

Recruited by co. 5.3 Own Initiative 42.1

Benefits received (%) Signing Bonus 12.5 Retirement 62.5

Car 43.8 Medical 87.5

Dental 75.0 Stock 68.8

Factors important to job (avg ranking, 1 = most important) Salary 3.8 Work Environment 5.5

Retirement 5.9 Flexible Hours 4.8

Stock 5.6 Eco-Friendly 6.3

Company car 5.4 Charity Work 6.2

Vacation 5.1 Training 6.3

Employer rating (avg rating, 1 = best) Salary 1.8 Environment 1.4

Benefits 1.9 Loyalty 1.5

Advancement 1.6 Eco-Friendly 2.1

Training 2.4 Job Security 1.8

Plan to seek a new job this year? (%) Yes 16.7 No 72.2

New job motivation (%) Salary 20.0 Advancement 0.0

Different part of ind 20.0 Need a change 0.0

Get out of Industry 40.0 Job Security 0.0

Work environment 0.0 Other 20.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 2.2 Existing contacts 2.3

Check job ads 2.9 Contact companies 3.4

Post resume online 4.1

MANAGING DIRECTOR **\$220,700** ▲20.9%

Number of respondents 23

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	95.7
Agency	43.5	OTC Pharmaceuticals	13.0
Media/publishing - Print	4.4	Biotechnology	34.8
Media/publishing - Digital	0.0	Medical Products/Equip	21.7
Media/publishing - Print & Digital	8.7	Diagnostic Products/Equip	13.0
Service Supplier	30.4	Managed Care	17.4

Age High 68 Low 34 Avg. 49.4

Sex Male 69.6 Female 30.4

Years in industry High 44.0 Low 1.0 Avg. 22.3

Years in position High 30.0 Low 1.0 Avg. 4.9

Salary (\$000s/yr) High 350.0 Low 100.0 Avg. 220.7

Commission received? Yes 21.7 No 78.3

Amount (\$000s/yr) High 240.0 Low 15.0 Avg. 96.0

Bonus received? Yes 73.9 No 26.1

Amount (\$000s/yr) High 105.0 Low 1.5 Avg. 41.6

Perceived pay vs. peers (%) More 26.1 Less 26.1 Same 47.8

Employer's gross US revenue (%) <\$5M 39.1 \$50-\$100M 4.4

\$5-\$20M 26.1 >100M 17.4

\$20-\$50M 13.0

Position satisfying? (%) Thoroughly 34.8 Generally 52.2

Mundane 0.0 No 13.0

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Exc. 27.3 Good 22.7

Fair 18.2 Poor 31.8

How current job was acquired (%) Promoted 26.1 Exec Search 8.7

Recruited by co. 13.0 Own Initiative 43.5

Benefits received (%) Signing Bonus 21.1 Retirement 36.8

Car 21.1 Medical 84.2

Dental 63.2 Stock 31.6

Factors important to job (avg ranking, 1 = most important) Salary 4.8 Work Environment 4.7

Retirement 5.8 Flexible Hours 3.8

Stock 4.9 Eco-Friendly 5.9

Company car 6.1 Charity Work 6.1

Vacation 4.9 Training 6.9

Employer rating (avg rating, 1 = best) Salary 2.0 Environment 2.0

Benefits 2.3 Loyalty 2.0

Advancement 2.6 Eco-Friendly 2.6

Training 2.7 Job Security 2.3

Plan to seek a new job this year? (%) Yes 34.8 No 34.8

New job motivation (%) Salary 10.0 Advancement 20.0

Different part of ind 10.0 Need a change 10.0

Get out of Industry 20.0 Job Security 0.0

Work environment 20.0 Other 10.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 2.9 Existing contacts 2.2

Check job ads 3.4 Contact companies 2.8

Post resume online 3.3

CAREER & SALARY SURVEY 2011

VP MARKETING \$191,800 ▼1.5%

Number of respondents **18**

Employer	Percent	Market Sector	Percent
Manufacturer	55.6	Rx Pharmaceuticals	66.7
Agency	22.2	OTC Pharmaceuticals	11.1
Media/publishing - Print	0.0	Biotechnology	27.8
Media/publishing - Digital	0.0	Medical Products/Equip	44.4
Media/publishing - Print & Digital	5.6	Diagnostic Products/Equip	11.1
Service Supplier	16.7	Managed Care	5.6

Age	High	61	Low	35	Avg.	49.3
Sex	Male	55.6	Female	44.4		
Years in industry	High	35.0	Low	7.0	Avg.	19.5
Years in position	High	24.0	Low	1.0	Avg.	4.4
Salary (\$000s/yr)	High	400.0	Low	82.5	Avg.	191.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	94.4	No	5.6		
Amount (\$000s/yr)	High	300.0	Low	5.0	Avg.	64.6

Perceived pay vs. peers (%)					
More	5.6	Less	44.4	Same	50.0
Employer's gross	<\$5M	22.2	\$50-\$100M	16.7	
US revenue (%)	\$5-\$20M	11.1	>100M	44.4	
	\$20-\$50M	5.6			

Position satisfying? (%)	Thoroughly	35.3	Generally	52.9
	Mundane	11.8	No	0.0

Advancement prospects (%)	Index	2.7 (4=Exc. 3=Good 2=Fair 1=Poor)
	Exc.	11.1
	Good	55.6
	Fair	22.2
	Poor	11.1

How current job was acquired (%)	Promoted	33.3	Exec Search	16.7
	Recruited by co.	16.7	Own Initiative	27.8
Benefits received (%)	Signing Bonus	11.8	Retirement	52.9
	Car	17.7	Medical	94.1
	Dental	94.1	Stock	47.1

Factors important to job (avg ranking, 1 = most important)	Salary	3.4	Work Environment	3.8
	Retirement	5.7	Flexible Hours	4.3
	Stock	4.8	Eco-Friendly	6.5
	Company car	7.8	Charity Work	6.8
	Vacation	4.3	Training	6.0

Employer rating (avg rating, 1 = best)	Salary	1.8	Environment	2.1
	Benefits	2.0	Loyalty	2.3
	Advancement	2.4	Eco-Friendly	2.5
	Training	3.1	Job Security	2.5

Plan to seek a new job this year? (%)	Yes	27.8	No	44.4
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New job motivation (%)	Salary	28.6	Advancement	14.3
	Different part of ind	0.0	Need a change	0.0
	Get out of Industry	14.3	Job Security	0.0
	Work environment	28.6	Other	14.3

Method for seeking new job (avg ranking, 1=most likely)	Recruitment agency	2.0	Existing contacts	2.1
	Check job ads	3.9	Contact companies	3.3
	Post resume online	4.0		

DIRECTOR, MARKETING \$135,600 ▼5.5%

Number of respondents **50**

Employer	Percent	Market Sector	Percent
Manufacturer	70.0	Rx Pharmaceuticals	60.0
Agency	10.0	OTC Pharmaceuticals	8.0
Media/publishing - Print	0.0	Biotechnology	24.0
Media/publishing - Digital	2.0	Medical Products/Equip	22.0
Media/publishing - Print & Digital	6.0	Diagnostic Products/Equip	10.0
Service Supplier	4.0	Managed Care	8.0

Age	High	67	Low	30	Avg.	45.5
Sex	Male	40.0	Female	60.0		
Years in industry	High	34.0	Low	1.0	Avg.	15.9
Years in position	High	11.0	Low	0.5	Avg.	3.2
Salary (\$000s/yr)	High	245.0	Low	54.0	Avg.	135.6
Commission received?	Yes	4.0	No	96.0		
Amount (\$000s/yr)	High	30.0	Low	0.2	Avg.	15.1
Bonus received?	Yes	84.0	No	16.0		
Amount (\$000s/yr)	High	110.0	Low	2.0	Avg.	29.4

Perceived pay vs. peers (%)					
More	12.0	Less	40.0	Same	48.0
Employer's gross	<\$5M	10.2	\$50-\$100M	4.1	
US revenue (%)	\$5-\$20M	14.3	>100M	55.1	
	\$20-\$50M	16.3			

Position satisfying? (%)	Thoroughly	36.0	Generally	48.0
	Mundane	6.0	No	10.0

Advancement prospects (%)	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)
	Exc.	12.0
	Good	40.0
	Fair	32.0
	Poor	16.0

How current job was acquired (%)	Promoted	38.8	Exec Search	14.3
	Recruited by co.	26.5	Own Initiative	20.4
Benefits received (%)	Signing Bonus	21.4	Retirement	57.1
	Car	4.8	Medical	90.5
	Dental	73.8	Stock	50.0

Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Work Environment	4.2
	Retirement	4.5	Flexible Hours	3.7
	Stock	4.8	Eco-Friendly	7.6
	Company car	7.6	Charity Work	7.0
	Vacation	4.1	Training	5.8

Employer rating (avg rating, 1 = best)	Salary	2.1	Environment	2.3
	Benefits	2.0	Loyalty	2.9
	Advancement	2.7	Eco-Friendly	2.5
	Training	3.0	Job Security	2.5

Plan to seek a new job this year? (%)	Yes	38.0	No	28.0
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New job motivation (%)	Salary	32.0	Advancement	12.0
	Different part of ind	4.0	Need a change	0.0
	Get out of Industry	4.0	Job Security	4.0
	Work environment	32.0	Other	12.0

Method for seeking new job (avg ranking, 1=most likely)	Recruitment agency	2.1	Existing contacts	1.9
	Check job ads	3.3	Contact companies	3.0
	Post resume online	4.2		

CAREER & SALARY SURVEY 2011

MANAGER, MARKETING \$86,500 ▼2.6%

Number of respondents 48

Employer	Percent	Market Sector	Percent
Manufacturer	58.3	Rx Pharmaceuticals	54.2
Agency	12.5	OTC Pharmaceuticals	6.3
Media/publishing - Print	0.0	Biotechnology	8.3
Media/publishing - Digital	0.0	Medical Products/Equip	27.1
Media/publishing - Print & Digital	10.4	Diagnostic Products/Equip	4.2
Service Supplier	4.2	Managed Care	2.1

Age High 60 Low 24 Avg. 36.8

Sex Male 29.2 Female 70.8

Years in industry High 32.0 Low 1.0 Avg. 9.6

Years in position High 25.0 Low 1.0 Avg. 3.8

Salary (\$000s/yr) High 170.0 Low 38.1 Avg. 86.5

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 70.8 No 29.2

Amount (\$000s/yr) High 30.0 Low 1.0 Avg. 10.7

Perceived pay vs. peers (%) More 0.0 Less 66.7 Same 33.3

Employer's gross US revenue (%) <\$5M 8.5 \$50-\$100M 8.5 \$5-\$20M 19.2 >100M 53.2 \$20-\$50M 10.6

Position satisfying? (%) Thoroughly 25.0 Generally 54.2 Mundane 12.5 No 8.3

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 14.9 Good 31.9 Fair 27.7 Poor 25.5

How current job was acquired (%) Promoted 41.7 Exec Search 10.4 Recruited by co. 6.3 Own Initiative 37.5

Benefits received (%) Signing Bonus 7.3 Retirement 58.5 Car 2.4 Medical 78.1 Dental 75.6 Stock 41.5

Factors important to job (avg ranking, 1 = most important) Salary 2.7 Work Environment 3.8 Retirement 5.3 Flexible Hours 3.9 Stock 6.0 Eco-Friendly 7.0 Company car 8.1 Charity Work 6.7 Vacation 4.3 Training 5.8

Employer rating (avg rating, 1 = best) Salary 2.6 Environment 2.2 Benefits 2.0 Loyalty 2.6 Advancement 2.8 Eco-Friendly 2.5 Training 2.8 Job Security 2.4

Plan to seek a new job this year? (%) Yes 35.4 No 29.2

New job motivation (%) Salary 54.6 Advancement 13.6 Different part of ind 0.0 Need a change 4.6 Get out of Industry 4.6 Job Security 0.0 Work environment 18.2 Other 4.6

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 3.3 Existing contacts 2.2 Check job ads 2.9 Contact companies 3.2 Post resume online 3.3

SALES DIRECTOR \$123,900 ▼12.7%

Number of respondents 17

Employer	Percent	Market Sector	Percent
Manufacturer	35.3	Rx Pharmaceuticals	64.7
Agency	11.8	OTC Pharmaceuticals	29.4
Media/publishing - Print	0.0	Biotechnology	35.3
Media/publishing - Digital	17.7	Medical Products/Equip	35.3
Media/publishing - Print & Digital	23.5	Diagnostic Products/Equip	0.0
Service Supplier	11.8	Managed Care	11.8

Age High 60 Low 31 Avg. 43.4

Sex Male 82.4 Female 17.7

Years in industry High 38.0 Low 1.0 Avg. 16.5

Years in position High 5.0 Low 0.5 Avg. 1.7

Salary (\$000s/yr) High 205.0 Low 80.0 Avg. 123.9

Commission received? Yes 64.7 No 35.3

Amount (\$000s/yr) High 150.0 Low 30.0 Avg. 69.5

Bonus received? Yes 35.3 No 64.7

Amount (\$000s/yr) High 90.0 Low 20.0 Avg. 45.0

Perceived pay vs. peers (%) More 23.5 Less 11.8 Same 64.7

Employer's gross US revenue (%) <\$5M 0.0 \$50-\$100M 5.9 \$5-\$20M 29.4 >100M 52.9 \$20-\$50M 11.8

Position satisfying? (%) Thoroughly 52.9 Generally 41.2 Mundane 5.9 No 0.0

Advancement prospects (%) Index 3.1 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 35.3 Good 35.3 Fair 29.4 Poor 0.0

How current job was acquired (%) Promoted 29.4 Exec Search 11.8 Recruited by co. 17.7 Own Initiative 23.5

Benefits received (%) Signing Bonus 14.3 Retirement 42.9 Car 57.1 Medical 71.4 Dental 57.1 Stock 50.0

Factors important to job (avg ranking, 1 = most important) Salary 4.2 Work Environment 5.5 Retirement 5.9 Flexible Hours 5.1 Stock 4.6 Eco-Friendly 4.8 Company car 6.0 Charity Work 5.1 Vacation 6.4 Training 5.1

Employer rating (avg rating, 1 = best) Salary 2.1 Environment 1.9 Benefits 2.4 Loyalty 2.4 Advancement 2.3 Eco-Friendly 2.5 Training 2.8 Job Security 2.4

Plan to seek a new job this year? (%) Yes 23.5 No 64.7

New job motivation (%) Salary 20.0 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 20.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 3.6 Existing contacts 2.7 Check job ads 2.5 Contact companies 2.7 Post resume online 2.7

CAREER & SALARY SURVEY 2011

PRODUCT DIRECTOR **\$158,200** ▼1.7%

Number of respondents 6

Employer	Percent	Market Sector	Percent
Manufacturer	100.0	Rx Pharmaceuticals	83.3
Agency	0.0	OTC Pharmaceuticals	0.0
Media/publishing - Print	0.0	Biotechnology	0.0
Media/publishing - Digital	0.0	Medical Products/Equip	0.0
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	0.0
Service Supplier	0.0	Managed Care	0.0

Age High 51 Low 37 Avg. 43.7

Sex Male 66.7 Female 33.3

Years in industry High 24.0 Low 13.0 Avg. 17.0

Years in position High 5.0 Low 1.0 Avg. 2.5

Salary (\$000s/yr) High 201.0 Low 100.3 Avg. 158.2

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 83.3 No 16.7

Amount (\$000s/yr) High 60.0 Low 30.0 Avg. 41.8

Perceived pay vs. peers (%) More 16.7 Less 50.0 Same 33.3

Employer's gross US revenue (%) <\$5M 0.0 \$50-\$100M 0.0

\$5-\$20M 16.7 >100M 83.3

\$20-\$50M 0.0

Position satisfying? (%) Thoroughly 16.7 Generally 83.3

Mundane 0.0 No 0.0

Advancement prospects (%) Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Exc. 0.0 Good 100.0

Fair 0.0 Poor 0.0

How current job was acquired (%) Promoted 50.0 Exec Search 33.3

Recruited by co. 0.0 Own Initiative 16.7

Benefits received (%) Signing Bonus 33.3 Retirement 66.7

Car 0.0 Medical 83.3

Dental 83.3 Stock 83.3

Factors important to job (avg ranking, 1 = most important) Salary 3.4 Work Environment 4.3

Retirement 4.6 Flexible Hours 3.6

Stock 3.6 Eco-Friendly 5.8

Company car 9.5 Charity Work 6.0

Vacation 5.6 Training 4.3

Employer rating (avg rating, 1 = best) Salary 2.0 Environment 2.2

Benefits 1.5 Loyalty 2.2

Advancement 2.2 Eco-Friendly 2.3

Training 3.0 Job Security 2.3

Plan to seek a new job this year? (%) Yes 33.3 No 50.0

New job motivation (%) Salary 50.0 Advancement 0.0

Different part of ind 50.0 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 2.5 Existing contacts 1.0

Check job ads 4.5 Contact companies 3.7

Post resume online 4.0

SENIOR PRODUCT MANAGER **\$129,100** ▼1.5%

Number of respondents 22

Employer	Percent	Market Sector	Percent
Manufacturer	90.9	Rx Pharmaceuticals	63.6
Agency	4.6	OTC Pharmaceuticals	9.1
Media/publishing - Print	0.0	Biotechnology	13.6
Media/publishing - Digital	0.0	Medical Products/Equip	27.3
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	0.0
Service Supplier	0.0	Managed Care	4.6

Age High 60 Low 29 Avg. 39.8

Sex Male 63.6 Female 36.4

Years in industry High 36.0 Low 5.0 Avg. 13.5

Years in position High 30.0 Low 0.3 Avg. 4.2

Salary (\$000s/yr) High 212.0 Low 56.0 Avg. 129.1

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 86.4 No 13.6

Amount (\$000s/yr) High 74.2 Low 2.1 Avg. 23.9

Perceived pay vs. peers (%) More 9.1 Less 50.0 Same 40.9

Employer's gross US revenue (%) <\$5M 4.6 \$50-\$100M 4.6

\$5-\$20M 4.6 >100M 86.4

\$20-\$50M 0.0

Position satisfying? (%) Thoroughly 22.7 Generally 54.6

Mundane 18.2 No 4.6

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Exc. 13.6 Good 31.8

Fair 40.9 Poor 13.6

How current job was acquired (%) Promoted 31.8 Exec Search 31.8

Recruited by co. 13.6 Own Initiative 18.2

Benefits received (%) Signing Bonus 27.3 Retirement 72.7

Car 4.6 Medical 81.8

Dental 81.8 Stock 54.6

Factors important to job (avg ranking, 1 = most important) Salary 3.4 Work Environment 5.1

Retirement 4.6 Flexible Hours 3.9

Stock 5.4 Eco-Friendly 7.2

Company car 6.8 Charity Work 7.5

Vacation 4.0 Training 5.9

Employer rating (avg rating, 1 = best) Salary 2.3 Environment 2.3

Benefits 2.0 Loyalty 2.9

Advancement 2.9 Eco-Friendly 2.7

Training 3.0 Job Security 2.8

Plan to seek a new job this year? (%) Yes 40.9 No 27.3

New job motivation (%) Salary 16.7 Advancement 33.3

Different part of ind 8.3 Need a change 0.0

Get out of Industry 0.0 Job Security 8.3

Work environment 25.0 Other 8.3

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

Check job ads 3.3 Contact companies 3.1

Post resume online 3.1

CAREER & SALARY SURVEY 2011

PRODUCT MANAGER

\$98,300

▼8.3%

Number of respondents 15

Employer	Percent	Market Sector	Percent
Manufacturer	86.7	Rx Pharmaceuticals	73.3
Agency	0.0	OTC Pharmaceuticals	13.3
Media/publishing - Print	0.0	Biotechnology	26.7
Media/publishing - Digital	0.0	Medical Products/Equip	46.7
Media/publishing - Print & Digital	13.3	Diagnostic Products/Equip	20.0
Service Supplier	0.0	Managed Care	13.3

Age High 59 Low 25 Avg. 38.1

Sex Male 46.7 Female 53.3

Years in industry High 35.0 Low 0.5 Avg. 11.2

Years in position High 10.0 Low 0.5 Avg. 3.0

Salary (\$000s/yr) High 136.0 Low 50.0 Avg. 98.3

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 80.0 No 20.0

Amount (\$000s/yr) High 20.4 Low 1.0 Avg. 11.9

Perceived pay vs. peers (%) More 6.7 Less 60.0 Same 33.3

Employer's gross <\$5M 6.7 \$50-\$100M 20.0

US revenue (%) \$5-\$20M 13.3 >100M 60.0

Position satisfying? (%) Thoroughly 20.0 Generally 66.7

Mundane 0.0 No 13.3

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

Exc. 20.0 Good 26.7

Fair 46.7 Poor 6.7

How current job was acquired (%) Promoted 20.0 Exec Search 20.0

Recruited by co. 0.0 Own Initiative 60.0

Benefits received (%) Signing Bonus 30.0 Retirement 50.0

Car 0.0 Medical 80.0

Dental 90.0 Stock 70.0

Factors important to job (avg ranking, 1 = most important) Salary 4.8 Work Environment 5.3

Retirement 4.9 Flexible Hours 4.9

Stock 5.4 Eco-Friendly 5.5

Company car 7.1 Charity Work 5.9

Vacation 5.5 Training 5.8

Employer rating (avg rating, 1 = best) Salary 2.3 Environment 2.4

Benefits 2.1 Loyalty 2.4

Advancement 2.4 Eco-Friendly 2.3

Training 2.9 Job Security 2.5

Plan to seek a new job this year? (%) Yes 40.0 No 40.0

New job motivation (%) Salary 40.0 Advancement 0.0

Different part of ind 10.0 Need a change 0.0

Get out of Industry 10.0 Job Security 0.0

Work environment 20.0 Other 20.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 3.1 Existing contacts 3.6

Check job ads 2.1 Contact companies 2.9

Post resume online 3.2

DIR. CORP/MARKETING COMMS

\$145,700

▲18.3%

Number of respondents 12

Employer	Percent	Market Sector	Percent
Manufacturer	66.7	Rx Pharmaceuticals	66.7
Agency	16.7	OTC Pharmaceuticals	16.7
Media/publishing - Print	0.0	Biotechnology	25.0
Media/publishing - Digital	0.0	Medical Products/Equip	33.3
Media/publishing - Print & Digital	8.3	Diagnostic Products/Equip	16.7
Service Supplier	8.3	Managed Care	0.0

Age High 61 Low 32 Avg. 47.6

Sex Male 8.3 Female 91.7

Years in industry High 39.0 Low 6.0 Avg. 20.3

Years in position High 6.0 Low 0.5 Avg. 2.9

Salary (\$000s/yr) High 190.0 Low 90.0 Avg. 145.7

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 66.7 No 33.3

Amount (\$000s/yr) High 50.0 Low 5.0 Avg. 27.5

Perceived pay vs. peers (%) More 16.7 Less 41.7 Same 41.7

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

US revenue (%) \$5-\$20M 16.7 >100M 75.0

\$20-\$50M 8.3

Position satisfying? (%) Thoroughly 41.7 Generally 25.0

Mundane 16.7 No 16.7

Advancement prospects (%) Index 1.8 (4=Exc. 3=Good 2=Fair 1=Poor)

Exc. 8.3 Good 8.3

Fair 41.7 Poor 41.7

How current job was acquired (%) Promoted 16.7 Exec Search 25.0

Recruited by co. 41.7 Own Initiative 16.7

Benefits received (%) Signing Bonus 40.0 Retirement 50.0

Car 0.0 Medical 90.0

Dental 90.0 Stock 80.0

Factors important to job (avg ranking, 1 = most important) Salary 4.3 Work Environment 4.4

Retirement 4.9 Flexible Hours 5.8

Stock 5.4 Eco-Friendly 6.4

Company car 7.0 Charity Work 6.9

Vacation 4.8 Training 5.7

Employer rating (avg rating, 1 = best) Salary 2.2 Environment 2.6

Benefits 2.2 Loyalty 3.0

Advancement 3.1 Eco-Friendly 2.5

Training 3.2 Job Security 3.2

Plan to seek a new job this year? (%) Yes 58.3 No 25.0

New job motivation (%) Salary 33.3 Advancement 11.1

Different part of ind 11.1 Need a change 0.0

Get out of Industry 0.0 Job Security 0.0

Work environment 33.3 Other 11.1

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 2.1 Existing contacts 2.4

Check job ads 2.6 Contact companies 3.8

Post resume online 4.1

CAREER & SALARY SURVEY 2011

VP, GROUP SUPERVISOR **\$146,600** ▼6.7%

Number of respondents 34

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	94.1
Agency	91.2	OTC Pharmaceuticals	29.4
Media/publishing - Print	0.0	Biotechnology	32.4
Media/publishing - Digital	2.9	Medical Products/Equip	38.2
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	14.7
Service Supplier	2.9	Managed Care	8.8

Age High 55 Low 28 Avg. 39.1

Sex Male 32.4 Female 67.7

Years in industry High 30.0 Low 5.0 Avg. 13.8

Years in position High 12.0 Low 1.0 Avg. 3.2

Salary (\$000s/yr) High 220.0 Low 89.0 Avg. 146.6

Commission received? Yes 2.9 No 97.1

Amount (\$000s/yr) High 55.0 Low 55.0 Avg. 55.0

Bonus received? Yes 58.8 No 41.2

Amount (\$000s/yr) High 30.0 Low 4.0 Avg. 13.3

Perceived pay vs. peers (%) More 11.8 Less 38.2 Same 50.0

Employer's gross US revenue (%) <\$5M 12.1 \$50-\$100M 21.2

\$5-\$20M 30.3 >100M 12.1

\$20-\$50M 24.2

Position satisfying? (%) Thoroughly 18.2 Generally 63.6

Mundane 9.1 No 9.1

Advancement prospects (%) Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)

Exc. 14.7 Good 52.9

Fair 26.5 Poor 5.9

How current job was acquired (%) Promoted 24.2 Exec Search 18.2

Recruited by co. 21.2 Own Initiative 30.3

Benefits received (%) Signing Bonus 10.0 Retirement 60.0

Car 3.3 Medical 86.7

Dental 83.3 Stock 30.0

Factors important to job (avg ranking, 1 = most important) Salary 3.0 Work Environment 4.3

Retirement 4.8 Flexible Hours 3.8

Stock 6.6 Eco-Friendly 6.6

Company car 8.2 Charity Work 6.2

Vacation 4.0 Training 5.8

Employer rating (avg rating, 1 = best) Salary 2.1 Environment 1.9

Benefits 2.2 Loyalty 2.2

Advancement 2.4 Eco-Friendly 2.6

Training 2.5 Job Security 2.1

Plan to seek a new job this year? (%) Yes 32.4 No 44.1

New job motivation (%) Salary 25.0 Advancement 12.5

Different part of ind 12.5 Need a change 0.0

Get out of Industry 18.8 Job Security 6.3

Work environment 6.3 Other 18.8

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 2.2 Existing contacts 2.4

Check job ads 3.0 Contact companies 3.6

Post resume online 3.6

ACCOUNT SUPERVISOR **\$89,700** ▲5.0%

Number of respondents 27

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	85.2
Agency	92.6	OTC Pharmaceuticals	22.2
Media/publishing - Print	0.0	Biotechnology	25.9
Media/publishing - Digital	0.0	Medical Products/Equip	25.9
Media/publishing - Print & Digital	3.7	Diagnostic Products/Equip	7.4
Service Supplier	0.0	Managed Care	14.8

Age High 39 Low 25 Avg. 30.8

Sex Male 37.0 Female 63.0

Years in industry High 15.0 Low 2.0 Avg. 6.3

Years in position High 12.0 Low 0.5 Avg. 2.7

Salary (\$000s/yr) High 120.0 Low 61.0 Avg. 89.7

Commission received? Yes 3.7 No 96.3

Amount (\$000s/yr) High 10.4 Low 10.4 Avg. 10.4

Bonus received? Yes 66.7 No 33.3

Amount (\$000s/yr) High 10.0 Low 1.5 Avg. 4.5

Perceived pay vs. peers (%) More 18.5 Less 33.3 Same 48.2

Employer's gross US revenue (%) <\$5M 3.7 \$50-\$100M 11.1

\$5-\$20M 40.7 >100M 18.5

\$20-\$50M 25.9

Position satisfying? (%) Thoroughly 25.9 Generally 63.0

Mundane 3.7 No 7.4

Advancement prospects (%) Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Exc. 37.0 Good 37.0

Fair 18.5 Poor 7.4

How current job was acquired (%) Promoted 42.3 Exec Search 15.4

Recruited by co. 15.4 Own Initiative 26.9

Benefits received (%) Signing Bonus 0.0 Retirement 50.0

Car 0.0 Medical 90.0

Dental 85.0 Stock 0.0

Factors important to job (avg ranking, 1 = most important) Salary 3.2 Work Environment 4.6

Retirement 4.8 Flexible Hours 4.7

Stock 6.7 Eco-Friendly 6.3

Company car 7.1 Charity Work 7.0

Vacation 4.5 Training 5.1

Employer rating (avg rating, 1 = best) Salary 2.1 Environment 2.1

Benefits 2.1 Loyalty 2.4

Advancement 2.2 Eco-Friendly 2.8

Training 3.0 Job Security 2.3

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

New job motivation (%) Salary 33.3 Advancement 16.7

Different part of ind 8.3 Need a change 0.0

Get out of Industry 0.0 Job Security 8.3

Work environment 25.0 Other 8.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 2.4 Existing contacts 2.7

Check job ads 3.0 Contact companies 2.9

Post resume online 3.6

CAREER & SALARY SURVEY 2011

SENIOR ACCOUNT EXECUTIVE \$73,300 ▼8.6%

Number of respondents 21

Employer	Percent	Market Sector	Percent
Manufacturer	14.3	Rx Pharmaceuticals	85.7
Agency	66.7	OTC Pharmaceuticals	33.3
Media/publishing - Print	0.0	Biotechnology	14.3
Media/publishing - Digital	4.8	Medical Products/Equip	14.3
Media/publishing - Print & Digital	4.8	Diagnostic Products/Equip	9.5
Service Supplier	9.5	Managed Care	14.3

Age High 64 Low 23 Avg. 34.9

Sex Male 28.6 Female 71.4

Years in industry High 19.0 Low 1.0 Avg. 6.0

Years in position High 10.0 Low 0.5 Avg. 2.4

Salary (\$000s/yr) High 163.0 Low 45.0 Avg. 73.3

Commission received? Yes 28.6 No 71.4

Amount (\$000s/yr) High 60.0 Low 10.0 Avg. 32.5

Bonus received? Yes 57.1 No 42.9

Amount (\$000s/yr) High 45.0 Low 1.0 Avg. 14.0

Perceived pay vs. peers (%) More 9.5 Less 57.1 Same 33.3

Employer's gross US revenue (%) <\$5M 15.0 \$50-\$100M 5.0 \$5-\$20M 20.0 >100M 35.0 \$20-\$50M 25.0

Position satisfying? (%) Thoroughly 23.8 Generally 57.1 Mundane 19.1 No 0.0

Advancement prospects (%) Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 28.6 Good 33.3 Fair 23.8 Poor 14.3

How current job was acquired (%) Promoted 47.6 Exec Search 4.8 Recruited by co. 9.5 Own Initiative 33.3

Benefits received (%) Signing Bonus 7.1 Retirement 64.3 Car 21.4 Medical 71.4 Dental 57.1 Stock 28.6

Factors important to job (avg ranking, 1 = most important) Salary 3.1 Work Environment 4.1 Retirement 5.2 Flexible Hours 3.6 Stock 5.8 Eco-Friendly 6.4 Company car 6.6 Charity Work 6.4 Vacation 5.7 Training 4.8

Employer rating (avg rating, 1 = best) Salary 2.5 Environment 1.8 Benefits 2.0 Loyalty 2.5 Advancement 2.3 Eco-Friendly 2.4 Training 2.8 Job Security 2.4

Plan to seek a new job this year? (%) Yes 33.3 No 14.3

New job motivation (%) Salary 57.1 Advancement 14.3 Different part of ind 7.1 Need a change 0.0 Get out of Industry 0.0 Job Security 0.0 Work environment 0.0 Other 21.4

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 3.3 Existing contacts 2.0 Check job ads 3.1 Contact companies 2.5 Post resume online 3.5

MEDIA DIRECTOR \$140,200 ▼10.1%

Number of respondents 11

Employer	Percent	Market Sector	Percent
Manufacturer	9.1	Rx Pharmaceuticals	100.0
Agency	81.8	OTC Pharmaceuticals	36.4
Media/publishing - Print	0.0	Biotechnology	27.3
Media/publishing - Digital	0.0	Medical Products/Equip	9.1
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	9.1
Service Supplier	0.0	Managed Care	18.2

Age High 57 Low 31 Avg. 43.9

Sex Male 45.5 Female 54.6

Years in industry High 33.0 Low 4.0 Avg. 14.7

Years in position High 17.0 Low 1.0 Avg. 6.5

Salary (\$000s/yr) High 250.0 Low 65.0 Avg. 140.2

Commission received? Yes 9.1 No 90.9

Amount (\$000s/yr) High 15.0 Low 15.0 Avg. 15.0

Bonus received? Yes 54.6 No 45.5

Amount (\$000s/yr) High 25.0 Low 2.3 Avg. 12.5

Perceived pay vs. peers (%) More 0.0 Less 36.4 Same 63.6

Employer's gross US revenue (%) <\$5M 9.1 \$50-\$100M 18.2 \$5-\$20M 18.2 >100M 36.4 \$20-\$50M 18.2

Position satisfying? (%) Thoroughly 9.1 Generally 63.6 Mundane 27.3 No 0.0

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 20.0 Good 20.0 Fair 50.0 Poor 10.0

How current job was acquired (%) Promoted 27.3 Exec Search 9.1 Recruited by co. 9.1 Own Initiative 54.6

Benefits received (%) Signing Bonus 0.0 Retirement 100.0 Car 0.0 Medical 77.8 Dental 77.8 Stock 33.3

Factors important to job (avg ranking, 1 = most important) Salary 3.6 Work Environment 5.1 Retirement 4.8 Flexible Hours 3.6 Stock 5.1 Eco-Friendly 6.7 Company car 7.5 Charity Work 6.8 Vacation 5.1 Training 4.8

Employer rating (avg rating, 1 = best) Salary 2.1 Environment 2.3 Benefits 1.8 Loyalty 2.8 Advancement 2.5 Eco-Friendly 2.3 Training 2.7 Job Security 2.5

Plan to seek a new job this year? (%) Yes 36.4 No 45.5

New job motivation (%) Salary 0.0 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 75.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 2.3 Existing contacts 1.9 Check job ads 3.8 Contact companies 4.4 Post resume online 2.0

CAREER & SALARY SURVEY 2011

MEDICAL DIRECTOR \$165,000 ▲19.8%

Number of respondents 17

Employer	Percent	Market Sector	Percent
Manufacturer	41.2	Rx Pharmaceuticals	94.1
Agency	47.1	OTC Pharmaceuticals	11.8
Media/publishing - Print	0.0	Biotechnology	23.5
Media/publishing - Digital	5.9	Medical Products/Equip	29.4
Media/publishing - Print & Digital	0.0	Diagnostic Products/Equip	5.9
Service Supplier	0.0	Managed Care	5.9

Age	High	64	Low	32	Avg.	42.9
Sex	Male	70.6	Female	29.4		
Years in industry	High	35.0	Low	3.0	Avg.	15.1
Years in position	High	12.0	Low	1.0	Avg.	4.1
Salary (\$000s/yr)	High	250.0	Low	96.0	Avg.	165.0
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	82.4	No	17.7		
Amount (\$000s/yr)	High	50.0	Low	1.5	Avg.	24.2

Perceived pay						
vs. peers (%)	More	5.9	Less	47.1	Same	47.1
Employer's gross	<\$5M	5.9	\$50-\$100M	11.8		
US revenue (%)	\$5-\$20M	23.5	>100M	47.1		
	\$20-\$50M	11.8				
Position satisfying? (%)	Thoroughly	29.4	Generally	52.9		
	Mundane	11.8	No	5.9		

Advancement					
prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Exc.	5.9	Good	41.2	
	Fair	41.2	Poor	11.8	
How current job was acquired (%)	Promoted	23.5	Exec Search	47.1	
	Recruited by co.	11.8	Own Initiative	17.7	
Benefits received (%)	Signing Bonus	26.7	Retirement	40.0	
	Car	13.3	Medical	86.7	
	Dental	66.7	Stock	40.0	

Factors important to job (avg ranking, 1 = most important)					
	Salary	1.5	Work Environment	3.5	
	Retirement	4.3	Flexible Hours	3.4	
	Stock	6.6	Eco-Friendly	6.2	
	Company car	8.4	Charity Work	6.9	
	Vacation	3.5	Training	5.9	
Employer rating (avg rating, 1 = best)	Salary	2.1	Environment	2.0	
	Benefits	2.1	Loyalty	2.0	
	Advancement	2.8	Eco-Friendly	2.5	
	Training	2.8	Job Security	2.4	

Plan to seek a new job this year? (%)					
New job motivation (%)	Yes	35.3	No	29.4	
	Salary	0.0	Advancement	44.4	
	Different part of ind	44.4	Need a change	0.0	
	Get out of Industry	0.0	Job Security	0.0	
	Work environment	0.0	Other	11.1	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment agency	1.4	Existing contacts	2.4	
	Check job ads	3.3	Contact companies	4.0	
	Post resume online	3.7			

RESEARCH DIRECTOR \$155,300 ▲16.8%

Number of respondents 16

Employer	Percent	Market Sector	Percent
Manufacturer	68.8	Rx Pharmaceuticals	81.3
Agency	12.5	OTC Pharmaceuticals	12.5
Media/publishing - Print	0.0	Biotechnology	18.8
Media/publishing - Digital	6.3	Medical Products/Equip	6.3
Media/publishing - Print & Digital	6.3	Diagnostic Products/Equip	6.3
Service Supplier	6.3	Managed Care	18.8

Age	High	63	Low	30	Avg.	48.7
Sex	Male	75.0	Female	25.0		
Years in industry	High	34.0	Low	9.0	Avg.	20.1
Years in position	High	16.0	Low	1.0	Avg.	6.0
Salary (\$000s/yr)	High	250.0	Low	45.0	Avg.	155.3
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	87.5	No	12.5		
Amount (\$000s/yr)	High	69.0	Low	3.0	Avg.	32.5

Perceived pay						
vs. peers (%)	More	18.8	Less	37.5	Same	43.8
Employer's gross	<\$5M	6.7	\$50-\$100M	6.7		
US revenue (%)	\$5-\$20M	6.7	>100M	80.0		
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	37.5	Generally	43.8		
	Mundane	18.8	No	0.0		

Advancement					
prospects (%)	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Exc.	18.8	Good	31.3	
	Fair	31.3	Poor	18.8	
How current job was acquired (%)	Promoted	25.0	Exec Search	25.0	
	Recruited by co.	12.5	Own Initiative	37.5	
Benefits received (%)	Signing Bonus	21.4	Retirement	42.9	
	Car	0.0	Medical	78.6	
	Dental	78.6	Stock	71.4	

Factors important to job (avg ranking, 1 = most important)					
	Salary	2.8	Work Environment	5.6	
	Retirement	4.6	Flexible Hours	4.5	
	Stock	5.0	Eco-Friendly	6.0	
	Company car	7.6	Charity Work	6.3	
	Vacation	5.4	Training	5.8	
Employer rating (avg rating, 1 = best)	Salary	1.8	Environment	2.2	
	Benefits	1.9	Loyalty	2.6	
	Advancement	2.8	Eco-Friendly	2.1	
	Training	2.7	Job Security	2.5	

Plan to seek a new job this year? (%)					
New job motivation (%)	Yes	31.3	No	56.3	
	Salary	16.7	Advancement	33.3	
	Different part of ind	0.0	Need a change	16.7	
	Get out of Industry	0.0	Job Security	0.0	
	Work environment	16.7	Other	16.7	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment agency	2.4	Existing contacts	1.7	
	Check job ads	2.7	Contact companies	3.5	
	Post resume online	4.0			

CAREER & SALARY SURVEY 2011

VP CREATIVE DIRECTOR \$142,300 ▼14.6%

Number of respondents 8

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	75.0
Agency	75.0	OTC Pharmaceuticals	12.5
Media/publishing - Print	0.0	Biotechnology	25.0
Media/publishing - Digital	12.5	Medical Products/Equip	25.0
Media/publishing - Print & Digital	12.5	Diagnostic Products/Equip	0.0
Service Supplier	0.0	Managed Care	37.5

Age High 57 Low 35 Avg. 46.6

Sex Male 50.0 Female 50.0

Years in industry High 27.0 Low 1.0 Avg. 14.1

Years in position High 16.0 Low 1.0 Avg. 4.8

Salary (\$000s/yr) High 180.0 Low 75.0 Avg. 142.3

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 50.0 No 50.0

Amount (\$000s/yr) High 6.0 Low 4.0 Avg. 5.0

Perceived pay vs. peers (%) More 12.5 Less 37.5 Same 50.0

Employer's gross US revenue (%) <\$5M 12.5 \$50-\$100M 0.0 \$5-\$20M 75.0 >100M 0.0 \$20-\$50M 12.5

Position satisfying? (%) Thoroughly 25.0 Generally 50.0 Mundane 12.5 No 12.5

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 12.5 Good 25.0 Fair 50.0 Poor 12.5

How current job was acquired (%) Promoted 37.5 Exec Search 12.5 Recruited by co. 25.0 Own Initiative 0.0

Benefits received (%) Signing Bonus 16.7 Retirement 16.7 Car 0.0 Medical 100.0 Dental 83.3 Stock 16.7

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Work Environment 3.3 Retirement 6.0 Flexible Hours 3.2 Stock 7.0 Eco-Friendly 6.0 Company car 9.1 Charity Work 6.3 Vacation 3.5 Training 5.4

Employer rating (avg rating, 1 = best) Salary 2.5 Environment 2.1 Benefits 2.4 Loyalty 2.1 Advancement 2.9 Eco-Friendly 2.8 Training 3.4 Job Security 2.5

Plan to seek a new job this year? (%) Yes 37.5 No 25.0

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

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 1.8 Existing contacts 1.4 Check job ads 3.5 Contact companies 4.3 Post resume online 4.0

EDITOR \$75,000 ▼8.3%

Number of respondents 16

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	68.8
Agency	37.5	OTC Pharmaceuticals	6.3
Media/publishing - Print	0.0	Biotechnology	18.8
Media/publishing - Digital	6.3	Medical Products/Equip	37.5
Media/publishing - Print & Digital	50.0	Diagnostic Products/Equip	31.3
Service Supplier	0.0	Managed Care	0.0

Age High 65 Low 26 Avg. 45.3

Sex Male 25.0 Female 75.0

Years in industry High 38.0 Low 3.0 Avg. 12.9

Years in position High 17.0 Low 1.0 Avg. 5.9

Salary (\$000s/yr) High 157.5 Low 42.0 Avg. 75.0

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 50.0 No 50.0

Amount (\$000s/yr) High 15.0 Low 0.5 Avg. 3.8

Perceived pay vs. peers (%) More 25.0 Less 37.5 Same 37.5

Employer's gross US revenue (%) <\$5M 20.0 \$50-\$100M 0.0 \$5-\$20M 53.3 >100M 0.0 \$20-\$50M 26.7

Position satisfying? (%) Thoroughly 25.0 Generally 56.3 Mundane 6.3 No 12.5

Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) Exc. 6.3 Good 25.0 Fair 31.3 Poor 37.5

How current job was acquired (%) Promoted 50.0 Exec Search 0.0 Recruited by co. 12.5 Own Initiative 25.0

Benefits received (%) Signing Bonus 0.0 Retirement 53.9 Car 0.0 Medical 84.6 Dental 84.6 Stock 7.7

Factors important to job (avg ranking, 1 = most important) Salary 3.2 Work Environment 4.6 Retirement 6.1 Flexible Hours 3.2 Stock 7.4 Eco-Friendly 4.6 Company car 8.2 Charity Work 6.3 Vacation 3.8 Training 6.2

Employer rating (avg rating, 1 = best) Salary 2.1 Environment 2.2 Benefits 2.3 Loyalty 2.4 Advancement 2.8 Eco-Friendly 2.9 Training 3.0 Job Security 2.6

Plan to seek a new job this year? (%) Yes 37.5 No 43.8

New job motivation (%) Salary 25.0 Advancement 0.0 Different part of ind 0.0 Need a change 0.0 Get out of Industry 12.5 Job Security 37.5 Work environment 25.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment agency 3.5 Existing contacts 1.8 Check job ads 3.8 Contact companies 2.9 Post resume online 3.1