

2012 Career & Salary Survey

CHECK



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KMATE

You already know the bad news: the job cuts haven't stopped. Here's the good news: for those still in the game, average salaries are up, marginally, job satisfaction is intact, largely, and industry execs suddenly seem to value corporate culture over the size of their paychecks. Just. **James Chase** reports

For more than a decade, the pharma industry has swung a steady ax, shedding around 330,000 jobs since 2000. And although the volume of layoffs has halved so far in 2012—9,626 through August, according to Challenger, Gray & Christmas—it's far too early to paint a picture of upturning fortunes from what could be simply a downsizing intermission.

The news is not all bad. The 26th *MM&M* Career & Salary Survey reports average salaries are slightly outpacing inflation, up 2.8% to 132.6K and just below 2007's high of 133.7K (Fig. 1).

The online survey was emailed to more than 40,000 executives employed in pharmaceuticals, healthcare marketing and related fields, encompassing manufacturers, agencies, media companies and service suppliers/vendors, during August and September.

Of the 994 qualified respondents: 403 are employed by manufac-

turers (pharma, biotech, devices, diagnostics), 345 by agencies, 77 work in healthcare media and 88 for suppliers/vendors; 524 are male and 470 are female; and the average age is 43 years.

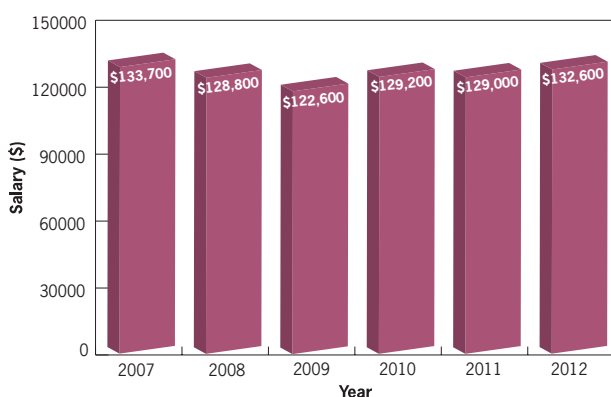
Counting the pieces

Manufacturers led the way with an average salary of 147.1K, up 2.5% over 2011, with Agencies closing in at 131.0K, up 7.4% (Fig. 2). Both sectors had showed salary reductions in 2011. Conversely, Suppliers/Vendors recorded a decrease this year of 14.1% to 117.3K.

Most encouraging is that the gender gap, which had widened inexcusably to more than 45K last year, closed to 16K, with men's salaries down by 3.5% and women's salaries up by 9.9% (Fig. 3).

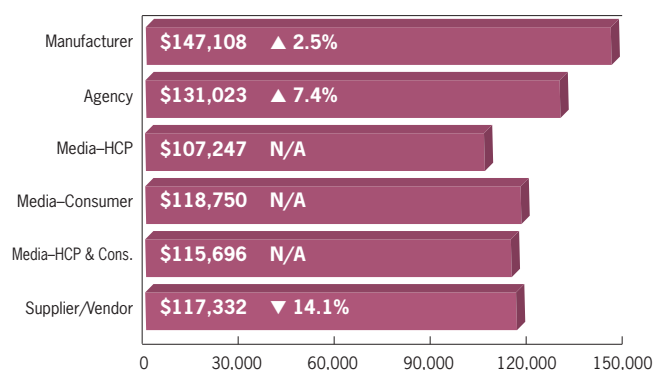
In terms of market sectors, Biotech products continued to lead the way at 142.7K (down 1.1%) but Rx Pharmaceuticals closed the gap

Fig. 1: Average salary, 2007-2012



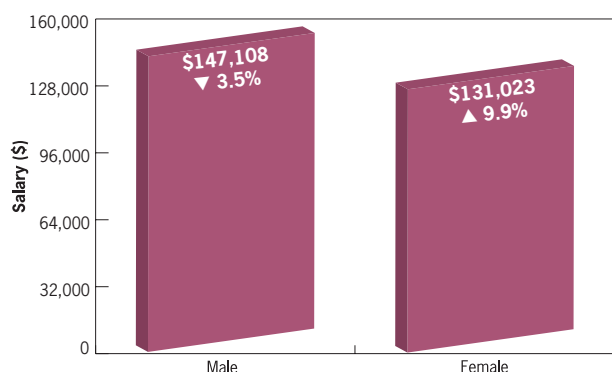
Source: MM&M Career & Salary Survey, 2012

Fig. 2: Average salary by type of employer



Source: MM&M Career & Salary Survey, 2012

Fig. 3: Average salary by gender



Source: MM&M Career & Salary Survey, 2012

coverage (received by 83.4%), dental (73.3%), retirement (54.3%), stock options (41.1%) and company car (12.7%).

Advancing positions

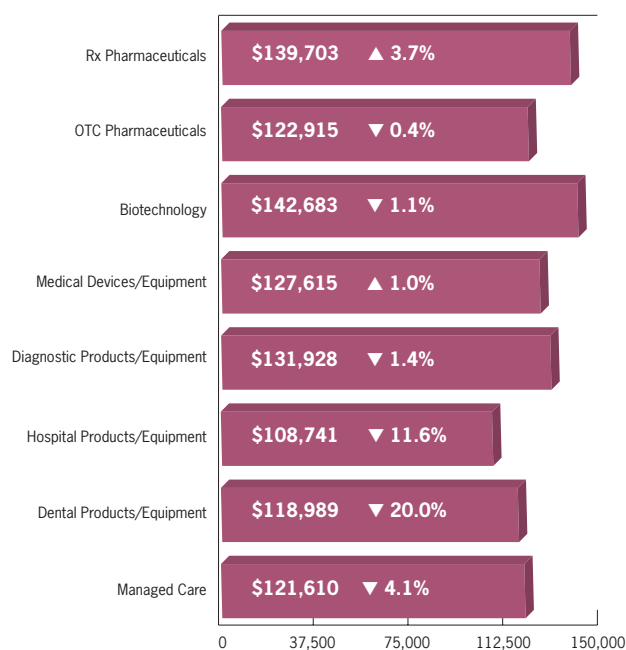
Job satisfaction remains high. Overall, 28.7% said they were “Thoroughly Satisfied” in their job (vs. 29.1% in 2011) with another 51.3% reporting that they were “Generally Satisfied” (vs. 53.0%). Encouragingly, just 6.4% said they were “Dissatisfied” (vs. 6.7% last year).

When adding together the “Thoroughly” and “Generally” numbers, Agency employees came out on top in terms of satisfaction (81.2%), followed by Manufacturers (79.1%), Media (76.7%). Note that while Suppliers recorded the lowest total satisfaction (70.5%) and the highest “Dissatisfaction” (9.1%), they also registered the highest proportion of “Thoroughly Satisfied” employees (33.0%).

Overall, 13.9% of respondents thought they made more than their peers (vs. 14.0% in 2011) while 44.9% felt they were paid less (vs. 44.1%). So not much change, there.

Unfortunately, the same can’t be said for perceived advancement

Fig. 4: Average salary by market sector



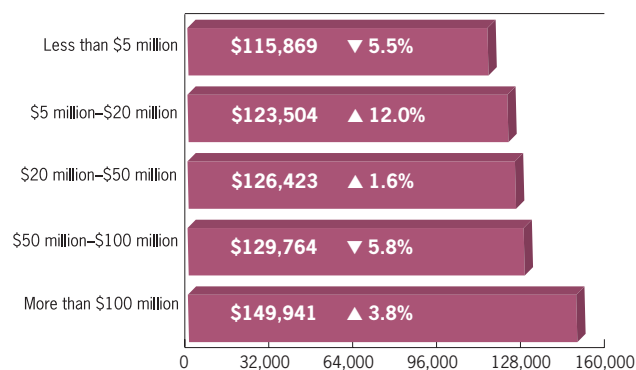
Source: MM&M Career & Salary Survey, 2012

at 139.7K (up 3.7%). Hospital Products (down 11.6%) and Dental Products (down 20.0%) were significantly down, while Managed Care posted a loss of 4.1% — surprising, given the widely acknowledged talent shortage in this function area (Fig. 4).

Average salaries lined up neatly in order of company size, with the smallest companies registering 115.9K (down 5.5%) and the largest reaching 149.9K (up 3.8%).

In addition to salaries, 66.7% reported they received a bonus (up from 64.1%), with the average amount rising by 9.3% to 31.8K. Other benefits received remained about the same, including medical

Fig. 5: Average salary by company size



Source: MM&M Career & Salary Survey, 2012

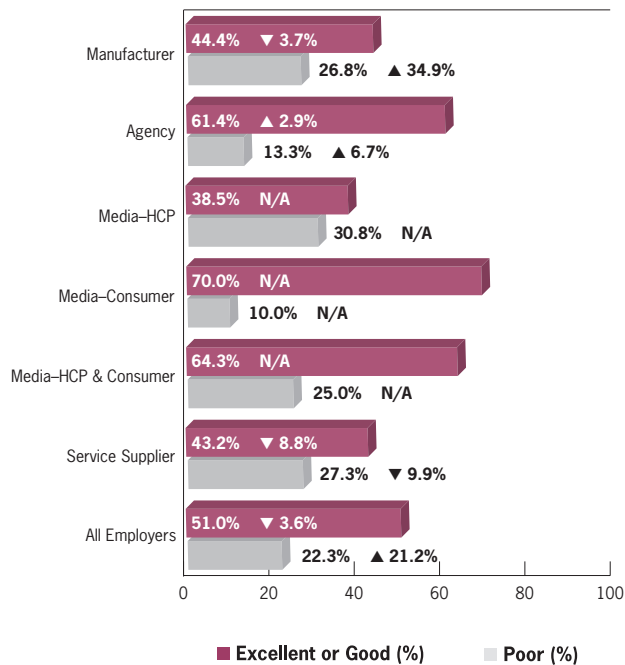
prospects, with the overall index dropping from 2.6 to 2.4 (where 1 is “Poor” and 4 is “Excellent”). The proportion of respondents who thought their advancement prospects were “Excellent” dropped from 21.8% in 2011 to just 15.0%. However, much of this deficit seemed to be transferred to those who felt their prospects were “Good”, which rose from 31.1% to 36.0%. Those who perceived their advancement prospects to be “Poor” rose from 18.4% to 22.3%.

When the “Excellent” and “Good” responses are combined there are significant differences between types of employers (Fig. 6). Consumer Media came out on top with a 70.0% prospect rating; conversely, HCP Media registered just 38.5%, with an additional 30.8% describing their advancement prospects as “Poor”.

Manufacturers didn’t fare a whole lot better, with just 44.4% perceiving their prospects as “Excellent” or “Good” (down 3.7% vs. 2011) and 26.8% describing them as “Poor” (up 34.9%).

What factors, then, did the respondents feel are most important to them in their jobs? In terms of average rankings (from 1 to 8), Salary (2.4) came out on top, as expected, followed closely by Work Environment/Culture (2.9), Job Security (3.9) and Benefits (4.2). Interestingly, Training scored a woeful 6.4.

Fig. 6: Advancement prospects by employer



Source: MM&M Career & Salary Survey, 2012

However, by delving deeper, we see that in fact more respondents chose Work Environment/Culture (35%) as their number one consideration than chose Salary (31%)—a complete reversal of 2011, when 40% had ranked Salary, and 23% Environment/Culture, as number one. Not only that, 60% this year ranked Training as either their least or second-least important factor.

Winning moves

Each year, around 35% of respondents say they intend to seek a new position in the next 12 months and this year was no exception (34.6%). Of those, 28.8% said their prime motivation was for Better Salary and/or Benefits (down from 32.1% last year) while 18.0% cited Better Work Environment/Culture (down from 20.2%). Significantly, 5.7% wanted out simply because they Needed a Change (up from 2.1%) while 10.6% were looking to Move to a Different Part of the Industry (up from 7.4%).

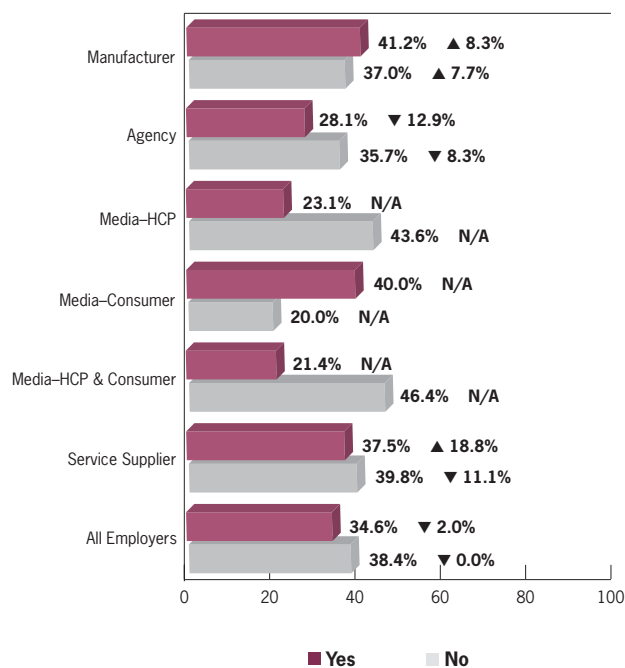
And out of those looking to leap, the most likely methods of job-seeking, they reported, would be to use Existing Contacts (average rank 1.8, up from 2.3 last year) or a Recruitment Agency (2.4, up from 2.6). Conversely, Checking Job Ads (3.4, down from 3.1) and Posting Resumes Online (4.0, down from 3.5) appear to be slipping further down the ranks of perceived usefulness.

On the pages that follow you will find data for selected job titles. You can access the full set of job titles, plus hundreds of additional insights and data, by downloading the free *MM&M Career & Salary Survey Premium Edition* at mmm-online.com.

DIRECTORY OF POSITIONS

ALL POSITIONS	40
Account Manager	52
Account Supervisor	50
Chief Executive Officer	42
Director, Marketing	44
Director, New Business Development	45
Editor	56
Executive Vice President	43
Manager, Marketing	46
Managing Director	42
Media Director	52
Medical Director	54
President	40
Product Director	47
Product Manager	48
Research Director	54
Sales Director	47
Senior Product Manager	48
VP Creative Director	56
VP Group Supervisor	50
VP Marketing	44
VP Sales	46

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



Source: MM&M Career & Salary Survey, 2012

CAREER & SALARY SURVEY 2012

ALL POSITIONS \$132,600 ▲2.8%

Number of respondents						994
Employer	Percent		Market Sector		Percent	
Manufacturer	40.5		Rx Pharmaceuticals		70.9	
Agency	34.7		OTC Pharmaceuticals		16.2	
Media/Publisher - HCP	3.9		Biotechnology		24.3	
Media/Publisher - Consumer	1.0		Medical Devices/Equip		27.7	
Media/Publisher - HCP & Consmr.	2.8		Diagnostic Device/Equip		13.2	
Service Supplier	8.9		Hospital Products/Equip.		8.5	
Other	8.2		Dental Products/Equip		3.9	
			Managed Care		9.3	
Age	High	82	Low	19	Avg.	43.2
Sex	Male	52.7	Female	47.3		
Years in industry	High	58.0	Low	0.5	Avg.	15.3
Years in position	High	40.0	Low	0.2	Avg.	4.4
Salary (\$000s/yr)	High	700.0	Low	11.5	Avg.	132.6
Commission received?	Yes	10.6	No	89.4		
Amount (\$000s/yr)	High	1000.0	Low	0.5	Avg.	64.5
Bonus received?	Yes	66.7	No	33.3		
Amount (\$000s/yr)	High	1000.0	Low	0.1	Avg.	31.8
Perceived pay						
vs. peers (%)	More	13.9	Less	44.9	Same	41.2
Employer's gross	<\$5M		15.6	\$50-\$100M		9.6
US revenue (%)	\$5-\$20M		23.2	>100M		38.0
	\$20-\$50M		13.7			
Position satisfying? (%)	Thoroughly		28.7	Generally		51.3
	OK Sometimes		13.6	No		6.4
Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent		15.0	Good		36.0
	Fair		26.7	Poor		22.3
How current job was acquired (%)	Promoted		33.2	Exec Search		13.5
	Hired by Company		14.7	Own Initiative		31.2
Benefits received (%)	Signing Bonus		12.9	Retirement		54.3
	Car		12.7	Medical		83.4
	Dental		73.3	Stock		41.1
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		2.9
	Benefits		4.2	Loyalty to Staff		4.7
	Advancement		4.3	Environ./Soc. Resp.		6.9
	Training		6.4	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.2
	Benefits		2.2	Loyalty to Staff		2.4
	Advancement		2.6	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		34.6	No		38.4
New job motivation (%)	Salary/Benefits		28.8	Advancement		17.4
	Different Part of Ind		10.6	Need a Change		5.7
	Get out of Industry		3.7	Job Security		6.2
	Environ./Culture		18.0	Other		9.7
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.4	Existing Contacts		1.8
	Job Ads		3.4	Contact Companies		3.3
	Post Resume		4.0			

PRESIDENT \$171,700 ▼17.7%

Number of respondents						30
Employer	Percent		Market Sector		Percent	
Manufacturer	16.7		Rx Pharmaceuticals		76.7	
Agency	30.0		OTC Pharmaceuticals		23.3	
Media/Publisher - HCP	3.3		Biotechnology		36.7	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		36.7	
Media/Publisher - HCP & Consmr.	3.3		Diagnostic Device/Equip		33.3	
Service Supplier	40.0		Hospital Products/Equip.		10.0	
Other	6.7		Dental Products/Equip		6.7	
			Managed Care		16.7	
Age	High	82	Low	33	Avg.	53.2
Sex	Male	76.7	Female	23.3		
Years in industry	High	45.0	Low	1.0	Avg.	24.1
Years in position	High	40.0	Low	1.0	Avg.	10.9
Salary (\$000s/yr)	High	450.0	Low	50.0	Avg.	171.7
Commission received?	Yes	13.3	No	86.7		
Amount (\$000s/yr)	High	100.0	Low	40.0	Avg.	70.0
Bonus received?	Yes	53.3	No	46.7		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay						
vs. peers (%)	More	13.8	Less	48.3	Same	37.9
Employer's gross	<\$5M		72.4	\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		17.2	>100M		10.3
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		56.7	Generally		43.3
	OK Sometimes		0.0	No		0.0
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		50.0	Good		20.0
	Fair		0.0	Poor		30.0
How current job was acquired (%)	Promoted		10.3	Exec Search		3.5
	Hired by Company		6.9	Own Initiative		27.6
Benefits received (%)	Signing Bonus		16.7	Retirement		41.7
	Car		37.5	Medical		75.0
	Dental		41.7	Stock		8.3
Factors important to job (avg ranking, 1 = most important)	Salary		3.8	Environ./Culture		2.4
	Benefits		4.9	Loyalty to Staff		3.7
	Advancement		5.0	Environ./Soc. Resp.		5.2
	Training		5.8	Job Security		4.7
Employer rating (avg rating, 1 = best)	Salary		1.8	Environ./Culture		1.3
	Benefits		1.9	Loyalty to Staff		1.4
	Advancement		2.0	Environ./Soc. Resp.		1.8
	Training		2.3	Job Security		1.7
Plan to seek a new job this year? (%)	Yes		13.3	No		83.3
New job motivation (%)	Salary/Benefits		20.0	Advancement		20.0
	Different Part of Ind		20.0	Need a Change		20.0
	Get out of Industry		20.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.4	Existing Contacts		1.9
	Job Ads		3.6	Contact Companies		2.7
	Post Resume		4.3			

CAREER & SALARY SURVEY 2012

CHIEF EXECUTIVE OFFICER \$222,900 ▲8.0%

Number of respondents						11
Employer	Percent		Market Sector		Percent	
Manufacturer	18.2		Rx Pharmaceuticals		63.6	
Agency	45.5		OTC Pharmaceuticals		18.2	
Media/Publisher - HCP	0.0		Biotechnology		27.3	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		36.4	
Media/Publisher - HCP & Consmr.	0.0		Diagnostic Device/Equip		18.2	
Service Supplier	36.4		Hospital Products/Equip.		9.1	
Other	0.0		Dental Products/Equip		9.1	
			Managed Care		9.1	
Age	High	65	Low	42	Avg.	54.3
Sex	Male	81.8	Female	18.2		
Years in industry	High	45.0	Low	5.0	Avg.	22.7
Years in position	High	20.0	Low	2.0	Avg.	9.1
Salary (\$000s/yr)	High	700.0	Low	60.0	Avg.	222.9
Commission received?	Yes	9.1	No	90.9		
Amount (\$000s/yr)	High	50.0	Low	50.0	Avg.	50.0
Bonus received?	Yes	54.6	No	45.5		
Amount (\$000s/yr)	High	1000.0	Low	75.0	Avg.	271.0
Perceived pay						
vs. peers (%)	More	10.0	Less	50.0	Same	40.0
Employer's gross	<\$5M		63.6		\$50-\$100M 0.0	
US revenue (%)	\$5-\$20M		18.2		>100M 0.0	
	\$20-\$50M		18.2			
Position satisfying? (%)						
	Thoroughly		63.6		Generally 27.3	
	OK Sometimes		9.1		No 0.0	
Advancement						
prospects (%)	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent		36.4		Good 9.1	
	Fair		18.2		Poor 36.4	
How current job						
was acquired (%)	Promoted		30.0		Exec Search 10.0	
	Hired by Company		10.0		Own Initiative 40.0	
Benefits received (%)						
	Signing Bonus		11.1		Retirement 44.4	
	Car		44.4		Medical 100.0	
	Dental		55.6		Stock 44.4	
Factors important						
to job (avg ranking,	Salary		2.8		Environ./Culture 1.5	
1 = most important)	Benefits		4.8		Loyalty to Staff 3.6	
	Advancement		5.9		Environ./Soc. Resp.4.9	
	Training		7.1		Job Security 4.0	
Employer rating						
(avg rating, 1 = best)	Salary		1.8		Environ./Culture 1.6	
	Benefits		1.7		Loyalty to Staff 1.6	
	Advancement		2.3		Environ./Soc. Resp.1.4	
	Training		2.5		Job Security 2.2	
Plan to seek a new	Yes		10.0		No 70.0	
job this year? (%)						
New job motivation (%)						
	Salary/Benefits		33.3		Advancement 0.0	
	Different Part of Ind		33.3		Need a Change 0.0	
	Get out of Industry		0.0		Job Security 0.0	
	Environ./Culture		0.0		Other 33.3	
Method for seeking						
new job (avg ranking,	Recruitment Agency		2.6		Existing Contacts 1.3	
1=most likely)	Job Ads		4.3		Contact Companies 2.8	
	Post Resume		3.8			

MANAGING DIRECTOR \$201,000 ▼8.9%

Number of respondents						29
Employer	Percent		Market Sector		Percent	
Manufacturer	6.9		Rx Pharmaceuticals		86.2	
Agency	55.2		OTC Pharmaceuticals		17.2	
Media/Publisher - HCP	6.9		Biotechnology		34.5	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		44.8	
Media/Publisher - HCP & Consmr.	6.9		Diagnostic Device/Equip		31.0	
Service Supplier	13.8		Hospital Products/Equip.		20.7	
Other	10.3		Dental Products/Equip		0.0	
			Managed Care		10.3	
Age	High	65	Low	38	Avg.	49.4
Sex	Male	58.6	Female	41.4		
Years in industry	High	36.0	Low	8.0	Avg.	22.2
Years in position	High	30.0	Low	1.0	Avg.	6.0
Salary (\$000s/yr)	High	450.0	Low	90.0	Avg.	201.0
Commission received?	Yes	17.2	No	82.8		
Amount (\$000s/yr)	High	1000.0	Low	25.0	Avg.	279.2
Bonus received?	Yes	69.0	No	31.0		
Amount (\$000s/yr)	High	500.0	Low	2.0	Avg.	81.4
Perceived pay						
vs. peers (%)	More	17.2	Less	48.3	Same	34.5
Employer's gross	<\$5M		34.5	\$50-\$100M		6.9
US revenue (%)	\$5-\$20M		48.3	>100M		3.5
	\$20-\$50M		6.9			
Position satisfying? (%)	Thoroughly		41.4	Generally		55.2
	OK Sometimes		3.5	No		0.0
Advancement	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
prospects (%)	Excellent		13.8	Good		41.4
	Fair		20.7	Poor		24.1
How current job	Promoted		31.0	Exec Search		24.1
was acquired (%)	Hired by Company		13.8	Own Initiative		17.2
Benefits received (%)	Signing Bonus		24.0	Retirement		48.0
	Car		24.0	Medical		72.0
	Dental		52.0	Stock		36.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.7	Environ./Culture		2.4
	Benefits		4.4	Loyalty to Staff		3.9
	Advancement		5.3	Environ./Soc. Resp.		6.5
	Training		6.8	Job Security		3.8
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.0
	Benefits		2.2	Loyalty to Staff		2.2
	Advancement		2.4	Environ./Soc. Resp.		2.7
	Training		3.0	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		24.1	No		44.8
New job motivation (%)	Salary/Benefits		18.2	Advancement		9.1
	Different Part of Ind		9.1	Need a Change		0.0
	Get out of Industry		0.0	Job Security		18.2
	Environ./Culture		9.1	Other		36.4
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.1	Existing Contacts		1.8
	Job Ads		3.7	Contact Companies		3.0
	Post Resume		4.3			

EXECUTIVE VICE PRESIDENT \$245,900 ▲10.6%

Number of respondents 29

Employer	Percent	Market Sector	Percent
Manufacturer	24.1	Rx Pharmaceuticals	82.8
Agency	48.3	OTC Pharmaceuticals	10.3
Media/Publisher - HCP	6.9	Biotechnology	34.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	27.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	13.8
Service Supplier	17.2	Hospital Products/Equip.	3.5
Other	3.5	Dental Products/Equip	0.0
		Managed Care	10.3

Age	High	82	Low	39	Avg.	50.9
Sex	Male	79.3	Female	20.7		
Years in industry	High	50.0	Low	10.0	Avg.	22.8
Years in position	High	12.0	Low	1.0	Avg.	4.0
Salary (\$000s/yr)	High	460.0	Low	78.0	Avg.	245.9
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	72.4	No	27.6		
Amount (\$000s/yr)	High	275.0	Low	0.1	Avg.	66.1
Perceived pay						
vs. peers (%)	More	13.8	Less	24.1	Same	62.1
Employer's gross	<\$5M	24.1	\$50-\$100M	13.8		
US revenue (%)	\$5-\$20M	24.1	>100M	20.7		
	\$20-\$50M	17.2				
Position satisfying? (%)	Thoroughly	44.8	Generally	37.9		
	OK Sometimes	3.5	No	13.8		
Advancement	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
prospects (%)	Excellent	6.9	Good	41.4		
	Fair	24.1	Poor	27.6		
How current job	Promoted	20.7	Exec Search	24.1		
was acquired (%)	Hired by Company	17.2	Own Initiative	31.0		
Benefits received (%)	Signing Bonus	7.7	Retirement	30.8		
	Car	11.5	Medical	80.8		
	Dental	69.2	Stock	53.9		
Factors important	Salary	2.4	Environ./Culture	2.0		
to job (avg ranking,	Benefits	4.5	Loyalty to Staff	3.6		
1 = most important)	Advancement	5.2	Environ./Soc. Resp.	6.3		
	Training	6.9	Job Security	4.7		
Employer rating	Salary	2.1	Environ./Culture	2.3		
(avg rating, 1 = best)	Benefits	2.3	Loyalty to Staff	2.1		
	Advancement	2.5	Environ./Soc. Resp.	2.7		
	Training	3.1	Job Security	2.1		
Plan to seek a new	Yes	34.5	No	48.3		
job this year? (%)						
New job motivation (%)	Salary/Benefits	0.0	Advancement	16.7		
	Different Part of Ind	25.0	Need a Change	0.0		
	Get out of Industry	8.3	Job Security	0.0		
	Environ./Culture	41.7	Other	8.3		
Method for seeking	Recruitment Agency	1.8	Existing Contacts	1.7		
new job (avg ranking,	Job Ads	4.0	Contact Companies	3.0		
1=most likely)	Post Resume	4.3				

YOUR CUSTOMERS
AREN'T HIDING.
THEY'RE JUST WAITING
TO BE INSPIRED.

Customers engaged? Check. Informed? No problem. Inspired? Umm... not so much. Perhaps that's inevitable with brands built around the typical agency single-mindedness.

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TRUE
health + wellness™

A Harte-Hanks Company

CAREER & SALARY SURVEY 2012

VP MARKETING

\$190,100

▼ 0.9%

Number of respondents 20

Employer	Percent	Market Sector	Percent
Manufacturer	60.0	Rx Pharmaceuticals	55.0
Agency	15.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	20.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	30.0
Media/Publisher - HCP & Consmr.	5.0	Diagnostic Device/Equip	15.0
Service Supplier	15.0	Hospital Products/Equip.	5.0
Other	5.0	Dental Products/Equip	5.0
		Managed Care	15.0

Age	High	65	Low	35	Avg.	49.2
Sex	Male	40.0	Female	60.0		
Years in industry	High	45.0	Low	3.0	Avg.	21.4
Years in position	High	15.0	Low	1.0	Avg.	5.0
Salary (\$000s/yr)	High	315.0	Low	80.0	Avg.	190.1
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	360.0	Low	5.0	Avg.	64.7
Perceived pay vs. peers (%)	More	15.0	Less	40.0	Same	45.0
Employer's gross US revenue (%)	<\$5M	25.0	\$50-\$100M	10.0		
	\$5-\$20M	20.0	>100M	35.0		
	\$20-\$50M	10.0				
Position satisfying? (%)	Thoroughly	25.0	Generally	60.0		
	OK Sometimes	5.0	No	10.0		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.0	Good	30.0		
	Fair	35.0	Poor	20.0		
How current job was acquired (%)	Promoted	35.0	Exec Search	10.0		
	Hired by Company	20.0	Own Initiative	20.0		
Benefits received (%)	Signing Bonus	11.1	Retirement	44.4		
	Car	5.6	Medical	88.9		
	Dental	83.3	Stock	61.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.3		
	Benefits	3.7	Loyalty to Staff	4.5		
	Advancement	4.7	Environ./Soc. Resp.	6.6		
	Training	7.1	Job Security	4.8		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.4		
	Advancement	2.5	Environ./Soc. Resp.	2.6		
	Training	3.2	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	35.0	No	40.0		
New job motivation (%)	Salary/Benefits	0.0	Advancement	11.1		
	Different Part of Ind	22.2	Need a Change	11.1		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	33.3	Other	22.2		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.9	Existing Contacts	1.8		
	Job Ads	3.9	Contact Companies	3.4		
	Post Resume	4.1				

DIRECTOR, MARKETING

\$142,300

▲ 4.9%

Number of respondents 68

Employer	Percent	Market Sector	Percent
Manufacturer	70.6	Rx Pharmaceuticals	61.8
Agency	10.3	OTC Pharmaceuticals	5.9
Media/Publisher - HCP	1.5	Biotechnology	20.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	2.9	Diagnostic Device/Equip	7.4
Service Supplier	2.9	Hospital Products/Equip.	5.9
Other	11.8	Dental Products/Equip	4.4
		Managed Care	4.4

Age	High	63	Low	25	Avg.	44.0
Sex	Male	51.5	Female	48.5		
Years in industry	High	40.0	Low	1.0	Avg.	16.4
Years in position	High	19.0	Low	0.5	Avg.	3.8
Salary (\$000s/yr)	High	238.0	Low	11.5	Avg.	142.3
Commission received?	Yes	5.9	No	94.1		
Amount (\$000s/yr)	High	30.0	Low	15.0	Avg.	22.5
Bonus received?	Yes	77.9	No	22.1		
Amount (\$000s/yr)	High	74.0	Low	1.5	Avg.	30.7
Perceived pay vs. peers (%)	More	16.2	Less	32.4	Same	51.5
Employer's gross US revenue (%)	<\$5M	4.5	\$50-\$100M	10.5		
	\$5-\$20M	17.9	>100M	58.2		
	\$20-\$50M	9.0				
Position satisfying? (%)	Thoroughly	38.2	Generally	42.7		
	OK Sometimes	13.2	No	5.9		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	19.4	Good	26.9		
	Fair	28.4	Poor	25.4		
How current job was acquired (%)	Promoted	35.8	Exec Search	14.9		
	Hired by Company	17.9	Own Initiative	25.4		
Benefits received (%)	Signing Bonus	16.1	Retirement	54.8		
	Car	4.8	Medical	87.1		
	Dental	80.7	Stock	54.8		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.6		
	Benefits	3.7	Loyalty to Staff	5.0		
	Advancement	3.8	Environ./Soc. Resp.	7.2		
	Training	6.8	Job Security	4.4		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.2		
	Benefits	2.0	Loyalty to Staff	2.6		
	Advancement	2.7	Environ./Soc. Resp.	2.2		
	Training	2.9	Job Security	2.6		
Plan to seek a new job this year? (%)	Yes	40.3	No	34.3		
New job motivation (%)	Salary/Benefits	23.3	Advancement	26.7		
	Different Part of Ind	13.3	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	6.7		
	Environ./Culture	20.0	Other	10.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	1.8		
	Job Ads	3.5	Contact Companies	3.2		
	Post Resume	4.0				

DIR., NEW BUS. DEVELOPMENT \$125,000 ▼4.6%

Number of respondents 29

Employer	Percent	Market Sector	Percent
Manufacturer	17.2	Rx Pharmaceuticals	82.8
Agency	34.5	OTC Pharmaceuticals	17.2
Media/Publisher - HCP	3.5	Biotechnology	27.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	31.0
Media/Publisher - HCP & Consmr.	3.5	Diagnostic Device/Equip	27.6
Service Supplier	24.1	Hospital Products/Equip.	13.8
Other	17.2	Dental Products/Equip	6.9
		Managed Care	13.8

Age	High	60	Low	32	Avg.	45.4
Sex	Male	58.6	Female	41.4		
Years in industry	High	29.0	Low	1.0	Avg.	16.3
Years in position	High	20.0	Low	0.3	Avg.	3.6
Salary (\$000s/yr)	High	230.0	Low	40.0	Avg.	125.0
Commission received?	Yes	37.9	No	62.1		
Amount (\$000s/yr)	High	200.0	Low	5.0	Avg.	39.4
Bonus received?	Yes	51.7	No	48.3		
Amount (\$000s/yr)	High	175.0	Low	0.5	Avg.	30.8
Perceived pay vs. peers (%)	More	7.1	Less	50.0	Same	42.9
Employer's gross US revenue (%)	<\$5M	20.7	\$50-\$100M	6.9		
	\$5-\$20M	37.9	>100M	24.1		
	\$20-\$50M	10.3				
Position satisfying? (%)	Thoroughly	24.1	Generally	65.5		
	OK Sometimes	3.5	No	6.9		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	10.3	Good	48.3		
	Fair	20.7	Poor	20.7		
How current job was acquired (%)	Promoted	31.0	Exec Search	24.1		
	Hired by Company	13.8	Own Initiative	24.1		
Benefits received (%)	Signing Bonus	18.2	Retirement	40.9		
	Car	13.6	Medical	90.9		
	Dental	81.8	Stock	18.2		
Factors important to job (avg ranking, 1 = most important)	Salary	2.2	Environ./Culture	3.2		
	Benefits	4.2	Loyalty to Staff	4.8		
	Advancement	4.0	Environ./Soc. Resp.	7.4		
	Training	6.5	Job Security	3.3		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.1		
	Benefits	2.4	Loyalty to Staff	2.3		
	Advancement	2.7	Environ./Soc. Resp.	2.2		
	Training	2.8	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	24.1	No	37.9		
New job motivation (%)	Salary/Benefits	37.5	Advancement	12.5		
	Different Part of Ind	12.5	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	12.5		
	Environ./Culture	12.5	Other	12.5		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.8	Existing Contacts	1.6		
	Job Ads	3.3	Contact Companies	3.6		
	Post Resume	4.6				

MAKE
NOISE.

DON'T
BE NOISE.

Dying to defy the din? Consider speaking to folks whose approach to building brands goes beyond the typical agency single-mindedness. After all, that's what's created so much of that background clatter in the first place.

We're TRUE. The healthcare agency reimagined. An approach fully-tuned to putting your brand into a meaningful conversation with doctors and patients.

Be heard. Speak with Anne Stroup or Anthony Rotolo at 215-944-9522.

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TRUE
health + wellness™

A Harte-Hanks Company

CAREER & SALARY SURVEY 2012

MANAGER, MARKETING \$96,800 ▲11.9%

Number of respondents 59

Employer	Percent	Market Sector	Percent
Manufacturer	64.4	Rx Pharmaceuticals	49.2
Agency	10.2	OTC Pharmaceuticals	13.6
Media/Publisher - HCP	5.1	Biotechnology	25.4
Media/Publisher - Consumer	1.7	Medical Devices/Equip	45.8
Media/Publisher - HCP & Consmr.	1.7	Diagnostic Device/Equip	15.3
Service Supplier	11.9	Hospital Products/Equip.	13.6
Other	5.1	Dental Products/Equip	1.7
		Managed Care	5.1

Age	High	57	Low	23	Avg.	38.0
Sex	Male	40.7	Female	59.3		
Years in industry	High	32.0	Low	1.0	Avg.	9.9
Years in position	High	16.0	Low	1.0	Avg.	3.3
Salary (\$000s/yr)	High	175.0	Low	20.0	Avg.	96.8
Commission received?	Yes	3.4	No	96.6		
Amount (\$000s/yr)	High	18.0	Low	12.5	Avg.	15.3
Bonus received?	Yes	72.9	No	27.1		
Amount (\$000s/yr)	High	110.0	Low	0.5	Avg.	16.5
Perceived pay vs. peers (%)	More	13.6	Less	49.2	Same	37.3
Employer's gross US revenue (%)	<\$5M	15.3	\$50-\$100M	8.5		
	\$5-\$20M	13.6	>100M	52.5		
	\$20-\$50M	10.2				
Position satisfying? (%)	Thoroughly	18.6	Generally	64.4		
	OK Sometimes	11.9	No	5.1		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.5	Good	36.2		
	Fair	31.0	Poor	17.2		
How current job was acquired (%)	Promoted	36.2	Exec Search	8.6		
	Hired by Company	19.0	Own Initiative	32.8		
Benefits received (%)	Signing Bonus	6.4	Retirement	57.5		
	Car	4.3	Medical	80.9		
	Dental	70.2	Stock	48.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.3		
	Benefits	4.8	Loyalty to Staff	4.9		
	Advancement	3.5	Environ./Soc. Resp.	7.0		
	Training	6.4	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.4		
	Benefits	2.0	Loyalty to Staff	2.6		
	Advancement	2.7	Environ./Soc. Resp.	2.1		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	41.4	No	32.8		
New job motivation (%)	Salary/Benefits	47.1	Advancement	11.8		
	Different Part of Ind	8.8	Need a Change	0.0		
	Get out of Industry	2.9	Job Security	5.9		
	Environ./Culture	20.6	Other	2.9		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	2.2		
	Job Ads	2.7	Contact Companies	3.6		
	Post Resume	3.5				

VP SALES \$169,800 ▲4.4%

Number of respondents 17

Employer	Percent	Market Sector	Percent
Manufacturer	23.5	Rx Pharmaceuticals	76.5
Agency	17.7	OTC Pharmaceuticals	23.5
Media/Publisher - HCP	11.8	Biotechnology	35.3
Media/Publisher - Consumer	5.9	Medical Devices/Equip	58.8
Media/Publisher - HCP & Consmr.	11.8	Diagnostic Device/Equip	29.4
Service Supplier	29.4	Hospital Products/Equip.	23.5
Other	0.0	Dental Products/Equip	0.0
		Managed Care	11.8

Age	High	57	Low	35	Avg.	45.3
Sex	Male	70.6	Female	29.4		
Years in industry	High	30.0	Low	6.0	Avg.	17.4
Years in position	High	12.0	Low	1.0	Avg.	3.4
Salary (\$000s/yr)	High	285.0	Low	50.0	Avg.	169.8
Commission received?	Yes	64.7	No	35.3		
Amount (\$000s/yr)	High	150.0	Low	35.0	Avg.	101.4
Bonus received?	Yes	64.7	No	35.3		
Amount (\$000s/yr)	High	90.0	Low	10.0	Avg.	33.5
Perceived pay vs. peers (%)	More	17.7	Less	35.3	Same	47.1
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	47.1	>100M	23.5		
	\$20-\$50M	29.4				
Position satisfying? (%)	Thoroughly	52.9	Generally	41.2		
	OK Sometimes	5.9	No	0.0		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.5	Good	50.0		
	Fair	12.5	Poor	25.0		
How current job was acquired (%)	Promoted	35.3	Exec Search	17.7		
	Hired by Company	11.8	Own Initiative	23.5		
Benefits received (%)	Signing Bonus	7.7	Retirement	23.1		
	Car	38.5	Medical	69.2		
	Dental	38.5	Stock	53.9		
Factors important to job (avg ranking, 1 = most important)	Salary	1.8	Environ./Culture	3.0		
	Benefits	4.1	Loyalty to Staff	4.5		
	Advancement	4.8	Environ./Soc. Resp.	7.1		
	Training	6.4	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.0	Environ./Culture	2.1		
	Benefits	2.6	Loyalty to Staff	2.2		
	Advancement	2.6	Environ./Soc. Resp.	2.1		
	Training	3.4	Job Security	2.6		
Plan to seek a new job this year? (%)	Yes	23.5	No	35.3		
New job motivation (%)	Salary/Benefits	14.3	Advancement	14.3		
	Different Part of Ind	14.3	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	14.3		
	Environ./Culture	14.3	Other	28.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.1	Existing Contacts	1.4		
	Job Ads	3.9	Contact Companies	3.3		
	Post Resume	4.3				

SALES DIRECTOR

\$129,300

▲ 4.4%

Number of respondents 22

Employer	Percent	Market Sector	Percent
Manufacturer	45.5	Rx Pharmaceuticals	63.6
Agency	0.0	OTC Pharmaceuticals	22.7
Media/Publisher - HCP	13.6	Biotechnology	18.2
Media/Publisher - Consumer	4.6	Medical Devices/Equip	27.3
Media/Publisher - HCP & Consmr.	9.1	Diagnostic Device/Equip	22.7
Service Supplier	22.7	Hospital Products/Equip.	4.6
Other	4.6	Dental Products/Equip	9.1
		Managed Care	4.6

Age	High	71	Low	29	Avg.	48.8
Sex	Male	72.7	Female	27.3		
Years in industry	High	58.0	Low	4.0	Avg.	20.9
Years in position	High	15.0	Low	1.0	Avg.	5.4
Salary (\$000s/yr)	High	207.0	Low	40.0	Avg.	129.3
Commission received?	Yes	68.2	No	31.8		
Amount (\$000s/yr)	High	125.0	Low	12.0	Avg.	57.4
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	70.0	Low	5.0	Avg.	35.6
Perceived pay vs. peers (%)	More	4.6	Less	40.9	Same	54.6
Employer's gross US revenue (%)	<\$5M	9.1	\$50-\$100M	0.0		
	\$5-\$20M	18.2	>100M	59.1		
	\$20-\$50M	13.6				
Position satisfying? (%)	Thoroughly	40.9	Generally	36.4		
	OK Sometimes	13.6	No	9.1		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	4.6	Good	45.5		
	Fair	22.7	Poor	27.3		
How current job was acquired (%)	Promoted	31.8	Exec Search	9.1		
	Hired by Company	22.7	Own Initiative	36.4		
Benefits received (%)	Signing Bonus	9.5	Retirement	38.1		
	Car	33.3	Medical	71.4		
	Dental	61.9	Stock	57.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.2	Environ./Culture	3.0		
	Benefits	4.4	Loyalty to Staff	4.5		
	Advancement	5.0	Environ./Soc. Resp.	7.3		
	Training	6.2	Job Security	3.5		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.3		
	Benefits	2.5	Loyalty to Staff	2.6		
	Advancement	2.9	Environ./Soc. Resp.	2.2		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	36.4	No	40.9		
New job motivation (%)	Salary/Benefits	33.3	Advancement	11.1		
	Different Part of Ind	22.2	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	33.3	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.7		
	Job Ads	3.4	Contact Companies	3.1		
	Post Resume	4.5				

PRODUCT DIRECTOR

\$151,000

▼ 4.6%

Number of respondents 10

Employer	Percent	Market Sector	Percent
Manufacturer	80.0	Rx Pharmaceuticals	80.0
Agency	0.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	10.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	10.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.0
Service Supplier	20.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age	High	60	Low	34	Avg.	46.8
Sex	Male	50.0	Female	50.0		
Years in industry	High	32.0	Low	1.0	Avg.	17.7
Years in position	High	12.0	Low	1.0	Avg.	4.2
Salary (\$000s/yr)	High	190.0	Low	92.5	Avg.	151.0
Commission received?	Yes	10.0	No	90.0		
Amount (\$000s/yr)	High	17.2	Low	17.2	Avg.	17.2
Bonus received?	Yes	80.0	No	20.0		
Amount (\$000s/yr)	High	61.3	Low	3.0	Avg.	30.3
Perceived pay vs. peers (%)	More	0.0	Less	40.0	Same	60.0
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	20.0		
	\$5-\$20M	20.0	>100M	60.0		
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	10.0	Generally	80.0		
	OK Sometimes	0.0	No	10.0		
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	11.1	Good	22.2		
	Fair	22.2	Poor	44.4		
How current job was acquired (%)	Promoted	30.0	Exec Search	20.0		
	Hired by Company	30.0	Own Initiative	20.0		
Benefits received (%)	Signing Bonus	30.0	Retirement	60.0		
	Car	10.0	Medical	90.0		
	Dental	90.0	Stock	40.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.0	Environ./Culture	2.5		
	Benefits	3.6	Loyalty to Staff	5.2		
	Advancement	4.0	Environ./Soc. Resp.	7.2		
	Training	6.5	Job Security	5.0		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.5		
	Benefits	2.3	Loyalty to Staff	2.5		
	Advancement	2.8	Environ./Soc. Resp.	2.2		
	Training	2.8	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	50.0	No	20.0		
New job motivation (%)	Salary/Benefits	40.0	Advancement	20.0		
	Different Part of Ind	20.0	Need a Change	20.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.0	Existing Contacts	1.6		
	Job Ads	4.0	Contact Companies	3.9		
	Post Resume	3.6				

CAREER & SALARY SURVEY 2012

SENIOR PRODUCT MANAGER **\$131,400 ▲1.8%**

Number of respondents **28**

Employer	Percent	Market Sector	Percent
Manufacturer	85.7	Rx Pharmaceuticals	57.1
Agency	3.6	OTC Pharmaceuticals	14.3
Media/Publisher - HCP	0.0	Biotechnology	21.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	35.7
Media/Publisher - HCP & Consmr.	3.6	Diagnostic Device/Equip	7.1
Service Supplier	7.1	Hospital Products/Equip.	3.6
Other	0.0	Dental Products/Equip	3.6
		Managed Care	3.6

Age	High	56	Low	23	Avg.	40.2
Sex	Male	60.7	Female	39.3		
Years in industry	High	31.0	Low	1.0	Avg.	14.1
Years in position	High	11.0	Low	1.0	Avg.	2.9
Salary (\$000s/yr)	High	198.0	Low	48.0	Avg.	131.4
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	85.7	No	14.3		
Amount (\$000s/yr)	High	75.0	Low	7.0	Avg.	23.6
Perceived pay vs. peers (%)	More	25.0	Less	39.3	Same	35.7
Employer's gross US revenue (%)	<\$5M		3.6	\$50-\$100M		10.7
	\$5-\$20M		0.0	>100M		78.6
	\$20-\$50M		7.1			
Position satisfying? (%)	Thoroughly		14.3	Generally		60.7
	OK Sometimes		17.9	No		7.1
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		21.4	Good		35.7
	Fair		17.9	Poor		25.0
How current job was acquired (%)	Promoted		39.3	Exec Search		17.9
	Hired by Company		0.0	Own Initiative		39.3
Benefits received (%)	Signing Bonus		23.1	Retirement		80.8
	Car		0.0	Medical		88.5
	Dental		84.6	Stock		61.5
Factors important to job (avg ranking, 1 = most important)	Salary		1.6	Environ./Culture		3.5
	Benefits		4.2	Loyalty to Staff		5.1
	Advancement		2.9	Environ./Soc. Resp.		7.3
	Training		6.9	Job Security		4.4
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.5
	Benefits		2.1	Loyalty to Staff		2.6
	Advancement		2.8	Environ./Soc. Resp.		2.3
	Training		3.0	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		50.0	No		25.0
New job motivation (%)	Salary/Benefits		29.4	Advancement		41.2
	Different Part of Ind		5.9	Need a Change		11.8
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		5.9	Other		5.9
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.0	Existing Contacts		2.0
	Job Ads		3.5	Contact Companies		3.8
	Post Resume		3.6			

PRODUCT MANAGER **\$98,100 ▼0.2%**

Number of respondents **20**

Employer	Percent	Market Sector	Percent
Manufacturer	90.0	Rx Pharmaceuticals	50.0
Agency	0.0	OTC Pharmaceuticals	15.0
Media/Publisher - HCP	0.0	Biotechnology	15.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.0
Service Supplier	5.0	Hospital Products/Equip.	5.0
Other	5.0	Dental Products/Equip	5.0
		Managed Care	0.0

Age	High	49	Low	21	Avg.	36.2
Sex	Male	45.0	Female	55.0		
Years in industry	High	23.0	Low	1.0	Avg.	12.0
Years in position	High	6.0	Low	1.0	Avg.	2.8
Salary (\$000s/yr)	High	147.0	Low	30.0	Avg.	98.1
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	85.0	No	15.0		
Amount (\$000s/yr)	High	20.0	Low	1.5	Avg.	12.5
Perceived pay vs. peers (%)	More	10.0	Less	60.0	Same	30.0
Employer's gross US revenue (%)	<\$5M		0.0	\$50-\$100M		10.5
	\$5-\$20M		15.8	>100M		68.4
	\$20-\$50M		5.3			
Position satisfying? (%)	Thoroughly		45.0	Generally		45.0
	OK Sometimes		5.0	No		5.0
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		25.0	Good		20.0
	Fair		40.0	Poor		15.0
How current job was acquired (%)	Promoted		40.0	Exec Search		10.0
	Hired by Company		15.0	Own Initiative		35.0
Benefits received (%)	Signing Bonus		15.8	Retirement		68.4
	Car		10.5	Medical		73.7
	Dental		63.2	Stock		42.1
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		2.9
	Benefits		4.8	Loyalty to Staff		5.5
	Advancement		2.9	Environ./Soc. Resp.		7.0
	Training		5.6	Job Security		5.0
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.4
	Benefits		1.9	Loyalty to Staff		2.4
	Advancement		2.6	Environ./Soc. Resp.		2.0
	Training		2.6	Job Security		2.1
Plan to seek a new job this year? (%)	Yes		55.0	No		30.0
New job motivation (%)	Salary/Benefits		7.1	Advancement		42.9
	Different Part of Ind		7.1	Need a Change		7.1
	Get out of Industry		0.0	Job Security		7.1
	Environ./Culture		7.1	Other		21.4
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.6	Existing Contacts		2.4
	Job Ads		2.6	Contact Companies		3.6
	Post Resume		3.5			

CAREER & SALARY SURVEY 2012

VP, GROUP SUPERVISOR \$149,600 ▲2.0%

Number of respondents						40
Employer	Percent		Market Sector		Percent	
Manufacturer	2.5		Rx Pharmaceuticals		95.0	
Agency	90.0		OTC Pharmaceuticals		12.5	
Media/Publisher - HCP	5.0		Biotechnology		25.0	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		12.5	
Media/Publisher - HCP & Consmr.	0.0		Diagnostic Device/Equip		10.0	
Service Supplier	0.0		Hospital Products/Equip.		0.0	
Other	2.5		Dental Products/Equip		2.5	
			Managed Care		7.5	
Age	High	63	Low	30	Avg.	41.6
Sex	Male	50.0	Female	50.0		
Years in industry	High	33.0	Low	6.0	Avg.	15.2
Years in position	High	15.0	Low	1.0	Avg.	3.9
Salary (\$000s/yr)	High	217.0	Low	75.0	Avg.	149.6
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	82.5	No	17.5		
Amount (\$000s/yr)	High	40.0	Low	2.5	Avg.	12.2
Perceived pay						
vs. peers (%)	More	12.8	Less	61.5	Same	25.6
Employer's gross	<\$5M		2.6	\$50-\$100M		15.4
US revenue (%)	\$5-\$20M		33.3	>100M		15.4
	\$20-\$50M		33.3			
Position satisfying? (%)	Thoroughly		15.4	Generally		59.0
	OK Sometimes		23.1	No		2.6
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		5.0	Good		60.0
	Fair		20.0	Poor		15.0
How current job was acquired (%)	Promoted		50.0	Exec Search		10.0
	Hired by Company		17.5	Own Initiative		20.0
Benefits received (%)	Signing Bonus		3.5	Retirement		58.6
	Car		0.0	Medical		93.1
	Dental		79.3	Stock		24.1
Factors important to job (avg ranking, 1 = most important)	Salary		2.1	Environ./Culture		2.9
	Benefits		4.4	Loyalty to Staff		4.6
	Advancement		4.4	Environ./Soc. Resp.		7.3
	Training		6.7	Job Security		3.6
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.1
	Benefits		2.5	Loyalty to Staff		2.1
	Advancement		2.6	Environ./Soc. Resp.		2.7
	Training		2.9	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		25.0	No		47.5
New job motivation (%)	Salary/Benefits		33.3	Advancement		6.7
	Different Part of Ind		13.3	Need a Change		6.7
	Get out of Industry		6.7	Job Security		0.0
	Environ./Culture		20.0	Other		13.3
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.1	Existing Contacts		1.7
	Job Ads		3.6	Contact Companies		3.2
	Post Resume		4.3			

ACCOUNT SUPERVISOR \$91,900 ▲2.5%

Number of respondents						22
Employer	Percent		Market Sector		Percent	
Manufacturer	0.0		Rx Pharmaceuticals		90.9	
Agency	95.5		OTC Pharmaceuticals		27.3	
Media/Publisher - HCP	0.0		Biotechnology		40.9	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		22.7	
Media/Publisher - HCP & Consmr.	4.6		Diagnostic Device/Equip		4.6	
Service Supplier	0.0		Hospital Products/Equip.		4.6	
Other	0.0		Dental Products/Equip		9.1	
			Managed Care		13.6	
Age	High	43	Low	26	Avg.	32.6
Sex	Male	36.4	Female	63.6		
Years in industry	High	25.0	Low	4.0	Avg.	7.8
Years in position	High	10.0	Low	1.0	Avg.	2.6
Salary (\$000s/yr)	High	150.0	Low	65.0	Avg.	91.9
Commission received?	Yes	9.1	No	90.9		
Amount (\$000s/yr)	High	40.0	Low	35.0	Avg.	37.5
Bonus received?	Yes	40.9	No	59.1		
Amount (\$000s/yr)	High	12.0	Low	2.0	Avg.	5.9
Perceived pay						
vs. peers (%)	More	18.2	Less	40.9	Same	40.9
Employer's gross	<\$5M		18.2	\$50-\$100M		13.6
US revenue (%)	\$5-\$20M		45.5	>100M		0.0
	\$20-\$50M		22.7			
Position satisfying? (%)	Thoroughly		13.6	Generally		59.1
	OK Sometimes		22.7	No		4.6
Advancement prospects (%)	Index	3.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent		27.3	Good		50.0
	Fair		13.6	Poor		9.1
How current job was acquired (%)	Promoted		42.9	Exec Search		4.8
	Hired by Company		9.5	Own Initiative		42.9
Benefits received (%)	Signing Bonus		5.3	Retirement		52.6
	Car		5.3	Medical		84.2
	Dental		73.7	Stock		15.8
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		2.5
	Benefits		4.7	Loyalty to Staff		4.4
	Advancement		4.3	Environ./Soc. Resp.		7.1
	Training		6.7	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.1
	Benefits		2.2	Loyalty to Staff		2.1
	Advancement		2.3	Environ./Soc. Resp.		2.5
	Training		3.0	Job Security		2.0
Plan to seek a new job this year? (%)	Yes		36.4	No		36.4
New job motivation (%)	Salary/Benefits		11.1	Advancement		11.1
	Different Part of Ind		22.2	Need a Change		11.1
	Get out of Industry		0.0	Job Security		11.1
	Environ./Culture		22.2	Other		11.1
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.0	Existing Contacts		1.5
	Job Ads		3.9	Contact Companies		3.2
	Post Resume		4.3			

CAREER & SALARY SURVEY 2012

ACCOUNT MANAGER

\$83,900

▲ 2.7%

Number of respondents **24**

Employer	Percent	Market Sector	Percent
Manufacturer	20.8	Rx Pharmaceuticals	62.5
Agency	37.5	OTC Pharmaceuticals	12.5
Media/Publisher - HCP	8.3	Biotechnology	20.8
Media/Publisher - Consumer	0.0	Medical Devices/Equip	16.7
Media/Publisher - HCP & Consmr.	4.2	Diagnostic Device/Equip	4.2
Service Supplier	25.0	Hospital Products/Equip.	16.7
Other	4.2	Dental Products/Equip	4.2
		Managed Care	4.2

Age	High	60	Low	24	Avg.	38.0
Sex	Male	41.7	Female	58.3		
Years in industry	High	30.0	Low	1.0	Avg.	9.3
Years in position	High	18.0	Low	0.5	Avg.	3.7
Salary (\$000s/yr)	High	160.2	Low	40.0	Avg.	83.9
Commission received?	Yes	20.8	No	79.2		
Amount (\$000s/yr)	High	45.0	Low	10.0	Avg.	24.2
Bonus received?	Yes	41.7	No	58.3		
Amount (\$000s/yr)	High	55.0	Low	5.0	Avg.	29.6
Perceived pay vs. peers (%)	More	16.7	Less	50.0	Same	33.3
Employer's gross US revenue (%)	<\$5M	21.7	\$50-\$100M	8.7		
	\$5-\$20M	17.4	>100M	34.8		
	\$20-\$50M	17.4				
Position satisfying? (%)	Thoroughly	30.4	Generally	39.1		
	OK Sometimes	26.1	No	4.4		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	17.4	Good	47.8		
	Fair	30.4	Poor	4.4		
How current job was acquired (%)	Promoted	26.1	Exec Search	17.4		
	Hired by Company	4.4	Own Initiative	30.4		
Benefits received (%)	Signing Bonus	13.3	Retirement	53.3		
	Car	46.7	Medical	80.0		
	Dental	66.7	Stock	60.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.6		
	Benefits	4.5	Loyalty to Staff	4.5		
	Advancement	4.0	Environ./Soc. Resp.	6.8		
	Training	6.4	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.4		
	Benefits	2.3	Loyalty to Staff	2.6		
	Advancement	2.5	Environ./Soc. Resp.	2.5		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	34.8	No	43.5		
New job motivation (%)	Salary/Benefits	36.4	Advancement	9.1		
	Different Part of Ind	27.3	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	9.1		
	Environ./Culture	18.2	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	1.8		
	Job Ads	3.5	Contact Companies	3.6		
	Post Resume	3.8				

MEDIA DIRECTOR

\$139,500

▼ 0.5%

Number of respondents **15**

Employer	Percent	Market Sector	Percent
Manufacturer	13.3	Rx Pharmaceuticals	86.7
Agency	66.7	OTC Pharmaceuticals	26.7
Media/Publisher - HCP	6.7	Biotechnology	40.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	13.3
Media/Publisher - HCP & Consmr.	6.7	Diagnostic Device/Equip	6.7
Service Supplier	0.0	Hospital Products/Equip.	6.7
Other	6.7	Dental Products/Equip	6.7
		Managed Care	26.7

Age	High	62	Low	28	Avg.	45.3
Sex	Male	60.0	Female	40.0		
Years in industry	High	40.0	Low	7.0	Avg.	18.0
Years in position	High	27.0	Low	1.0	Avg.	6.7
Salary (\$000s/yr)	High	250.0	Low	85.0	Avg.	139.5
Commission received?	Yes	6.7	No	93.3		
Amount (\$000s/yr)	High	40.0	Low	40.0	Avg.	40.0
Bonus received?	Yes	60.0	No	40.0		
Amount (\$000s/yr)	High	42.0	Low	2.0	Avg.	17.6
Perceived pay vs. peers (%)	More	6.7	Less	53.3	Same	40.0
Employer's gross US revenue (%)	<\$5M	6.7	\$50-\$100M	20.0		
	\$5-\$20M	6.7	>100M	46.7		
	\$20-\$50M	20.0				
Position satisfying? (%)	Thoroughly	46.7	Generally	53.3		
	OK Sometimes	0.0	No	0.0		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.3	Good	40.0		
	Fair	40.0	Poor	6.7		
How current job was acquired (%)	Promoted	33.3	Exec Search	0.0		
	Hired by Company	26.7	Own Initiative	33.3		
Benefits received (%)	Signing Bonus	7.1	Retirement	78.6		
	Car	0.0	Medical	85.7		
	Dental	85.7	Stock	28.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.2	Environ./Culture	2.9		
	Benefits	4.1	Loyalty to Staff	4.9		
	Advancement	4.5	Environ./Soc. Resp.	7.2		
	Training	6.4	Job Security	3.1		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	2.0		
	Benefits	1.9	Loyalty to Staff	2.0		
	Advancement	2.1	Environ./Soc. Resp.	1.9		
	Training	2.4	Job Security	1.8		
Plan to seek a new job this year? (%)	Yes	13.3	No	60.0		
New job motivation (%)	Salary/Benefits	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		
	Environ./Culture	50.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.1	Existing Contacts	1.5		
	Job Ads	3.8	Contact Companies	2.9		
	Post Resume	4.7				

CAREER & SALARY SURVEY 2012

MEDICAL DIRECTOR \$176,700 ▲7.1%

Number of respondents						17
Employer	Percent		Market Sector		Percent	
Manufacturer	29.4		Rx Pharmaceuticals		76.5	
Agency	35.3		OTC Pharmaceuticals		11.8	
Media/Publisher - HCP	5.9		Biotechnology		17.7	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		35.3	
Media/Publisher - HCP & Consmr.	0.0		Diagnostic Device/Equip		23.5	
Service Supplier	0.0		Hospital Products/Equip.		5.9	
Other	29.4		Dental Products/Equip		0.0	
			Managed Care		17.7	
Age	High	69	Low	27	Avg.	47.0
Sex	Male	64.7	Female	35.3		
Years in industry	High	47.0	Low	2.0	Avg.	19.6
Years in position	High	19.0	Low	1.0	Avg.	3.1
Salary (\$000s/yr)	High	257.0	Low	80.0	Avg.	176.7
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	76.5	No	23.5		
Amount (\$000s/yr)	High	60.0	Low	2.0	Avg.	32.7
Perceived pay						
vs. peers (%)	More	5.9	Less	52.9	Same	41.2
Employer's gross	<\$5M		17.7		\$50-\$100M 11.8	
US revenue (%)	\$5-\$20M		17.7		>100M 52.9	
	\$20-\$50M		0.0			
Position satisfying? (%)						
	Thoroughly		29.4		Generally 35.3	
	OK Sometimes		11.8		No 23.5	
Advancement						
prospects (%)	Index	2.1 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent		11.8		Good 17.7	
	Fair		41.2		Poor 29.4	
How current job						
was acquired (%)	Promoted		11.8		Exec Search 35.3	
	Hired by Company		29.4		Own Initiative 17.7	
Benefits received (%)						
	Signing Bonus		26.7		Retirement 66.7	
	Car		13.3		Medical 93.3	
	Dental		86.7		Stock 40.0	
Factors important						
to job (avg ranking,	Salary		2.5		Environ./Culture 2.9	
1 = most important)	Benefits		3.9		Loyalty to Staff 4.8	
	Advancement		4.9		Environ./Soc. Resp.6.5	
	Training		6.6		Job Security 3.8	
Employer rating						
(avg rating, 1 = best)	Salary		2.5		Environ./Culture 2.2	
	Benefits		1.8		Loyalty to Staff 2.4	
	Advancement		2.9		Environ./Soc. Resp.2.2	
	Training		2.7		Job Security 2.4	
Plan to seek a new	Yes		47.1		No 41.2	
job this year? (%)						
New job motivation (%)						
	Salary/Benefits		25.0		Advancement 12.5	
	Different Part of Ind		25.0		Need a Change 0.0	
	Get out of Industry		0.0		Job Security 0.0	
	Environ./Culture		25.0		Other 12.5	
Method for seeking						
new job (avg ranking,	Recruitment Agency		1.9		Existing Contacts 1.9	
1=most likely)	Job Ads		3.2		Contact Companies 3.7	
	Post Resume		4.3			

RESEARCH DIRECTOR \$164,200 ▲5.7%

Number of respondents						29
Employer	Percent		Market Sector		Percent	
Manufacturer	79.3		Rx Pharmaceuticals		72.4	
Agency	10.3		OTC Pharmaceuticals		24.1	
Media/Publisher - HCP	3.5		Biotechnology		27.6	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		27.6	
Media/Publisher - HCP & Consmr.	0.0		Diagnostic Device/Equip		10.3	
Service Supplier	3.5		Hospital Products/Equip.		10.3	
Other	3.5		Dental Products/Equip		0.0	
			Managed Care		3.5	
Age	High	74	Low	33	Avg.	48.2
Sex	Male	58.6	Female	41.4		
Years in industry	High	45.0	Low	2.0	Avg.	18.6
Years in position	High	20.0	Low	1.0	Avg.	4.7
Salary (\$000s/yr)	High	240.0	Low	86.0	Avg.	164.2
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	93.1	No	6.9		
Amount (\$000s/yr)	High	120.0	Low	2.0	Avg.	39.5
Perceived pay						
vs. peers (%)	More	14.8	Less	33.3	Same	51.9
Employer's gross	<\$5M		6.9	\$50-\$100M		3.5
US revenue (%)	\$5-\$20M		3.5	>100M		79.3
	\$20-\$50M		6.9			
Position satisfying? (%)	Thoroughly		31.0	Generally		48.3
	OK Sometimes		17.2	No		3.5
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		10.7	Good		17.9
	Fair		39.3	Poor		32.1
How current job was acquired (%)	Promoted		59.3	Exec Search		3.7
	Hired by Company		3.7	Own Initiative		29.6
Benefits received (%)	Signing Bonus		23.1	Retirement		46.2
	Car		0.0	Medical		80.8
	Dental		80.8	Stock		61.5
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		2.9
	Benefits		3.7	Loyalty to Staff		5.5
	Advancement		5.0	Environ./Soc. Resp.		7.0
	Training		6.4	Job Security		3.0
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.1
	Benefits		1.9	Loyalty to Staff		2.7
	Advancement		3.0	Environ./Soc. Resp.		2.0
	Training		2.7	Job Security		2.6
Plan to seek a new job this year? (%)	Yes		46.4	No		32.1
New job motivation (%)	Salary/Benefits		26.7	Advancement		6.7
	Different Part of Ind		6.7	Need a Change		6.7
	Get out of Industry		6.7	Job Security		13.3
	Environ./Culture		13.3	Other		20.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.4	Existing Contacts		1.8
	Job Ads		3.1	Contact Companies		3.4
	Post Resume		4.2			

CAREER & SALARY SURVEY 2012

VP CREATIVE DIRECTOR \$192,600 ▲35.3%

Number of respondents 14

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	92.9
Agency	100.0	OTC Pharmaceuticals	14.3
Media/Publisher - HCP	0.0	Biotechnology	28.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	28.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	7.1
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	7.1
		Managed Care	28.6

Age	High	64	Low	31	Avg.	46.6
Sex	Male	64.3	Female	35.7		
Years in industry	High	26.0	Low	6.0	Avg.	14.9
Years in position	High	6.0	Low	1.0	Avg.	3.5
Salary (\$000s/yr)	High	225.0	Low	150.0	Avg.	192.6
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	78.6	No	21.4		
Amount (\$000s/yr)	High	40.0	Low	7.5	Avg.	19.4
Perceived pay vs. peers (%)	More	21.4	Less	21.4	Same	57.1
Employer's gross US revenue (%)	<\$5M	7.1	\$50-\$100M	7.1		
	\$5-\$20M	57.1	>100M	0.0		
	\$20-\$50M	28.6				
Position satisfying? (%)	Thoroughly	35.7	Generally	50.0		
	OK Sometimes	14.3	No	0.0		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	30.8	Good	30.8		
	Fair	23.1	Poor	15.4		
How current job was acquired (%)	Promoted	42.9	Exec Search	14.3		
	Hired by Company	28.6	Own Initiative	7.1		
Benefits received (%)	Signing Bonus	9.1	Retirement	63.6		
	Car	18.2	Medical	81.8		
	Dental	54.6	Stock	45.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	2.3		
	Benefits	4.1	Loyalty to Staff	3.7		
	Advancement	6.0	Environ./Soc. Resp.	7.1		
	Training	6.9	Job Security	3.8		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	1.7		
	Benefits	2.6	Loyalty to Staff	1.9		
	Advancement	1.9	Environ./Soc. Resp.	2.6		
	Training	2.9	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	14.3	No	71.4		
New job motivation (%)	Salary/Benefits	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		
	Environ./Culture	50.0	Other	50.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.6	Existing Contacts	1.9		
	Job Ads	3.8	Contact Companies	3.8		
	Post Resume	4.0				

EDITOR \$73,800 ▼1.6%

Number of respondents 12

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	58.3
Agency	16.7	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	41.7	Biotechnology	25.0
Media/Publisher - Consumer	16.7	Medical Devices/Equip	41.7
Media/Publisher - HCP & Consmr.	8.3	Diagnostic Device/Equip	25.0
Service Supplier	8.3	Hospital Products/Equip.	16.7
Other	8.3	Dental Products/Equip	16.7
		Managed Care	33.3

Age	High	57	Low	26	Avg.	38.7
Sex	Male	0.0	Female	100.0		
Years in industry	High	23.0	Low	3.0	Avg.	8.7
Years in position	High	10.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	200.0	Low	41.0	Avg.	73.8
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	40.0	Low	1.0	Avg.	9.9
Perceived pay vs. peers (%)	More	8.3	Less	50.0	Same	41.7
Employer's gross US revenue (%)	<\$5M	27.3	\$50-\$100M	0.0		
	\$5-\$20M	27.3	>100M	9.1		
	\$20-\$50M	36.4				
Position satisfying? (%)	Thoroughly	18.2	Generally	36.4		
	OK Sometimes	36.4	No	9.1		
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	8.3	Good	41.7		
	Fair	8.3	Poor	41.7		
How current job was acquired (%)	Promoted	25.0	Exec Search	8.3		
	Hired by Company	8.3	Own Initiative	58.3		
Benefits received (%)	Signing Bonus	0.0	Retirement	66.7		
	Car	0.0	Medical	91.7		
	Dental	66.7	Stock	16.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	3.6		
	Benefits	3.4	Loyalty to Staff	4.4		
	Advancement	4.7	Environ./Soc. Resp.	7.1		
	Training	6.8	Job Security	3.9		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	3.0		
	Benefits	1.8	Loyalty to Staff	2.9		
	Advancement	3.0	Environ./Soc. Resp.	3.1		
	Training	3.2	Job Security	2.9		
Plan to seek a new job this year? (%)	Yes	33.3	No	33.3		
New job motivation (%)	Salary/Benefits	0.0	Advancement	40.0		
	Different Part of Ind	20.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	40.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.5	Existing Contacts	1.6		
	Job Ads	2.2	Contact Companies	3.5		
	Post Resume	4				