

DOLLAR SIGNS

Average salaries are up—that's good! Salary gender disparity remains—that's bad! What other takeaways can be gleaned from the data revealed by respondents to MM&M's annual Career & Salary Survey? **Larry Dobrow** gets inside the numbers

When confronted with the huge mass of data compiled via MM&M's annual Career & Salary Survey, there's an inclination to look for an easy headline stat and a corresponding bit of color. You know, like "salaries across the industry surge 35%! Popcorn for everybody!" Or "industry-wide, 77.5% of employees anticipate that they will seek out a new gig during the next year. Barkeep, cancel that popcorn!"

Alas, in research exercises of this ilk, there are usually far more tinges of gray than bursts of black and white. And so, faced with the absence of an attention-grabbing finding, allow us to deliver the big-picture results from this year's Career & Salary Survey in rat-a-tat fashion. Per the 1,081 respondents, salaries have nudged upward. Employees are keener on their advancement prospects than they were last year. And the higher salaries and optimism about advancement prospects have apparently blunted employees' professional wanderlust, with a majority reporting that they plan to stay put for the next 12 months.

Each of these results comes with a caveat or eight, of course. Salaries are up ... but not for product managers, who saw their average salary plummet 19% during the last year, to \$89,300. What were some of the other titles with a double-digit dip, you ask? President (down 12%, per 39 respondents) and CEO (down 13.8%, per 33 respondents), to the moderately livable annual wages of \$241,100 and \$200,700, respectively. Similarly, agency workers buck the stick-around trend, with slightly more (31.9%) reporting that they plan to seek a new job than not (31.6%). In other words: Exceptions abound.

With that in mind, the obvious place to start is with average salary across all jobs and sectors, which increased to \$142,900 from \$135,700 in 2014, a 5.3% jump (see fig. 1). While the 2015 sum slightly lags behind the 2013 one (\$143,600), nobody's going to complain about the upward macro trend. Too, the gains appear to be spread around: Marketing, media and biz-development workers all enjoyed increases, albeit from what can be interpreted from small sample sizes. VPs/marketing reported an average salary of \$211,400, up 17.2% versus the year-ago period; media directors reported \$115,200, up 16%; and directors, new business development reported \$168,000, up 8.4%.

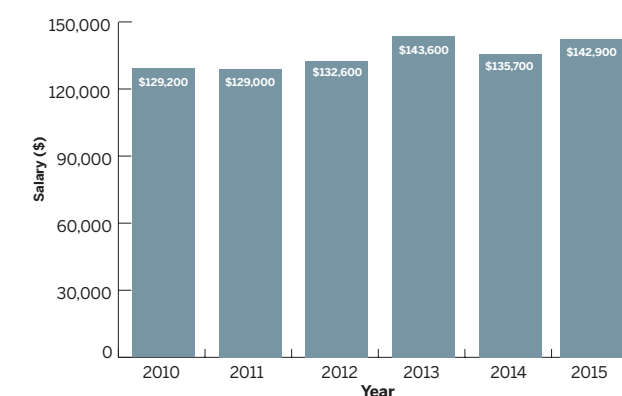
For the most part, healthcare and pharma employees are earning more regardless of the type of employer for which they work (see fig. 2). Manufacturer-side workers saw their average salary rise to \$168,500, up 8.4% over 2014, while agency ones enjoyed a 7.8% jump, to \$139,500. Media/HCP & consumer execs experienced the biggest increase (16.7%, to \$112,100), with service supplier employees right behind (13%, to \$122,700).

The two trend-buckers? Media/consumer workers (a 21% drop, to \$86,800) and media/HCP ones (\$114,800, no change year over year). The difference in average salary between media/HCP & consumer employees (up) and media/consumer (down) and media/HCP (flat) could suggest a trend away from specialization. Indeed, jacks-of-

all-media-trades appear to be more rewarded and feel more highly valued than their single-discipline peers. At least for now, anyway.

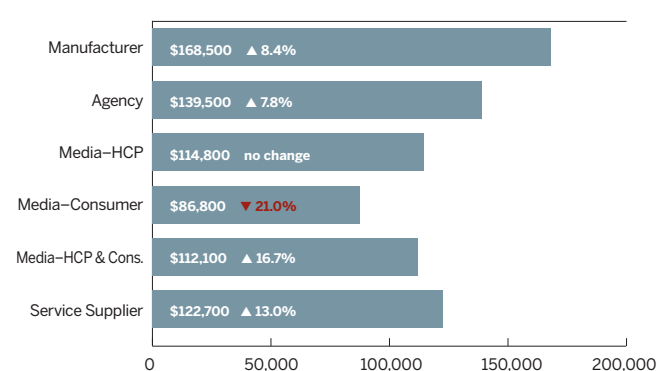
One trend, sadly, that doesn't appear to be reversing itself is the pay discrepancy between male and female workers (see fig. 3). While women's salaries grew at a faster pace than those of their male counterparts—6% to 2.6%—the average man's salary still exceeds the average woman's salary by a whopping \$34,700: \$158,500 for men, \$123,800 for women. For the math-challenged among us, that means men in the business earn 28% more than women do.

Fig. 1: Average salary, 2010-2015



Source: MM&M Career & Salary Survey, 2015

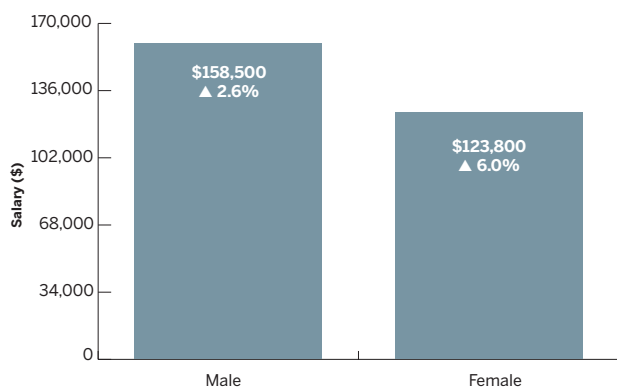
Fig. 2: Average salary by type of employer



Source: MM&M Career & Salary Survey, 2015

ILLUSTRATION: A. E. KIEREN

Fig. 3: Average salary by gender



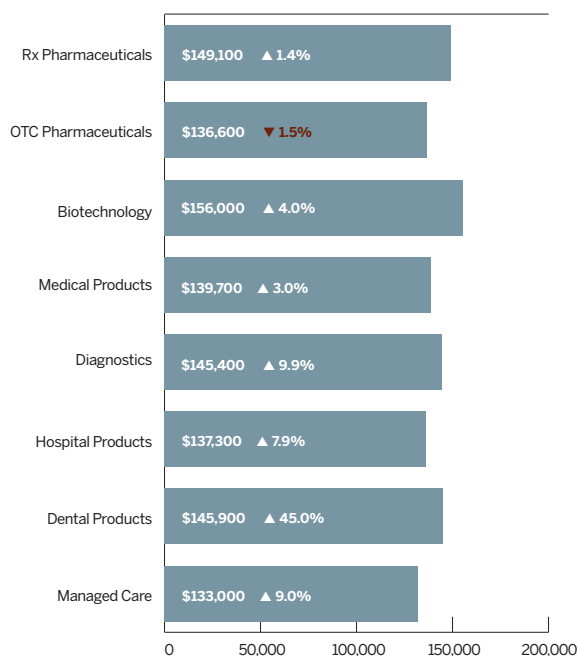
Source: MM&M Career & Salary Survey, 2015

we don't know what it is. People in and around healthcare marketing are aware of the data and, usually following its late-September publication, get in touch to affirm that they're addressing it—honest, they are! And that's great. But let's withhold the pats on the back until the salary data reflect actual equality.

Breaking down average salary by market sector (see fig. 4) returns us to a more positive place. Last year, not a single sector posted an increase against the previous year; percentage drops ranged from 3.3% (for Rx pharmaceuticals) to 47.6% (for dental products). In 2015, however, nearly every sector recaptured much of what it had lost. Dental products rebounded with a 45% jump, to an average salary of \$145,900, which is likely attributable to statistical quirks relating to sample size. The other gains appear more solid, whether the 9% growth in managed care (\$133,000 average salary), the 9% surge in hospital products (\$137,300) or the 9.9% spike in diagnostics (\$145,400). Only OTC pharmaceuticals, with a 1.5% decline to \$136,600, experienced a continuation of last year's downward trend.

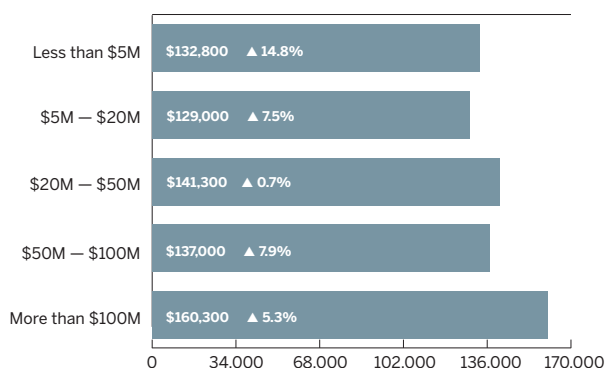
As far as surprises go, the results offered few beyond the ones that

Fig. 4: Average salary by market sector



Source: MM&M Career & Salary Survey, 2015

Fig. 5: Average salary by company revenue



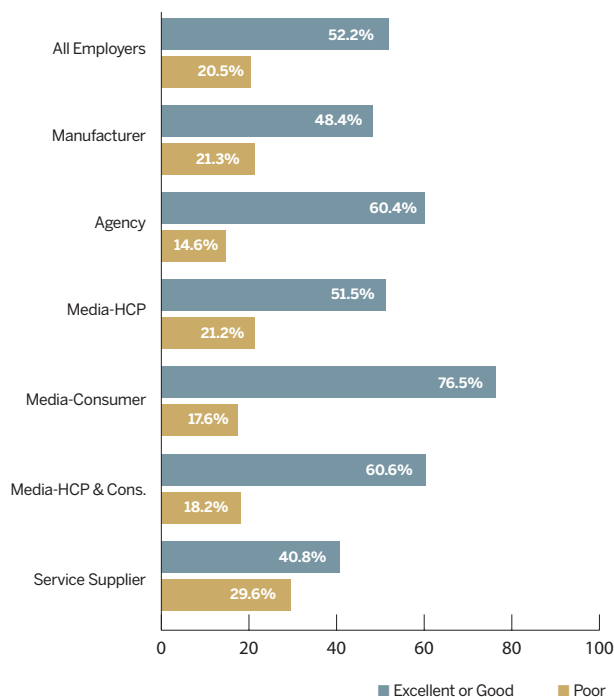
Source: MM&M Career & Salary Survey, 2015

emerged when analyzing the average salary by company revenue data (see fig. 5). At least according to survey respondents, it turns out that company revenue may not be the main determining factor in salary levels. Employees at companies with revenue of less than \$5 million earn more (\$132,800, up 14.8% over last year) than those at companies with revenue of \$5 million to \$20 million (\$129,000, up 7.5%). Similarly, workers at companies with \$20 to \$50 million in revenue outpace their counterparts at companies with \$50 to \$100 million in revenue, \$141,300 (up 0.7%) to \$137,000 (up 7.9%).

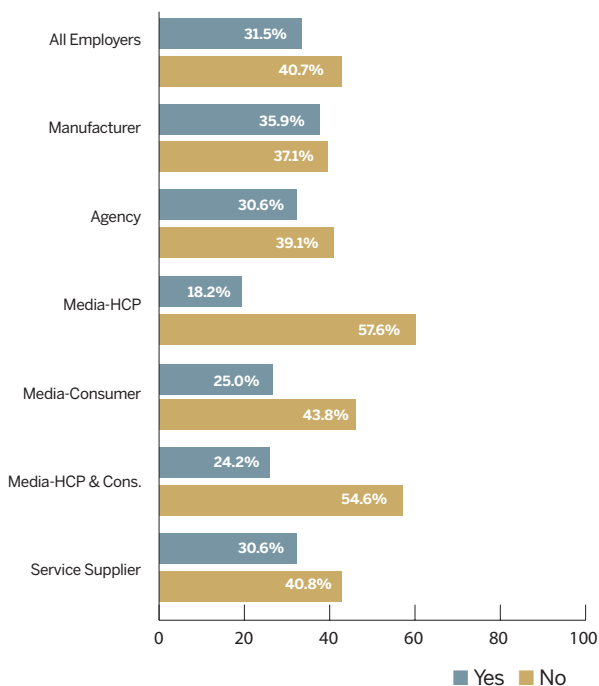
Finally, it's worth noting that for all the tumult within the industry—note last month's Challenger, Gray & Christmas job data, which reported 6,632 pharma job cuts during the first eight months of 2015—respondents are largely a satisfied lot. 85.5% of employees said they were either “thoroughly” or “generally” satisfied with their gigs, up 3.5% from last year. For the first time since 2012, the percentage of individuals who plan to stay in their current job (40.7%) exceeds the percentage who plan to test the market (31.5%) (see fig. 7). And employees are exceedingly optimistic about their advancement prospects, with 52.2% ranking them as “excellent” or “good” and only 20.5% ranking them as “poor.”

It's become an annual ritual to flag this shameful figure—or, rather, this continuing series of shameful figures—in the story that accompanies MM&M's Career & Salary Survey results. And yes, it's not exactly an apples-versus-apples comparison: Many of the industry's highest-paying gigs—CEO, president, EVP and sales director—are inordinately male-staffed, with men occupying at least 75% of those posts. It's worth noting, too, that the same discrepancies exist in many other professions and industries.

That said, if there's a way to spin this that doesn't include the words “pharma marketing appears to have a gender inequality problem,”

Fig. 6: Perceived advancement prospects


Source: MM&M Career & Salary Survey, 2015

Fig. 7: Seeking a new job in the next 12 months


Source: MM&M Career & Salary Survey, 2015

This holds across type of employer, size of company, you name it.

Does much of the cheery news in the previous paragraph have something to do with the higher salaries? Almost certainly. That said, in 2013, the year in which the Career & Salary Survey reported its highest-ever average salary figure, such numbers that reflect job satisfaction weren't anywhere near as high. For this, pharma employers deserve no small measure of praise; it's not easy to maintain a high level of employee satisfaction at a time when competitive pressures remain punishing. Good on them.

Methodology and respondent characteristics

MM&M readers were invited to fill out the online Career & Salary Survey in August 2015. Of the 1,081 qualified respondents, 347 were employed by manufacturers (pharma, biotech, devices, diagnostics), 356 by agencies, 83 by healthcare media and 99 by suppliers or vendors; 196 classified themselves as "other"; 594 respondents were male and 487 were female; the average age was 46 years. Respondents' average time spent in the industry was 16.2 years and their average time spent in their current job was 5.6 years. Within the PDF that can be downloaded at mmm-online.com, readers will find data sets for selected job titles. To access the full complement of job titles—plus hundreds of additional insights and data sets—download the MM&M Career & Salary Survey Premium Edition. ■

DIRECTORY OF POSITIONS

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CAREER & SALARY SURVEY 2015

ALL POSITIONS **\$142,900** **▲5.2%**

Number of respondents **1081**

Employer	Percent	Market Sector	Percent
Manufacturer	32.1	Rx Pharmaceuticals	64.5
Agency	32.9	OTC Pharmaceuticals	18.2
Media/Publisher - HCP	3.1	Biotechnology	25.4
Media/Publisher - Consumer	1.6	Medical Devices/Equip	30.0
Media/Publisher - HCP & Consmr.	3.1	Diagnostic Device/Equip	13.1
Service Supplier	9.2	Hospital Products/Equip.	9.9
Other	18.1	Dental Products/Equip	4.1
		Managed Care	11.4

Age	High	85	Low	22	Avg.	46.0
Sex	Male	55.0	Female	45.1		
Years in industry	High	50.0	Low	0.2	Avg.	16.2
Years in position	High	50.0	Low	0.2	Avg.	5.6
Salary (\$000s/yr)	High	900.0	Low	13.5	Avg.	142.9
Commission received?	Yes	8.2	No	91.8		
Amount (\$000s/yr)	High	500.0	Low	1.0	Avg.	63.5
Bonus received?	Yes	65.8	No	34.2		
Amount (\$000s/yr)	High	550.0	Low	0.3	Avg.	36.0
Perceived pay vs. peers (%)	More	11.2	Less	45.1	Same	43.6
Employer's gross US revenue (%)	<\$5M	17.0	\$50-\$100M	10.5		
	\$5-\$20M	22.2	>100M	35.5		
	\$20-\$50M	14.9				
Position satisfying? (%)	Thoroughly OK	33.7	Generally No	51.3		
	Sometimes	11.0	3.9			
Salary reviewed (%)	6 months	3.5	18 months	5.4		
	12 months	74.7	24 months	16.4		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	18.1	Good	34.0		
	Fair	27.4	Poor	20.5		
How current job was acquired (%)	Promoted	31.3	Exec Search	10.7		
	Hired by Company	18.3	Own Initiative	32.0		
Benefits received (%)	Signing Bonus	13.5	Retirement	53.8		
	Car	13.0	Medical	82.8		
	Dental	70.6	Stock	39.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	3.0		
	Benefits	4.3	Loyalty to Staff	4.5		
	Advancement	4.4	Env./Soc. Resp.	6.7		
	Training	6.1	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.1		
	Benefits	2.2	Loyalty to Staff	2.2		
	Advancement	2.5	Forward-Looking	2.1		
	Training	2.7	Job Security	2.2		
	Innovation	2.2	Reputation	2.0		
	Social Resp.	2.2				
Plan to seek a new job this year? (%)	Yes	31.5	No	40.7		
New job motivation (%)	Salary/Benefits	29.3	Advancement	19.5		
	Different Part of Ind	7.5	Need a Change	7.3		
	Get out of Industry	4.0	Job Security	3.3		
	Environ./Culture	22.7	Other	6.4		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.3	Existing Contacts	2.0		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	4.0				

PRESIDENT **\$241,100** **▼12.0%**

Number of respondents **39**

Employer	Percent	Market Sector	Percent
Manufacturer	33.3	Rx Pharmaceuticals	43.6
Agency	23.1	OTC Pharmaceuticals	12.8
Media/Publisher - HCP	2.6	Biotechnology	30.8
Media/Publisher - Consumer	0.0	Medical Devices/Equip	48.7
Media/Publisher - HCP & Consmr.	2.6	Diagnostic Device/Equip	23.1
Service Supplier	18.0	Hospital Products/Equip.	18.0
Other	20.5	Dental Products/Equip	2.6
		Managed Care	23.1

Age	High	83	Low	33	Avg.	57.2
Sex	Male	79.5	Female	20.5		
Years in industry	High	43.0	Low	7.0	Avg.	25.2
Years in position	High	50.0	Low	1.0	Avg.	13.5
Salary (\$000s/yr)	High	900.0	Low	36.0	Avg.	241.1
Commission received?	Yes	20.5	No	79.5		
Amount (\$000s/yr)	High	500.0	Low	14.5	Avg.	84.3
Bonus received?	Yes	61.5	No	38.5		
Amount (\$000s/yr)	High	300.0	Low	10.0	Avg.	85.9
Perceived pay vs. peers (%)	More	5.3	Less	50.0	Same	44.7
Employer's gross US revenue (%)	<\$5M	59.0	\$50-\$100M	5.1		
	\$5-\$20M	20.5	>100M	12.8		
	\$20-\$50M	2.6				
Position satisfying? (%)	Thoroughly OK	53.9	Generally No	41.0		
	Sometimes	5.1	0.0			
Salary reviewed (%)	6 months	15.8	18 months	5.3		
	12 months	44.7	24 months	34.2		
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	46.2	Good	10.3		
	Fair	15.4	Poor	28.2		
How current job was acquired (%)	Promoted	31.6	Exec Search	10.5		
	Hired by Company	10.5	Own Initiative	23.7		
Benefits received (%)	Signing Bonus	11.4	Retirement	48.6		
	Car	54.3	Medical	77.1		
	Dental	45.7	Stock	40.0		
Factors important to job (avg ranking, 1 = most important)	Salary	3.4	Environ./Culture	3.3		
	Benefits	4.7	Loyalty to Staff	3.6		
	Advancement	5.5	Env./Soc. Resp.	5.3		
	Training	6.0	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	1.6		
	Benefits	2.3	Loyalty to Staff	1.7		
	Advancement	2.4	Forward-Looking	1.7		
	Training	2.2	Job Security	2.0		
	Innovation	1.9	Reputation	1.8		
	Social Resp.	1.8				
Plan to seek a new job this year? (%)	Yes	12.8	No	66.7		
New job motivation (%)	Salary/Benefits	33.3	Advancement	25.0		
	Differ. Part of Ind	8.3	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	8.3		
	Environ./Culture	8.3	Other	16.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy	2.1	Existing Contacts	1.6		
	Job Ads	3.5	Contact Cos.	3.6		
	Post Resume	4.2				

CAREER & SALARY SURVEY 2015

CHIEF EXECUTIVE OFFICER \$200,700 ▼13.8%

Number of respondents 33

Employer	Percent	Market Sector	Percent
Manufacturer	33.3	Rx Pharmaceuticals	42.4
Agency	24.2	OTC Pharmaceuticals	15.2
Media/Publisher - HCP	0.0	Biotechnology	6.1
Media/Publisher - Consumer	3.0	Medical Devices/Equip	30.3
Media/Publisher - HCP & Consmr.	9.1	Diagnostic Device/Equip	9.1
Service Supplier	12.1	Hospital Products/Equip.	0.0
Other	18.2	Dental Products/Equip	0.0
		Managed Care	12.1

Age	High	85	Low	39	Avg.	57.8
Sex	Male	93.9	Female	6.1		
Years in industry	High	50.0	Low	1.0	Avg.	21.2
Years in position	High	45.0	Low	1.0	Avg.	7.7
Salary (\$000s/yr)	High	525.0	Low	40.0	Avg.	200.7
Commission received?	Yes	6.1	No	93.9		
Amount (\$000s/yr)	High	100.0	Low	10.0	Avg.	55.0
Bonus received?	Yes	66.7	No	33.3		
Amount (\$000s/yr)	High	300.0	Low	2.5	Avg.	105.0
Perceived pay vs. peers (%)	More	12.1	Less	48.5	Same	39.4
Employer's gross US revenue (%)	<\$5M	40.6	\$50-\$100M	3.1		
	\$5-\$20M	34.4	>100M	3.1		
	\$20-\$50M	18.8				
Position satisfying? (%)	Thoroughly	66.7	Generally	30.3		
	OK Sometimes	3.0	No	0.0		
Salary reviewed (%)	6 months	9.7	18 months	3.2		
	12 months	61.3	24 months	25.8		
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	43.8	Good	25.0		
	Fair	9.4	Poor	21.9		
How current job was acquired (%)	Promoted	21.9	Exec Search	6.3		
	Hired by Company	12.5	Own Initiative	37.5		
Benefits received (%)	Signing Bonus	3.3	Retirement	46.7		
	Car	40.0	Medical	70.0		
	Dental	43.3	Stock	60.0		
Factors important to job (avg ranking, 1 = most important)	Salary	3.9	Environ./Culture	2.5		
	Benefits	4.7	Loyalty to Staff	3.3		
	Advancement	5.1	Env./Soc. Resp.	5.2		
	Training	5.9	Job Security	5.3		
Employer rating (avg rating, 1 = best)	Salary	2.0	Environ./Culture	1.5		
	Benefits	2.0	Loyalty to Staff	1.5		
	Advancement	1.7	Forward-Looking	1.5		
	Training	2.0	Job Security	1.9		
	Innovation	1.5	Reputation	1.7		
	Social Resp.	1.6				
Plan to seek a new job this year? (%)	Yes	6.	No	75.0		
New job motivation (%)	Salary/Benefits	33.3	Advancement	0.0		
	Differ. 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	16.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy	2.6	Existing Contacts	1.3		
	Job Ads	3.6	Contact Companies	3.2		
	Post Resume	4.2				

MANAGING DIRECTOR \$182,500 ▲4.6%

Number of respondents 27

Employer	Percent	Market Sector	Percent
Manufacturer	18.5	Rx Pharmaceuticals	70.4
Agency	40.7	OTC Pharmaceuticals	29.6
Media/Publisher - HCP	3.7	Biotechnology	40.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	59.3
Media/Publisher - HCP & Consmr.	11.1	Diagnostic Device/Equip	25.9
Service Supplier	7.4	Hospital Products/Equip.	22.2
Other	18.5	Dental Products/Equip	14.8
		Managed Care	33.3

Age	High	71	Low	38	Avg.	53.5
Sex	Male	63.0	Female	37.0		
Years in industry	High	50.0	Low	10.0	Avg.	23.2
Years in position	High	18.0	Low	0.8	Avg.	6.4
Salary (\$000s/yr)	High	480.0	Low	50.0	Avg.	182.5
Commission received?	Yes	7.4	No	92.6		
Amount (\$000s/yr)	High	100.0	Low	60.0	Avg.	80.0
Bonus received?	Yes	55.6	No	44.4		
Amount (\$000s/yr)	High	150.0	Low	9.0	Avg.	53.8
Perceived pay vs. peers (%)	More	7.4	Less	48.2	Same	44.4
Employer's gross US revenue (%)	<\$5M	34.6	\$50-\$100M	0.0		
	\$5-\$20M	34.6	>100M	23.1		
	\$20-\$50M	7.7				
Position satisfying? (%)	Thoroughly	40.7	Generally	40.7		
	OK Sometimes	11.1	No	7.4		
Salary reviewed (%)	6 months	3.7	18 months	3.7		
	12 months	59.3	24 months	33.3		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	25.9	Good	18.5		
	Fair	18.5	Poor	37.0		
How current job was acquired (%)	Promoted	29.6	Exec Search	14.8		
	Hired by Company	18.5	Own Initiative	29.6		
Benefits received (%)	Signing Bonus	26.1	Retirement	52.2		
	Car	21.7	Medical	69.6		
	Dental	73.9	Stock	43.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.9	Environ./Culture	2.8		
	Benefits	4.3	Loyalty to Staff	4.0		
	Advancement	5.9	Env./Soc. Resp.	6.3		
	Training	6.3	Job Security	3.5		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	2.1		
	Benefits	2.4	Loyalty to Staff	2.3		
	Advancement	2.6	Forward-Looking	2.3		
	Training	2.6	Job Security	2.1		
	Innovation	2.3	Reputation	2.1		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	33.3	No	44.4		
New job motivation (%)	Salary/Benefits	15.4	Advancement	7.7		
	Differ. Part of Ind	7.7	Need a Change	0.0		
	Get out of Industry	7.7	Job Security	7.7		
	Environ./Culture	46.2	Other	7.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy	2.3	Existing Contacts	1.8		
	Job Ads	3.4	Contact Cos.	3.1		
	Post Resume	4.3				

CAREER & SALARY SURVEY 2015

EXECUTIVE VICE PRESIDENT \$245,100 ▲4.3%

Number of respondents 36

Employer	Percent	Market Sector	Percent
Manufacturer	16.7	Rx Pharmaceuticals	69.4
Agency	47.2	OTC Pharmaceuticals	22.2
Media/Publisher - HCP	11.1	Biotechnology	44.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	38.9
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	25.0
Service Supplier	11.1	Hospital Products/Equip.	16.7
Other	13.9	Dental Products/Equip	2.8
		Managed Care	8.3

Age	High	67	Low	34	Avg.	52.0
Sex	Male	69.4	Female	30.6		
Years in industry	High	36.0	Low	4.0	Avg.	22.3
Years in position	High	30.0	Low	1.0	Avg.	5.8
Salary (\$000s/yr)	High	400.0	Low	90.0	Avg.	245.1
Commission received?	Yes	8.3	No	91.7		
Amount (\$000s/yr)	High	350.0	Low	20.0	Avg.	173.3
Bonus received?	Yes	83.3	No	16.7		
Amount (\$000s/yr)	High	262.5	Low	10.0	Avg.	69.6
Perceived pay vs. peers (%)	More	19.4	Less	50.0	Same	30.6
Employer's gross US revenue (%)	<\$5M	30.6	\$50-\$100M	11.1		
	\$5-\$20M	5.6	>100M	19.4		
	\$20-\$50M	33.3				
Position satisfying? (%)	Thoroughly	44.4	Generally	38.9		
	OK Sometimes	13.9	No	2.8		
Salary reviewed (%)	6 months	2.9	18 months	17.1		
	12 months	51.4	24 months	28.6		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	25.0	Good	30.6		
	Fair	22.2	Poor	22.2		
How current job was acquired (%)	Promoted	14.3	Exec Search	20.0		
	Hired by Company	17.1	Own Initiative	40.0		
Benefits received (%)	Signing Bonus	21.9	Retirement	40.6		
	Car	9.4	Medical	90.6		
	Dental	71.9	Stock	40.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.9		
	Benefits	3.8	Loyalty to Staff	4.7		
	Advancement	4.4	Environ./Soc. Resp.	6.8		
	Training	6.6	Job Security	4.5		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.0		
	Benefits	2.3	Loyalty to Staff	2.2		
	Advancement	2.5	Forward-Looking	2.1		
	Training	2.7	Job Security	2.4		
	Innovation	2.1	Reputation	2.0		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	25.0	No	55.6		
New job motivation (%)	Salary/Benefits	25.0	Advancement	0.0		
	Differ. Part of Ind	8.3	Need a Change	8.3		
	Get out of Industry	8.3	Job Security	8.3		
	Environ./Culture	33.3	Other	8.3		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.0	Existing Contacts	1.9		
	Job Ads	3.6	Contact Companies	3.3		
	Post Resume	4.2				

VP MARKETING \$211,400 ▲17.2%

Number of respondents 32

Employer	Percent	Market Sector	Percent
Manufacturer	56.3	Rx Pharmaceuticals	46.9
Agency	18.8	OTC Pharmaceuticals	9.4
Media/Publisher - HCP	0.0	Biotechnology	12.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.9
Media/Publisher - HCP & Consmr.	3.1	Diagnostic Device/Equip	9.4
Service Supplier	15.6	Hospital Products/Equip.	6.3
Other	6.3	Dental Products/Equip	3.1
		Managed Care	6.3

Age	High	62	Low	31	Avg.	47.3
Sex	Male	65.6	Female	34.4		
Years in industry	High	35.0	Low	8.0	Avg.	19.5
Years in position	High	16.0	Low	1.0	Avg.	4.3
Salary (\$000s/yr)	High	450.0	Low	90.0	Avg.	211.4
Commission received?	Yes	3.1	No	96.9		
Amount (\$000s/yr)	High	250.0	Low	250.0	Avg.	250.0
Bonus received?	Yes	84.4	No	15.6		
Amount (\$000s/yr)	High	550.0	Low	1.0	Avg.	81.3
Perceived pay vs. peers (%)	More	23.3	Less	46.7	Same	30.0
Employer's gross US revenue (%)	<\$5M	21.9	\$50-\$100M	21.9		
	\$5-\$20M	21.9	>100M	31.3		
	\$20-\$50M	3.1				
Position satisfying? (%)	Thoroughly	29.0	Generally	58.1		
	OK Sometimes	6.5	No	6.5		
Salary reviewed (%)	6 months	3.1	18 months	6.3		
	12 months	81.3	24 months	9.4		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.9	Good	45.2		
	Fair	25.8	Poor	16.1		
How current job was acquired (%)	Promoted	25.0	Exec Search	15.6		
	Hired by Company	37.5	Own Initiative	15.6		
Benefits received (%)	Signing Bonus	25.9	Retirement	29.6		
	Car	7.4	Medical	88.9		
	Dental	70.4	Stock	63.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.3		
	Benefits	4.4	Loyalty to Staff	4.1		
	Advancement	4.7	Env./Soc. Resp.	6.6		
	Training	6.7	Job Security	5.0		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.2		
	Benefits	2.4	Loyalty to Staff	2.2		
	Advancement	2.4	Forward-Looking	2.0		
	Training	3.2	Job Security	2.3		
	Innovation	2.1	Reputation	2.2		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	31.3	No	40.6		
New job motivation (%)	Salary/Benefits	23.1	Advancement	7.7		
	Differ. Part of Ind	0.0	Need a Change	15.4		
	Get out of Industry	0.0	Job Security	15.4		
	Environ./Culture	38.5	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.3	Existing Contacts	1.6		
	Job Ads	3.4	Contact Cos.	3.4		
	Post Resume	4.2				

CAREER & SALARY SURVEY 2015

DIRECTOR, MARKETING **\$149,600** **▲3.5%**

Number of respondents **77**

Employer	Percent	Market Sector	Percent
Manufacturer	62.3	Rx Pharmaceuticals	53.3
Agency	11.7	OTC Pharmaceuticals	11.7
Media/Publisher - HCP	1.3	Biotechnology	13.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	27.3
Media/Publisher - HCP & Consmr.	2.6	Diagnostic Device/Equip	13.0
Service Supplier	3.9	Hospital Products/Equip.	7.8
Other	18.2	Dental Products/Equip	3.9
		Managed Care	9.1

Age	High	69	Low	31	Avg.	45.9
Sex	Male	54.6	Female	45.5		
Years in industry	High	40.0	Low	1.0	Avg.	16.1
Years in position	High	17.0	Low	0.3	Avg.	4.2
Salary (\$000s/yr)	High	260.0	Low	30.0	Avg.	149.6
Commission received?	Yes	3.9	No	96.1		
Amount (\$000s/yr)	High	60.0	Low	30.0	Avg.	43.3
Bonus received?	Yes	72.7	No	27.3		
Amount (\$000s/yr)	High	164.5	Low	0.4	Avg.	34.8
Perceived pay vs. peers (%)	More	10.4	Less	40.3	Same	49.4
Employer's gross US revenue (%)	<\$5M	11.8	\$50-\$100M	6.6		
	\$5-\$20M	19.7	>100M	57.9		
	\$20-\$50M	4.0				
Position satisfying? (%)	Thoroughly	29.0	Generally	40.8		
	OK Sometimes	25.0	No	5.3		
Salary reviewed (%)	6 months	1.3	18 months	1.3		
	12 months	89.6	24 months	7.8		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.0	Good	35.1		
	Fair	31.2	Poor	20.8		
How current job was acquired (%)	Promoted	36.4	Exec Search	18.2		
	Hired by Company	14.3	Own Initiative	22.1		
Benefits received (%)	Signing Bonus	14.3	Retirement	61.4		
	Car	2.9	Medical	88.6		
	Dental	80.0	Stock	51.4		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.0		
	Benefits	4.3	Loyalty to Staff	4.8		
	Advancement	3.8	Env./Soc. Resp.	7.1		
	Training	6.3	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.4		
	Benefits	2.1	Loyalty to Staff	2.6		
	Advancement	2.7	Forward-Looking	2.2		
	Training	2.9	Job Security	2.5		
	Innovation	2.2	Reputation	2.2		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	41.6	No	36.4		
New job motivation (%)	Salary/Benefits	22.9	Advancement	20.0		
	Differ. Part of Ind	2.9	Need a Change	14.3		
	Get out of Industry	0.0	Job Security	5.7		
	Environ./Culture	31.4	Other	2.9		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.1	Existing Contacts	2.1		
	Job Ads	2.9	Contact Cos.	4.1		
	Post Resume	3.8				

DIRECTOR, NEW BUS. DEV. **\$168,000** **▲8.4%**

Number of respondents **24**

Employer	Percent	Market Sector	Percent
Manufacturer	25.0	Rx Pharmaceuticals	75.0
Agency	16.7	OTC Pharmaceuticals	29.2
Media/Publisher - HCP	8.3	Biotechnology	37.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	4.2	Diagnostic Device/Equip	25.0
Service Supplier	29.2	Hospital Products/Equip.	12.5
Other	16.7	Dental Products/Equip	8.3
		Managed Care	4.2

Age	High	68	Low	24	Avg.	47.8
Sex	Male	70.8	Female	29.2		
Years in industry	High	35.0	Low	1.0	Avg.	19.0
Years in position	High	37.0	Low	1.0	Avg.	6.8
Salary (\$000s/yr)	High	510.0	Low	60.0	Avg.	168.0
Commission received?	Yes	16.7	No	83.3		
Amount (\$000s/yr)	High	150.0	Low	30.0	Avg.	70.0
Bonus received?	Yes	62.5	No	37.5		
Amount (\$000s/yr)	High	125.0	Low	3.0	Avg.	37.5
Perceived pay vs. peers (%)	More	8.3	Less	50.0	Same	41.7
Employer's gross US revenue (%)	<\$5M	8.7	\$50-\$100M	13.0		
	\$5-\$20M	17.4	>100M	30.4		
	\$20-\$50M	30.4				
Position satisfying? (%)	Thoroughly	47.8	Generally	34.8		
	OK Sometimes	8.7	No	8.7		
Salary reviewed (%)	6 months	4.4	18 months	8.7		
	12 months	78.3	24 months	8.7		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	20.8	Good	25.0		
	Fair	25.0	Poor	29.2		
How current job was acquired (%)	Promoted	12.5	Exec Search	29.2		
	Hired by Company	16.7	Own Initiative	37.5		
Benefits received (%)	Signing Bonus	5.0	Retirement	60.0		
	Car	15.0	Medical	85.0		
	Dental	70.0	Stock	35.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.9	Environ./Culture	3.3		
	Benefits	4.2	Loyalty to Staff	4.4		
	Advancement	4.0	Env./Soc. Resp.	7.1		
	Training	6.0	Job Security	4.1		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.0		
	Benefits	2.2	Loyalty to Staff	2.1		
	Advancement	2.7	Forward-Looking	2.3		
	Training	2.7	Job Security	2.0		
	Innovation	2.1	Reputation	1.8		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	37.5	No	50.0		
New job motivation (%)	Salary/Benefits	33.3	Advancement	11.1		
	Differ. Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	55.6	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	1.8	Existing Contacts	1.9		
	Job Ads	3.3	Contact Cos.	3.8		
	Post Resume	4.2				

CAREER & SALARY SURVEY 2015

VP SALES **\$151,200** **▼20.1%**

Number of respondents **14**

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

Age	High	61	Low	38	Avg.	50.7
Sex	Male	78.6	Female	21.4		
Years in industry	High	33.0	Low	3.0	Avg.	18.7
Years in position	High	17.0	Low	1.0	Avg.	6.1
Salary (\$000s/yr)	High	375.0	Low	65.0	Avg.	151.2
Commission received?	Yes	71.4	No	28.6		
Amount (\$000s/yr)	High	150.0	Low	2.0	Avg.	73.7
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	375.0	Low	1.0	Avg.	72.3
Perceived pay vs. peers (%)	More	14.3	Less	57.1	Same	28.6
Employer's gross US revenue (%)	<\$5M	21.4	\$50-\$100M	14.3		
	\$5-\$20M	21.4	>100M	28.6		
	\$20-\$50M	14.3				
Position satisfying? (%)	Thoroughly	35.7	Generally	42.9		
	OK Sometimes	14.3	No	7.1		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	64.3	24 months	35.7		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	7.1	Good	42.9		
	Fair	21.4	Poor	28.6		
How current job was acquired (%)	Promoted	42.9	Exec Search	0.0		
	Hired by Company	7.1	Own Initiative	35.7		
Benefits received (%)	Signing Bonus	0.0	Retirement	41.7		
	Car	33.3	Medical	75.0		
	Dental	50.0	Stock	58.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	4.2		
	Benefits	3.4	Loyalty to Staff	3.8		
	Advancement	4.7	Env./Soc. Resp.	7.0		
	Training	6.2	Job Security	4.1		
Employer rating (avg rating, 1 = best)	Salary	2.7	Environ./Culture	2.0		
	Benefits	2.6	Loyalty to Staff	2.6		
	Advancement	2.7	Forward-Looking	2.5		
	Training	2.8	Job Security	2.4		
	Innovation	2.2	Reputation	2.1		
	Social Resp.	2.1				
Plan to seek a new job this year? (%)	Yes	42.9	No	42.9		
New job motivation (%)	Salary/Benefits	62.5	Advancement	12.5		
	Differ. Part of Ind	12.5	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	12.5		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.1	Existg. Contacts	1.7		
	Job Ads	3.2	Contact Cos.	3.4		
	Post Resume	4.6				

SALES DIRECTOR **\$147,600** **▲4.3%**

Number of respondents **20**

Employer	Percent	Market Sector	Percent
Manufacturer	45.0	Rx Pharmaceuticals	70.0
Agency	5.0	OTC Pharmaceuticals	30.0
Media/Publisher - HCP	15.0	Biotechnology	30.0
Media/Publisher - Consumer	10.0	Medical Devices/Equip	30.0
Media/Publisher - HCP & Consmr.	5.0	Diagnostic Device/Equip	20.0
Service Supplier	20.0	Hospital Products/Equip.	20.0
Other	0.0	Dental Products/Equip	20.0
		Managed Care	10.0

Age	High	63	Low	35	Avg.	51.0
Sex	Male	75.0	Female	25.0		
Years in industry	High	37.0	Low	7.0	Avg.	23.8
Years in position	High	13.0	Low	1.0	Avg.	4.1
Salary (\$000s/yr)	High	240.0	Low	62.0	Avg.	147.6
Commission received?	Yes	45.0	No	55.0		
Amount (\$000s/yr)	High	175.0	Low	20.0	Avg.	87.4
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	125.0	Low	2.0	Avg.	44.8
Perceived pay vs. peers (%)	More	15.0	Less	55.0	Same	30.0
Employer's gross US revenue (%)	<\$5M	15.0	\$50-\$100M	5.0		
	\$5-\$20M	15.0	>100M	50.0		
	\$20-\$50M	15.0				
Position satisfying? (%)	Thoroughly	30.0	Generally	70.0		
	OK Sometimes	0.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	75.0	24 months	25.0		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	10.0	Good	35.0		
	Fair	40.0	Poor	15.0		
How current job was acquired (%)	Promoted	45.0	Exec Search	5.0		
	Hired by Company	25.0	Own Initiative	15.0		
Benefits received (%)	Signing Bonus	5.6	Retirement	44.4		
	Car	44.4	Medical	72.2		
	Dental	66.7	Stock	16.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.4		
	Benefits	3.9	Loyalty to Staff	4.7		
	Advancement	5.3	Env./Soc. Resp.	6.7		
	Training	6.1	Job Security	3.9		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.1		
	Benefits	2.5	Loyalty to Staff	2.2		
	Advancement	2.9	Forward-Looking	2.4		
	Training	2.7	Job Security	2.2		
	Innovation	2.4	Reputation	2.2		
	Social Resp.	2.0				
Plan to seek a new job this year? (%)	Yes	35.0	No	45.0		
New job motivation (%)	Salary/Benefits	60.0	Advancement	10.0		
	Differ. Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	10.0	Job Security	10.0		
	Environ./Culture	0.0	Other	10.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.2	Existing Contacts	2.0		
	Job Ads	2.6	Contact Companies	3.9		
	Post Resume	4.3				

CAREER & SALARY SURVEY 2015

SENIOR PRODUCT MANAGER **\$141,600** **▼2.0%**

Number of respondents **20**

Employer	Percent	Market Sector	Percent
Manufacturer	80.0	Rx Pharmaceuticals	40.0
Agency	0.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	35.0
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.	10.0
Other	15.0	Dental Products/Equip	0.0
		Managed Care	5.0

Age	High	57	Low	31	Avg.	44.6
Sex	Male	65.0	Female	35.0		
Years in industry	High	34.0	Low	10.0	Avg.	18.4
Years in position	High	15.0	Low	1.0	Avg.	4.2
Salary (\$000s/yr)	High	180.0	Low	98.0	Avg.	141.6
Commission received?	Yes	5.0	No	95.0		
Amount (\$000s/yr)	High	15.0	Low	15.0	Avg.	15.0
Bonus received?	Yes	95.0	No	5.0		
Amount (\$000s/yr)	High	60.0	Low	7.5	Avg.	24.5
Perceived pay vs. peers (%)	More	26.3	Less	10.5	Same	63.2
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	5.0		
	\$5-\$20M	0.0	>100M	90.0		
	\$20-\$50M	5.0				
Position satisfying? (%)	Thoroughly	15.0	Generally	65.0		
	OK Sometimes	15.0	No	5.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	94.7	24 months	5.3		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	10.0	Good	35.0		
	Fair	30.0	Poor	25.0		
How current job was acquired (%)	Promoted	40.0	Exec Search	10.0		
	Hired by Company	10.0	Own Initiative	35.0		
Benefits received (%)	Signing Bonus	22.2	Retirement	72.2		
	Car	5.6	Medical	83.3		
	Dental	83.3	Stock	55.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.2	Environ./Culture	3.2		
	Benefits	4.0	Loyalty to Staff	5.3		
	Advancement	4.0	Env./Soc. Resp.	7.4		
	Training	6.3	Job Security	3.7		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.0		
	Benefits	1.9	Loyalty to Staff	2.3		
	Advancement	2.6	Forward-Looking	2.2		
	Training	2.8	Job Security	2.0		
	Innovation	2.2	Reputation	1.8		
	Social Resp.	2.0				
Plan to seek a new job this year? (%)	Yes	30.0	No	25.0		
New job motivation (%)	Salary/Benefits	20.0	Advancement	50.0		
	Differ. Part of Ind	0.0	Need a Change	20.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	10.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	1.9	Existing Contacts	2.1		
	Job Ads	3.2	Contact Cos.	3.9		
	Post Resume	3.9				

PRODUCT MANAGER **\$89,300** **▼19.0%**

Number of respondents **16**

Employer	Percent	Market Sector	Percent
Manufacturer	56.3	Rx Pharmaceuticals	62.5
Agency	12.5	OTC Pharmaceuticals	12.5
Media/Publisher - HCP	0.0	Biotechnology	6.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	37.5
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	6.3
Service Supplier	18.8	Hospital Products/Equip.	0.0
Other	12.5	Dental Products/Equip	0.0
		Managed Care	0.0

Age	High	65	Low	22	Avg.	38.0
Sex	Male	25.0	Female	75.0		
Years in industry	High	28.0	Low	1.0	Avg.	9.9
Years in position	High	15.0	Low	1.0	Avg.	3.8
Salary (\$000s/yr)	High	140.0	Low	41.5	Avg.	89.3
Commission received?	Yes	6.3	No	93.8		
Amount (\$000s/yr)	High	5.0	Low	5.0	Avg.	5.0
Bonus received?	Yes	68.8	No	31.3		
Amount (\$000s/yr)	High	35.0	Low	4.0	Avg.	11.7
Perceived pay vs. peers (%)	More	0.0	Less	87.5	Same	12.5
Employer's gross US revenue (%)	<\$5M	12.5	\$50-\$100M	18.8		
	\$5-\$20M	18.8	>100M	31.3		
	\$20-\$50M	18.8				
Position satisfying? (%)	Thoroughly	31.3	Generally	43.8		
	OK Sometimes	25.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	81.3	24 months	18.8		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.5	Good	31.3		
	Fair	31.3	Poor	25.0		
How current job was acquired (%)	Promoted	6.3	Exec Search	18.8		
	Hired by Company	18.8	Own Initiative	37.5		
Benefits received (%)	Signing Bonus	25.0	Retirement	66.7		
	Car	0.0	Medical	91.7		
	Dental	66.7	Stock	50.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	2.3		
	Benefits	4.6	Loyalty to Staff	5.2		
	Advancement	3.8	Env./Soc. Resp.	7.2		
	Training	6.1	Job Security	4.7		
Employer rating (avg rating, 1 = best)	Salary	3.0	Environ./Culture	2.0		
	Benefits	2.0	Loyalty to Staff	1.9		
	Advancement	2.5	Forward-Looking	2.2		
	Training	2.7	Job Security	1.8		
	Innovation	2.3	Reputation	1.7		
	Social Resp.	1.9				
Plan to seek a new job this year? (%)	Yes	43.8	No	25.0		
New job motivation (%)	Salary/Benefits	44.4	Advancement	0.0		
	Differ. Part of Ind	22.2	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	22.2	Other	11.1		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.2	Existing Contacts	1.8		
	Job Ads	3.1	Contact Cos.	3.7		
	Post Resume	4.2				

CAREER & SALARY SURVEY 2015

VP GROUP SUPERVISOR \$173,800 ▲4.8%

Number of respondents 23

Employer	Percent	Market Sector	Percent
Manufacturer	8.7	Rx Pharmaceuticals	100.0
Agency	87.0	OTC Pharmaceuticals	13.0
Media/Publisher - HCP	0.0	Biotechnology	21.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	13.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	8.7
Service Supplier	0.0	Hospital Products/Equip.	4.4
Other	4.4	Dental Products/Equip	0.0
		Managed Care	8.7

Age	High	62	Low	30	Avg.	44.2
Sex	Male	17.4	Female	82.6		
Years in industry	High	37.0	Low	8.0	Avg.	18.3
Years in position	High	11.0	Low	1.0	Avg.	3.6
Salary (\$000s/yr)	High	340.0	Low	118.5	Avg.	173.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	65.2	No	34.8		
Amount (\$000s/yr)	High	480.0	Low	4.0	Avg.	64.1
Perceived pay vs. peers (%)	More	9.5	Less	42.9	Same	47.6
Employer's gross US revenue (%)	<\$5M	4.4	\$50-\$100M	21.7		
	\$5-\$20M	30.4	>100M	8.7		
	\$20-\$50M	34.8				
Position satisfying? (%)	Thoroughly OK Sometimes	8.7	Generally No	52.2		
		34.8		4.4		
Salary reviewed (%)	6 months	0.0	18 months	13.0		
	12 months	69.6	24 months	17.4		
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	8.7	Good	56.5		
	Fair	26.1	Poor	8.7		
How current job was acquired (%)	Promoted	47.8	Exec Search	13.0		
	Hired by Company	26.1	Own Initiative	13.0		
Benefits received (%)	Signing Bonus	21.1	Retirement	79.0		
	Car	5.3	Medical	89.5		
	Dental	89.5	Stock	42.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	1.8		
	Benefits	4.8	Loyalty to Staff	4.2		
	Advancement	4.8	Env./Soc. Resp.	6.7		
	Training	6.7	Job Security	4.4		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.0		
	Benefits	2.2	Loyalty to Staff	2.3		
	Advancement	2.3	Forward-Looking	2.4		
	Training	2.7	Job Security	2.3		
	Innovation	2.3	Reputation	2.1		
	Social Resp.	2.5				
Plan to seek a new job this year? (%)	Yes	34.8	No	43.5		
New job motivation (%)	Salary/Benefits	30.0	Advancement	20.0		
	Differ. Part of Ind	30.0	Need a Change	10.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	10.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	1.6	Existing Contacts	2.4		
	Job Ads	3.2	Contact Cos.	3.7		
	Post Resume	4.1				

ACCOUNT SUPERVISOR \$96,100 ±0.0%

Number of respondents 19

Employer	Percent	Market Sector	Percent
Manufacturer	5.3	Rx Pharmaceuticals	94.7
Agency	94.7	OTC Pharmaceuticals	10.5
Media/Publisher - HCP	0.0	Biotechnology	21.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.1
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	15.8
Service Supplier	0.0	Hospital Products/Equip.	10.5
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age	High	60	Low	27	Avg.	34.6
Sex	Male	15.8	Female	84.2		
Years in industry	High	20.0	Low	2.5	Avg.	7.5
Years in position	High	13.0	Low	0.5	Avg.	3.1
Salary (\$000s/yr)	High	130.0	Low	72.0	Avg.	96.1
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	36.8	No	63.2		
Amount (\$000s/yr)	High	50.0	Low	2.0	Avg.	13.2
Perceived pay vs. peers (%)	More	21.1	Less	31.6	Same	47.4
Employer's gross US revenue (%)	<\$5M	5.3	\$50-\$100M	15.8		
	\$5-\$20M	31.6	>100M	15.8		
	\$20-\$50M	31.6				
Position satisfying? (%)	Thoroughly OK Sometimes	26.3	Generally No	68.4		
		5.3		0.0		
Salary reviewed (%)	6 months	0.0	18 months	5.3		
	12 months	84.2	24 months	10.5		
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	36.8	Good	21.1		
	Fair	36.8	Poor	5.3		
How current job was acquired (%)	Promoted	37.5	Exec Search	6.3		
	Hired by Company	37.5	Own Initiative	12.5		
Benefits received (%)	Signing Bonus	6.7	Retirement	66.7		
	Car	6.7	Medical	86.7		
	Dental	73.3	Stock	26.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.9		
	Benefits	4.3	Loyalty to Staff	4.1		
	Advancement	3.9	Env./Soc. Resp.	7.3		
	Training	5.8	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	2.2		
	Benefits	2.3	Loyalty to Staff	2.2		
	Advancement	2.3	Forward-Looking	2.0		
	Training	2.9	Job Security	2.1		
	Innovation	2.6	Reputation	2.2		
	Social Resp.	2.6				
Plan to seek a new job this year? (%)	Yes	42.1	No	26.3		
New job motivation (%)	Salary/Benefits	41.7	Advancement	8.3		
	Differ. Part of Ind	16.7	Need a Change	8.3		
	Get out of Industry	8.3	Job Security	0.0		
	Environ./Culture	16.7	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.0	Existing Contacts	2.1		
	Job Ads	3.2	Contact Cos.	3.5		
	Post Resume	4.2				

CAREER & SALARY SURVEY 2015

MEDIA DIRECTOR **\$115,200** **▲16.0%**

Number of respondents **8**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	75.0
Agency	87.5	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	12.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	12.5
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	12.5	Dental Products/Equip	12.5
		Managed Care	12.5

Age	High	57	Low	25	Avg.	41.1
Sex	Male	25.0	Female	75.0		
Years in industry	High	28.0	Low	2.0	Avg.	16.1
Years in position	High	25.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	175.0	Low	80.0	Avg.	115.2
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	37.5	No	62.5		
Amount (\$000s/yr)	High	40.0	Low	10.0	Avg.	21.7
Perceived pay vs. peers (%)	More	25.0	Less	37.5	Same	37.5
Employer's gross US revenue (%)	<\$5M	12.5	\$50-\$100M	0.0		
	\$5-\$20M	50.0	>100M	12.5		
	\$20-\$50M	25.0				
Position satisfying? (%)	Thoroughly	37.5	Generally	37.5		
	OK Sometimes	12.5	No	12.5		
Salary reviewed (%)	6 months	12.5	18 months	0.0		
	12 months	62.5	24 months	25.0		
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	37.5	Good	25.0		
	Fair	25.0	Poor	12.5		
How current job was acquired (%)	Promoted	50.0	Exec Search	0.0		
	Hired by Company	25.0	Own Initiative	25.0		
Benefits received (%)	Signing Bonus	0.0	Retirement	66.7		
	Car	0.0	Medical	83.3		
	Dental	50.0	Stock	16.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.9	Environ./Culture	2.5		
	Benefits	4.4	Loyalty to Staff	4.0		
	Advancement	4.1	Env./Soc. Resp.	6.8		
	Training	6.6	Job Security	4.8		
Employer rating (avg rating, 1 = best)	Salary	2.0	Environ./Culture	1.5		
	Benefits	2.1	Loyalty to Staff	1.9		
	Advancement	1.8	Forward-Looking	1.3		
	Training	2.1	Job Security	1.5		
	Innovation	1.6	Reputation	1.5		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	25.0	No	50.0		
New job motivation (%)	Salary/Benefits	0.0	Advancement	0.0		
	Differ. Part of Ind	0.0	Need a Change	50.0		
	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 Agcy.	2.2	Existing Contacts	1.6		
	Job Ads	2.8	Contact Cos.	3.6		
	Post Resume	4.8				

MEDICAL DIRECTOR **\$168,700** **▼1.0%**

Number of respondents **20**

Employer	Percent	Market Sector	Percent
Manufacturer	30.0	Rx Pharmaceuticals	90.0
Agency	45.0	OTC Pharmaceuticals	10.0
Media/Publisher - HCP	0.0	Biotechnology	15.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	10.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	15.0	Hospital Products/Equip.	0.0
Other	10.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age	High	59	Low	29	Avg.	45.9
Sex	Male	55.0	Female	45.0		
Years in industry	High	30.0	Low	2.0	Avg.	15.2
Years in position	High	11.0	Low	0.5	Avg.	4.1
Salary (\$000s/yr)	High	400.0	Low	50.0	Avg.	168.7
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	65.0	No	35.0		
Amount (\$000s/yr)	High	160.0	Low	1.4	Avg.	48.3
Perceived pay vs. peers (%)	More	21.1	Less	47.4	Same	31.6
Employer's gross US revenue (%)	<\$5M	5.3	\$50-\$100M	5.3		
	\$5-\$20M	21.1	>100M	52.6		
	\$20-\$50M	15.8				
Position satisfying? (%)	Thoroughly	45.0	Generally	40.0		
	OK Sometimes	10.0	No	5.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	95.0	24 months	5.0		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.0	Good	40.0		
	Fair	20.0	Poor	25.0		
How current job was acquired (%)	Promoted	31.6	Exec Search	15.8		
	Hired by Company	21.1	Own Initiative	26.3		
Benefits received (%)	Signing Bonus	17.7	Retirement	58.8		
	Car	23.5	Medical	82.4		
	Dental	76.5	Stock	47.1		
Factors important to job (avg ranking, 1 = most important)	Salary	3.3	Environ./Culture	2.1		
	Benefits	4.9	Loyalty to Staff	4.0		
	Advancement	4.4	Environ./Soc. Resp.	7.2		
	Training	5.4	Job Security	4.9		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.2		
	Advancement	2.6	Forward-Looking	2.1		
	Training	2.8	Job Security	2.2		
	Innovation	2.3	Reputation	1.7		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	35.0	No	35.0		
New job motivation (%)	Salary/Benefits	11.1	Advancement	0.0		
	Differ. Part of Ind	22.2	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	44.4	Other	22.2		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.2	Existing Contacts	2.2		
	Job Ads	3.1	Contact Companies	3.1		
	Post Resume	4.4				

CAREER & SALARY SURVEY 2015

RESEARCH DIRECTOR **\$157,400** **▼5.4%**

Number of respondents **25**

Employer	Percent	Market Sector	Percent
Manufacturer	56.0	Rx Pharmaceuticals	80.0
Agency	28.0	OTC Pharmaceuticals	28.0
Media/Publisher - HCP	4.0	Biotechnology	24.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	36.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	24.0
Service Supplier	12.0	Hospital Products/Equip.	16.0
Other	0.0	Dental Products/Equip	8.0
		Managed Care	4.0

Age	High	66	Low	28	Avg.	48.0
Sex	Male	52.0	Female	48.0		
Years in industry	High	35.0	Low	5.0	Avg.	18.2
Years in position	High	18.0	Low	1.0	Avg.	5.5
Salary (\$000s/yr)	High	279.0	Low	80.0	Avg.	157.4
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	84.0	No	16.0		
Amount (\$000s/yr)	High	120.0	Low	3.0	Avg.	32.2
Perceived pay vs. peers (%)	More	8.0	Less	48.0	Same	44.0
Employer's gross US revenue (%)	<\$5M	12.0	\$50-\$100M	4.0		
	\$5-\$20M	12.0	>100M	56.0		
	\$20-\$50M	16.0				
Position satisfying? (%)	Thoroughly	24.0	Generally	64.0		
	OK Sometimes	8.0	No	4.0		
Salary reviewed (%)	6 months	0.0	18 months	4.0		
	12 months	76.0	24 months	20.0		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	4.0	Good	44.0		
	Fair	32.0	Poor	20.0		
How current job was acquired (%)	Promoted	48.0	Exec Search	4.0		
	Hired by Company	16.0	Own Initiative	28.0		
Benefits received (%)	Signing Bonus	4.2	Retirement	37.5		
	Car	4.2	Medical	79.2		
	Dental	79.2	Stock	33.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	2.5		
	Benefits	4.1	Loyalty to Staff	3.7		
	Advancement	5.2	Env./Soc. Resp.	6.9		
	Training	6.8	Job Security	3.9		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.3		
	Benefits	2.1	Loyalty to Staff	2.5		
	Advancement	2.8	Forward-Looking	2.3		
	Training	2.7	Job Security	2.5		
	Innovation	2.4	Reputation	2.1		
	Social Resp.	2.4				
Plan to seek a new job this year? (%)	Yes	32.0	No	28.0		
New job motivation (%)	Salary/Benefits	15.4	Advancement	23.1		
	Differ. Part of Ind	0.0	Need a Change	30.8		
	Get out of Industry	7.7	Job Security	0.0		
	Environ./Culture	15.4	Other	7.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	1.7	Existing Contacts	2.5		
	Job Ads	2.8	Contact Cos.	4.1		
	Post Resume	4.0				

VP CREATIVE DIRECTOR **\$196,000** **▲6.0%**

Number of respondents **18**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	27.8
Media/Publisher - HCP	0.0	Biotechnology	44.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	16.7
Service Supplier	0.0	Hospital Products/Equip.	22.2
Other	0.0	Dental Products/Equip	5.6
		Managed Care	0.0

Age	High	65	Low	35	Avg.	48.4
Sex	Male	55.6	Female	44.4		
Years in industry	High	30.0	Low	7.0	Avg.	18.4
Years in position	High	20.0	Low	0.3	Avg.	6.4
Salary (\$000s/yr)	High	275.0	Low	150.0	Avg.	196.0
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	72.2	No	27.8		
Amount (\$000s/yr)	High	65.0	Low	5.0	Avg.	19.2
Perceived pay vs. peers (%)	More	5.6	Less	38.9	Same	55.6
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	11.1		
	\$5-\$20M	50.0	>100M	11.1		
	\$20-\$50M	27.8				
Position satisfying? (%)	Thoroughly	22.2	Generally	72.2		
	OK Sometimes	5.6	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	22.2		
	12 months	33.3	24 months	44.4		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	27.8	Good	27.8		
	Fair	22.2	Poor	22.2		
How current job was acquired (%)	Promoted	44.4	Exec Search	16.7		
	Hired by Company	22.2	Own Initiative	11.1		
Benefits received (%)	Signing Bonus	5.9	Retirement	52.9		
	Car	5.9	Medical	94.1		
	Dental	88.2	Stock	35.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	1.8		
	Benefits	4.6	Loyalty to Staff	4.2		
	Advancement	5.3	Env./Soc. Resp.	7.2		
	Training	6.7	Job Security	3.6		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	1.8		
	Benefits	2.2	Loyalty to Staff	1.9		
	Advancement	2.4	Forward-Looking	2.1		
	Training	2.8	Job Security	2.1		
	Innovation	2.4	Reputation	2.1		
	Social Resp.	2.4				
Plan to seek a new job this year? (%)	Yes	11.1	No	55.6		
New job motivation (%)	Salary/Benefits	0.0	Advancement	0.0		
	Differ. Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	40.0	Job Security	0.0		
	Environ./Culture	40.0	Other	20.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agcy.	2.2	Existing Contacts	1.5		
	Job Ads	3.8	Contact Cos.	3.1		
	Post Resume	4.4				