

# CAREER & SALARY SURVEY 2016

**ALL POSITIONS** **\$139,200** **▼2.6%**

**Number of respondents** **953**

Employer	Percent	Market Sector	Percent
Manufacturer	39.7	Rx Pharmaceuticals	61.1
Agency	30.4	OTC Pharmaceuticals	16.2
Media/Publisher - HCP	1.5	Biotechnology	27.0
Media/Publisher - Consumer	0.6	Medical Devices/Equip	32.8
Media/Publisher - HCP & Consmr.	2.4	Diagnostic Device/Equip	11.7
Service Supplier	9.0	Hospital Products/Equip.	8.4
Other	16.4	Dental Products/Equip	5.1
		Managed Care	9.4

<b>Age</b>	High	78	Low	22	Avg.	44.3
<b>Sex</b>	Male	49.6	Female	50.4		
<b>Years in industry</b>	High	45.0	Low	1.0	Avg.	15.0
<b>Years in position</b>	High	40.0	Low	0.5	Avg.	4.5
<b>Salary (\$000s/yr)</b>	High	1000.0	Low	20.0	Avg.	139.2
<b>Commission received?</b>	Yes	6.2	No	93.8		
<b>Amount (\$000s/yr)</b>	High	275.0	Low	0.6	Avg.	55.0
<b>Bonus received?</b>	Yes	70.7	No	29.3		
<b>Amount (\$000s/yr)</b>	High	2000.0	Low	0.1	Avg.	31.7
<b>Perceived pay vs. peers (%)</b>	More	12.0	Less	44.8	Same	43.3
<b>Employer's gross</b>	<\$5M	13.7	\$50-\$100M	12.9		
<b>US revenue (%)</b>	\$5-\$20M	18.3	>100M	40.4		
	\$20-\$50M	14.8				

<b>Position satisfying? (%)</b>	Thoroughly	34.5	Generally	51.5	No	3.3
	OK Sometimes	10.8				

<b>Salary reviewed (%)</b>	6 months	2.4	18 months	5.2		
	12 months	78.8	24 months	13.6		

<b>Advancement prospects (%)</b>	Index	2.6 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	17.2	Good	38.0		
	Fair	28.6	Poor	16.2		

<b>How current job was acquired (%)</b>	Promoted	31.4	Exec Search	12.0		
	Hired by Company	18.1	Own Initiative	31.1		

<b>Benefits received (%)</b>	Signing Bonus	15.5	Retirement	53.9		
	Car	8.7	Medical	80.8		
	Dental	72.0	Stock	38.1		

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.6	Environ./Culture	2.8		
	Benefits	4.1	Loyalty to Staff	4.6		
	Advancement	4.3	Environ./Soc. Resp.		6.6	
	Training	6.2	Job Security	4.3		

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture	2.1		
	Benefits	2.1	Loyalty to Staff	2.2		
	Advancement	2.5	Forward-Looking	2.1		
	Training	2.6	Job Security	2.2		
	Innovation	2.1	Reputation	2.0		
	Social Resp.	2.2				

<b>Plan to seek a new job this year? (%)</b>	Yes	31.7	No	39.4		
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<b>New job motivation (%)</b>	Salary/Benefits	32.6	Advancement	18.7		
	Different Part of Ind		5.9	Need a		
<b>Change</b>	6.4					

	Get out of Industry	3.8	Job Security	8.0		
	Environ./Culture	16.3	Other	8.3		

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.5	Existing Con-			
	1.9		tacts			

	Job Ads	3.1	Contact Companies	3.4		
	Post Resume	3.9				

**PRESIDENT** **\$264,200** **▲9.6%**

**Number of respondents** **26**

Employer	Percent	Market Sector	Percent
Manufacturer	19.2	Rx Pharmaceuticals	57.7
Agency	38.5	OTC Pharmaceuticals	26.9
Media/Publisher - HCP	0.0	Biotechnology	30.8
Media/Publisher - Consumer	0.0	Medical Devices/Equip	46.2
Media/Publisher - HCP & Consmr.	3.9	Diagnostic Device/Equip	11.5
Service Supplier	26.9	Hospital Products/Equip.	23.1
Other	11.5	Dental Products/Equip	3.9
		Managed Care	7.7

<b>Age</b>	High	68	Low	25	Avg.	51.1
<b>Sex</b>	Male	80.8	Female	19.2		
<b>Years in industry</b>	High	40.0	Low	2.0	Avg.	24.2
<b>Years in position</b>	High	40.0	Low	1.0	Avg.	9.8
<b>Salary (\$000s/yr)</b>	High	1000.0	Low	60.0	Avg.	264.2
<b>Commission received?</b>	Yes	19.2	No	80.8		
<b>Amount (\$000s/yr)</b>	High	135.0	Low	10.0	Avg.	76.2
<b>Bonus received?</b>	Yes	61.5	No	38.5		
<b>Amount (\$000s/yr)</b>	High	2000.0	Low	10.0	Avg.	237.1
<b>Perceived pay vs. peers (%)</b>	More	16.0	Less	44.0	Same	40.0
<b>Employer's gross</b>	<\$5M	56.0	\$50-\$100M	4.0		
<b>US revenue (%)</b>	\$5-\$20M	28.0	>100M	8.0		
	\$20-\$50M	4.0				

<b>Position satisfying? (%)</b>	Thoroughly	60.0	Generally	32.0	No	4.0
	OK Sometimes	4.0				

<b>Salary reviewed (%)</b>	6 months	7.7	18 months	0.0		
	12 months	61.5	24 months	30.8		

<b>Advancement prospects (%)</b>	Index	3.1 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	46.2	Good	34.6		
	Fair	3.9	Poor	15.4		

<b>How current job was acquired (%)</b>	Promoted	36.0	Exec Search	0.0		
	Hired by Company	12.0	Own Initiative	24.0		

<b>Benefits received (%)</b>	Signing Bonus	9.1	Retirement	50.0		
	Car	50.0	Medical	72.7		
	Dental	59.1	Stock	50.0		

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.8	Environ./Culture	3.0		
	Benefits	3.6	Loyalty to Staff	3.6		
	Advancement	4.7	Environ./Soc. Resp.		5.9	
	Training	6.5	Job Security	4.3		

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture	1.8		
	Benefits	2.2	Loyalty to Staff	1.6		
	Advancement	2.3	Forward-Looking	1.8		
	Training	2.6	Job Security	2.1		
	Innovation	1.9	Reputation	1.8		
	Social Resp.	2.1				

<b>Plan to seek a new job this year? (%)</b>	Yes	26.9	No	61.5		
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<b>New job motivation (%)</b>	Salary/Benefits	42.9	Advancement	0.0		
	Different Part of Ind		14.3	Need a		
<b>Change</b>	0.0					

	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	28.6	Other	14.3		

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.3	Existing Con-			
	1.4		tacts			

	Job Ads	3.6	Contact Companies	3.5		
	Post Resume	4.1				

# CAREER & SALARY SURVEY 2016

**CHIEF EXECUTIVE OFFICER \$223,000 ▲11.1%**

**Number of respondents 15**

Employer	Percent	Market Sector	Percent
Manufacturer	20.0	Rx Pharmaceuticals	53.3
Agency	33.3	OTC Pharmaceuticals	6.7
Media/Publisher - HCP	0.0	Biotechnology	26.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	60.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	26.7
Service Supplier	33.3	Hospital Products/Equip.	6.7
Other	13.3	Dental Products/Equip	0.0
		Managed Care	20.0

<b>Age</b>	High	73	Low	34	Avg.	55.1
<b>Sex</b>	Male	93.3	Female	6.7		
<b>Years in industry</b>	High	45.0	Low	3.0	Avg.	22.6
<b>Years in position</b>	High	25.0	Low	2.0	Avg.	7.1
<b>Salary (\$000s/yr)</b>	High	570.0	Low	90.0	Avg.	223.0
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	66.7	No	33.3		
<b>Amount (\$000s/yr)</b>	High	285.0	Low	30.0	Avg.	152.5
<b>Perceived pay vs. peers (%)</b>	More	6.7	Less	40.0	Same	53.3
<b>Employer's gross</b>	<\$5M	46.7	\$50-\$100M	13.3		
<b>US revenue (%)</b>	\$5-\$20M	26.7	>100M	0.0		
	\$20-\$50M	13.3				
<b>Position satisfying? (%)</b>	Thoroughly OK	66.7	Generally No	33.3		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	6.7		
	12 months	53.3	24 months	40.0		
<b>Advancement prospects (%)</b>	Index	3.7 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	73.3	Good	20.0		
	Fair	6.7	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	6.7	Exec Search	20.0		
	Hired by Company	26.7	Own Initiative	6.7		
<b>Benefits received (%)</b>	Signing Bonus	7.1	Retirement	42.9		
	Car	42.9	Medical	85.7		
	Dental	64.3	Stock	50.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	3.8	Environ./Culture	2.5		
	Benefits	4.3	Loyalty to Staff	3.2		
	Advancement	6.2	Environ./Soc. Resp.	5.0		
	Training	6.3	Job Security	4.5		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environ./Culture	1.5		
	Benefits	2.1	Loyalty to Staff	1.5		
	Advancement	1.7	Forward-Looking	1.4		
	Training	1.9	Job Security	1.8		
	Innovation	1.3	Reputation	1.7		
	Social Resp.	1.6				
<b>Plan to seek a new job this year? (%)</b>	Yes	13.3	No	73.3		
<b>New job motivation (%)</b>	Salary/Benefits	50.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	50.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	1.3	Existing Con-			
	Job Ads	4.0	Contact Companies	2.9		
	Post Resume	4.4				

**MANAGING DIRECTOR \$177,900 ▼2.5%**

**Number of respondents 15**

Employer	Percent	Market Sector	Percent
Manufacturer	13.3	Rx Pharmaceuticals	66.7
Agency	40.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	26.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	40.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	13.3
Service Supplier	13.3	Hospital Products/Equip.	6.7
Other	33.3	Dental Products/Equip	0.0
		Managed Care	20.0

<b>Age</b>	High	67	Low	30	Avg.	50.9
<b>Sex</b>	Male	60.0	Female	40.0		
<b>Years in industry</b>	High	42.0	Low	7.0	Avg.	21.2
<b>Years in position</b>	High	21.0	Low	1.0	Avg.	4.8
<b>Salary (\$000s/yr)</b>	High	330.0	Low	55.0	Avg.	177.9
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	53.3	No	46.7		
<b>Amount (\$000s/yr)</b>	High	50.0	Low	2.0	Avg.	22.3
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	71.4	Same	28.6
<b>Employer's gross</b>	<\$5M	33.3	\$50-\$100M	13.3		
<b>US revenue (%)</b>	\$5-\$20M	40.0	>100M	6.7		
	\$20-\$50M	6.7				
<b>Position satisfying? (%)</b>	Thoroughly OK	33.3	Generally No	53.3		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	60.0	24 months	40.0		
<b>Advancement prospects (%)</b>	Index	2.8 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	21.4	Good	35.7		
	Fair	42.9	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	26.7	Exec Search	13.3		
	Hired by Company	33.3	Own Initiative	26.7		
<b>Benefits received (%)</b>	Signing Bonus	15.4	Retirement	46.2		
	Car	7.7	Medical	69.2		
	Dental	46.2	Stock	23.1		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	3.1	Environ./Culture	2.1		
	Benefits	4.4	Loyalty to Staff	4.0		
	Advancement	5.3	Environ./Soc. Resp.	6.3		
	Training	5.9	Job Security	4.7		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.9	Environ./Culture	2.2		
	Benefits	2.4	Loyalty to Staff	2.2		
	Advancement	2.5	Forward-Looking	2.1		
	Training	2.9	Job Security	2.4		
	Innovation	2.1	Reputation	2.3		
	Social Resp.	2.5				
<b>Plan to seek a new job this year? (%)</b>	Yes	20.0	No	40.0		
<b>New job motivation (%)</b>	Salary/Benefits	16.7	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	16.7		
	Environ./Culture	50.0	Other	16.7		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	1.5	Existing Con-			
	Job Ads	3.1	Contact Companies	3.8		
	Post Resume	4.2				

# CAREER & SALARY SURVEY 2016

## EXECUTIVE VICE PRESIDENT \$267,500 ▲9.1

Number of respondents 17

Employer	Percent	Market Sector	Percent
Manufacturer	17.7	Rx Pharmaceuticals	76.5
Agency	64.7	OTC Pharmaceuticals	29.4
Media/Publisher - HCP	0.0	Biotechnology	35.3
Media/Publisher - Consumer	5.9	Medical Devices/Equip	35.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	17.7
Service Supplier	0.0	Hospital Products/Equip.	5.9
Other	11.8	Dental Products/Equip	0.0
		Managed Care	11.8

Age	High	69	Low	33	Avg.	51.5
Sex	Male	58.8	Female	41.2		
Years in industry	High	40.0	Low	10.0	Avg.	21.8
Years in position	High	7.0	Low	0.5	Avg.	2.9
Salary (\$000s/yr)	High	365.0	Low	155.0	Avg.	267.5
Commission received?	Yes	5.9	No	94.1		
Amount (\$000s/yr)	High	50.0	Low	50.0	Avg.	50.0
Bonus received?	Yes	76.5	No	23.5		
Amount (\$000s/yr)	High	175.0	Low	5.0	Avg.	45.4
Perceived pay vs. peers (%)	More	5.9	Less	52.9	Same	41.2
Employer's gross	<\$5M	11.8	\$50-\$100M	11.8		
US revenue (%)	\$5-\$20M	29.4	>100M	35.3		
	\$20-\$50M	11.8				
Position satisfying? (%)	Thoroughly	47.1	Generally	52.9		
	OK Sometimes	0.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	17.7		
	12 months	52.9	24 months	29.4		
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	35.3	Good	17.7		
	Fair	29.4	Poor	17.7		
How current job was acquired (%)	Promoted	35.3	Exec Search	23.5		
	Hired by Company	29.4	Own Initiative	11.8		
Benefits received (%)	Signing Bonus	6.7	Retirement	66.7		
	Car	13.3	Medical	86.7		
	Dental	80.0	Stock	46.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	2.1		
	Benefits	3.8	Loyalty to Staff	5.1		
	Advancement	5.7	Environ./Soc. Resp.		5.8	
	Training	6.3	Job Security	3.0		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	1.9		
	Benefits	2.1	Loyalty to Staff	1.9		
	Advancement	2.2	Forward-Looking	1.6		
	Training	2.5	Job Security	2.2		
	Innovation	1.9	Reputation	1.9		
	Social Resp.	2.1				
Plan to seek a new job this year? (%)	Yes	5.9	No	64.7		
New job motivation (%)	Salary/Benefits	66.7	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	33.3	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Con-			
	tacts	1.5				
	Job Ads	3.2	Contact Companies	3.6		
	Post Resume	4.2				

## VP OPERATIONS \$180,200 ▼3.3%

Number of respondents 13

Employer	Percent	Market Sector	Percent
Manufacturer	46.2	Rx Pharmaceuticals	46.2
Agency	7.7	OTC Pharmaceuticals	15.4
Media/Publisher - HCP	0.0	Biotechnology	46.2
Media/Publisher - Consumer	0.0	Medical Devices/Equip	38.5
Media/Publisher - HCP & Consmr.	23.1	Diagnostic Device/Equip	15.4
Service Supplier	7.7	Hospital Products/Equip.	7.7
Other	15.4	Dental Products/Equip	7.7
		Managed Care	23.1

Age	High	66	Low	28	Avg.	48.2
Sex	Male	61.5	Female	38.5		
Years in industry	High	40.0	Low	3.0	Avg.	16.7
Years in position	High	13.0	Low	1.0	Avg.	4.1
Salary (\$000s/yr)	High	302.0	Low	50.0	Avg.	180.2
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	92.3	No	7.7		
Amount (\$000s/yr)	High	135.0	Low	5.0	Avg.	48.3
Perceived pay vs. peers (%)	More	8.3	Less	75.0	Same	16.7
Employer's gross	<\$5M	25.0	\$50-\$100M	16.7		
US revenue (%)	\$5-\$20M	25.0	>100M	8.3		
	\$20-\$50M	25.0				
Position satisfying? (%)	Thoroughly	46.2	Generally	38.5		
	OK Sometimes	15.4	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	15.4		
	12 months	69.2	24 months	15.4		
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	30.8		
	Fair	38.5	Poor	30.8		
How current job was acquired (%)	Promoted	38.5	Exec Search	7.7		
	Hired by Company	38.5	Own Initiative	15.4		
Benefits received (%)	Signing Bonus	7.7	Retirement	30.8		
	Car	0.0	Medical	76.9		
	Dental	69.2	Stock	61.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.2	Environ./Culture	1.9		
	Benefits	3.8	Loyalty to Staff	4.7		
	Advancement	4.0	Environ./Soc. Resp.		6.4	
	Training	6.3	Job Security	6.1		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.2		
	Benefits	2.6	Loyalty to Staff	2.5		
	Advancement	2.7	Forward-Looking	2.3		
	Training	3.2	Job Security	2.7		
	Innovation	2.2	Reputation	2.3		
	Social Resp.	2.4				
Plan to seek a new job this year? (%)	Yes	46.2	No	15.4		
New job motivation (%)	Salary/Benefits	33.3	Advancement	33.3		
	Different Part of Ind	0.0	Need a			
Change	0.0					
	Get out of Industry	0.0	Job Security	11.1		
	Environ./Culture	22.2	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.8	Existing Con-			
	tacts	1.8				
	Job Ads	3.0	Contact Companies	2.7		
	Post Resume	4.1				

# CAREER & SALARY SURVEY 2016

## VP MARKETING & SALES \$256,500 ▲18.1%

Number of respondents 18

Employer	Percent	Market Sector	Percent
Manufacturer	77.8	Rx Pharmaceuticals	50.0
Agency	0.0	OTC Pharmaceuticals	11.1
Media/Publisher - HCP	0.0	Biotechnology	38.9
Media/Publisher - Consumer	0.0	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	11.1
Service Supplier	11.1	Hospital Products/Equip.	11.1
Other	11.1	Dental Products/Equip	5.6
		Managed Care	0.0

Age	High	71	Low	33	Avg.	53.8
Sex	Male	83.3	Female	16.7		
Years in industry	High	35.0	Low	6.0	Avg.	25.2
Years in position	High	26.0	Low	1.0	Avg.	8.5
Salary (\$000s/yr)	High	850.0	Low	36.0	Avg.	256.5
Commission received?	Yes	5.6	No	94.4		
Amount (\$000s/yr)	High	60.0	Low	60.0	Avg.	60.0
Bonus received?	Yes	88.9	No	11.1		
Amount (\$000s/yr)	High	192.0	Low	5.0	Avg.	69.6
Perceived pay vs. peers (%)	More	16.7	Less	72.2	Same	11.1
Employer's gross	<\$5M	27.8	\$50-\$100M	11.1		
US revenue (%)	\$5-\$20M	16.7	>100M	38.9		
	\$20-\$50M	5.6				
Position satisfying? (%)	Thoroughly	44.4	Generally	55.6		
	OK Sometimes	0.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	72.2	24 months	27.8		
Advancement prospects (%)	Index	2.3 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	11.1	Good	33.3		
	Fair	33.3	Poor	22.2		
How current job was acquired (%)	Promoted	38.9	Exec Search	11.1		
	Hired by Company	22.2	Own Initiative	11.1		
Benefits received (%)	Signing Bonus	11.1	Retirement	61.1		
	Car	44.4	Medical	77.8		
	Dental	77.8	Stock	50.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	2.4		
	Benefits	3.7	Loyalty to Staff	4.1		
	Advancement	5.0	Environ./Soc. Resp.		6.4	
	Training	5.6	Job Security	5.2		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.5		
	Advancement	2.6	Forward-Looking	2.2		
	Training	3.0	Job Security	2.4		
	Innovation	2.2	Reputation	2.3		
	Social Resp.	2.4				
Plan to seek a new job this year? (%)	Yes	33.3	No	44.4		
New job motivation (%)	Salary/Benefits	25.0	Advancement	25.0		
	Different Part of Ind	0.0	Need a			
Change	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	50.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.1	Existing Con-			
	tacts	1.1				
	Job Ads	3.6	Contact Companies	2.3		
	Post Resume	4.6				

## VP MARKETING \$227,500 ▲7.6%

Number of respondents 28

Employer	Percent	Market Sector	Percent
Manufacturer	57.1	Rx Pharmaceuticals	60.7
Agency	21.4	OTC Pharmaceuticals	7.1
Media/Publisher - HCP	7.1	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.4
Media/Publisher - HCP & Consmr.	3.6	Diagnostic Device/Equip	14.3
Service Supplier	7.1	Hospital Products/Equip.	10.7
Other	3.6	Dental Products/Equip	10.7
		Managed Care	10.7

Age	High	59	Low	33	Avg.	48.1
Sex	Male	64.3	Female	35.7		
Years in industry	High	32.0	Low	3.0	Avg.	19.4
Years in position	High	14.0	Low	1.0	Avg.	3.7
Salary (\$000s/yr)	High	339.6	Low	100.0	Avg.	227.5
Commission received?	Yes	3.6	No	96.4		
Amount (\$000s/yr)	High	15.0	Low	15.0	Avg.	15.0
Bonus received?	Yes	85.7	No	14.3		
Amount (\$000s/yr)	High	150.0	Low	0.1	Avg.	56.2
Perceived pay vs. peers (%)	More	28.6	Less	17.9	Same	53.6
Employer's gross	<\$5M	10.7	\$50-\$100M	10.7		
US revenue (%)	\$5-\$20M	3.6	>100M	42.9		
	\$20-\$50M	32.1				
Position satisfying? (%)	Thoroughly	53.6	Generally	39.3		
	OK Sometimes	0.0	No	7.1		
Salary reviewed (%)	6 months	0.0	18 months	7.1		
	12 months	85.7	24 months	7.1		
Advancement prospects (%)	Index	2.6 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	7.1	Good	60.7		
	Fair	21.4	Poor	10.7		
How current job was acquired (%)	Promoted	25.0	Exec Search	10.7		
	Hired by Company	21.4	Own Initiative	39.3		
Benefits received (%)	Signing Bonus	19.2	Retirement	57.7		
	Car	7.7	Medical	92.3		
	Dental	80.8	Stock	50.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	2.7		
	Benefits	3.9	Loyalty to Staff	4.3		
	Advancement	4.9	Environ./Soc. Resp.		7.1	
	Training	6.5	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	1.8	Environ./Culture	1.9		
	Benefits	2.1	Loyalty to Staff	2.1		
	Advancement	2.5	Forward-Looking	2.1		
	Training	2.7	Job Security	2.4		
	Innovation	2.0	Reputation	2.2		
	Social Resp.	2.5				
Plan to seek a new job this year? (%)	Yes	28.6	No	60.7		
New job motivation (%)	Salary/Benefits	20.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
Change	10.0					
	Get out of Industry	20.0	Job Security	10.0		
	Environ./Culture	40.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Con-			
	tacts	1.5				
	Job Ads	3.5	Contact Companies	3.3		
	Post Resume	4.3				

# CAREER & SALARY SURVEY 2016

**EXEC. DIRECTOR, MARKETING \$219,800 ▼2.5%**

**Number of respondents 18**

Employer	Percent	Market Sector	Percent
Manufacturer	83.3	Rx Pharmaceuticals	77.8
Agency	5.6	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	33.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	27.8
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	5.6
Service Supplier	0.0	Hospital Products/Equip.	11.1
Other	11.1	Dental Products/Equip	0.0
		Managed Care	5.6

<b>Age</b>	High	63	Low	34	Avg.	46.3
<b>Sex</b>	Male	50.0	Female	50.0		
<b>Years in industry</b>	High	35.0	Low	2.0	Avg.	19.3
<b>Years in position</b>	High	10.0	Low	1.0	Avg.	3.2
<b>Salary (\$000s/yr)</b>	High	300.0	Low	130.0	Avg.	219.8
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	94.4	No	5.6		
<b>Amount (\$000s/yr)</b>	High	150.0	Low	15.0	Avg.	57.9
<b>Perceived pay vs. peers (%)</b>	More	22.2	Less	27.8	Same	50.0
<b>Employer's gross</b>	<\$5M	16.7	\$50-\$100M	0.0		
<b>US revenue (%)</b>	\$5-\$20M	5.6	>100M	66.7		
	\$20-\$50M	11.1				

<b>Position satisfying? (%)</b>	Thoroughly	33.3	Generally	61.1	OK Sometimes	5.6	No	0.0
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<b>Salary reviewed (%)</b>	6 months	11.1	18 months	5.6	12 months	83.3	24 months	0.0
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<b>Advancement prospects (%)</b>	Index	2.8	(4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	27.8	Good	27.8			
	Fair	44.4	Poor	0.0			

<b>How current job was acquired (%)</b>	Promoted	50.0	Exec Search	22.2	Hired by Company	5.6	Own Initiative	22.2
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<b>Benefits received (%)</b>	Signing Bonus	38.9	Retirement	55.6	Car	11.1	Medical	77.8
	Dental	66.7	Stock	66.7				

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.2	Environ./Culture	3.2	Benefits	4.1	Loyalty to Staff	5.3
	Advancement	3.3	Environ./Soc. Resp.	7.0	Training	6.5	Job Security	4.3

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environ./Culture	2.2	Benefits	2.1	Loyalty to Staff	2.5
	Advancement	2.6	Forward-Looking	2.1	Training	2.7	Job Security	2.5
	Innovation	2.3	Reputation	2.2	Social Resp.	2.0		

<b>Plan to seek a new job this year? (%)</b>	Yes	44.4	No	50.0
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<b>New job motivation (%)</b>	Salary/Benefits	27.3	Advancement	18.2	Different Part of Ind	9.1	Need a Change	0.0
	Get out of Industry	0.0	Job Security	9.1	Environ./Culture	36.4	Other	0.0

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.1	Existing Con-tacts	1.9	Job Ads	3.0	Contact Companies	3.6
	Post Resume	4.1						

**DIRECTOR, MARKETING \$147,900 ▼1.1%**

**Number of respondents 60**

Employer	Percent	Market Sector	Percent
Manufacturer	65.0	Rx Pharmaceuticals	41.7
Agency	10.0	OTC Pharmaceuticals	13.3
Media/Publisher - HCP	1.7	Biotechnology	31.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	28.3
Media/Publisher - HCP & Consmr.	1.7	Diagnostic Device/Equip	13.3
Service Supplier	10.0	Hospital Products/Equip.	6.7
Other	11.7	Dental Products/Equip	10.0
		Managed Care	8.3

<b>Age</b>	High	62	Low	28	Avg.	44.2
<b>Sex</b>	Male	50.0	Female	50.0		
<b>Years in industry</b>	High	42.0	Low	1.0	Avg.	14.3
<b>Years in position</b>	High	16.0	Low	1.0	Avg.	3.5
<b>Salary (\$000s/yr)</b>	High	245.0	Low	20.0	Avg.	147.9
<b>Commission received?</b>	Yes	1.7	No	98.3		
<b>Amount (\$000s/yr)</b>	High	120.0	Low	120.0	Avg.	120.0
<b>Bonus received?</b>	Yes	76.7	No	23.3		
<b>Amount (\$000s/yr)</b>	High	100.0	Low	1.0	Avg.	32.3
<b>Perceived pay vs. peers (%)</b>	More	11.7	Less	40.0	Same	48.3
<b>Employer's gross</b>	<\$5M	8.6	\$50-\$100M	10.3		
<b>US revenue (%)</b>	\$5-\$20M	12.1	>100M	56.9		
	\$20-\$50M	12.1				

<b>Position satisfying? (%)</b>	Thoroughly	28.3	Generally	55.0	OK Sometimes	13.3	No	3.3
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<b>Salary reviewed (%)</b>	6 months	3.3	18 months	0.0	12 months	85.0	24 months	11.7
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<b>Advancement prospects (%)</b>	Index	2.5	(4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	18.6	Good	32.2			
	Fair	32.2	Poor	17.0			

<b>How current job was acquired (%)</b>	Promoted	36.7	Exec Search	11.7	Hired by Company	23.3	Own Initiative	26.7
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<b>Benefits received (%)</b>	Signing Bonus	25.9	Retirement	50.0	Car	3.7	Medical	83.3
	Dental	77.8	Stock	44.4				

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture	3.3	Benefits	4.2	Loyalty to Staff	4.8
	Advancement	3.8	Environ./Soc. Resp.	7.1	Training	6.2	Job Security	4.1

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environ./Culture	2.2	Benefits	2.1	Loyalty to Staff	2.3
	Advancement	2.5	Forward-Looking	2.0	Training	2.9	Job Security	2.4
	Innovation	2.1	Reputation	2.1	Social Resp.	2.3		

<b>Plan to seek a new job this year? (%)</b>	Yes	33.9	No	37.3
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<b>New job motivation (%)</b>	Salary/Benefits	21.4	Advancement	3.6	Different Part of Ind	14.3	Need a Change	7.1
	Get out of Industry	7.1	Job Security	21.4	Environ./Culture	17.9	Other	7.1

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.3	Existing Con-tacts	2.2	Job Ads	3.0	Contact Companies	3.6
	Post Resume	3.9						



# CAREER & SALARY SURVEY 2016

**DIRECTOR, NEW BUS. DEV.**    **\$142,200**    **▼15.4%**

**Number of respondents**    **17**

Employer	Percent	Market Sector	Percent
Manufacturer	29.4	Rx Pharmaceuticals	47.1
Agency	29.4	OTC Pharmaceuticals	23.5
Media/Publisher - HCP	0.0	Biotechnology	29.4
Media/Publisher - Consumer	5.9	Medical Devices/Equip	35.3
Media/Publisher - HCP & Consmr.	5.9	Diagnostic Device/Equip	17.7
Service Supplier	11.8	Hospital Products/Equip.	0.0
Other	17.7	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	62	Low	33	Avg.	46.4
<b>Sex</b>	Male	52.9	Female	47.1		
<b>Years in industry</b>	High	35.0	Low	8.0	Avg.	16.8
<b>Years in position</b>	High	10.0	Low	1.0	Avg.	4.4
<b>Salary (\$000s/yr)</b>	High	250.0	Low	74.0	Avg.	142.2
<b>Commission received?</b>	Yes	41.2	No	58.8		
<b>Amount (\$000s/yr)</b>	High	275.0	Low	10.0	Avg.	99.7
<b>Bonus received?</b>	Yes	82.4	No	17.7		
<b>Amount (\$000s/yr)</b>	High	30.0	Low	3.0	Avg.	15.3
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	47.1	Same	52.9
<b>Employer's gross</b>	<\$5M	11.8	\$50-\$100M	23.5		
<b>US revenue (%)</b>	\$5-\$20M	11.8	>100M	41.2		
	\$20-\$50M	11.8				

<b>Position satisfying? (%)</b>	Thoroughly	29.4	Generally	47.1	No	0.0
	OK Sometimes	23.5				

<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	64.7	24 months	35.3		

<b>Advancement prospects (%)</b>	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	17.7	Good	35.3		
	Fair	29.4	Poor	17.7		

<b>How current job was acquired (%)</b>	Promoted	11.8	Exec Search	23.5		
	Hired by Company	23.5	Own Initiative	29.4		

<b>Benefits received (%)</b>	Signing Bonus	14.3	Retirement	42.9		
	Car	7.1	Medical	71.4		
	Dental	64.3	Stock	28.6		

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.3	Environ./Culture	3.3		
	Benefits	4.4	Loyalty to Staff	4.4		
	Advancement	3.3	Environ./Soc. Resp.		6.4	
	Training	6.4	Job Security	4.3		

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture	2.0		
	Benefits	2.2	Loyalty to Staff	2.2		
	Advancement	2.5	Forward-Looking	2.3		
	Training	3.1	Job Security	1.9		
	Innovation	2.4	Reputation	2.1		
	Social Resp.	2.1				

<b>Plan to seek a new job this year? (%)</b>	Yes	29.4	No	29.4		
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<b>New job motivation (%)</b>	Salary/Benefits	18.2	Advancement	18.2		
	Different Part of Ind	9.1	Need a Change			
	Get out of Industry	27.3	Job Security	0.0		
	Environ./Culture	9.1	Other	9.1		

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.5	Existing Con-tacts			
	Job Ads	2.8	Contact Companies	3.6		
	Post Resume	3.9				

**MANAGER, MARKETING**    **\$99,500**    **▼0.8%**

**Number of respondents**    **66**

Employer	Percent	Market Sector	Percent
Manufacturer	57.6	Rx Pharmaceuticals	31.8
Agency	6.1	OTC Pharmaceuticals	9.1
Media/Publisher - HCP	1.5	Biotechnology	18.2
Media/Publisher - Consumer	0.0	Medical Devices/Equip	40.9
Media/Publisher - HCP & Consmr.	3.0	Diagnostic Device/Equip	13.6
Service Supplier	13.6	Hospital Products/Equip.	6.1
Other	18.2	Dental Products/Equip	3.0
		Managed Care	3.0

<b>Age</b>	High	64	Low	26	Avg.	38.8
<b>Sex</b>	Male	50.0	Female	50.0		
<b>Years in industry</b>	High	35.0	Low	1.0	Avg.	10.7
<b>Years in position</b>	High	11.0	Low	0.5	Avg.	3.3
<b>Salary (\$000s/yr)</b>	High	194.2	Low	35.0	Avg.	99.5
<b>Commission received?</b>	Yes	3.0	No	97.0		
<b>Amount (\$000s/yr)</b>	High	36.0	Low	9.0	Avg.	22.5
<b>Bonus received?</b>	Yes	72.7	No	27.3		
<b>Amount (\$000s/yr)</b>	High	100.0	Low	0.3	Avg.	15.2
<b>Perceived pay vs. peers (%)</b>	More	13.9	Less	52.3	Same	33.9
<b>Employer's gross</b>	<\$5M	9.4	\$50-\$100M	9.4		
<b>US revenue (%)</b>	\$5-\$20M	14.1	>100M	53.1		
	\$20-\$50M	14.1				

<b>Position satisfying? (%)</b>	Thoroughly	28.1	Generally	57.8	No	3.1
	OK Sometimes	10.9				

<b>Salary reviewed (%)</b>	6 months	1.6	18 months	1.6		
	12 months	85.9	24 months	10.9		

<b>Advancement prospects (%)</b>	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	13.6	Good	43.9		
	Fair	19.7	Poor	22.7		

<b>How current job was acquired (%)</b>	Promoted	32.3	Exec Search	4.6		
	Hired by Company	15.4	Own Initiative	40.0		

<b>Benefits received (%)</b>	Signing Bonus	18.9	Retirement	56.6		
	Car	3.8	Medical	83.0		
	Dental	69.8	Stock	35.9		

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.4	Environ./Culture	3.1		
	Benefits	3.9	Loyalty to Staff	4.6		
	Advancement	3.6	Environ./Soc. Resp.		7.2	
	Training	6.2	Job Security	4.7		

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.2	Loyalty to Staff	2.4		
	Advancement	2.6	Forward-Looking	2.3		
	Training	2.9	Job Security	2.2		
	Innovation	2.2	Reputation	1.9		
	Social Resp.	2.2				

<b>Plan to seek a new job this year? (%)</b>	Yes	33.3	No	22.7		
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<b>New job motivation (%)</b>	Salary/Benefits	30.3	Advancement	36.4		
	Different Part of Ind	6.1	Need a Change			
	Get out of Industry	6.1	Job Security	0.0		
	Environ./Culture	12.1	Other	9.1		

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.6	Existing Con-tacts			
	Job Ads	2.5	Contact Companies	3.4		
	Post Resume	4.2				

# CAREER & SALARY SURVEY 2016

## MARKETING COORDINATOR \$59,600 ▲19.0%

Number of respondents 13

Employer	Percent	Market Sector	Percent
Manufacturer	46.2	Rx Pharmaceuticals	61.5
Agency	15.4	OTC Pharmaceuticals	15.4
Media/Publisher - HCP	0.0	Biotechnology	38.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	61.5
Media/Publisher - HCP & Consmr.	7.7	Diagnostic Device/Equip	0.0
Service Supplier	7.7	Hospital Products/Equip.	7.7
Other	23.1	Dental Products/Equip	0.0
		Managed Care	15.4

Age	High	56	Low	22	Avg.	33.5
Sex	Male	15.4	Female	84.6		
Years in industry	High	24.0	Low	1.0	Avg.	6.8
Years in position	High	24.0	Low	1.0	Avg.	4.8
Salary (\$000s/yr)	High	125.0	Low	36.0	Avg.	59.6
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	53.9	No	46.2		
Amount (\$000s/yr)	High	6.0	Low	1.0	Avg.	3.0
Perceived pay vs. peers (%)	More	15.4	Less	53.9	Same	30.8
Employer's gross	<\$5M	7.7	\$50-\$100M	15.4		
US revenue (%)	\$5-\$20M	46.2	>100M	30.8		
	\$20-\$50M	0.0				

Position satisfying? (%)	Thoroughly	30.8	Generally	46.2	OK Sometimes	15.4	No	7.7
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Salary reviewed (%)	6 months	7.7	18 months	15.4	12 months	76.9	24 months	0.0
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Advancement prospects (%)	Index	2.8 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	30.8	Good	38.5		
	Fair	15.4	Poor	15.4		

How current job was acquired (%)	Promoted	30.8	Exec Search	7.7	Hired by Company	23.1	Own Initiative	30.8
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Benefits received (%)	Signing Bonus	10.0	Retirement	80.0	Car	0.0	Medical	60.0
	Dental	50.0	Stock	40.0				

Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	3.5	Benefits	3.7	Loyalty to Staff	5.3
	Advancement	4.7	Environ./Soc. Resp.	6.3	Training	5.8	Job Security	3.2

Employer rating (avg rating, 1 = best)	Salary	2.6	Environ./Culture	2.4	Benefits	1.9	Loyalty to Staff	2.2
	Advancement	2.5	Forward-Looking	1.8	Training	2.8	Job Security	2.0
	Innovation	1.8	Reputation	2.0	Social Resp.	2.3		

Plan to seek a new job this year? (%)	Yes	38.5	No	46.2
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New job motivation (%)	Salary/Benefits	42.9	Advancement	14.3	Different Part of Ind	14.3	Need a Change	14.3
	Get out of Industry	0.0	Job Security	0.0	Environ./Culture	0.0	Other	14.3

Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.0	Existing Con-tacts	2.1	Job Ads	2.5	Contact Companies	3.2
	Post Resume	3.6						

## VP SALES \$153,800 ▲1.7%

Number of respondents 4

Employer	Percent	Market Sector	Percent
Manufacturer	25.0	Rx Pharmaceuticals	50.0
Agency	25.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	75.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	50.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	25.0

Age	High	57	Low	43	Avg.	49.5
Sex	Male	100.0	Female	0.0		
Years in industry	High	34.0	Low	19.0	Avg.	25.5
Years in position	High	3.0	Low	1.0	Avg.	1.8
Salary (\$000s/yr)	High	195.0	Low	105.0	Avg.	153.8
Commission received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	200.0	Low	50.0	Avg.	125.0
Bonus received?	Yes	75.0	No	25.0		
Amount (\$000s/yr)	High	50.0	Low	25.0	Avg.	35.0
Perceived pay vs. peers (%)	More	0.0	Less	50.0	Same	50.0
Employer's gross	<\$5M	25.0	\$50-\$100M	25.0		
US revenue (%)	\$5-\$20M	25.0	>100M	25.0		
	\$20-\$50M	0.0				

Position satisfying? (%)	Thoroughly	25.0	Generally	50.0	OK Sometimes	0.0	No	25.0
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Salary reviewed (%)	6 months	0.0	18 months	0.0	12 months	100.0	24 months	0.0
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Advancement prospects (%)	Index	2.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	0.0	Good	50.0		
	Fair	0.0	Poor	50.0		

How current job was acquired (%)	Promoted	50.0	Exec Search	0.0	Hired by Company	50.0	Own Initiative	0.0
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Benefits received (%)	Signing Bonus	25.0	Retirement	50.0	Car	0.0	Medical	100.0
	Dental	75.0	Stock	25.0				

Factors important to job (avg ranking, 1 = most important)	Salary	3.8	Environ./Culture	1.8	Benefits	5.5	Loyalty to Staff	2.3
	Advancement	5.8	Environ./Soc. Resp.	6.5	Training	7.0	Job Security	3.5

Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	1.3	Benefits	1.8	Loyalty to Staff	1.3
	Advancement	2.3	Forward-Looking	1.8	Training	2.8	Job Security	1.5
	Innovation	2.3	Reputation	1.5	Social Resp.	1.5		

Plan to seek a new job this year? (%)	Yes	25.0	No	75.0
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New job motivation (%)	Salary/Benefits	0.0	Advancement	0.0	Different Part of Ind	0.0	Need a Change	100.0
	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 Con-tacts	1.3	Job Ads	4.3	Contact Companies	3.3
	Post Resume	4.0						

# CAREER & SALARY SURVEY 2016

**SALES DIRECTOR \$119,900 ▼18.8%**

**Number of respondents 13**

Employer	Percent	Market Sector	Percent
Manufacturer	23.1	Rx Pharmaceuticals	61.5
Agency	0.0	OTC Pharmaceuticals	15.4
Media/Publisher - HCP	15.4	Biotechnology	23.1
Media/Publisher - Consumer	7.7	Medical Devices/Equip	46.2
Media/Publisher - HCP & Consmr.	7.7	Diagnostic Device/Equip	7.7
Service Supplier	23.1	Hospital Products/Equip.	15.4
Other	23.1	Dental Products/Equip	23.1
		Managed Care	15.4

<b>Age</b>	High	66	Low	33	Avg.	45.5
<b>Sex</b>	Male	69.2	Female	30.8		
<b>Years in industry</b>	High	30.0	Low	8.0	Avg.	14.7
<b>Years in position</b>	High	15.0	Low	0.6	Avg.	6.1
<b>Salary (\$000s/yr)</b>	High	225.0	Low	45.0	Avg.	119.9
<b>Commission received?</b>	Yes	61.5	No	38.5		
<b>Amount (\$000s/yr)</b>	High	200.0	Low	8.0	Avg.	74.1
<b>Bonus received?</b>	Yes	69.2	No	30.8		
<b>Amount (\$000s/yr)</b>	High	150.0	Low	10.0	Avg.	45.6
<b>Perceived pay vs. peers (%)</b>	More	15.4	Less	30.8	Same	53.9
<b>Employer's gross</b>	<\$5M	15.4	\$50-\$100M	15.4		
<b>US revenue (%)</b>	\$5-\$20M	15.4	>100M	46.2		
	\$20-\$50M	7.7				

<b>Position satisfying? (%)</b>	Thoroughly	53.9	Generally	38.5	OK Sometimes	7.7	No	0.0
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<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0	12 months	76.9	24 months	23.1
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<b>Advancement prospects (%)</b>	Index	2.9 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	23.1	Good	61.5		
	Fair	0.0	Poor	15.4		

<b>How current job was acquired (%)</b>	Promoted	30.8	Exec Search	23.1	Hired by Company	0.0	Own Initiative	46.2
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<b>Benefits received (%)</b>	Signing Bonus	20.0	Retirement	30.0	Car	20.0	Medical	70.0
	Dental	70.0	Stock	40.0				

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture	2.9	Benefits	4.5	Loyalty to Staff	4.4
	Advancement	3.4	Environ./Soc. Resp.		Training	4.8	Job Security	3.6

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environ./Culture	2.3	Benefits	2.9	Loyalty to Staff	2.2
	Advancement	2.3	Forward-Looking	2.2	Training	2.8	Job Security	2.1
	Innovation	1.9	Reputation	1.9	Social Resp.	2.7		

<b>Plan to seek a new job this year? (%)</b>	Yes	23.1	No	53.9
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<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	33.3	Different Part of Ind	0.0	Need a	
<b>Change</b>	0.0							

	Get out of Industry	0.0	Job Security	66.7	Environ./Culture	0.0	Other	0.0
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<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	3.0	Existing Con-		Job Ads	3.3	Contact Companies	3.1
	1.4		1.4		Post Resume	4.0		

**SALES MANAGER \$101,000 ▲4.7%**

**Number of respondents 9**

Employer	Percent	Market Sector	Percent
Manufacturer	44.4	Rx Pharmaceuticals	22.2
Agency	0.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	11.1
Media/Publisher - Consumer	11.1	Medical Devices/Equip	44.4
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	11.1
Service Supplier	33.3	Hospital Products/Equip.	11.1
Other	11.1	Dental Products/Equip	0.0
		Managed Care	11.1

<b>Age</b>	High	75	Low	32	Avg.	45.2
<b>Sex</b>	Male	77.8	Female	22.2		
<b>Years in industry</b>	High	40.0	Low	10.0	Avg.	20.3
<b>Years in position</b>	High	10.0	Low	1.0	Avg.	3.9
<b>Salary (\$000s/yr)</b>	High	139.8	Low	35.0	Avg.	101.0
<b>Commission received?</b>	Yes	44.4	No	55.6		
<b>Amount (\$000s/yr)</b>	High	100.0	Low	35.0	Avg.	51.8
<b>Bonus received?</b>	Yes	77.8	No	22.2		
<b>Amount (\$000s/yr)</b>	High	35.0	Low	5.0	Avg.	19.7
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	33.3	Same	66.7
<b>Employer's gross</b>	<\$5M	22.2	\$50-\$100M	22.2		
<b>US revenue (%)</b>	\$5-\$20M	22.2	>100M	33.3		
	\$20-\$50M	0.0				

<b>Position satisfying? (%)</b>	Thoroughly	55.6	Generally	44.4	OK Sometimes	0.0	No	0.0
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<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0	12 months	100.0	24 months	0.0
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<b>Advancement prospects (%)</b>	Index	2.9 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	33.3	Good	33.3		
	Fair	22.2	Poor	11.1		

<b>How current job was acquired (%)</b>	Promoted	12.5	Exec Search	0.0	Hired by Company	12.5	Own Initiative	75.0
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<b>Benefits received (%)</b>	Signing Bonus	28.6	Retirement	71.4	Car	85.7	Medical	71.4
	Dental	57.1	Stock	28.6				

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.6	Environ./Culture	4.0	Benefits	4.6	Loyalty to Staff	4.1
	Advancement	3.9	Environ./Soc. Resp.		Training	6.4	Job Security	3.8

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture	1.8	Benefits	2.0	Loyalty to Staff	1.8
	Advancement	2.1	Forward-Looking	2.3	Training	2.6	Job Security	1.9
	Innovation	1.9	Reputation	1.4	Social Resp.	2.2		

<b>Plan to seek a new job this year? (%)</b>	Yes	33.3	No	33.3
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<b>New job motivation (%)</b>	Salary/Benefits	80.0	Advancement	0.0	Different Part of Ind	0.0	Need a	
<b>Change</b>	0.0							

	Get out of Industry	0.0	Job Security	20.0	Environ./Culture	0.0	Other	0.0
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<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	3.4	Existing Con-		Job Ads	2.7	Contact Companies	3.4
	1.6		1.6		Post Resume	3.2		



# CAREER & SALARY SURVEY 2016

**PRODUCT DIRECTOR**      **\$121,700**      **▼24.4%**

**Number of respondents**      **3**

Employer	Percent	Market Sector	Percent
Manufacturer	66.7	Rx Pharmaceuticals	33.3
Agency	0.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	33.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	33.3	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	57	Low	30	Avg.	47.7
<b>Sex</b>	Male	66.7	Female	33.3		
<b>Years in industry</b>	High	20.0	Low	8.0	Avg.	12.7
<b>Years in position</b>	High	3.0	Low	2.0	Avg.	2.3
<b>Salary (\$000s/yr)</b>	High	160.0	Low	55.0	Avg.	121.7
<b>Commission received?</b>	Yes	33.3	No	66.7		
<b>Amount (\$000s/yr)</b>	High	20.0	Low	20.0	Avg.	20.0
<b>Bonus received?</b>	Yes	66.7	No	33.3		
<b>Amount (\$000s/yr)</b>	High	15.0	Low	6.0	Avg.	10.5
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	66.7	Same	33.3
<b>Employer's gross US revenue (%)</b>	<\$5M	33.3	\$50-\$100M	0.0		
	\$5-\$20M	33.3	>100M	33.3		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly OK	33.3	Generally	66.7		
	Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	66.7	24 months	33.3		
<b>Advancement prospects (%)</b>	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	33.3	Good	33.3		
	Fair	0.0	Poor	33.3		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	33.3		
	Hired by Company	33.3	Own Initiative	33.3		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	33.3		
	Car	0.0	Medical	66.7		
	Dental	66.7	Stock	33.3		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	3.0	Environ./Culture	5.3		
	Benefits	4.3	Loyalty to Staff	4.7		
	Advancement	3.7	Environ./Soc. Resp.		4.7	
	Training	4.7	Job Security	5.7		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.7	Environ./Culture	2.3		
	Benefits	3.0	Loyalty to Staff	2.0		
	Advancement	2.3	Forward-Looking	1.7		
	Training	2.3	Job Security	2.0		
	Innovation	1.7	Reputation	2.3		
	Social Resp.	2.7				
<b>Plan to seek a new job this year? (%)</b>	Yes	33.3	No	33.3		
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
Change	0.0					
	Get out of Industry	100.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	4.0	Existing Con-			
	Job Ads	1.0	Contact Companies	5.0		
	Post Resume	2.0				

**GROUP PRODUCT MANAGER**      **\$111,600**      **▼8.4%**

**Number of respondents**      **4**

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

<b>Age</b>	High	48	Low	42	Avg.	44.8
<b>Sex</b>	Male	75.0	Female	25.0		
<b>Years in industry</b>	High	20.0	Low	6.0	Avg.	11.6
<b>Years in position</b>	High	7.0	Low	2.0	Avg.	4.5
<b>Salary (\$000s/yr)</b>	High	185.0	Low	41.5	Avg.	111.6
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	16.0	Avg.	38.0
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	75.0	Same	25.0
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	0.0	>100M	50.0		
	\$20-\$50M	50.0				
<b>Position satisfying? (%)</b>	Thoroughly OK	0.0	Generally	100.0		
	Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	100.0	24 months	0.0		
<b>Advancement prospects (%)</b>	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	25.0		
	Fair	75.0	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	75.0	Exec Search	0.0		
	Hired by Company	0.0	Own Initiative	25.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	75.0		
	Car	0.0	Medical	100.0		
	Dental	50.0	Stock	25.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.0	Environ./Culture	3.3		
	Benefits	4.5	Loyalty to Staff	4.3		
	Advancement	5.3	Environ./Soc. Resp.		7.5	
	Training	5.5	Job Security	3.8		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.8	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.0		
	Advancement	2.3	Forward-Looking	2.0		
	Training	2.5	Job Security	2.0		
	Innovation	2.5	Reputation	1.8		
	Social Resp.	2.0				
<b>Plan to seek a new job this year? (%)</b>	Yes	50.0	No	50.0		
<b>New job motivation (%)</b>	Salary/Benefits	50.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
Change	50.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	3.3	Existing Con-			
	Job Ads	2.0	Contact Companies	5.0		
	Post Resume	2.8				

# CAREER & SALARY SURVEY 2016

## SENIOR PRODUCT MANAGER \$129,600 ▼8.5%

Number of respondents 32

Employer	Percent	Market Sector	Percent
Manufacturer	90.6	Rx Pharmaceuticals	46.9
Agency	0.0	OTC Pharmaceuticals	6.3
Media/Publisher - HCP	0.0	Biotechnology	18.8
Media/Publisher - Consumer	0.0	Medical Devices/Equip	40.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	6.3
Service Supplier	6.3	Hospital Products/Equip.	3.1
Other	3.1	Dental Products/Equip	9.4
		Managed Care	0.0

Age	High	63	Low	29	Avg.	40.6
Sex	Male	53.1	Female	46.9		
Years in industry	High	35.0	Low	5.0	Avg.	14.4
Years in position	High	17.0	Low	0.8	Avg.	4.2
Salary (\$000s/yr)	High	180.0	Low	70.2	Avg.	129.6
Commission received?	Yes	6.3	No	93.8		
Amount (\$000s/yr)	High	15.0	Low	6.0	Avg.	10.5
Bonus received?	Yes	96.9	No	3.1		
Amount (\$000s/yr)	High	50.0	Low	5.0	Avg.	21.1
Perceived pay vs. peers (%)	More	6.3	Less	46.9	Same	46.9
Employer's gross	<\$5M	3.1	\$50-\$100M	6.3		
US revenue (%)	\$5-\$20M	3.1	>100M	75.0		
	\$20-\$50M	12.5				
Position satisfying? (%)	Thoroughly	18.8	Generally	71.9		
	OK Sometimes	9.4	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	93.8	24 months	6.3		
Advancement prospects (%)	Index	2.3 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	6.3	Good	40.6		
	Fair	31.3	Poor	21.9		
How current job was acquired (%)	Promoted	35.5	Exec Search	25.8		
	Hired by Company	9.7	Own Initiative	29.0		
Benefits received (%)	Signing Bonus	28.6	Retirement	60.7		
	Car	3.6	Medical	78.6		
	Dental	67.9	Stock	60.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.8		
	Benefits	4.3	Loyalty to Staff	5.1		
	Advancement	3.4	Environ./Soc. Resp.	6.5		
	Training	6.6	Job Security	4.7		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.1		
	Benefits	2.0	Loyalty to Staff	2.3		
	Advancement	2.8	Forward-Looking	2.3		
	Training	2.7	Job Security	2.3		
	Innovation	2.3	Reputation	2.0		
	Social Resp.	2.0				
Plan to seek a new job this year? (%)	Yes	43.8	No	21.9		
New job motivation (%)	Salary/Benefits	25.0	Advancement	18.8		
	Different Part of Ind	0.0	Need a			
Change	12.5					
	Get out of Industry	0.0	Job Security	6.3		
	Environ./Culture	18.8	Other	18.8		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Con-			
	tacts	1.8				
	Job Ads	2.6	Contact Companies	3.6		
	Post Resume	4.4				

## PRODUCT MANAGER \$95,500 ▲6.9%

Number of respondents 26

Employer	Percent	Market Sector	Percent
Manufacturer	84.6	Rx Pharmaceuticals	42.3
Agency	0.0	OTC Pharmaceuticals	7.7
Media/Publisher - HCP	0.0	Biotechnology	26.9
Media/Publisher - Consumer	0.0	Medical Devices/Equip	30.8
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	11.5
Service Supplier	3.9	Hospital Products/Equip.	7.7
Other	11.5	Dental Products/Equip	15.4
		Managed Care	0.0

Age	High	68	Low	25	Avg.	39.1
Sex	Male	57.7	Female	42.3		
Years in industry	High	30.0	Low	1.5	Avg.	10.8
Years in position	High	19.0	Low	0.5	Avg.	4.4
Salary (\$000s/yr)	High	150.0	Low	60.0	Avg.	95.5
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	73.1	No	26.9		
Amount (\$000s/yr)	High	55.0	Low	3.0	Avg.	13.7
Perceived pay vs. peers (%)	More	15.4	Less	57.7	Same	26.9
Employer's gross	<\$5M	0.0	\$50-\$100M	11.5		
US revenue (%)	\$5-\$20M	11.5	>100M	65.4		
	\$20-\$50M	11.5				
Position satisfying? (%)	Thoroughly	48.0	Generally	48.0		
	OK Sometimes	4.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	92.3	24 months	7.7		
Advancement prospects (%)	Index	2.8 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	26.9	Good	34.6		
	Fair	26.9	Poor	11.5		
How current job was acquired (%)	Promoted	56.0	Exec Search	4.0		
	Hired by Company	24.0	Own Initiative	12.0		
Benefits received (%)	Signing Bonus	16.7	Retirement	58.3		
	Car	4.2	Medical	79.2		
	Dental	79.2	Stock	41.7		
Factors important to job (avg ranking, 1 = most important)	Salary	3.2	Environ./Culture	2.3		
	Benefits	4.3	Loyalty to Staff	4.7		
	Advancement	4.3	Environ./Soc. Resp.	6.6		
	Training	6.0	Job Security	4.5		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	1.7		
	Benefits	2.0	Loyalty to Staff	2.2		
	Advancement	2.4	Forward-Looking	2.0		
	Training	2.6	Job Security	1.9		
	Innovation	2.2	Reputation	2.0		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	19.2	No	38.5		
New job motivation (%)	Salary/Benefits	50.0	Advancement	25.0		
	Different Part of Ind	0.0	Need a			
Change	0.0					
	Get out of Industry	0.0	Job Security	25.0		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.9	Existing Con-			
	tacts	2.0				
	Job Ads	3.2	Contact Companies	3.4		
	Post Resume	4.3				

# CAREER & SALARY SURVEY 2016

**ADVERTISING MANAGER \$80,000 ▼11.5%**

**Number of respondents 2**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	0.0	OTC Pharmaceuticals	100.0
Media/Publisher - HCP	0.0	Biotechnology	50.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	100.0
Media/Publisher - HCP & Consmr.	100.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	55	Low	38	Avg.	46.5
<b>Sex</b>	Male	50.0	Female	50.0		
<b>Years in industry</b>	High	1.0	Low	1.0	Avg.	1.0
<b>Years in position</b>	High	1.0	Low	1.0	Avg.	1.0
<b>Salary (\$000s/yr)</b>	High	95.0	Low	65.0	Avg.	80.0
<b>Commission received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	15.0	Low	15.0	Avg.	15.0
<b>Bonus received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	0.0	Same	100.0
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	50.0		
	\$5-\$20M	50.0	>100M	0.0		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	50.0	Generally	50.0		
	OK Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	100.0	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	3.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	50.0	Good	50.0		
	Fair	0.0	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	50.0		
	Hired by Company	0.0	Own Initiative	50.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	50.0		
	Dental	50.0	Stock	100.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.0	Environ./Culture	3.5		
	Benefits	4.0	Loyalty to Staff	5.0		
	Advancement	3.5	Environ./Soc. Resp.		7.5	
	Training	5.5	Job Security	5.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture	1.5		
	Benefits	1.5	Loyalty to Staff	2.0		
	Advancement	1.5	Forward-Looking	1.5		
	Training	1.5	Job Security	2.0		
	Innovation	2.0	Reputation	2.0		
	Social Resp.	2.0				
<b>Plan to seek a new job this year? (%)</b>	Yes	0.0	No	100.0		
<b>New job motivation (%)</b>	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	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency		0.0	Existing Con-		
	0.0			tacts		
	Job Ads	0.0	Contact Companies		0.0	
	Post Resume	0.0				

**DIR. CORP/MARKETING COMM. \$154,300 ▼0.5%**

**Number of respondents 11**

Employer	Percent	Market Sector	Percent
Manufacturer	63.6	Rx Pharmaceuticals	54.6
Agency	18.2	OTC Pharmaceuticals	27.3
Media/Publisher - HCP	9.1	Biotechnology	18.2
Media/Publisher - Consumer	0.0	Medical Devices/Equip	54.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	9.1
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	9.1	Dental Products/Equip	0.0
		Managed Care	9.1

<b>Age</b>	High	58	Low	22	Avg.	47.3
<b>Sex</b>	Male	27.3	Female	72.7		
<b>Years in industry</b>	High	32.0	Low	1.0	Avg.	13.0
<b>Years in position</b>	High	19.0	Low	1.0	Avg.	5.5
<b>Salary (\$000s/yr)</b>	High	300.0	Low	50.0	Avg.	154.3
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	90.9	No	9.1		
<b>Amount (\$000s/yr)</b>	High	110.0	Low	0.5	Avg.	30.2
<b>Perceived pay vs. peers (%)</b>	More	9.1	Less	54.6	Same	36.4
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	18.2	>100M	63.6		
	\$20-\$50M	18.2				
<b>Position satisfying? (%)</b>	Thoroughly	45.5	Generally	36.4		
	OK Sometimes	9.1	No	9.1		
<b>Salary reviewed (%)</b>	6 months	9.1	18 months	9.1		
	12 months	72.7	24 months	9.1		
<b>Advancement prospects (%)</b>	Index	2.2 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	9.1	Good	27.3		
	Fair	36.4	Poor	27.3		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	18.2		
	Hired by Company	27.3	Own Initiative	27.3		
<b>Benefits received (%)</b>	Signing Bonus	18.2	Retirement	45.5		
	Car	0.0	Medical	90.9		
	Dental	72.7	Stock	63.6		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.7	Environ./Culture	2.7		
	Benefits	3.2	Loyalty to Staff	5.8		
	Advancement	4.5	Environ./Soc. Resp.		6.5	
	Training	6.2	Job Security	4.4		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture	2.2		
	Benefits	1.8	Loyalty to Staff	2.3		
	Advancement	2.9	Forward-Looking	2.1		
	Training	2.7	Job Security	2.3		
	Innovation	2.1	Reputation	1.9		
	Social Resp.	2.2				
<b>Plan to seek a new job this year? (%)</b>	Yes	45.5	No	36.4		
<b>New job motivation (%)</b>	Salary/Benefits	14.3	Advancement	28.6		
	Different Part of Ind		14.3	Need a		
Change	14.3					
	Get out of Industry	14.3	Job Security	0.0		
	Environ./Culture	0.0	Other	14.3		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency		2.7	Existing Con-		
	2.1			tacts		
	Job Ads	3.5	Contact Companies		2.9	
	Post Resume	4.1				

# CAREER & SALARY SURVEY 2016

**PR/COMM. MANAGER** **\$88,400** **▲2.9%**

**Number of respondents** **8**

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

<b>Age</b>	High	48	Low	24	Avg.	37.1
<b>Sex</b>	Male	12.5	Female	87.5		
<b>Years in industry</b>	High	30.0	Low	2.0	Avg.	12.8
<b>Years in position</b>	High	11.0	Low	0.5	Avg.	3.2
<b>Salary (\$000s/yr)</b>	High	135.0	Low	43.0	Avg.	88.4
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	75.0	No	25.0		
<b>Amount (\$000s/yr)</b>	High	17.5	Low	1.0	Avg.	6.9
<b>Perceived pay vs. peers (%)</b>	More	12.5	Less	37.5	Same	50.0
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	50.0		
<b>US revenue (%)</b>	\$5-\$20M	25.0	>100M	12.5		
	\$20-\$50M	12.5				
<b>Position satisfying? (%)</b>	Thoroughly	50.0	Generally	37.5		
	OK Sometimes	12.5	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	12.5		
	12 months	87.5	24 months	0.0		
<b>Advancement prospects (%)</b>	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.5	Good	37.5		
	Fair	37.5	Poor	12.5		
<b>How current job was acquired (%)</b>	Promoted	37.5	Exec Search	12.5		
	Hired by Company	37.5	Own Initiative	12.5		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	42.9		
	Car	0.0	Medical	85.7		
	Dental	71.4	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.6	Environ./Culture	2.5		
	Benefits	4.1	Loyalty to Staff	5.0		
	Advancement	3.5	Environ./Soc. Resp.		7.6	
	Training	6.0	Job Security	4.6		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture	1.9		
	Benefits	2.1	Loyalty to Staff	2.1		
	Advancement	2.8	Forward-Looking	2.4		
	Training	2.8	Job Security	2.0		
	Innovation	2.1	Reputation	2.3		
	Social Resp.	2.8				
<b>Plan to seek a new job this year? (%)</b>	Yes	25.0	No	62.5		
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	66.7		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	33.3	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	3.2	Existing Con-			
	tacts	1.9				
	Job Ads	3.3	Contact Companies	3.0		
	Post Resume	3.8				

**VP, GROUP SUPERVISOR** **\$176,200** **▲1.4%**

**Number of respondents** **26**

Employer	Percent	Market Sector	Percent
Manufacturer	7.7	Rx Pharmaceuticals	96.2
Agency	80.8	OTC Pharmaceuticals	7.7
Media/Publisher - HCP	7.7	Biotechnology	11.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	15.4
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	3.9
Service Supplier	3.9	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	11.5

<b>Age</b>	High	67	Low	34	Avg.	44.0
<b>Sex</b>	Male	23.1	Female	76.9		
<b>Years in industry</b>	High	40.0	Low	1.0	Avg.	15.7
<b>Years in position</b>	High	12.0	Low	1.0	Avg.	4.4
<b>Salary (\$000s/yr)</b>	High	250.0	Low	130.0	Avg.	176.2
<b>Commission received?</b>	Yes	3.9	No	96.2		
<b>Amount (\$000s/yr)</b>	High	125.0	Low	125.0	Avg.	125.0
<b>Bonus received?</b>	Yes	69.2	No	30.8		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	3.0	Avg.	20.1
<b>Perceived pay vs. peers (%)</b>	More	3.9	Less	38.5	Same	57.7
<b>Employer's gross</b>	<\$5M	4.0	\$50-\$100M	24.0		
<b>US revenue (%)</b>	\$5-\$20M	16.0	>100M	24.0		
	\$20-\$50M	32.0				
<b>Position satisfying? (%)</b>	Thoroughly	15.4	Generally	57.7		
	OK Sometimes	19.2	No	7.7		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	11.5		
	12 months	73.1	24 months	15.4		
<b>Advancement prospects (%)</b>	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	11.5	Good	42.3		
	Fair	30.8	Poor	15.4		
<b>How current job was acquired (%)</b>	Promoted	23.1	Exec Search	7.7		
	Hired by Company	26.9	Own Initiative	34.6		
<b>Benefits received (%)</b>	Signing Bonus	18.2	Retirement	59.1		
	Car	0.0	Medical	90.9		
	Dental	77.3	Stock	18.2		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.3	Environ./Culture	3.0		
	Benefits	4.3	Loyalty to Staff	3.8		
	Advancement	4.2	Environ./Soc. Resp.		7.0	
	Training	6.5	Job Security	4.1		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.4		
	Advancement	2.3	Forward-Looking	2.2		
	Training	2.6	Job Security	2.2		
	Innovation	2.4	Reputation	2.2		
	Social Resp.	2.5				
<b>Plan to seek a new job this year? (%)</b>	Yes	26.9	No	38.5		
<b>New job motivation (%)</b>	Salary/Benefits	10.0	Advancement	20.0		
	Different Part of Ind	10.0	Need a			
<b>Change</b>	10.0					
	Get out of Industry	10.0	Job Security	0.0		
	Environ./Culture	40.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.1	Existing Con-			
	tacts	1.7				
	Job Ads	3.4	Contact Companies	3.7		
	Post Resume	3.7				

# CAREER & SALARY SURVEY 2016

**GROUP SUPERVISOR \$135,700 ▲12.1%**

**Number of respondents 3**

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

<b>Age</b>	High	45	Low	28	Avg.	34.0
<b>Sex</b>	Male	66.7	Female	33.3		
<b>Years in industry</b>	High	16.0	Low	5.0	Avg.	9.3
<b>Years in position</b>	High	5.0	Low	1.0	Avg.	2.3
<b>Salary (\$000s/yr)</b>	High	175.0	Low	102.0	Avg.	135.7
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	33.3	No	66.7		
<b>Amount (\$000s/yr)</b>	High	8.0	Low	8.0	Avg.	8.0
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	33.3	Same	66.7
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	33.3	>100M	33.3		
	\$20-\$50M	33.3				
<b>Position satisfying? (%)</b>	Thoroughly	0.0	Generally	100.0		
	OK Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	100.0	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	3.3 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	33.3	Good	66.7		
	Fair	0.0	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	66.7	Exec Search	0.0		
	Hired by Company	0.0	Own Initiative	0.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	100.0		
	Car	0.0	Medical	33.3		
	Dental	33.3	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.3	Environ./Culture	1.3		
	Benefits	4.3	Loyalty to Staff	5.7		
	Advancement	3.7	Environ./Soc. Resp.		7.0	
	Training	5.7	Job Security	6.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture	2.3		
	Benefits	2.0	Loyalty to Staff	2.3		
	Advancement	2.3	Forward-Looking	3.0		
	Training	2.7	Job Security	2.3		
	Innovation	3.0	Reputation	2.0		
	Social Resp.	3.0				
<b>Plan to seek a new job this year? (%)</b>	Yes	66.7	No	33.3		
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	0.0	50.0	Need a		
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	50.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	1.5	Existing Con-			
	Job Ads	3.5	Contact Companies	2.5		
	Post Resume	5.0				

**ACCOUNT SUPERVISOR \$88,200 ▼8.2%**

**Number of respondents 18**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	83.3
Agency	94.4	OTC Pharmaceuticals	5.6
Media/Publisher - HCP	0.0	Biotechnology	11.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	5.6
Media/Publisher - HCP & Consmr.	5.6	Diagnostic Device/Equip	5.6
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	5.6
		Managed Care	16.7

<b>Age</b>	High	50	Low	25	Avg.	32.4
<b>Sex</b>	Male	16.7	Female	83.3		
<b>Years in industry</b>	High	25.0	Low	1.5	Avg.	7.1
<b>Years in position</b>	High	6.0	Low	1.0	Avg.	2.4
<b>Salary (\$000s/yr)</b>	High	113.0	Low	68.0	Avg.	88.2
<b>Commission received?</b>	Yes	5.6	No	94.4		
<b>Amount (\$000s/yr)</b>	High	25.0	Low	25.0	Avg.	25.0
<b>Bonus received?</b>	Yes	44.4	No	55.6		
<b>Amount (\$000s/yr)</b>	High	10.0	Low	1.0	Avg.	3.8
<b>Perceived pay vs. peers (%)</b>	More	16.7	Less	44.4	Same	38.9
<b>Employer's gross US revenue (%)</b>	<\$5M	5.6	\$50-\$100M	16.7		
	\$5-\$20M	33.3	>100M	5.6		
	\$20-\$50M	38.9				
<b>Position satisfying? (%)</b>	Thoroughly	16.7	Generally	55.6		
	OK Sometimes	16.7	No	11.1		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	5.6		
	12 months	83.3	24 months	11.1		
<b>Advancement prospects (%)</b>	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	16.7	Good	27.8		
	Fair	44.4	Poor	11.1		
<b>How current job was acquired (%)</b>	Promoted	22.2	Exec Search	11.1		
	Hired by Company	16.7	Own Initiative	38.9		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	68.8		
	Car	0.0	Medical	87.5		
	Dental	87.5	Stock	18.8		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.4	Environ./Culture	2.5		
	Benefits	4.2	Loyalty to Staff	4.3		
	Advancement	3.9	Environ./Soc. Resp.		7.4	
	Training	6.5	Job Security	4.4		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environ./Culture	2.2		
	Benefits	2.1	Loyalty to Staff	2.4		
	Advancement	2.7	Forward-Looking	2.1		
	Training	3.1	Job Security	1.9		
	Innovation	2.1	Reputation	2.2		
	Social Resp.	2.6				
<b>Plan to seek a new job this year? (%)</b>	Yes	44.4	No	27.8		
<b>New job motivation (%)</b>	Salary/Benefits	44.4	Advancement	11.1		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	11.1					
	Get out of Industry	22.2	Job Security	0.0		
	Environ./Culture	11.1	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	1.9	Existing Con-			
	Job Ads	3.3	Contact Companies	3.3		
	Post Resume	4.1				



# CAREER & SALARY SURVEY 2016

**ACCOUNT MANAGER** **\$88,900** **▲23.3%**

**Number of respondents** **24**

Employer	Percent	Market Sector	Percent
Manufacturer	16.7	Rx Pharmaceuticals	75.0
Agency	29.2	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	4.2	Biotechnology	12.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	4.2	Diagnostic Device/Equip	25.0
Service Supplier	33.3	Hospital Products/Equip.	16.7
Other	12.5	Dental Products/Equip	20.8
		Managed Care	29.2

<b>Age</b>	High	58	Low	24	Avg.	40.9
<b>Sex</b>	Male	37.5	Female	62.5		
<b>Years in industry</b>	High	30.0	Low	2.0	Avg.	11.8
<b>Years in position</b>	High	20.0	Low	1.0	Avg.	4.6
<b>Salary (\$000s/yr)</b>	High	150.0	Low	38.0	Avg.	88.9
<b>Commission received?</b>	Yes	25.0	No	75.0		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	2.5	Avg.	26.6
<b>Bonus received?</b>	Yes	62.5	No	37.5		
<b>Amount (\$000s/yr)</b>	High	280.0	Low	0.8	Avg.	28.9
<b>Perceived pay vs. peers (%)</b>	More	12.5	Less	37.5	Same	50.0
<b>Employer's gross US revenue (%)</b>	<\$5M	12.5	\$50-\$100M	8.3		
	\$5-\$20M	29.2	>100M	45.8		
	\$20-\$50M	4.2				
<b>Position satisfying? (%)</b>	Thoroughly OK	37.5	Generally	54.2		
	Sometimes	8.3	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	8.7		
	12 months	82.6	24 months	8.7		
<b>Advancement prospects (%)</b>	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	25.0	Good	33.3		
	Fair	33.3	Poor	8.3		
<b>How current job was acquired (%)</b>	Promoted	45.8	Exec Search	0.0		
	Hired by Company	8.3	Own Initiative	45.8		
<b>Benefits received (%)</b>	Signing Bonus	18.8	Retirement	37.5		
	Car	31.3	Medical	75.0		
	Dental	75.0	Stock	18.8		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.0	Environ./Culture	4.1		
	Benefits	4.1	Loyalty to Staff	4.6		
	Advancement	3.8	Environ./Soc. Resp.		6.7	
	Training	6.3	Job Security	4.2		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environ./Culture	1.4		
	Benefits	1.9	Loyalty to Staff	1.9		
	Advancement	2.4	Forward-Looking	1.6		
	Training	2.1	Job Security	2.0		
	Innovation	1.8	Reputation	1.5		
	Social Resp.	1.9				
<b>Plan to seek a new job this year? (%)</b>	Yes	20.8	No	37.5		
<b>New job motivation (%)</b>	Salary/Benefits	88.9	Advancement	11.1		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	1.6	Existing Con-	2.8		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	3.7				

**PROJECT MANAGER** **\$99,300** **▲8.3%**

**Number of respondents** **39**

Employer	Percent	Market Sector	Percent
Manufacturer	43.6	Rx Pharmaceuticals	48.7
Agency	7.7	OTC Pharmaceuticals	15.4
Media/Publisher - HCP	0.0	Biotechnology	28.2
Media/Publisher - Consumer	0.0	Medical Devices/Equip	30.8
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	7.7
Service Supplier	12.8	Hospital Products/Equip.	5.1
Other	35.9	Dental Products/Equip	5.1
		Managed Care	7.7

<b>Age</b>	High	62	Low	23	Avg.	43.8
<b>Sex</b>	Male	33.3	Female	66.7		
<b>Years in industry</b>	High	30.0	Low	1.0	Avg.	13.1
<b>Years in position</b>	High	14.0	Low	1.0	Avg.	4.0
<b>Salary (\$000s/yr)</b>	High	207.0	Low	32.0	Avg.	99.3
<b>Commission received?</b>	Yes	7.7	No	92.3		
<b>Amount (\$000s/yr)</b>	High	3.0	Low	1.0	Avg.	1.8
<b>Bonus received?</b>	Yes	79.5	No	20.5		
<b>Amount (\$000s/yr)</b>	High	45.0	Low	0.5	Avg.	10.8
<b>Perceived pay vs. peers (%)</b>	More	2.6	Less	39.5	Same	57.9
<b>Employer's gross US revenue (%)</b>	<\$5M	15.4	\$50-\$100M	7.7		
	\$5-\$20M	18.0	>100M	43.6		
	\$20-\$50M	15.4				
<b>Position satisfying? (%)</b>	Thoroughly OK	33.3	Generally	48.7		
	Sometimes	12.8	No	5.1		
<b>Salary reviewed (%)</b>	6 months	7.9	18 months	0.0		
	12 months	76.3	24 months	15.8		
<b>Advancement prospects (%)</b>	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.8	Good	56.4		
	Fair	18.0	Poor	12.8		
<b>How current job was acquired (%)</b>	Promoted	48.7	Exec Search	10.3		
	Hired by Company	12.8	Own Initiative	20.5		
<b>Benefits received (%)</b>	Signing Bonus	16.1	Retirement	54.8		
	Car	0.0	Medical	83.9		
	Dental	71.0	Stock	38.7		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.7	Environ./Culture	2.8		
	Benefits	3.8	Loyalty to Staff	4.6		
	Advancement	4.4	Environ./Soc. Resp.		6.6	
	Training	6.6	Job Security	3.8		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture	2.1		
	Benefits	2.2	Loyalty to Staff	2.2		
	Advancement	2.4	Forward-Looking	2.1		
	Training	2.5	Job Security	2.1		
	Innovation	2.2	Reputation	1.7		
	Social Resp.	2.0				
<b>Plan to seek a new job this year? (%)</b>	Yes	25.6	No	46.2		
<b>New job motivation (%)</b>	Salary/Benefits	41.7	Advancement	8.3		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	8.3					
	Get out of Industry	0.0	Job Security	16.7		
	Environ./Culture	16.7	Other	8.3		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	1.9	Existing Con-	3.1		
	Job Ads	2.6	Contact Companies	3.8		
	Post Resume	3.4				

# CAREER & SALARY SURVEY 2016

**SENIOR ACCOUNT EXEC. \$69,000 ▼22.3%**

**Number of respondents 8**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	87.5
Agency	87.5	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	12.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	0.0
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	0.0
		Managed Care	0.0

<b>Age</b>	High	53	Low	25	Avg.	30.4
<b>Sex</b>	Male	12.5	Female	87.5		
<b>Years in industry</b>	High	10.0	Low	3.0	Avg.	5.2
<b>Years in position</b>	High	6.0	Low	0.8	Avg.	2.5
<b>Salary (\$000s/yr)</b>	High	94.0	Low	50.0	Avg.	69.0
<b>Commission received?</b>	Yes	12.5	No	87.5		
<b>Amount (\$000s/yr)</b>	High	90.0	Low	90.0	Avg.	90.0
<b>Bonus received?</b>	Yes	12.5	No	87.5		
<b>Amount (\$000s/yr)</b>	High	4.0	Low	4.0	Avg.	4.0
<b>Perceived pay vs. peers (%)</b>	More	12.5	Less	50.0	Same	37.5
<b>Employer's gross</b>	<\$5M	12.5	\$50-\$100M	0.0		
<b>US revenue (%)</b>	\$5-\$20M	25.0	>100M	12.5		
	\$20-\$50M	50.0				
<b>Position satisfying? (%)</b>	Thoroughly	12.5	Generally	37.5		
	OK Sometimes	37.5	No	12.5		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	12.5		
	12 months	62.5	24 months	25.0		
<b>Advancement prospects (%)</b>	Index	2.1	(4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	0.0	Good	37.5		
	Fair	37.5	Poor	25.0		
<b>How current job was acquired (%)</b>	Promoted	14.3	Exec Search	28.6		
	Hired by Company	14.3	Own Initiative	42.9		
<b>Benefits received (%)</b>	Signing Bonus	14.3	Retirement	57.1		
	Car	14.3	Medical	85.7		
	Dental	71.4	Stock	28.6		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.6	Environ./Culture	3.7		
	Benefits	4.7	Loyalty to Staff	4.6		
	Advancement	2.7	Environ./Soc. Resp.	7.0		
	Training	6.0	Job Security	5.2		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.7	Environ./Culture	2.6		
	Benefits	2.0	Loyalty to Staff	2.6		
	Advancement	2.9	Forward-Looking	2.4		
	Training	2.9	Job Security	2.6		
	Innovation	2.4	Reputation	2.4		
	Social Resp.	2.3				
<b>Plan to seek a new job this year? (%)</b>	Yes	50.0	No	25.0		
<b>New job motivation (%)</b>	Salary/Benefits	100.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.4	Existing Con-			
	Job Ads	2.4	Contact Companies	3.5		
	Post Resume	3.9				

**ACCOUNT EXECUTIVE \$55,300 ▲4.7%**

**Number of respondents 8**

Employer	Percent	Market Sector	Percent
Manufacturer	12.5	Rx Pharmaceuticals	62.5
Agency	87.5	OTC Pharmaceuticals	12.5
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	12.5
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	12.5
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	12.5
		Managed Care	12.5

<b>Age</b>	High	27	Low	23	Avg.	25.1
<b>Sex</b>	Male	37.5	Female	62.5		
<b>Years in industry</b>	High	5.0	Low	1.0	Avg.	2.6
<b>Years in position</b>	High	2.0	Low	0.6	Avg.	1.2
<b>Salary (\$000s/yr)</b>	High	68.0	Low	40.0	Avg.	55.3
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	25.0	No	75.0		
<b>Amount (\$000s/yr)</b>	High	4.0	Low	4.0	Avg.	4.0
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	71.4	Same	28.6
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	62.5		
<b>US revenue (%)</b>	\$5-\$20M	12.5	>100M	12.5		
	\$20-\$50M	12.5				
<b>Position satisfying? (%)</b>	Thoroughly	0.0	Generally	71.4		
	OK Sometimes	14.3	No	14.3		
<b>Salary reviewed (%)</b>	6 months	12.5	18 months	0.0		
	12 months	87.5	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	3.0	(4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	25.0	Good	50.0		
	Fair	25.0	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	37.5	Exec Search	37.5		
	Hired by Company	0.0	Own Initiative	12.5		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	80.0		
	Car	0.0	Medical	80.0		
	Dental	100.0	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.9	Environ./Culture	2.6		
	Benefits	4.5	Loyalty to Staff	5.0		
	Advancement	2.6	Environ./Soc. Resp.	6.5		
	Training	5.2	Job Security	5.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.9	Environ./Culture	2.4		
	Benefits	2.4	Loyalty to Staff	2.6		
	Advancement	2.5	Forward-Looking	1.9		
	Training	2.5	Job Security	1.9		
	Innovation	2.3	Reputation	1.9		
	Social Resp.	2.5				
<b>Plan to seek a new job this year? (%)</b>	Yes	62.5	No	0.0		
<b>New job motivation (%)</b>	Salary/Benefits	33.3	Advancement	0.0		
	Different Part of Ind	33.3	Need a			
<b>Change</b>	16.7					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	16.7	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.4	Existing Con-			
	Job Ads	3.0	Contact Companies	3.0		
	Post Resume	4.1				

# CAREER & SALARY SURVEY 2016

## MANAGEMENT SUPERVISOR \$157,000 ▲3.9%

Number of respondents 5

Employer	Percent	Market Sector	Percent
Manufacturer	20.0	Rx Pharmaceuticals	80.0
Agency	40.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	20.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	20.0
Service Supplier	0.0	Hospital Products/Equip.	20.0
Other	40.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age	High	64	Low	50	Avg.	56.4
Sex	Male	80.0	Female	20.0		
Years in industry	High	39.0	Low	18.0	Avg.	28.0
Years in position	High	12.0	Low	1.0	Avg.	6.0
Salary (\$000s/yr)	High	200.0	Low	101.0	Avg.	157.0
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	42.0	Low	6.5	Avg.	22.1
Perceived pay vs. peers (%)	More	0.0	Less	20.0	Same	80.0
Employer's gross	<\$5M	20.0	\$50-\$100M	0.0		
US revenue (%)	\$5-\$20M	40.0	>100M	40.0		
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	0.0	Generally	100.0		
	OK Sometimes	0.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	80.0	24 months	20.0		
Advancement prospects (%)	Index 1.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	0.0		
	Fair	60.0	Poor	40.0		
How current job was acquired (%)	Promoted	40.0	Exec Search	20.0		
	Hired by Company	40.0	Own Initiative	0.0		
Benefits received (%)	Signing Bonus	0.0	Retirement	75.0		
	Car	0.0	Medical	100.0		
	Dental	100.0	Stock	50.0		
Factors important to job (avg ranking, 1 = most important)	Salary	1.8	Environ./Culture	4.3		
	Benefits	3.0	Loyalty to Staff	4.8		
	Advancement	4.8	Environ./Soc. Resp.		7.4	
	Training	6.8	Job Security	2.3		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.4		
	Benefits	1.6	Loyalty to Staff	2.8		
	Advancement	2.8	Forward-Looking	2.2		
	Training	2.4	Job Security	2.4		
	Innovation	2.2	Reputation	2.2		
	Social Resp.	2.4				
Plan to seek a new job this year? (%)	Yes	20.0	No	60.0		
New job motivation (%)	Salary/Benefits	100.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
Change	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.0	Existing Con-			
	tacts	2.3				
	Job Ads	3.0	Contact Companies	2.3		
	Post Resume	3.8				

## MEDIA DIRECTOR \$108,600 ▼5.7%

Number of respondents 7

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	85.7	OTC Pharmaceuticals	42.9
Media/Publisher - HCP	0.0	Biotechnology	14.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	14.3
Media/Publisher - HCP & Consmr.	14.3	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	14.3
Other	0.0	Dental Products/Equip	0.0
		Managed Care	28.6

Age	High	50	Low	32	Avg.	39.6
Sex	Male	57.1	Female	42.9		
Years in industry	High	26.0	Low	1.0	Avg.	10.7
Years in position	High	10.0	Low	1.0	Avg.	2.7
Salary (\$000s/yr)	High	140.0	Low	50.0	Avg.	108.6
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	57.1	No	42.9		
Amount (\$000s/yr)	High	5.0	Low	2.5	Avg.	4.4
Perceived pay vs. peers (%)	More	0.0	Less	57.1	Same	42.9
Employer's gross	<\$5M	28.6	\$50-\$100M	14.3		
US revenue (%)	\$5-\$20M	28.6	>100M	28.6		
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	14.3	Generally	71.4		
	OK Sometimes	14.3	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	14.3		
	12 months	71.4	24 months	14.3		
Advancement prospects (%)	Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	14.3	Good	71.4		
	Fair	14.3	Poor	0.0		
How current job was acquired (%)	Promoted	28.6	Exec Search	28.6		
	Hired by Company	14.3	Own Initiative	28.6		
Benefits received (%)	Signing Bonus	0.0	Retirement	60.0		
	Car	0.0	Medical	100.0		
	Dental	100.0	Stock	40.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.0	Environ./Culture	3.0		
	Benefits	4.6	Loyalty to Staff	4.6		
	Advancement	2.7	Environ./Soc. Resp.		7.2	
	Training	6.8	Job Security	3.8		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.4		
	Benefits	2.6	Loyalty to Staff	2.0		
	Advancement	2.0	Forward-Looking	1.7		
	Training	2.6	Job Security	2.6		
	Innovation	1.9	Reputation	1.9		
	Social Resp.	2.4				
Plan to seek a new job this year? (%)	Yes	28.6	No	28.6		
New job motivation (%)	Salary/Benefits	20.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
Change	40.0					
	Get out of Industry	0.0	Job Security	20.0		
	Environ./Culture	20.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.7	Existing Con-			
	tacts	1.3				
	Job Ads	3.0	Contact Companies	3.0		
	Post Resume	4.8				

# CAREER & SALARY SURVEY 2016

**MEDIA BUYER/PLANNER \$64,300 ▲4.0%**

**Number of respondents 4**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	50.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	50.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	25.0
Service Supplier	0.0	Hospital Products/Equip.	25.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	53	Low	26	Avg.	36.3
<b>Sex</b>	Male	75.0	Female	25.0		
<b>Years in industry</b>	High	17.0	Low	1.0	Avg.	7.3
<b>Years in position</b>	High	12.0	Low	2.0	Avg.	5.3
<b>Salary (\$000s/yr)</b>	High	75.0	Low	49.0	Avg.	64.3
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	75.0	No	25.0		
<b>Amount (\$000s/yr)</b>	High	5.0	Low	1.0	Avg.	3.3
<b>Perceived pay vs. peers (%)</b>	More	25.0	Less	25.0	Same	50.0
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	50.0		
<b>US revenue (%)</b>	\$5-\$20M	50.0	>100M	0.0		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	25.0	Generally	50.0		
	OK Sometimes	25.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	100.0	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	2.3 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	0.0	Good	50.0		
	Fair	25.0	Poor	25.0		
<b>How current job was acquired (%)</b>	Promoted	25.0	Exec Search	0.0		
	Hired by Company	0.0	Own Initiative	75.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	33.3		
	Car	0.0	Medical	66.7		
	Dental	100.0	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.3	Environ./Culture	3.5		
	Benefits	2.8	Loyalty to Staff	4.5		
	Advancement	2.3	Environ./Soc. Resp.		8.0	
	Training	5.3	Job Security	6.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture	2.8		
	Benefits	2.3	Loyalty to Staff	2.8		
	Advancement	2.8	Forward-Looking	2.0		
	Training	2.5	Job Security	2.5		
	Innovation	2.0	Reputation	2.5		
	Social Resp.	2.3				
<b>Plan to seek a new job this year? (%)</b>	Yes	50.0	No	50.0		
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	100.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.5	Existing Con-			
	tacts	2.8				
	Job Ads	2.3	Contact Companies	3.5		
	Post Resume	3.0				

**MEDICAL DIRECTOR \$138,400 ▼18.0%**

**Number of respondents 15**

Employer	Percent	Market Sector	Percent
Manufacturer	13.3	Rx Pharmaceuticals	80.0
Agency	66.7	OTC Pharmaceuticals	6.7
Media/Publisher - HCP	0.0	Biotechnology	26.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	6.7
Media/Publisher - HCP & Consmr.	6.7	Diagnostic Device/Equip	13.3
Service Supplier	0.0	Hospital Products/Equip.	6.7
Other	13.3	Dental Products/Equip	0.0
		Managed Care	13.3

<b>Age</b>	High	60	Low	28	Avg.	44.6
<b>Sex</b>	Male	26.7	Female	73.3		
<b>Years in industry</b>	High	27.0	Low	2.0	Avg.	13.1
<b>Years in position</b>	High	22.0	Low	1.0	Avg.	6.1
<b>Salary (\$000s/yr)</b>	High	270.0	Low	50.0	Avg.	138.4
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	60.0	No	40.0		
<b>Amount (\$000s/yr)</b>	High	14.6	Low	1.0	Avg.	8.8
<b>Perceived pay vs. peers (%)</b>	More	6.7	Less	46.7	Same	46.7
<b>Employer's gross</b>	<\$5M	6.7	\$50-\$100M	20.0		
<b>US revenue (%)</b>	\$5-\$20M	40.0	>100M	20.0		
	\$20-\$50M	13.3				
<b>Position satisfying? (%)</b>	Thoroughly	46.7	Generally	46.7		
	OK Sometimes	6.7	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	73.3	24 months	26.7		
<b>Advancement prospects (%)</b>	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	13.3	Good	46.7		
	Fair	20.0	Poor	20.0		
<b>How current job was acquired (%)</b>	Promoted	26.7	Exec Search	26.7		
	Hired by Company	26.7	Own Initiative	13.3		
<b>Benefits received (%)</b>	Signing Bonus	7.1	Retirement	42.9		
	Car	7.1	Medical	78.6		
	Dental	78.6	Stock	14.3		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture	2.2		
	Benefits	4.3	Loyalty to Staff	5.1		
	Advancement	4.1	Environ./Soc. Resp.		7.5	
	Training	5.9	Job Security	4.4		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environ./Culture	2.1		
	Benefits	2.0	Loyalty to Staff	2.1		
	Advancement	2.7	Forward-Looking	2.1		
	Training	2.7	Job Security	2.1		
	Innovation	2.4	Reputation	2.0		
	Social Resp.	2.7				
<b>Plan to seek a new job this year? (%)</b>	Yes	53.3	No	26.7		
<b>New job motivation (%)</b>	Salary/Benefits	25.0	Advancement	37.5		
	Different Part of Ind		12.5	Need a		
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	25.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.4	Existing Con-			
	tacts	2.2				
	Job Ads	2.8	Contact Companies	3.4		
	Post Resume	4.2				

# CAREER & SALARY SURVEY 2016

**RESEARCH DIRECTOR**      **\$153,600**      ▼**2.4%**

**Number of respondents**      **24**

Employer	Percent	Market Sector	Percent
Manufacturer	58.3	Rx Pharmaceuticals	50.0
Agency	8.3	OTC Pharmaceuticals	16.7
Media/Publisher - HCP	4.2	Biotechnology	33.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	50.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	16.7
Service Supplier	16.7	Hospital Products/Equip.	4.2
Other	12.5	Dental Products/Equip	4.2
		Managed Care	8.3

<b>Age</b>	High	70	Low	36	Avg.	53.4
<b>Sex</b>	Male	62.5	Female	37.5		
<b>Years in industry</b>	High	40.0	Low	2.5	Avg.	21.7
<b>Years in position</b>	High	20.0	Low	0.5	Avg.	4.1
<b>Salary (\$000s/yr)</b>	High	250.0	Low	100.0	Avg.	153.6
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	79.2	No	20.8		
<b>Amount (\$000s/yr)</b>	High	130.0	Low	0.3	Avg.	30.9
<b>Perceived pay vs. peers (%)</b>	More	4.2	Less	45.8	Same	50.0
<b>Employer's gross US revenue (%)</b>	<\$5M	17.4	\$50-\$100M	4.4		
	\$5-\$20M	26.1	>100M	47.8		
	\$20-\$50M	4.4				
<b>Position satisfying? (%)</b>	Thoroughly	41.7	Generally	45.8		
	OK Sometimes	8.3	No	4.2		
<b>Salary reviewed (%)</b>	6 months	4.2	18 months	4.2		
	12 months	87.5	24 months	4.2		
<b>Advancement prospects (%)</b>	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	20.8	Good	20.8		
	Fair	33.3	Poor	25.0		
<b>How current job was acquired (%)</b>	Promoted	21.7	Exec Search	8.7		
	Hired by Company	21.7	Own Initiative	39.1		
<b>Benefits received (%)</b>	Signing Bonus	13.0	Retirement	60.9		
	Car	0.0	Medical	78.3		
	Dental	69.6	Stock	43.5		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.8	Environ./Culture	1.9		
	Benefits	3.9	Loyalty to Staff	4.7		
	Advancement	4.9	Environ./Soc. Resp.	6.8		
	Training	7.0	Job Security	3.7		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture	2.0		
	Benefits	2.1	Loyalty to Staff	2.4		
	Advancement	2.7	Forward-Looking	2.0		
	Training	2.8	Job Security	2.2		
	Innovation	2.0	Reputation	2.0		
	Social Resp.	2.3				
<b>Plan to seek a new job this year? (%)</b>	Yes	41.7	No	50.0		
<b>New job motivation (%)</b>	Salary/Benefits	9.1	Advancement	27.3		
	Different Part of Ind	9.1	Need a			
Change	9.1					
	Get out of Industry	0.0	Job Security	9.1		
	Environ./Culture	18.2	Other	18.2		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.4	Existing Con-			
	tacts	1.6				
	Job Ads	3.3	Contact Companies	3.3		
	Post Resume	4.2				

**RESEARCH MANAGER**      **\$126,100**      ▲**15.6%**

**Number of respondents**      **14**

Employer	Percent	Market Sector	Percent
Manufacturer	92.9	Rx Pharmaceuticals	50.0
Agency	0.0	OTC Pharmaceuticals	21.4
Media/Publisher - HCP	0.0	Biotechnology	50.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.4
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	7.1
Service Supplier	0.0	Hospital Products/Equip.	7.1
Other	7.1	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	59	Low	31	Avg.	47.8
<b>Sex</b>	Male	85.7	Female	14.3		
<b>Years in industry</b>	High	35.0	Low	5.0	Avg.	18.8
<b>Years in position</b>	High	33.0	Low	2.0	Avg.	9.1
<b>Salary (\$000s/yr)</b>	High	185.0	Low	80.0	Avg.	126.1
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	78.6	No	21.4		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	6.0	Avg.	22.4
<b>Perceived pay vs. peers (%)</b>	More	14.3	Less	21.4	Same	64.3
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	7.1	>100M	92.9		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	14.3	Generally	71.4		
	OK Sometimes	14.3	No	0.0		
<b>Salary reviewed (%)</b>	6 months	7.1	18 months	7.1		
	12 months	85.7	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	2.1 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	0.0	Good	28.6		
	Fair	50.0	Poor	21.4		
<b>How current job was acquired (%)</b>	Promoted	57.1	Exec Search	14.3		
	Hired by Company	7.1	Own Initiative	21.4		
<b>Benefits received (%)</b>	Signing Bonus	30.0	Retirement	80.0		
	Car	0.0	Medical	70.0		
	Dental	70.0	Stock	70.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture	3.1		
	Benefits	4.0	Loyalty to Staff	4.3		
	Advancement	4.9	Environ./Soc. Resp.	6.7		
	Training	6.1	Job Security	4.3		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture	2.4		
	Benefits	2.0	Loyalty to Staff	2.8		
	Advancement	2.9	Forward-Looking	2.7		
	Training	2.6	Job Security	2.6		
	Innovation	2.8	Reputation	1.9		
	Social Resp.	1.9				
<b>Plan to seek a new job this year? (%)</b>	Yes	50.0	No	28.6		
<b>New job motivation (%)</b>	Salary/Benefits	22.2	Advancement	33.3		
	Different Part of Ind	0.0	Need a			
Change	33.3					
	Get out of Industry	0.0	Job Security	11.1		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.3	Existing Con-			
	tacts	2.0				
	Job Ads	3.1	Contact Companies	3.8		
	Post Resume	3.6				



# CAREER & SALARY SURVEY 2016

## RESEARCH ANALYST \$81,800 ▲11.7%

Number of respondents 15

Employer	Percent	Market Sector	Percent
Manufacturer	40.0	Rx Pharmaceuticals	80.0
Agency	26.7	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	0.0	Biotechnology	46.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	13.3
Service Supplier	6.7	Hospital Products/Equip.	13.3
Other	26.7	Dental Products/Equip	13.3
		Managed Care	13.3

Age	High	62	Low	25	Avg.	37.7
Sex	Male	20.0	Female	80.0		
Years in industry	High	30.0	Low	1.0	Avg.	10.7
Years in position	High	30.0	Low	0.5	Avg.	6.4
Salary (\$000s/yr)	High	120.0	Low	50.0	Avg.	81.8
Commission received?	Yes	6.7	No	93.3		
Amount (\$000s/yr)	High	45.0	Low	45.0	Avg.	45.0
Bonus received?	Yes	46.7	No	53.3		
Amount (\$000s/yr)	High	16.0	Low	1.0	Avg.	7.3
Perceived pay vs. peers (%)	More	26.7	Less	40.0	Same	33.3
Employer's gross	<\$5M	7.1	\$50-\$100M	14.3		
US revenue (%)	\$5-\$20M	21.4	>100M	50.0		
	\$20-\$50M	7.1				
Position satisfying? (%)	Thoroughly	46.7	Generally	26.7	OK Sometimes	20.0
			No	6.7		
Salary reviewed (%)	6 months	0.0	18 months	0.0	12 months	86.7
			24 months	13.3		
Advancement prospects (%)	Index	2.2	(4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	6.7	Good	26.7		
	Fair	46.7	Poor	20.0		
How current job was acquired (%)	Promoted	20.0	Exec Search	13.3		
	Hired by Company	33.3	Own Initiative	33.3		
Benefits received (%)	Signing Bonus	0.0	Retirement	54.6		
	Car	9.1	Medical	54.6		
	Dental	54.6	Stock	36.4		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	3.4		
	Benefits	4.4	Loyalty to Staff	5.4		
	Advancement	4.5	Environ./Soc. Resp.		5.6	
	Training	4.9	Job Security	5.0		
Employer rating (avg rating, 1 = best)	Salary	2.0	Environ./Culture	2.1		
	Benefits	1.9	Loyalty to Staff	2.3		
	Advancement	2.5	Forward-Looking	2.1		
	Training	2.1	Job Security	2.3		
	Innovation	2.2	Reputation	1.9		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	33.3	No	26.7		
New job motivation (%)	Salary/Benefits	37.5	Advancement	12.5		
	Different Part of Ind	0.0	Need a			
Change	0.0					
	Get out of Industry	0.0	Job Security	25.0		
	Environ./Culture	12.5	Other	12.5		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.7	Existing Con-			
	Job Ads	2.4	Contact Companies	4.2		
	Post Resume	3.4				

## VP CREATIVE DIRECTOR \$199,200 ▲1.6%

Number of respondents 11

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	81.8	OTC Pharmaceuticals	27.3
Media/Publisher - HCP	0.0	Biotechnology	36.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	45.5
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	18.2
Service Supplier	0.0	Hospital Products/Equip.	18.2
Other	18.2	Dental Products/Equip	18.2
		Managed Care	36.4

Age	High	60	Low	36	Avg.	47.3
Sex	Male	72.7	Female	27.3		
Years in industry	High	30.0	Low	12.0	Avg.	18.9
Years in position	High	10.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	275.0	Low	125.0	Avg.	199.2
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	63.6	No	36.4		
Amount (\$000s/yr)	High	95.0	Low	9.0	Avg.	43.2
Perceived pay vs. peers (%)	More	27.3	Less	27.3	Same	45.5
Employer's gross	<\$5M	9.1	\$50-\$100M	27.3		
US revenue (%)	\$5-\$20M	27.3	>100M	18.2		
	\$20-\$50M	18.2				
Position satisfying? (%)	Thoroughly	45.5	Generally	45.5	OK Sometimes	9.1
			No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	27.3	12 months	36.4
			24 months	36.4		
Advancement prospects (%)	Index	2.6	(4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	18.2	Good	45.5		
	Fair	18.2	Poor	18.2		
How current job was acquired (%)	Promoted	27.3	Exec Search	0.0		
	Hired by Company	27.3	Own Initiative	27.3		
Benefits received (%)	Signing Bonus	9.1	Retirement	72.7		
	Car	18.2	Medical	72.7		
	Dental	63.6	Stock	36.4		
Factors important to job (avg ranking, 1 = most important)	Salary	3.6	Environ./Culture	2.1		
	Benefits	4.7	Loyalty to Staff	3.5		
	Advancement	4.0	Environ./Soc. Resp.		6.3	
	Training	6.1	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	1.8		
	Benefits	2.3	Loyalty to Staff	1.9		
	Advancement	2.2	Forward-Looking	2.5		
	Training	2.2	Job Security	2.2		
	Innovation	2.5	Reputation	2.0		
	Social Resp.	2.3				
Plan to seek a new job this year? (%)	Yes	9.1	No	54.6		
New job motivation (%)	Salary/Benefits	20.0	Advancement	40.0		
	Different Part of Ind	0.0	Need a			
Change	0.0					
	Get out of Industry	0.0	Job Security	20.0		
	Environ./Culture	20.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.0	Existing Con-			
	Job Ads	3.6	Contact Companies	2.9		
	Post Resume	4.4				

# CAREER & SALARY SURVEY 2016

**CREATIVE DIRECTOR** **\$145,600** **▼25.7%**

**Number of respondents** **7**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	85.7
Agency	100.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	57.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	42.9
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	28.6
Service Supplier	0.0	Hospital Products/Equip.	28.6
Other	0.0	Dental Products/Equip	0.0
		Managed Care	14.3

<b>Age</b>	High	60	Low	31	Avg.	46.9
<b>Sex</b>	Male	42.9	Female	57.1		
<b>Years in industry</b>	High	29.0	Low	10.0	Avg.	16.3
<b>Years in position</b>	High	10.0	Low	1.5	Avg.	5.3
<b>Salary (\$000s/yr)</b>	High	290.0	Low	75.0	Avg.	145.6
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	85.7	No	14.3		
<b>Amount (\$000s/yr)</b>	High	25.0	Low	1.2	Avg.	7.1
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	71.4	Same	28.6
<b>Employer's gross</b>	<\$5M	28.6	\$50-\$100M	28.6		
<b>US revenue (%)</b>	\$5-\$20M	28.6	>100M	14.3		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	28.6	Generally	57.1		
	OK Sometimes	0.0	No	14.3		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	28.6		
	12 months	71.4	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	2.1	(4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	14.3	Good	14.3		
	Fair	42.9	Poor	28.6		
<b>How current job was acquired (%)</b>	Promoted	42.9	Exec Search	0.0		
	Hired by Company	0.0	Own Initiative	42.9		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	100.0		
	Dental	50.0	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.0	Environ./Culture	2.9		
	Benefits	4.7	Loyalty to Staff	4.1		
	Advancement	5.6	Environ./Soc. Resp.		6.9	
	Training	6.3	Job Security	3.6		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.4	Loyalty to Staff	2.0		
	Advancement	2.7	Forward-Looking	2.0		
	Training	2.7	Job Security	2.3		
	Innovation	2.0	Reputation	2.0		
	Social Resp.	3.1				
<b>Plan to seek a new job this year? (%)</b>	Yes	14.3	No	42.9		
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind		50.0	Need a		
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	50.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency		1.8	Existing Con-		
	tacts	1.5				
	Job Ads	3.8	Contact Companies		3.2	
	Post Resume	4.6				

**ASSOC. CREATIVE DIRECTOR** **\$138,300** **▼10.3%**

**Number of respondents** **12**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	83.3
Agency	100.0	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	0.0	Biotechnology	50.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	50.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	8.3
Service Supplier	0.0	Hospital Products/Equip.	16.7
Other	0.0	Dental Products/Equip	0.0
		Managed Care	8.3

<b>Age</b>	High	70	Low	33	Avg.	44.4
<b>Sex</b>	Male	66.7	Female	33.3		
<b>Years in industry</b>	High	33.0	Low	6.0	Avg.	12.8
<b>Years in position</b>	High	8.0	Low	1.0	Avg.	2.5
<b>Salary (\$000s/yr)</b>	High	211.0	Low	50.0	Avg.	138.3
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	58.3	No	41.7		
<b>Amount (\$000s/yr)</b>	High	22.0	Low	3.0	Avg.	8.8
<b>Perceived pay vs. peers (%)</b>	More	25.0	Less	58.3	Same	16.7
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	0.0		
<b>US revenue (%)</b>	\$5-\$20M	36.4	>100M	18.2		
	\$20-\$50M	45.5				
<b>Position satisfying? (%)</b>	Thoroughly	25.0	Generally	50.0		
	OK Sometimes	25.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	16.7		
	12 months	75.0	24 months	8.3		
<b>Advancement prospects (%)</b>	Index	3.0	(4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	41.7	Good	16.7		
	Fair	41.7	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	25.0	Exec Search	8.3		
	Hired by Company	8.3	Own Initiative	50.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	66.7		
	Dental	66.7	Stock	16.7		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.1	Environ./Culture	2.3		
	Benefits	4.3	Loyalty to Staff	4.8		
	Advancement	5.0	Environ./Soc. Resp.		6.9	
	Training	6.8	Job Security	3.7		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture	2.0		
	Benefits	2.1	Loyalty to Staff	2.1		
	Advancement	1.9	Forward-Looking	2.2		
	Training	3.2	Job Security	2.0		
	Innovation	2.7	Reputation	2.3		
	Social Resp.	3.1				
<b>Plan to seek a new job this year? (%)</b>	Yes	0.0	No	25.0		
<b>New job motivation (%)</b>	Salary/Benefits	25.0	Advancement	25.0		
	Different Part of Ind		0.0	Need a		
<b>Change</b>	0.0					
	Get out of Industry	25.0	Job Security	0.0		
	Environ./Culture	0.0	Other	25.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency		2.8	Existing Con-		
	tacts	1.5				
	Job Ads	3.1	Contact Companies		3.5	
	Post Resume	4.0				

# CAREER & SALARY SURVEY 2016

**ART DIRECTOR** **\$60,300** **▼29.9%**

**Number of respondents** **4**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	75.0
Agency	100.0	OTC Pharmaceuticals	50.0
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	50.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	34	Low	25	Avg.	30.3
<b>Sex</b>	Male	50.0	Female	50.0		
<b>Years in industry</b>	High	5.0	Low	1.0	Avg.	2.6
<b>Years in position</b>	High	4.0	Low	1.0	Avg.	2.6
<b>Salary (\$000s/yr)</b>	High	87.0	Low	42.0	Avg.	60.3
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	75.0	No	25.0		
<b>Amount (\$000s/yr)</b>	High	6.0	Low	1.5	Avg.	3.8
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	75.0	Same	25.0
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	75.0	>100M	0.0		
	\$20-\$50M	25.0				
<b>Position satisfying? (%)</b>	Thoroughly	50.0	Generally	50.0		
	OK Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	25.0	18 months	0.0		
	12 months	25.0	24 months	50.0		
<b>Advancement prospects (%)</b>	Index	3.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	0.0	Good	100.0		
	Fair	0.0	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	50.0		
	Hired by Company	0.0	Own Initiative	50.0		
<b>Benefits received (%)</b>	Signing Bonus	50.0	Retirement	50.0		
	Car	0.0	Medical	50.0		
	Dental	50.0	Stock	50.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	5.0	Environ./Culture	2.0		
	Benefits	4.3	Loyalty to Staff	5.0		
	Advancement	5.8	Environ./Soc. Resp.	6.0		
	Training	6.0	Job Security	4.3		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.5	Environ./Culture	1.5		
	Benefits	2.5	Loyalty to Staff	2.0		
	Advancement	2.5	Forward-Looking	2.3		
	Training	2.3	Job Security	1.5		
	Innovation	2.3	Reputation	1.8		
	Social Resp.	2.0				
<b>Plan to seek a new job this year? (%)</b>	Yes	25.0	No	50.0		
<b>New job motivation (%)</b>	Salary/Benefits	50.0	Advancement	50.0		
	Different Part of Ind	0.0	Need a			
Change	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.0	Existing Con-			
	tacts	2.0				
	Job Ads	3.5	Contact Companies	2.5		
	Post Resume	5.0				

**ART SUPERVISOR** **\$102,700** **▲10.0%**

**Number of respondents** **3**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	66.7
Media/Publisher - HCP	0.0	Biotechnology	33.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	66.7
Service Supplier	0.0	Hospital Products/Equip.	33.3
Other	0.0	Dental Products/Equip	0.0
		Managed Care	33.3

<b>Age</b>	High	59	Low	25	Avg.	38.3
<b>Sex</b>	Male	33.3	Female	66.7		
<b>Years in industry</b>	High	34.0	Low	3.0	Avg.	15.3
<b>Years in position</b>	High	12.0	Low	3.0	Avg.	6.3
<b>Salary (\$000s/yr)</b>	High	115.0	Low	90.0	Avg.	102.7
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	100.0	No	0.0		
<b>Amount (\$000s/yr)</b>	High	12.0	Low	3.0	Avg.	6.7
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	0.0	Same	100.0
<b>Employer's gross US revenue (%)</b>	<\$5M	0.0	\$50-\$100M	33.3		
	\$5-\$20M	33.3	>100M	33.3		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	66.7	Generally	33.3		
	OK Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	100.0	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	3.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	33.3	Good	33.3		
	Fair	33.3	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	0.0		
	Hired by Company	33.3	Own Initiative	33.3		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	33.3		
	Car	0.0	Medical	66.7		
	Dental	66.7	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	4.7	Environ./Culture	1.0		
	Benefits	6.3	Loyalty to Staff	4.0		
	Advancement	4.3	Environ./Soc. Resp.	6.0		
	Training	5.3	Job Security	4.3		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture	1.7		
	Benefits	1.3	Loyalty to Staff	2.0		
	Advancement	1.3	Forward-Looking	1.7		
	Training	2.0	Job Security	2.0		
	Innovation	1.3	Reputation	1.0		
	Social Resp.	1.7				
<b>Plan to seek a new job this year? (%)</b>	Yes	0.0	No	100.0		
<b>New job motivation (%)</b>	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	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.5	Existing Con-			
	tacts	1.0				
	Job Ads	3.5	Contact Companies	3.5		
	Post Resume	4.5				

# CAREER & SALARY SURVEY 2016

**GROUP COPY SUPERVISOR \$105,000 ▼23.9%**

**Number of respondents 3**

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

<b>Age</b>	High	65	Low	46	Avg.	56.0
<b>Sex</b>	Male	33.3	Female	66.7		
<b>Years in industry</b>	High	35.0	Low	15.0	Avg.	23.3
<b>Years in position</b>	High	12.0	Low	1.0	Avg.	5.3
<b>Salary (\$000s/yr)</b>	High	120.0	Low	90.0	Avg.	105.0
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	100.0	No	0.0		
<b>Amount (\$000s/yr)</b>	High	8.0	Low	5.0	Avg.	6.0
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	66.7	Same	33.3
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	0.0		
<b>US revenue (%)</b>	\$5-\$20M	66.7	>100M	0.0		
	\$20-\$50M	33.3				
<b>Position satisfying? (%)</b>	Thoroughly	33.3	Generally	66.7		
	OK Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	66.7	24 months	33.3		
<b>Advancement prospects (%)</b>	Index	2.3 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	0.0	Good	66.7		
	Fair	0.0	Poor	33.3		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	0.0		
	Hired by Company	66.7	Own Initiative	33.3		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	0.0		
	Car	0.0	Medical	100.0		
	Dental	66.7	Stock	33.3		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.7	Environ./Culture	1.3		
	Benefits	3.7	Loyalty to Staff	4.0		
	Advancement	5.7	Environ./Soc. Resp.		7.3	
	Training	4.7	Job Security	6.7		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture	2.0		
	Benefits	1.7	Loyalty to Staff	2.0		
	Advancement	2.3	Forward-Looking	2.0		
	Training	2.3	Job Security	1.7		
	Innovation	2.0	Reputation	1.7		
	Social Resp.	2.7				
<b>Plan to seek a new job this year? (%)</b>	Yes	66.7	No	33.3		
<b>New job motivation (%)</b>	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		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.5	Existing Con-tacts	2.0		
	Job Ads	3.5	Contact Companies	3.5		
	Post Resume	3.5				

**COPY SUPERVISOR \$102,500 ▼4.5%**

**Number of respondents 4**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	0.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	47	Low	26	Avg.	34.5
<b>Sex</b>	Male	0.0	Female	100.0		
<b>Years in industry</b>	High	16.0	Low	3.0	Avg.	6.5
<b>Years in position</b>	High	4.0	Low	1.0	Avg.	1.8
<b>Salary (\$000s/yr)</b>	High	118.0	Low	87.0	Avg.	102.5
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	10.0	Low	3.5	Avg.	6.8
<b>Perceived pay vs. peers (%)</b>	More	25.0	Less	25.0	Same	50.0
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	0.0		
<b>US revenue (%)</b>	\$5-\$20M	0.0	>100M	0.0		
	\$20-\$50M	100.0				
<b>Position satisfying? (%)</b>	Thoroughly	75.0	Generally	0.0		
	OK Sometimes	25.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	25.0		
	12 months	75.0	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	3.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	25.0	Good	50.0		
	Fair	25.0	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	50.0	Exec Search	25.0		
	Hired by Company	25.0	Own Initiative	0.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	100.0		
	Car	0.0	Medical	100.0		
	Dental	100.0	Stock	100.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	4.3	Environ./Culture	3.3		
	Benefits	5.3	Loyalty to Staff	2.7		
	Advancement	4.5	Environ./Soc. Resp.		5.5	
	Training	4.5	Job Security	3.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	1.8	Environ./Culture	1.5		
	Benefits	2.0	Loyalty to Staff	1.0		
	Advancement	1.5	Forward-Looking	1.5		
	Training	2.3	Job Security	1.5		
	Innovation	1.8	Reputation	1.5		
	Social Resp.	2.0				
<b>Plan to seek a new job this year? (%)</b>	Yes	0.0	No	75.0		
<b>New job motivation (%)</b>	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	0.0	Other	100.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	3.5	Existing Con-tacts	1.0		
	Job Ads	2.5	Contact Companies	3.0		
	Post Resume	4.5				

# CAREER & SALARY SURVEY 2016

**SENIOR COPYWRITER** **\$84,100** **▲1.4%**

**Number of respondents** **4**

Employer	Percent	Market Sector	Percent
Manufacturer	25.0	Rx Pharmaceuticals	75.0
Agency	75.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	50.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	55	Low	23	Avg.	41.3
<b>Sex</b>	Male	50.0	Female	50.0		
<b>Years in industry</b>	High	30.0	Low	2.0	Avg.	18.3
<b>Years in position</b>	High	30.0	Low	0.5	Avg.	9.4
<b>Salary (\$000s/yr)</b>	High	122.5	Low	60.0	Avg.	84.1
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	9.0	Low	4.5	Avg.	6.8
<b>Perceived pay vs. peers (%)</b>	More	50.0	Less	25.0	Same	25.0
<b>Employer's gross</b>	<\$5M	25.0	\$50-\$100M	25.0		
<b>US revenue (%)</b>	\$5-\$20M	0.0	>100M	25.0		
	\$20-\$50M	25.0				
<b>Position satisfying? (%)</b>	Thoroughly	25.0	Generally	0.0		
	OK Sometimes	25.0	No	50.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	75.0	24 months	25.0		
<b>Advancement prospects (%)</b>	Index 1.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	25.0	Good	0.0		
	Fair	0.0	Poor	75.0		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	0.0		
	Hired by Company	25.0	Own Initiative	75.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	100.0		
	Dental	100.0	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.5	Environ./Culture	2.5		
	Benefits	3.3	Loyalty to Staff	6.5		
	Advancement	4.3	Environ./Soc. Resp.		7.5	
	Training	6.8	Job Security	3.8		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.5	Environ./Culture	3.0		
	Benefits	2.5	Loyalty to Staff	2.3		
	Advancement	3.0	Forward-Looking	2.3		
	Training	3.0	Job Security	1.8		
	Innovation	2.5	Reputation	1.5		
	Social Resp.	2.3				
<b>Plan to seek a new job this year? (%)</b>	Yes	25.0	No	75.0		
<b>New job motivation (%)</b>	Salary/Benefits	100.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.3	Existing Con-			
	tacts	2.0				
	Job Ads	3.7	Contact Companies	3.0		
	Post Resume	4.0				

**COPYWRITER** **\$43,800** **▼46.3%**

**Number of respondents** **4**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	50.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	25.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	25.0

<b>Age</b>	High	51	Low	26	Avg.	37.3
<b>Sex</b>	Male	50.0	Female	50.0		
<b>Years in industry</b>	High	15.0	Low	2.0	Avg.	9.5
<b>Years in position</b>	High	2.0	Low	1.0	Avg.	1.7
<b>Salary (\$000s/yr)</b>	High	75.0	Low	21.0	Avg.	43.8
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Perceived pay vs. peers (%)</b>	More	25.0	Less	25.0	Same	50.0
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	25.0		
<b>US revenue (%)</b>	\$5-\$20M	50.0	>100M	0.0		
	\$20-\$50M	25.0				
<b>Position satisfying? (%)</b>	Thoroughly	0.0	Generally	25.0		
	OK Sometimes	75.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	66.7	24 months	33.3		
<b>Advancement prospects (%)</b>	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	25.0		
	Fair	50.0	Poor	25.0		
<b>How current job was acquired (%)</b>	Promoted	25.0	Exec Search	0.0		
	Hired by Company	0.0	Own Initiative	50.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	0.0		
	Car	0.0	Medical	100.0		
	Dental	100.0	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.3	Environ./Culture	3.5		
	Benefits	3.8	Loyalty to Staff	4.3		
	Advancement	6.0	Environ./Soc. Resp.		6.0	
	Training	5.0	Job Security	5.3		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.5	Environ./Culture	2.0		
	Benefits	2.3	Loyalty to Staff	2.5		
	Advancement	2.8	Forward-Looking	2.3		
	Training	2.8	Job Security	2.5		
	Innovation	2.5	Reputation	2.3		
	Social Resp.	2.3				
<b>Plan to seek a new job this year? (%)</b>	Yes	50.0	No	25.0		
<b>New job motivation (%)</b>	Salary/Benefits	66.7	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	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	1.0	Existing Con-			
	tacts	3.7				
	Job Ads	2.7	Contact Companies	4.7		
	Post Resume	3.0				



# CAREER & SALARY SURVEY 2016

**PROD./TRAFFIC MANAGER \$79,300 ▲2.6%**

**Number of respondents 3**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	66.7
Agency	66.7	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	33.3	Biotechnology	33.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	0.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	33.3
		Managed Care	33.3

<b>Age</b>	High	68	Low	50	Avg.	59.3
<b>Sex</b>	Male	33.3	Female	66.7		
<b>Years in industry</b>	High	30.0	Low	2.0	Avg.	13.0
<b>Years in position</b>	High	7.0	Low	1.0	Avg.	3.0
<b>Salary (\$000s/yr)</b>	High	98.0	Low	65.0	Avg.	79.3
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	33.3	No	66.7		
<b>Amount (\$000s/yr)</b>	High	5.0	Low	5.0	Avg.	5.0
<b>Perceived pay vs. peers (%)</b>	More	33.3	Less	66.7	Same	0.0
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	33.3		
<b>US revenue (%)</b>	\$5-\$20M	0.0	>100M	0.0		
	\$20-\$50M	66.7				
<b>Position satisfying? (%)</b>	Thoroughly	0.0	Generally	100.0		
	OK Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	33.3		
	12 months	66.7	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	2.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	0.0	Good	33.3		
	Fair	33.3	Poor	33.3		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	0.0		
	Hired by Company	0.0	Own Initiative	33.3		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	33.3		
	Car	0.0	Medical	66.7		
	Dental	66.7	Stock	33.3		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture	2.7		
	Benefits	2.0	Loyalty to Staff	3.3		
	Advancement	5.7	Environ./Soc. Resp.		5.3	
	Training	7.5	Job Security	5.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture	1.7		
	Benefits	1.7	Loyalty to Staff	2.0		
	Advancement	2.0	Forward-Looking	1.3		
	Training	2.3	Job Security	2.0		
	Innovation	2.0	Reputation	1.7		
	Social Resp.	2.3				
<b>Plan to seek a new job this year? (%)</b>	Yes	0.0	No	33.3		
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	4.0	Existing Con-			
	tacts	1.0				
	Job Ads	2.0	Contact Companies	5.0		
	Post Resume	3.0				

**PUBLISHER \$200,000 ▲10.5%**

**Number of respondents 1**

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

<b>Age</b>	High	36	Low	36	Avg.	36.0
<b>Sex</b>	Male	100.0	Female	0.0		
<b>Years in industry</b>	High	3.0	Low	3.0	Avg.	3.0
<b>Years in position</b>	High	3.0	Low	3.0	Avg.	3.0
<b>Salary (\$000s/yr)</b>	High	200.0	Low	200.0	Avg.	200.0
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	100.0	Same	0.0
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	0.0		
<b>US revenue (%)</b>	\$5-\$20M	0.0	>100M	100.0		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	0.0	Generally	0.0		
	OK Sometimes	100.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	0.0	24 months	100.0		
<b>Advancement prospects (%)</b>	Index	2.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	0.0	Good	0.0		
	Fair	100.0	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	0.0		
	Hired by Company	0.0	Own Initiative	100.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	0.0		
	Car	0.0	Medical	100.0		
	Dental	0.0	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.0	Environ./Culture	5.0		
	Benefits	2.0	Loyalty to Staff	7.0		
	Advancement	8.0	Environ./Soc. Resp.		6.0	
	Training	3.0	Job Security	4.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	3.0	Environ./Culture	4.0		
	Benefits	3.0	Loyalty to Staff	4.0		
	Advancement	4.0	Forward-Looking	4.0		
	Training	4.0	Job Security	3.0		
	Innovation	3.0	Reputation	3.0		
	Social Resp.	4.0				
<b>Plan to seek a new job this year? (%)</b>	Yes	100.0	No	0.0		
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	100.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	3.0	Existing Con-			
	tacts	5.0				
	Job Ads	1.0	Contact Companies	2.0		
	Post Resume	4.0				

# CAREER & SALARY SURVEY 2016

**AD SALES MANAGER \$108,200 ▲19.7%**

**Number of respondents 3**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	33.3	OTC Pharmaceuticals	66.7
Media/Publisher - HCP	33.3	Biotechnology	33.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	66.7
Media/Publisher - HCP & Consmr.	33.3	Diagnostic Device/Equip	66.7
Service Supplier	0.0	Hospital Products/Equip.	33.3
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	39	Low	26	Avg.	34.0
<b>Sex</b>	Male	66.7	Female	33.3		
<b>Years in industry</b>	High	9.0	Low	1.0	Avg.	5.2
<b>Years in position</b>	High	5.5	Low	1.0	Avg.	3.7
<b>Salary (\$000s/yr)</b>	High	195.0	Low	50.0	Avg.	108.2
<b>Commission received?</b>	Yes	33.3	No	66.7		
<b>Amount (\$000s/yr)</b>	High	55.0	Low	55.0	Avg.	55.0
<b>Bonus received?</b>	Yes	100.0	No	0.0		
<b>Amount (\$000s/yr)</b>	High	14.8	Low	5.0	Avg.	9.9
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	33.3	Same	66.7
<b>Employer's gross</b>	<\$5M	33.3	\$50-\$100M	33.3		
<b>US revenue (%)</b>	\$5-\$20M	0.0	>100M	33.3		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	0.0	Generally	100.0		
	OK Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	100.0	24 months	0.0		
<b>Advancement prospects (%)</b>	Index	3.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	33.3	Good	33.3		
	Fair	33.3	Poor	0.0		
<b>How current job was acquired (%)</b>	Promoted	33.3	Exec Search	0.0		
	Hired by Company	33.3	Own Initiative	0.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	50.0		
	Dental	100.0	Stock	50.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.0	Environ./Culture	2.7		
	Benefits	7.3	Loyalty to Staff	4.3		
	Advancement	2.7	Environ./Soc. Resp.		7.0	
	Training	4.7	Job Security	5.3		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture	1.7		
	Benefits	2.0	Loyalty to Staff	1.3		
	Advancement	2.0	Forward-Looking	1.7		
	Training	2.0	Job Security	1.7		
	Innovation	2.3	Reputation	1.7		
	Social Resp.	2.3				
<b>Plan to seek a new job this year? (%)</b>	Yes	33.3	No	33.3		
<b>New job motivation (%)</b>	Salary/Benefits	100.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	3.3	Existing Con-			
	tacts	1.0				
	Job Ads	3.7	Contact Companies	4.0		
	Post Resume	2.0				

**ADVERTISING SALES EXEC. \$166,000 ▲155.4%**

**Number of respondents 1**

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

<b>Age</b>	High	57	Low	57	Avg.	57.0
<b>Sex</b>	Male	100.0	Female	0.0		
<b>Years in industry</b>	High	4.0	Low	4.0	Avg.	4.0
<b>Years in position</b>	High	4.0	Low	4.0	Avg.	4.0
<b>Salary (\$000s/yr)</b>	High	166.0	Low	166.0	Avg.	166.0
<b>Commission received?</b>	Yes	100.0	No	0.0		
<b>Amount (\$000s/yr)</b>	High	25.0	Low	25.0	Avg.	25.0
<b>Bonus received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	0.0	Same	100.0
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	0.0		
<b>US revenue (%)</b>	\$5-\$20M	0.0	>100M	100.0		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	100.0	Generally	0.0		
	OK Sometimes	0.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	0.0	24 months	100.0		
<b>Advancement prospects (%)</b>	Index	1.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	0.0	Good	0.0		
	Fair	0.0	Poor	100.0		
<b>How current job was acquired (%)</b>	Promoted	0.0	Exec Search	0.0		
	Hired by Company	0.0	Own Initiative	100.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	100.0		
	Car	0.0	Medical	0.0		
	Dental	0.0	Stock	0.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.0	Environ./Culture	5.0		
	Benefits	4.0	Loyalty to Staff	6.0		
	Advancement	3.0	Environ./Soc. Resp.		7.0	
	Training	8.0	Job Security	2.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture	1.0		
	Benefits	2.0	Loyalty to Staff	2.0		
	Advancement	3.0	Forward-Looking	2.0		
	Training	2.0	Job Security	2.0		
	Innovation	2.0	Reputation	1.0		
	Social Resp.	1.0				
<b>Plan to seek a new job this year? (%)</b>	Yes	0.0	No	100.0		
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	3.0	Existing Con-			
	tacts	1.0				
	Job Ads	2.0	Contact Companies	5.0		
	Post Resume	4.0				

# CAREER & SALARY SURVEY 2016

**EDITOR** **\$75,800** **▼14.4%**

**Number of respondents** **10**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	90.0
Agency	80.0	OTC Pharmaceuticals	40.0
Media/Publisher - HCP	0.0	Biotechnology	30.0
Media/Publisher - Consumer	10.0	Medical Devices/Equip	30.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	20.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	10.0	Dental Products/Equip	0.0
		Managed Care	20.0

<b>Age</b>	High	68	Low	24	Avg.	40.0
<b>Sex</b>	Male	30.0	Female	70.0		
<b>Years in industry</b>	High	25.0	Low	1.0	Avg.	9.2
<b>Years in position</b>	High	14.0	Low	1.0	Avg.	6.3
<b>Salary (\$000s/yr)</b>	High	115.0	Low	37.5	Avg.	75.8
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	30.0	No	70.0		
<b>Amount (\$000s/yr)</b>	High	7.0	Low	0.5	Avg.	4.2
<b>Perceived pay vs. peers (%)</b>	More	10.0	Less	40.0	Same	50.0
<b>Employer's gross</b>	<\$5M	10.0	\$50-\$100M	30.0		
<b>US revenue (%)</b>	\$5-\$20M	40.0	>100M	20.0		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	50.0	Generally	40.0		
	OK Sometimes	10.0	No	0.0		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	80.0	24 months	20.0		
<b>Advancement prospects (%)</b>	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	20.0	Good	40.0		
	Fair	10.0	Poor	30.0		
<b>How current job was acquired (%)</b>	Promoted	20.0	Exec Search	10.0		
	Hired by Company	40.0	Own Initiative	30.0		
<b>Benefits received (%)</b>	Signing Bonus	11.1	Retirement	55.6		
	Car	0.0	Medical	100.0		
	Dental	88.9	Stock	33.3		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.8	Environ./Culture	2.9		
	Benefits	3.9	Loyalty to Staff	4.6		
	Advancement	4.8	Environ./Soc. Resp.		6.5	
	Training	6.6	Job Security	3.7		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environ./Culture	2.1		
	Benefits	2.3	Loyalty to Staff	2.2		
	Advancement	2.6	Forward-Looking	1.7		
	Training	3.0	Job Security	2.2		
	Innovation	1.8	Reputation	2.0		
	Social Resp.	2.7				
<b>Plan to seek a new job this year? (%)</b>	Yes	30.0	No	30.0		
<b>New job motivation (%)</b>	Salary/Benefits	60.0	Advancement	20.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	0.0					
	Get out of Industry	20.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.4	Existing Con-			
	Job Ads	2.3	Contact Companies	3.9		
	Post Resume	3.7				

**MEDICAL WRITER** **\$75,300** **▲2.3%**

**Number of respondents** **9**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	66.7
Agency	55.6	OTC Pharmaceuticals	22.2
Media/Publisher - HCP	0.0	Biotechnology	11.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	11.1	Diagnostic Device/Equip	0.0
Service Supplier	11.1	Hospital Products/Equip.	33.3
Other	22.2	Dental Products/Equip	0.0
		Managed Care	22.2

<b>Age</b>	High	61	Low	25	Avg.	39.3
<b>Sex</b>	Male	33.3	Female	66.7		
<b>Years in industry</b>	High	38.0	Low	1.0	Avg.	13.1
<b>Years in position</b>	High	25.0	Low	0.5	Avg.	5.3
<b>Salary (\$000s/yr)</b>	High	120.0	Low	41.0	Avg.	75.3
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	55.6	No	44.4		
<b>Amount (\$000s/yr)</b>	High	10.0	Low	1.0	Avg.	4.9
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	37.5	Same	62.5
<b>Employer's gross</b>	<\$5M	12.5	\$50-\$100M	0.0		
<b>US revenue (%)</b>	\$5-\$20M	50.0	>100M	37.5		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	55.6	Generally	33.3		
	OK Sometimes	0.0	No	11.1		
<b>Salary reviewed (%)</b>	6 months	0.0	18 months	0.0		
	12 months	75.0	24 months	25.0		
<b>Advancement prospects (%)</b>	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	50.0		
	Fair	37.5	Poor	12.5		
<b>How current job was acquired (%)</b>	Promoted	12.5	Exec Search	37.5		
	Hired by Company	0.0	Own Initiative	37.5		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	100.0		
	Dental	62.5	Stock	25.0		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.8	Environ./Culture	1.9		
	Benefits	3.5	Loyalty to Staff	3.7		
	Advancement	4.7	Environ./Soc. Resp.		6.5	
	Training	6.1	Job Security	6.1		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture	1.9		
	Benefits	1.9	Loyalty to Staff	2.3		
	Advancement	2.4	Forward-Looking	1.9		
	Training	2.5	Job Security	2.3		
	Innovation	2.0	Reputation	1.6		
	Social Resp.	2.0				
<b>Plan to seek a new job this year? (%)</b>	Yes	25.0	No	62.5		
<b>New job motivation (%)</b>	Salary/Benefits	50.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a			
<b>Change</b>	50.0					
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.4	Existing Con-			
	Job Ads	3.6	Contact Companies	2.8		
	Post Resume	4.8				

# CAREER & SALARY SURVEY 2016

**CONSULTANT** **\$123,800** **▼0.2%**

**Number of respondents** **21**

Employer	Percent	Market Sector	Percent
Manufacturer	14.3	Rx Pharmaceuticals	71.4
Agency	14.3	OTC Pharmaceuticals	19.1
Media/Publisher - HCP	0.0	Biotechnology	19.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	23.8
Media/Publisher - HCP & Consmr.	4.8	Diagnostic Device/Equip	14.3
Service Supplier	23.8	Hospital Products/Equip.	14.3
Other	42.9	Dental Products/Equip	4.8
		Managed Care	14.3

<b>Age</b>	High	78	Low	26	Avg.	48.0
<b>Sex</b>	Male	42.9	Female	57.1		
<b>Years in industry</b>	High	32.0	Low	1.0	Avg.	15.4
<b>Years in position</b>	High	11.0	Low	1.0	Avg.	4.2
<b>Salary (\$000s/yr)</b>	High	250.0	Low	60.0	Avg.	123.8
<b>Commission received?</b>	Yes	4.8	No	95.2		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	60.0	Avg.	60.0
<b>Bonus received?</b>	Yes	28.6	No	71.4		
<b>Amount (\$000s/yr)</b>	High	15.0	Low	2.0	Avg.	7.4
<b>Perceived pay vs. peers (%)</b>	More	9.5	Less	47.6	Same	42.9
<b>Employer's gross</b>	<\$5M	52.4	\$50-\$100M	4.8		
<b>US revenue (%)</b>	\$5-\$20M	0.0	>100M	38.1		
	\$20-\$50M	4.8				

<b>Position satisfying? (%)</b>	Thoroughly	33.3	Generally	52.4	No	0.0
	OK Sometimes	14.3				

<b>Salary reviewed (%)</b>	6 months	4.8	18 months	0.0		
	12 months	71.4	24 months	23.8		

<b>Advancement prospects (%)</b>	Index	2.8 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	23.8	Good	42.9		
	Fair	23.8	Poor	9.5		

<b>How current job was acquired (%)</b>	Promoted	9.5	Exec Search	14.3		
	Hired by Company	14.3	Own Initiative	61.9		

<b>Benefits received (%)</b>	Signing Bonus	22.2	Retirement	33.3		
	Car	11.1	Medical	55.6		
	Dental	44.4	Stock	11.1		

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	3.3	Environ./Culture	1.6		
	Benefits	5.1	Loyalty to Staff	4.1		
	Advancement	4.1	Environ./Soc. Resp.		6.2	
	Training	5.3	Job Security	5.6		

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environ./Culture	1.9		
	Benefits	2.5	Loyalty to Staff	2.5		
	Advancement	2.6	Forward-Looking	2.1		
	Training	2.3	Job Security	2.6		
	Innovation	2.2	Reputation	1.7		
	Social Resp.	2.3				

<b>Plan to seek a new job this year? (%)</b>	Yes	33.3	No	57.1		
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<b>New job motivation (%)</b>	Salary/Benefits	50.0	Advancement	25.0		
	Different Part of Ind		0.0	Need a		
	Change	0.0				

	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	12.5	Other	12.5		

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.8	Existing Con-			
	tacts	1.9				

	Job Ads	3.5	Contact Companies	2.9		
	Post Resume	3.8				

**OTHER** **\$136,400** **▲8.8%**

**Number of respondents** **225**

Employer	Percent	Market Sector	Percent
Manufacturer	37.8	Rx Pharmaceuticals	63.6
Agency	28.9	OTC Pharmaceuticals	16.0
Media/Publisher - HCP	0.4	Biotechnology	28.0
Media/Publisher - Consumer	0.4	Medical Devices/Equip	32.0
Media/Publisher - HCP & Consmr.	0.9	Diagnostic Device/Equip	10.7
Service Supplier	5.3	Hospital Products/Equip.	8.4
Other	26.2	Dental Products/Equip	3.6
		Managed Care	8.0

<b>Age</b>	High	75	Low	22	Avg.	45.5
<b>Sex</b>	Male	46.2	Female	53.8		
<b>Years in industry</b>	High	45.0	Low	1.0	Avg.	15.6
<b>Years in position</b>	High	35.0	Low	0.5	Avg.	4.4
<b>Salary (\$000s/yr)</b>	High	400.0	Low	20.0	Avg.	136.4
<b>Commission received?</b>	Yes	3.1	No	96.9		
<b>Amount (\$000s/yr)</b>	High	100.0	Low	0.6	Avg.	25.8
<b>Bonus received?</b>	Yes	74.7	No	25.3		
<b>Amount (\$000s/yr)</b>	High	150.0	Low	0.2	Avg.	25.6
<b>Perceived pay vs. peers (%)</b>	More	13.8	Less	44.6	Same	41.5
<b>Employer's gross</b>	<\$5M	12.0	\$50-\$100M	14.3		
<b>US revenue (%)</b>	\$5-\$20M	12.4	>100M	44.7		
	\$20-\$50M	16.6				

<b>Position satisfying? (%)</b>	Thoroughly	32.4	Generally	53.3	No	3.1
	OK Sometimes	11.1				

<b>Salary reviewed (%)</b>	6 months	2.7	18 months	7.2		
	12 months	81.5	24 months	8.6		

<b>Advancement prospects (%)</b>	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	12.4	Good	39.1		
	Fair	32.4	Poor	16.0		

<b>How current job was acquired (%)</b>	Promoted	32.4	Exec Search	11.1		
	Hired by Company	15.6	Own Initiative	32.9		

<b>Benefits received (%)</b>	Signing Bonus	16.7	Retirement	52.7		
	Car	5.9	Medical	83.3		
	Dental	75.3	Stock	37.1		

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.6	Environ./Culture	2.9		
	Benefits	4.1	Loyalty to Staff	4.7		
	Advancement	4.5	Environ./Soc. Resp.		6.6	
	Training	6.2	Job Security	4.1		

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture	2.1		
	Benefits	2.1	Loyalty to Staff	2.3		
	Advancement	2.6	Forward-Looking	2.1		
	Training	2.5	Job Security	2.1		
	Innovation	2.2	Reputation	2.0		
	Social Resp.	2.1				

<b>Plan to seek a new job this year? (%)</b>	Yes	32.9	No	35.1		
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<b>New job motivation (%)</b>	Salary/Benefits	33.0	Advancement	22.0		
	Different Part of Ind		5.5	Need a		
	Change	5.5				

	Get out of Industry	0.0	Job Security	7.3		
	Environ./Culture	14.7	Other	11.9		

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.5	Existing Con-			
	tacts	2.0				

	Job Ads	3.1	Contact Companies	3.5		
	Post Resume	3.8				