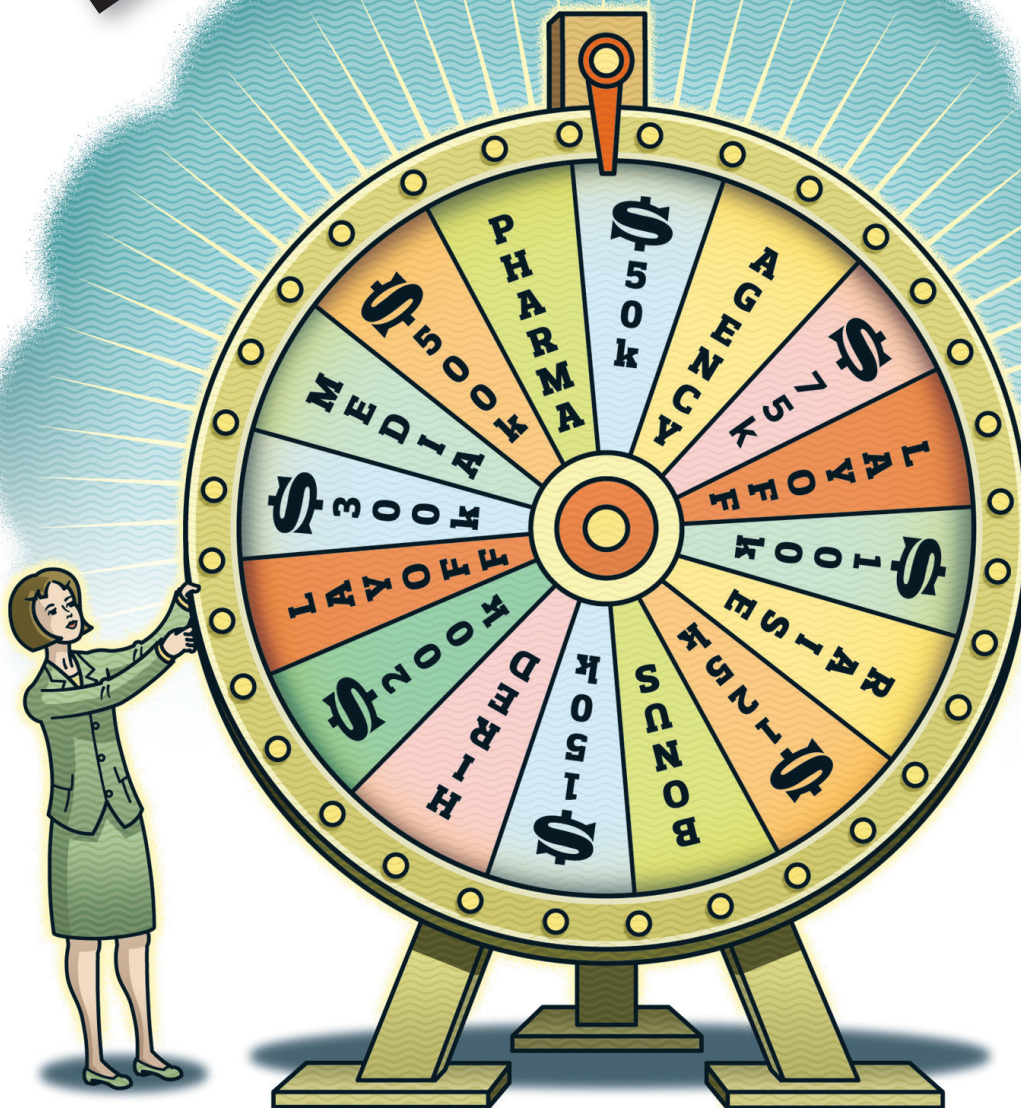


# WHEEL OF FORTUNE



Although job-cut announcements have become a part of daily life in the industry, average salaries have risen to an all-time high. Not only that, job satisfaction is up in pharma. However, this doesn't seem to prevent more people than ever looking to move, finds **James Chase**

**T**here's no getting around the fact that that pharmaceutical industry is continuing to reduce its workforce, but those remaining in the industry—especially the male employees—seem to be having a better time of it this year, according to the 27th annual MM&M Career & Salary Survey.

Benchmark reports by Challenger Gray & Christmas state that pharma cut 8,793 positions from January through August this year, barely fewer than the 9,626 laid off during the same period last year. However, our survey shows that for those still in the game average salaries are up this year by 8.3% to an all-time high of \$143.6K (Fig. 1), including a 9.0% increase in the pharma sector alone. This beats the previous best of \$133.7K recorded in 2007.

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

Of the 1,009 qualified respondents 385 are employed by manufacturers (pharma, biotech, devices, diagnostics), 318 by agencies, 78 work in healthcare media and 137 are suppliers/vendors; 523 are male and 485 are female; the average age is 43 years; the average time spent in the industry is 15.3 years; and the average time spent in their current position is 4.4 years.

### The strongest contestants

Manufacturers continued to lead the way with an average salary of \$160.3K, up 9.0% over 2012, with Agencies closing in at 146.2K, up 11.6% (Fig. 2). Conversely, Suppliers/Vendors suffered another double-digit decrease, down 12.0% down to \$103.2K, on the back of last year's 14.1% drop. In the Media stable, interestingly, both HCP-only and Consumer-only media companies recorded double-digit increases. However, companies targeting both HCPs and Consumers posted an average salary loss of almost 6%.

On the face of it, the gender gap appears to have widened inexcusably, with Male average salaries up by 13.1% to \$166.4K and Female average salaries down 9.0% to \$119.2K (Fig. 3). One explanation for such a glaring disparity is that the number of CEO respondents has risen from 11 in 2012 to 28 this year, and that almost 90% of these are male. What's more, the average salary posted by this year's crop of CEOs, \$352.9K, is 58.3% larger than in 2012. So while it may not necessarily be true that the gender gap is widening in terms of pay, it is certainly the case that the most senior, better-paid positions continue to be male-dominated.

The only sizes of company that posted a reduction in average salary this year were those with revenues of \$5M to \$20M, down 2.0% to \$121.0K. Aside from that, generally it was still the largest companies paying the highest salaries, with companies with revenues greater than \$100M posting average salaries of \$161.5K, up 7.7% over 2012.

Further to salaries, 65.9% reported they received a bonus (down

slightly from 66.7% last year), with the average sum received rising slightly from \$31.8K to \$32.3K. Other benefits received were largely comparable to levels in 2012, including medical coverage (received by 82.1% this year vs. 83.4% last year), dental (74.9% vs. 73.3%), retirement (51.6% vs. 54.3%), stock options (39.4% vs. 41.1%) and company car (10.9% vs. 12.7%).

### Enjoying the show

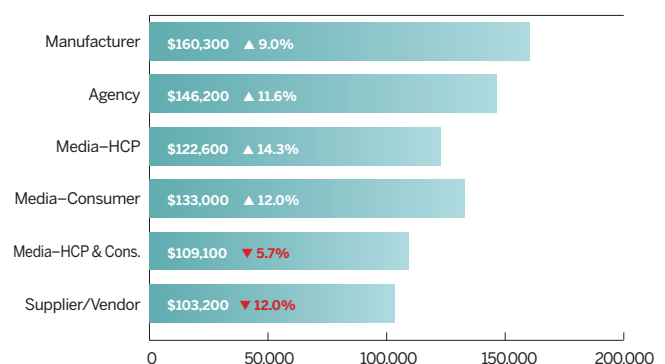
Job satisfaction remains reasonably high. Overall, 25.8% said they were "Thoroughly Satisfied" in their job (down slightly from 28.7%

**Fig. 1: Average salary, 2008-2013**



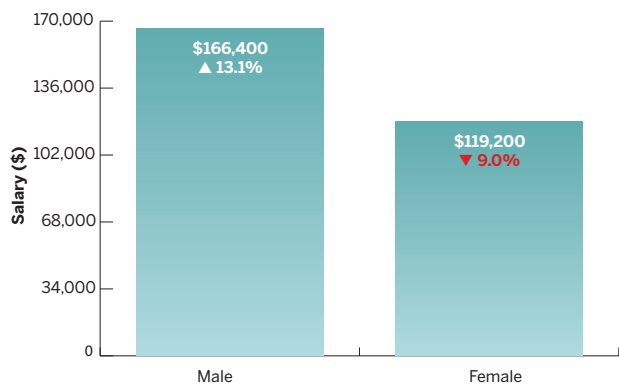
Source: MM&M Career & Salary Survey, 2013

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



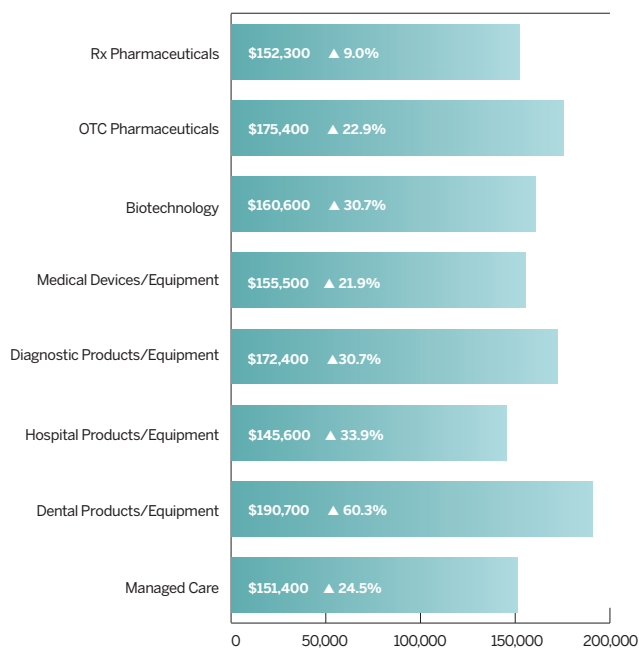
Source: MM&M Career & Salary Survey, 2013

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



Source: MM&M Career & Salary Survey, 2013

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



Source: MM&M Career & Salary Survey, 2013

in 2012) with another 55.0% reporting that they were “Generally Satisfied” (vs. 51.3% in 2012). Only 6.0% of respondents reported that they were “Dissatisfied” in their jobs, down slightly from 6.7% in 2012 and 6.7% the previous year.

When adding together the “Thoroughly” and “Generally” numbers, Manufacturer employees came out on top in terms of satisfaction (84.8% vs. 79.1% in 2012), followed by Agencies (80.9% vs. 81.2%), and Suppliers (76.7% vs. 70.5%). Note that while Media - HCPs recorded the lowest total satisfaction (70.5%) and the highest “Dissatisfaction” (10.5%), they also registered the highest

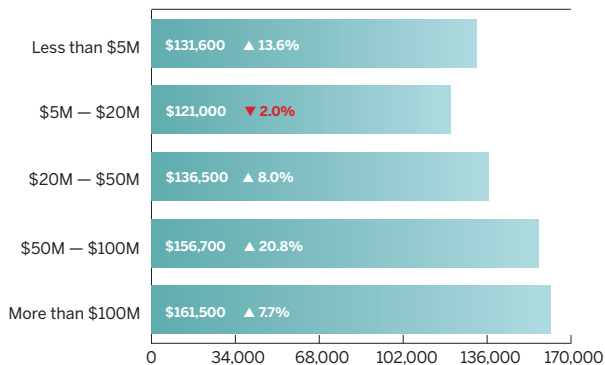
proportion of “Thoroughly Satisfied” employees (34.2%).

Despite the overall increases in average salary, respondents’ perceived levels of relative pay dropped slightly: Just 11.4% thought they made more than their peers (vs. 13.9% in 2012 and 14.0% in 2011) while 47.1% felt they were paid less than their peers (vs. 44.9% in 2012 and 44.1% in 2011).

When it comes to perceived advancement prospects, with the overall index remained at 2.4 (where 1 is “Poor” and 4 is “Excellent”). The proportion of respondents who thought their advancement prospects were “Excellent” dropped once more to just 13.7% (from 15.0% in 2012 and 21.8% in 2011). Those who felt their prospects were “Good” remained flat at 35.8% (vs. 36.0% in 2012 and 31.1% in 2011). Those who perceived their advancement prospects to be “Poor” dropped slightly from 22.3% to 20.6% (vs. 18.4% in 2011).

When the “Excellent” and “Good” responses are added together there are again significant differences between types of employers (Fig. 6). This year, Manufacturers performed a lot better, with 53.3% of employees feeling their advancements prospect were either

**Fig. 5: Average salary by company size**



Source: MM&M Career & Salary Survey, 2013

“Excellent” or “Good” – up considerably from 44.4% last year. Far fewer Manufacturer employees said their prospects were “Poor” this year, too (20.2% vs. 26.8% in 2012). Agencies came out on top overall, with 58.3% perceiving their advancement prospects to be “Excellent” or “Good” (vs. 61.4% in 2012) and just 15.6% saying they were “Poor” (vs. 13.3%).

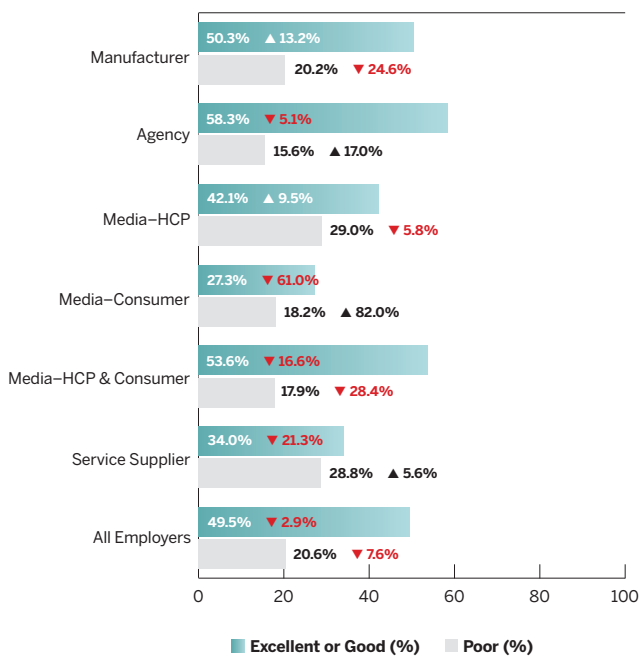
As for what factors respondents felt were the most important to them in their jobs, in terms of average rankings (where 1 is the most important and 8 is the least), Salary again came out on top (2.5 vs. 2.4 in 2012). This was followed by Work Environment/Culture (3.2 vs. 2.9), Job Security (4.0 vs. 3.9) and Benefits (4.1 vs. 4.2). Training again ranked poorly (6.3 vs. 6.4) with Environmental/Social Responsibility again coming last (remaining at 6.9).

Last year, more respondents actually chose Work Environment/Culture (35%) as their number one consideration than chose Salary (31%) – however, this year normal service is resumed (just) with 32% choosing Salary as their most important factor and 30% voting for Work Environment/Culture. Similar to last year, 58% ranked Training as either their least or second-least important factor.

So how are their current employers performing in these various



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



Source: MM&M Career & Salary Survey, 2013

attributes? Salary (2.2 vs. 2.3 in 2012) and Work Environment/Culture (remains 2.2) both score highly, as do Benefits (2.3 vs.2.2) and Job Security (remains 2.3). Once again, Training scores lowest, remaining at 2.8.

### Eyes on the Prize

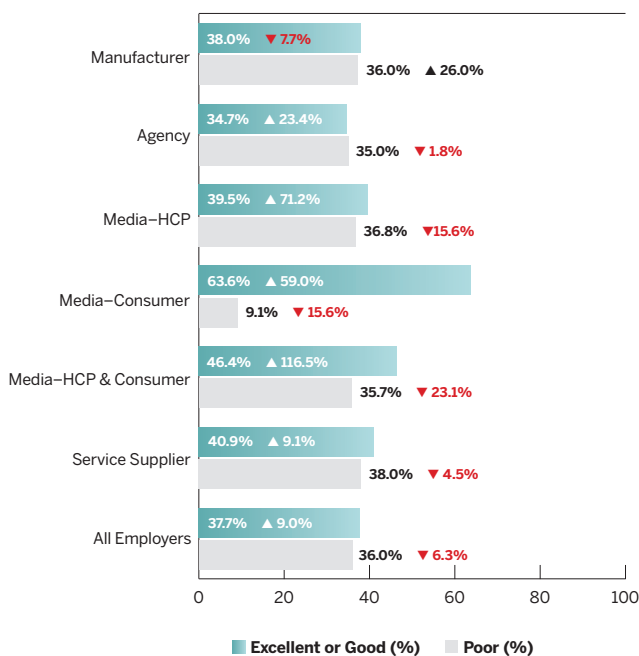
In terms of job migration, we seem to have reached a watershed moment this year: for the first time, more respondents reported that they intended to seek a new position in the next 12 months (37.7% vs. 34.6% in 2012) than said they intended to stay put (36.0% vs. 38.4%).

Of those, 27.6% said their prime motivation was for Better Salary and/or Benefits, down slightly from 28.8% last year and 32.1% in 2011. The second most cited reason was a tie at 19.3% between Better Work Environment/Culture (vs. 18.0% in 2012) and Better Advancement Prospects (vs.17.4%).

And out of those looking to migrate, the most likely methods of job-seeking, they reported, would be to use Existing Contacts (average rank 1.9 vs. 1.8 last year) or a Recruitment Agency (2.3 vs. 2.4).

On the pages that follow you will find data sets for selected job titles. However, you can access the full complement of job titles, plus hundreds of additional insights and data sets, by downloading the *MM&M Career & Salary Survey Premium Edition* at [mmm-online.com](http://mmm-online.com).

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



Source: MM&M Career & Salary Survey, 2013

### DIRECTORY OF POSITIONS

ALL POSITIONS	40
Account Manager	54
Account Supervisor	52
Chief Executive Officer	41
Director, Marketing	44
Director, New Business Development	46
Editor	58
Executive Vice President	42
Manager, Marketing	46
Managing Director	41
Media Director	54
Medical Director	56
President	40
Product Manager	50
Research Director	56
Sales Director	48
Senior Product Manager	50
Senior Vice President	42
VP Creative Director	58
VP Group Supervisor	52
VP Marketing	44
VP Sales	48

# CAREER & SALARY SURVEY 2013

## ALL POSITIONS \$143,600 ▲8.3%

**Number of respondents** 1009

Employer	Percent	Market Sector	Percent
Manufacturer	38.2	Rx Pharmaceuticals	65.1
Agency	31.6	OTC Pharmaceuticals	16.4
Media/Publisher - HCP	3.8	Biotechnology	25.2
Media/Publisher - Consumer	1.1	Medical Devices/Equip	27.6
Media/Publisher - HCP & Consmr.	2.9	Diagnostic Device/Equip	12.9
Service Supplier	8.9	Hospital Products/Equip.	8.9
Other	13.6	Dental Products/Equip	3.4
		Managed Care	8.9

**Age** High 76 Low 5 Avg. 44.9

**Sex** Male 51.9 Female 48.1

**Years in industry** High 54.0 Low 0.3 Avg. 16.3

**Years in position** High 35.0 Low 0.3 Avg. 5.3

**Salary (\$000s/yr)** High 1280.0 Low 20.0 Avg. 143.6

**Commission received?** Yes 8.7 No 91.3

**Amount (\$000s/yr)** High 250.0 Low 2.4 Avg. 52.5

**Bonus received?** Yes 65.9 No 34.1

**Amount (\$000s/yr)** High 600.0 Low 0.1 Avg. 32.3

**Perceived pay vs. peers (%)** More 11.4 Less 47.1 Same 41.4

**Employer's gross** <\$5M 15.6 \$50-\$100M 9.9

**US revenue (%)** \$5-\$20M 22.4 >100M 38.0

\$20-\$50M 14.2

**Position satisfying? (%)** Thoroughly 25.8 Generally 55.0

OK Sometimes 13.2 No 6.0

**\Advancement prospects (%)** Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 13.7 Good 35.8

Fair 30.0 Poor 20.6

**How current job was acquired (%)** Promoted 37.5 Exec Search 11.8

Hired by Company 16.7 Own Initiative 28.5

**Benefits received (%)** Signing Bonus 14.2 Retirement 51.6

Car 10.9 Medical 82.1

Dental 74.9 Stock 39.4

**Factors important to job (avg ranking, 1 = most important)** Salary 2.5 Environ./Culture 3.2

Benefits 4.1 Loyalty to Staff 4.6

Advancement 4.4 Environ./Soc. Resp. 6.9

Training 6.3 Job Security 4.0

**Employer rating (avg rating, 1 = best)** Salary 2.2 Environ./Culture 2.2

Benefits 2.3 Loyalty to Staff 2.4

Advancement 2.7 Environ./Soc. Resp. 2.4

Training 2.8 Job Security 2.3

**Plan to seek a new job this year? (%)** Yes 37.7 No 36.0

**New job motivation (%)** Salary/Benefits 27.6 Advancement 19.3

Different Part of Ind 5.8 Need a Change 6.9

Get out of Industry 5.2 Job Security 5.6

Environ./Culture 19.3 Other 10.4

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.3 Existing Contacts 1.9

Job Ads 3.1 Contact Companies 3.7

Post Resume 3.9

## PRESIDENT \$249,600 ▲45.4%

**Number of respondents** 22

Employer	Percent	Market Sector	Percent
Manufacturer	27.3	Rx Pharmaceuticals	63.6
Agency	27.3	OTC Pharmaceuticals	13.6
Media/Publisher - HCP	13.6	Biotechnology	31.8
Media/Publisher - Consumer	0.0	Medical Devices/Equip	59.1
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	31.8
Service Supplier	13.6	Hospital Products/Equip.	18.2
Other	18.2	Dental Products/Equip	13.6
		Managed Care	4.6

**Age** High 68 Low 34 Avg. 48.3

**Sex** Male 72.7 Female 27.3

**Years in industry** High 42.0 Low 2.0 Avg. 20.9

**Years in position** High 35.0 Low 1.0 Avg. 10.0

**Salary (\$000s/yr)** High 700.0 Low 75.0 Avg. 249.6

**Commission received?** Yes 4.6 No 95.5

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

**Bonus received?** Yes 50.0 No 50.0

**Amount (\$000s/yr)** High 250.0 Low 20.0 Avg. 82.3

**Perceived pay vs. peers (%)** More 14.3 Less 38.1 Same 47.6

**Employer's gross** <\$5M 52.4 \$50-\$100M 9.5

**US revenue (%)** \$5-\$20M 28.6 >100M 4.8

\$20-\$50M 4.8

**Position satisfying? (%)** Thoroughly 40.9 Generally 54.6

OK Sometimes 4.6 No 0.0

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

Excellent 22.7 Good 40.9

Fair 18.2 Poor 18.2

**How current job was acquired (%)** Promoted 22.7 Exec Search 9.1

Hired by Company 4.6 Own Initiative 36.4

**Benefits received (%)** Signing Bonus 10.5 Retirement 42.1

Car 52.6 Medical 84.2

Dental 68.4 Stock 21.1

**Factors important to job (avg ranking, 1 = most important)** Salary 3.0 Environ./Culture 3.4

Benefits 4.6 Loyalty to Staff 3.7

Advancement 5.7 Environ./Soc. Resp. 6.5

Training 5.5 Job Security 3.5

**Employer rating (avg rating, 1 = best)** Salary 2.3 Environ./Culture 1.7

Benefits 2.1 Loyalty to Staff 1.6

Advancement 2.1 Environ./Soc. Resp. 2.2

Training 2.5 Job Security 1.8

**Plan to seek a new job this year? (%)** Yes 27.3 No 63.6

**New job motivation (%)** Salary/Benefits 14.3 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 71.4 Other 14.3

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.5 Existing Contacts 1.8

Job Ads 3.1 Contact Companies 3.3

Post Resume 4.3

# CAREER & SALARY SURVEY 2013

## CHIEF EXECUTIVE OFFICER \$352,900 ▲58.3%

Number of respondents 28

Employer	Percent	Market Sector	Percent
Manufacturer	32.1	Rx Pharmaceuticals	60.7
Agency	35.7	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	7.1	Biotechnology	35.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	42.9
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	21.4
Service Supplier	7.1	Hospital Products/Equip.	14.3
Other	17.9	Dental Products/Equip	7.1
		Managed Care	14.3

Age High 75 Low 39 Avg. 56.9

Sex Male 89.3 Female 10.7

Years in industry High 49.0 Low 3.0 Avg. 28.0

Years in position High 31.0 Low 1.0 Avg. 10.7

Salary (\$000s/yr) High 1280.0 Low 95.0 Avg. 352.9

Commission received? Yes 3.6 No 96.4

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

Bonus received? Yes 64.3 No 35.7

Amount (\$000s/yr) High 600.0 Low 10.0 Avg. 165.5

Perceived pay vs. peers (%) More 7.4 Less 44.4 Same 48.2

Employer's gross <\$5M 48.2 \$50-\$100M 3.7

US revenue (%) \$5-\$20M 22.2 >100M 18.5

\$20-\$50M 7.4

Position satisfying? (%) Thoroughly 53.6 Generally 42.9

OK Sometimes 3.6 No 0.0

Advancement Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)

prospects (%) Excellent 40.7 Good 14.8

Fair 22.2 Poor 22.2

How current job Promoted 25.0 Exec Search 3.6

was acquired (%) Hired by Company 14.3 Own Initiative 28.6

Benefits received (%) Signing Bonus 8.3 Retirement 33.3

Car 45.8 Medical 79.2

Dental 58.3 Stock 62.5

Factors important Salary 3.6 Environ./Culture 2.1

to job (avg ranking, Benefits 4.6 Loyalty to Staff 3.7

1 = most important) Advancement 5.1 Environ./Soc. Resp. 5.6

Training 6.2 Job Security 5.1

Employer rating Salary 1.8 Environ./Culture 1.6

(avg rating, 1 = best) Benefits 1.9 Loyalty to Staff 1.8

Advancement 2.1 Environ./Soc. Resp. 2.0

Training 2.4 Job Security 1.8

Plan to seek a new Yes 10.7 No 75.0

job this year? (%)

New job motivation (%) Salary/Benefits 42.9 Advancement 0.0

Different Part of Ind 0.0 Need a Change 28.6

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 28.6 Other 0.0

Method for seeking RecruitmentAgency 2.5 Existing Contacts 1.6

new job (avg ranking, Job Ads 3.5 Contact Companies 2.9

1=most likely) Post Resume 4.5

## MANAGING DIRECTOR \$173,000 ▼13.9%

Number of respondents 21

Employer	Percent	Market Sector	Percent
Manufacturer	9.5	Rx Pharmaceuticals	76.2
Agency	57.1	OTC Pharmaceuticals	28.6
Media/Publisher - HCP	0.0	Biotechnology	61.9
Media/Publisher - Consumer	0.0	Medical Devices/Equip	52.4
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	38.1
Service Supplier	19.1	Hospital Products/Equip.	28.6
Other	14.3	Dental Products/Equip	4.8
		Managed Care	14.3

Age High 69 Low 34 Avg. 48.4

Sex Male 71.4 Female 28.6

Years in industry High 50.0 Low 8.0 Avg. 22.8

Years in position High 14.0 Low 1.0 Avg. 4.9

Salary (\$000s/yr) High 300.0 Low 45.0 Avg. 173.0

Commission received? Yes 23.8 No 76.2

Amount (\$000s/yr) High 150.0 Low 15.0 Avg. 73.0

Bonus received? Yes 57.1 No 42.9

Amount (\$000s/yr) High 275.0 Low 15.0 Avg. 78.6

Perceived pay vs. peers (%) More 4.8 Less 42.9 Same 52.4

Employer's gross <\$5M 23.8 \$50-\$100M 14.3

US revenue (%) \$5-\$20M 38.1 >100M 14.3

\$20-\$50M 9.5

Position satisfying? (%) Thoroughly 4.8 Generally 76.2

OK Sometimes 9.5 No 9.5

Advancement Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

prospects (%) Excellent 19.1 Good 33.3

Fair 19.1 Poor 28.6

How current job Promoted 38.1 Exec Search 9.5

was acquired (%) Hired by Company 28.6 Own Initiative 19.1

Benefits received (%) Signing Bonus 20.0 Retirement 46.7

Car 20.0 Medical 53.3

Dental 20.0 Stock 40.0

Factors important Salary 2.3 Environ./Culture 3.4

to job (avg ranking, Benefits 3.7 Loyalty to Staff 4.9

1 = most important) Advancement 4.9 Environ./Soc. Resp. 6.9

Training 6.3 Job Security 3.8

Employer rating Salary 2.5 Environ./Culture 2.2

(avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2.4

Advancement 2.4 Environ./Soc. Resp. 2.4

Training 2.6 Job Security 2.0

Plan to seek a new Yes 23.8 No 42.9

job this year? (%)

New job motivation (%) Salary/Benefits 33.3 Advancement 0.0

Different Part of Ind 33.3 Need a Change 16.7

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 0.0 Other 16.7

Method for seeking RecruitmentAgency 2.0 Existing Contacts 1.8

new job (avg ranking, Job Ads 3.2 Contact Companies 3.8

1=most likely) Post Resume 4.2

# CAREER & SALARY SURVEY 2013

## EXECUTIVE VICE PRESIDENT \$225,700 ▼8.2%

Number of respondents						26
Employer	Percent	Market Sector		Percent		
Manufacturer	26.9	Rx Pharmaceuticals			80.8	
Agency	42.3	OTC Pharmaceuticals			19.2	
Media/Publisher - HCP	3.9	Biotechnology			46.2	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			30.8	
Media/Publisher - HCP & Consmr.	3.9	Diagnostic Device/Equip			15.4	
Service Supplier	19.2	Hospital Products/Equip.			23.1	
Other	3.9	Dental Products/Equip			7.7	
		Managed Care			23.1	
<b>Age</b>	High 65	Low 38	Avg. 51.7			
<b>Sex</b>	Male 73.1	Female 26.9				
<b>Years in industry</b>	High 40.0	Low 8.0	Avg. 23.2			
<b>Years in position</b>	High 12.0	Low 1.0	Avg. 4.8			
<b>Salary (\$000s/yr)</b>	High 375.0	Low 93.0	Avg. 225.7			
<b>Commission received?</b>	Yes 7.7	No 92.3				
<b>Amount (\$000s/yr)</b>	High 85.0	Low 75.0	Avg. 80.0			
<b>Bonus received?</b>	Yes 61.5	No 38.5				
<b>Amount (\$000s/yr)</b>	High 120.0	Low 17.5	Avg. 49.5			
<b>Perceived pay vs. peers (%)</b>	More 11.5	Less 50.0	Same 38.5			
<b>Employer's gross US revenue (%)</b>	<\$5M 23.1	\$50-\$100M 11.5				
	\$5-\$20M 11.5	>100M 26.9				
	\$20-\$50M 26.9					
<b>Position satisfying? (%)</b>	Thoroughly 23.1	Generally 46.2				
	OK Sometimes 15.4	No 15.4				
<b>Advancement prospects (%)</b>	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent 3.9	Good 53.9				
	Fair 15.4	Poor 26.9				
<b>How current job was acquired (%)</b>	Promoted 40.0	Exec Search 24.0				
	Hired by Company 20.0	Own Initiative 16.0				
<b>Benefits received (%)</b>	Signing Bonus 18.2	Retirement 45.5				
	Car 13.6	Medical 77.3				
	Dental 63.6	Stock 45.5				
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary 2.7	Environ./Culture 2.8				
	Benefits 4.0	Loyalty to Staff 4.0				
	Advancement 4.8	Environ./Soc. Resp. 7.3				
	Training 6.3	Job Security 4.0				
<b>Employer rating (avg rating, 1 = best)</b>	Salary 2.5	Environ./Culture 2.5				
	Benefits 2.3	Loyalty to Staff 2.3				
	Advancement 2.8	Environ./Soc. Resp. 2.7				
	Training 3.2	Job Security 2.6				
<b>Plan to seek a new job this year? (%)</b>	Yes 38.5	No 38.5				
<b>New job motivation (%)</b>	Salary/Benefits 18.2	Advancement 18.2				
	Different Part of Ind 0.0	Need a Change 0.0				
	Get out of Industry 0.0	Job Security 0.0				
	Environ./Culture 45.5	Other 18.2				
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency 2.0	Existing Contacts 1.8				
	Job Ads 3.6	Contact Companies 3.9				
	Post Resume 3.9					

## SENIOR VICE PRESIDENT \$170,000 N/A

Number of respondents						27
Employer	Percent	Market Sector		Percent		
Manufacturer	11.1	Rx Pharmaceuticals			85.2	
Agency	59.3	OTC Pharmaceuticals			22.2	
Media/Publisher - HCP	0.0	Biotechnology			29.6	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			18.5	
Media/Publisher - HCP & Consmr.	3.7	Diagnostic Device/Equip			11.1	
Service Supplier	7.4	Hospital Products/Equip.			11.1	
Other	18.5	Dental Products/Equip			11.1	
		Managed Care			7.4	
<b>Age</b>	High 64	Low 33	Avg. 47.0			
<b>Sex</b>	Male 59.3	Female 40.7				
<b>Years in industry</b>	High 38.0	Low 4.0	Avg. 19.5			
<b>Years in position</b>	High 15.0	Low 1.0	Avg. 4.3			
<b>Salary (\$000s/yr)</b>	High 250.0	Low 85.0	Avg. 170.0			
<b>Commission received?</b>	Yes 7.4	No 92.6				
<b>Amount (\$000s/yr)</b>	High 25.0	Low 20.0	Avg. 22.5			
<b>Bonus received?</b>	Yes 51.9	No 48.2				
<b>Amount (\$000s/yr)</b>	High 40.0	Low 1.5	Avg. 16.2			
<b>Perceived pay vs. peers (%)</b>	More 14.8	Less 25.9	Same 59.3			
<b>Employer's gross US revenue (%)</b>	<\$5M 30.8	\$50-\$100M 11.5				
	\$5-\$20M 19.2	>100M 23.1				
	\$20-\$50M 15.4					
<b>Position satisfying? (%)</b>	Thoroughly 37.0	Generally 55.6				
	OK Sometimes 7.4	No 0.0				
<b>Advancement prospects (%)</b>	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent 23.1	Good 34.6				
	Fair 23.1	Poor 19.2				
<b>How current job was acquired (%)</b>	Promoted 18.5	Exec Search 14.8				
	Hired by Company 11.1	Own Initiative 37.0				
<b>Benefits received (%)</b>	Signing Bonus 5.0	Retirement 40.0				
	Car 10.0	Medical 75.0				
	Dental 75.0	Stock 25.0				
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary 2.3	Environ./Culture 3.4				
	Benefits 4.3	Loyalty to Staff 5.0				
	Advancement 4.7	Environ./Soc. Resp. 6.9				
	Training 5.7	Job Security 3.8				
<b>Employer rating (avg rating, 1 = best)</b>	Salary 2.5	Environ./Culture 2.2				
	Benefits 2.2	Loyalty to Staff 2.4				
	Advancement 2.7	Environ./Soc. Resp. 2.4				
	Training 2.6	Job Security 2.4				
<b>Plan to seek a new job this year? (%)</b>	Yes 44.4	No 29.6				
<b>New job motivation (%)</b>	Salary/Benefits 6.7	Advancement 33.3				
	Different Part of Ind 6.7	Need a Change 13.3				
	Get out of Industry 0.0	Job Security 13.3				
	Environ./Culture 20.0	Other 6.7				
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency 2.2	Existing Contacts 1.9				
	Job Ads 3.0	Contact Companies 3.9				
	Post Resume 4.0					

# CAREER & SALARY SURVEY 2013

## VP OPERATIONS

\$161,100

▼15.3%

Number of respondents						16
Employer	Percent	Market Sector		Percent		
Manufacturer	56.3	Rx Pharmaceuticals			62.5	
Agency	12.5	OTC Pharmaceuticals			31.3	
Media/Publisher - HCP	0.0	Biotechnology			31.3	
Media/Publisher - Consumer	6.3	Medical Devices/Equip			31.3	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			12.5	
Service Supplier	18.8	Hospital Products/Equip.			18.8	
Other	6.3	Dental Products/Equip			12.5	
		Managed Care			6.3	
<b>Age</b>	High	63	Low	35	Avg.	49.0
<b>Sex</b>	Male	75.0	Female	25.0		
<b>Years in industry</b>	High	37.0	Low	3.0	Avg.	19.3
<b>Years in position</b>	High	13.0	Low	2.0	Avg.	4.9
<b>Salary (\$000s/yr)</b>	High	275.0	Low	77.0	Avg.	161.1
<b>Commission received?</b>	Yes	6.3	No	93.8		
<b>Amount (\$000s/yr)</b>	High	15.0	Low	15.0	Avg.	15.0
<b>Bonus received?</b>	Yes	75.0	No	25.0		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	0.8	Avg.	28.3
<b>Perceived pay vs. peers (%)</b>	More	6.3	Less	56.3	Same	37.5
<b>Employer's gross US revenue (%)</b>	<\$5M	25.0	\$50-\$100M			12.5
	\$5-\$20M	25.0	>100M			12.5
	\$20-\$50M	25.0				
<b>Position satisfying? (%)</b>	Thoroughly	35.7	Generally			57.1
	OK Sometimes	0.0	No			7.1
<b>Advancement prospects (%)</b>	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	26.7	Good			40.0
	Fair	26.7	Poor			6.7
<b>How current job was acquired (%)</b>	Promoted	40.0	Exec Search			13.3
	Hired by Company	26.7	Own Initiative			20.0
<b>Benefits received (%)</b>	Signing Bonus	25.0	Retirement			16.7
	Car	25.0	Medical			91.7
	Dental	91.7	Stock			50.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.6	Environ./Culture			3.3
	Benefits	4.4	Loyalty to Staff			3.4
	Advancement	4.4	Environ./Soc. Resp.			6.6
	Training	6.4	Job Security			4.8
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.5	Environ./Culture			2.1
	Benefits	2.5	Loyalty to Staff			2.0
	Advancement	2.2	Environ./Soc. Resp.			2.3
	Training	2.8	Job Security			2.3
<b>Plan to seek a new job this year? (%)</b>	Yes	37.5	No			25.0
<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	12.5	Job Security			12.5
	Environ./Culture	12.5	Other			12.5
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.4	Existing Contacts			1.6
	Job Ads	3.3	Contact Companies			3.6
	Post Resume	4.2				

## VP MARKETING & SALES

\$211,900

▲15.5%

Number of respondents						24
Employer	Percent	Market Sector		Percent		
Manufacturer	50.0	Rx Pharmaceuticals			58.3	
Agency	16.7	OTC Pharmaceuticals			16.7	
Media/Publisher - HCP	4.2	Biotechnology			37.5	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			37.5	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			16.7	
Service Supplier	25.0	Hospital Products/Equip.			12.5	
Other	4.2	Dental Products/Equip			4.2	
		Managed Care			8.3	
<b>Age</b>	High	65	Low	33	Avg.	49.8
<b>Sex</b>	Male	87.5	Female	12.5		
<b>Years in industry</b>	High	33.0	Low	1.0	Avg.	21.0
<b>Years in position</b>	High	20.0	Low	1.0	Avg.	5.6
<b>Salary (\$000s/yr)</b>	High	850.0	Low	50.0	Avg.	211.9
<b>Commission received?</b>	Yes	20.8	No	79.2		
<b>Amount (\$000s/yr)</b>	High	130.0	Low	3.0	Avg.	72.6
<b>Bonus received?</b>	Yes	79.2	No	20.8		
<b>Amount (\$000s/yr)</b>	High	175.0	Low	1.0	Avg.	68.4
<b>Perceived pay vs. peers (%)</b>	More	16.7	Less	45.8	Same	37.5
<b>Employer's gross US revenue (%)</b>	<\$5M	25.0	\$50-\$100M			20.8
	\$5-\$20M	16.7	>100M			29.2
	\$20-\$50M	8.3				
<b>Position satisfying? (%)</b>	Thoroughly	33.3	Generally			37.5
	OK Sometimes	20.8	No			8.3
<b>Advancement prospects (%)</b>	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	8.3	Good			41.7
	Fair	37.5	Poor			12.5
<b>How current job was acquired (%)</b>	Promoted	25.0	Exec Search			8.3
	Hired by Company	37.5	Own Initiative			25.0
<b>Benefits received (%)</b>	Signing Bonus	10.5	Retirement			36.8
	Car	36.8	Medical			84.2
	Dental	57.9	Stock			42.1
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.1	Environ./Culture			2.9
	Benefits	4.6	Loyalty to Staff			4.0
	Advancement	4.2	Environ./Soc. Resp.			7.2
	Training	6.7	Job Security			4.3
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture			2.3
	Benefits	2.3	Loyalty to Staff			2.6
	Advancement	2.7	Environ./Soc. Resp.			2.6
	Training	3.2	Job Security			2.5
<b>Plan to seek a new job this year? (%)</b>	Yes	37.5	No			45.8
<b>New job motivation (%)</b>	Salary/Benefits	28.6	Advancement			14.3
	Different Part of Ind	0.0	Need a Change			0.0
	Get out of Industry	0.0	Job Security			14.3
	Environ./Culture	28.6	Other			14.3
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.2	Existing Contacts			1.8
	Job Ads	3.9	Contact Companies			2.8
	Post Resume	4.2				



# CAREER & SALARY SURVEY 2013

## VP MARKETING \$198,600 ▲4.5%

**Number of respondents** 26

Employer	Percent	Market Sector	Percent
Manufacturer	53.9	Rx Pharmaceuticals	50.0
Agency	23.1	OTC Pharmaceuticals	7.7
Media/Publisher - HCP	0.0	Biotechnology	26.9
Media/Publisher - Consumer	0.0	Medical Devices/Equip	19.2
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	15.4
Service Supplier	11.5	Hospital Products/Equip.	3.9
Other	11.5	Dental Products/Equip	0.0
		Managed Care	11.5

**Age** High 71 Low 27 Avg. 49.6

**Sex** Male 53.9 Female 46.2

**Years in industry** High 32.0 Low 6.0 Avg. 22.2

**Years in position** High 10.0 Low 1.0 Avg. 3.0

**Salary (\$000s/yr)** High 315.0 Low 85.0 Avg. 198.6

**Commission received?** Yes 0.0 No 100.0

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

**Bonus received?** Yes 88.5 No 11.5

**Amount (\$000s/yr)** High 108.0 Low 1.0 Avg. 43.5

**Perceived pay vs. peers (%)** More 11.5 Less 50.0 Same 38.5

**Employer's gross US revenue (%)** <\$5M 20.0 \$5-\$20M 16.0 \$20-\$50M 8.0 >\$50-\$100M 8.0 >100M 48.0

**Position satisfying? (%)** Thoroughly OK Sometimes 32.0 16.0 Generally No 44.0 8.0

**Advancement prospects (%)** Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 11.5 Good 46.2 Fair 26.9 Poor 15.4

**How current job was acquired (%)** Promoted 30.8 Exec Search 23.1 Hired by Company 23.1 Own Initiative 19.2

**Benefits received (%)** Signing Bonus 12.5 Retirement 50.0 Car 4.2 Medical 87.5 Dental 83.3 Stock 45.8

**Factors important to job (avg ranking, 1 = most important)** Salary 2.4 Environ./Culture 2.8 Benefits 4.1 Loyalty to Staff 4.6 Advancement 4.7 Environ./Soc. Resp. 7.0 Training 7.1 Job Security 3.3

**Employer rating (avg rating, 1 = best)** Salary 2.4 Environ./Culture 2.4 Benefits 2.4 Loyalty to Staff 2.5 Advancement 2.7 Environ./Soc. Resp. 2.2 Training 3.2 Job Security 2.6

**Plan to seek a new job this year? (%)** Yes 19.2 No 50.0

**New job motivation (%)** Salary/Benefits 30.0 Advancement 30.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 30.0 Environ./Culture 10.0 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.0 Existing Contacts 1.6 Job Ads 3.7 Contact Companies 3.3 Post Resume 4.5

## EXEC. DIR., MARKETING \$207,800 ▼1.4%

**Number of respondents** 15

Employer	Percent	Market Sector	Percent
Manufacturer	93.3	Rx Pharmaceuticals	60.0
Agency	0.0	OTC Pharmaceuticals	6.7
Media/Publisher - HCP	0.0	Biotechnology	6.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	6.7	Diagnostic Device/Equip	6.7
Service Supplier	0.0	Hospital Products/Equip.	6.7
Other	0.0	Dental Products/Equip	0.0
		Managed Care	6.7

**Age** High 57 Low 33 Avg. 44.4

**Sex** Male 60.0 Female 40.0

**Years in industry** High 30.0 Low 7.0 Avg. 18.7

**Years in position** High 11.0 Low 1.0 Avg. 3.2

**Salary (\$000s/yr)** High 315.0 Low 135.0 Avg. 207.8

**Commission received?** Yes 13.3 No 86.7

**Amount (\$000s/yr)** High 70.0 Low 26.0 Avg. 48.0

**Bonus received?** Yes 93.3 No 6.7

**Amount (\$000s/yr)** High 175.0 Low 25.0 Avg. 65.5

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

**Employer's gross US revenue (%)** <\$5M 0.0 \$5-\$20M 0.0 \$20-\$50M 7.1 >\$50-\$100M 7.1 >100M 85.7

**Position satisfying? (%)** Thoroughly OK Sometimes 26.7 6.7 Generally No 66.7 0.0

**Advancement prospects (%)** Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 20.0 Good 26.7 Fair 40.0 Poor 13.3

**How current job was acquired (%)** Promoted 53.3 Exec Search 13.3 Hired by Company 6.7 Own Initiative 20.0

**Benefits received (%)** Signing Bonus 35.7 Retirement 42.9 Car 7.1 Medical 85.7 Dental 85.7 Stock 92.9

**Factors important to job (avg ranking, 1 = most important)** Salary 2.1 Environ./Culture 3.3 Benefits 4.4 Loyalty to Staff 4.9 Advancement 3.0 Environ./Soc. Resp. 6.9 Training 6.9 Job Security 4.4

**Employer rating (avg rating, 1 = best)** Salary 2.1 Environ./Culture 2.5 Benefits 2.3 Loyalty to Staff 3.1 Advancement 2.5 Environ./Soc. Resp. 2.6 Training 3.1 Job Security 2.9

**Plan to seek a new job this year? (%)** Yes 60.0 No 33.3

**New job motivation (%)** Salary/Benefits 22.2 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 11.1

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 1.9 Existing Contacts 1.5 Job Ads 4.0 Contact Companies 3.0 Post Resume 4.5

# CAREER & SALARY SURVEY 2013

## DIRECTOR, MARKETING \$146,600 ▲3.0%

Number of respondents 93

Employer	Percent	Market Sector	Percent
Manufacturer	72.0	Rx Pharmaceuticals	57.0
Agency	2.2	OTC Pharmaceuticals	10.8
Media/Publisher - HCP	2.2	Biotechnology	23.7
Media/Publisher - Consumer	1.1	Medical Devices/Equip	22.6
Media/Publisher - HCP & Consmr.	1.1	Diagnostic Device/Equip	10.8
Service Supplier	10.8	Hospital Products/Equip.	5.4
Other	10.8	Dental Products/Equip	1.1
		Managed Care	3.2

Age High 69 Low 29 Avg. 43.9

Sex Male 49.5 Female 50.5

Years in industry High 45.0 Low 5.0 Avg. 16.6

Years in position High 16.0 Low 1.0 Avg. 4.1

Salary (\$000s/yr) High 235.0 Low 40.0 Avg. 146.6

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 83.9 No 16.1

Amount (\$000s/yr) High 90.0 Low 2.4 Avg. 34.6

Perceived pay vs. peers (%) More 9.9 Less 46.2 Same 44.0

Employer's gross <\$5M 3.3 \$50-\$100M 14.1

US revenue (%) \$5-\$20M 13.0 >100M 59.8

\$20-\$50M 9.8

Position satisfying? (%) Thoroughly 27.2 Generally 56.5

OK Sometimes 10.9 No 5.4

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

prospects (%) Excellent 9.7 Good 46.2

Fair 30.1 Poor 14.0

How current job Promoted 48.9 Exec Search 12.0

was acquired (%) Hired by Company 10.9 Own Initiative 23.9

Benefits received (%) Signing Bonus 24.4 Retirement 52.4

Car 11.0 Medical 84.2

Dental 81.7 Stock 59.8

Factors important Salary 2.6 Environ./Culture 2.6

to job (avg ranking, Benefits 4.1 Loyalty to Staff 4.9

1 = most important) Advancement 3.8 Environ./Soc. Resp. 7.2

Training 6.6 Job Security 4.2

Employer rating Salary 2.1 Environ./Culture 2.3

(avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6

Advancement 2.7 Environ./Soc. Resp. 2.3

Training 2.9 Job Security 2.4

Plan to seek a new Yes 46.7 No 31.5

job this year? (%)

New job motivation (%) Salary/Benefits 20.8 Advancement 31.3

Different Part of Ind 6.3 Need a Change 2.1

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 29.2 Other 10.4

Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8

new job (avg ranking, Job Ads 3.3 Contact Companies 3.6

1=most likely) Post Resume 4.1

## DIR., NEW BUS. DEVELOPMENT \$132,200 ▲5.8%

Number of respondents 27

Employer	Percent	Market Sector	Percent
Manufacturer	22.2	Rx Pharmaceuticals	63.0
Agency	25.9	OTC Pharmaceuticals	25.9
Media/Publisher - HCP	3.7	Biotechnology	40.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	37.0
Media/Publisher - HCP & Consmr.	3.7	Diagnostic Device/Equip	29.6
Service Supplier	22.2	Hospital Products/Equip.	22.2
Other	22.2	Dental Products/Equip	7.4
		Managed Care	3.7

Age High 63 Low 29 Avg. 47.0

Sex Male 66.7 Female 33.3

Years in industry High 40.0 Low 5.0 Avg. 17.1

Years in position High 16.0 Low 1.0 Avg. 4.7

Salary (\$000s/yr) High 247.0 Low 50.0 Avg. 132.2

Commission received? Yes 48.2 No 51.9

Amount (\$000s/yr) High 250.0 Low 2.4 Avg. 58.5

Bonus received? Yes 51.9 No 48.2

Amount (\$000s/yr) High 62.0 Low 7.5 Avg. 29.9

Perceived pay vs. peers (%) More 7.4 Less 66.7 Same 25.9

Employer's gross <\$5M 22.2 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 37.0 >100M 37.0

\$20-\$50M 3.7

Position satisfying? (%) Thoroughly 11.1 Generally 55.6

OK Sometimes 29.6 No 3.7

Advancement Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)

prospects (%) Excellent 0.0 Good 26.9

Fair 46.2 Poor 26.9

How current job Promoted 37.0 Exec Search 14.8

was acquired (%) Hired by Company 22.2 Own Initiative 25.9

Benefits received (%) Signing Bonus 16.0 Retirement 52.0

Car 8.0 Medical 92.0

Dental 92.0 Stock 36.0

Factors important Salary 1.8 Environ./Culture 3.3

to job (avg ranking, Benefits 3.8 Loyalty to Staff 5.0

1 = most important) Advancement 3.7 Environ./Soc. Resp. 7.0

Training 6.7 Job Security 4.3

Employer rating Salary 2.4 Environ./Culture 2.3

(avg rating, 1 = best) Benefits 2.5 Loyalty to Staff 2.3

Advancement 3.1 Environ./Soc. Resp. 2.4

Training 3.1 Job Security 2.6

Plan to seek a new Yes 53.9 No 7.7

job this year? (%)

New job motivation (%) Salary/Benefits 33.3 Advancement 23.8

Different Part of Ind 9.5 Need a Change 4.8

Get out of Industry 4.8 Job Security 4.8

Environ./Culture 4.8 Other 14.3

Method for seeking RecruitmentAgency 2.4 Existing Contacts 1.8

new job (avg ranking, Job Ads 3.3 Contact Companies 3.4

1=most likely) Post Resume 4.1

# CAREER & SALARY SURVEY 2013

## MANAGER, MARKETING \$94,800 ▼2.0%

**Number of respondents** **60**

Employer	Percent	Market Sector	Percent
Manufacturer	51.7	Rx Pharmaceuticals	35.0
Agency	5.0	OTC Pharmaceuticals	15.0
Media/Publisher - HCP	3.3	Biotechnology	15.0
Media/Publisher - Consumer	1.7	Medical Devices/Equip	38.3
Media/Publisher - HCP & Consmr.	5.0	Diagnostic Device/Equip	11.7
Service Supplier	11.7	Hospital Products/Equip.	10.0
Other	21.7	Dental Products/Equip	5.0
		Managed Care	8.3

**Age** High 59 Low 23 Avg. 41.6

**Sex** Male 41.7 Female 58.3

**Years in industry** High 35.0 Low 0.5 Avg. 12.7

**Years in position** High 33.0 Low 0.5 Avg. 4.4

**Salary (\$000s/yr)** High 160.0 Low 20.0 Avg. 94.8

**Commission received?** Yes 1.7 No 98.3

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

**Bonus received?** Yes 68.3 No 31.7

**Amount (\$000s/yr)** High 37.3 Low 1.0 Avg. 14.3

**Perceived pay vs. peers (%)** More 6.9 Less 53.5 Same 39.7

**Employer's gross US revenue (%)** <\$5M 10.2 \$5-\$20M 10.2 \$20-\$50M 11.9 \$50-\$100M 11.9 >100M 55.9

**Position satisfying? (%)** Thoroughly 28.3 OK Sometimes 11.7 Generally 55.0 No 5.0

**Advancement prospects (%)** Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 21.7 Fair 30.0 Good 38.3 Poor 10.0

**How current job was acquired (%)** Promoted 42.4 Hired by Company 13.6 Exec Search 11.9 Own Initiative 28.8

**Benefits received (%)** Signing Bonus 17.7 Car 2.0 Dental 78.4 Retirement 62.8 Medical 84.3 Stock 23.5

**Factors important to job (avg ranking, 1 = most important)** Salary 2.3 Benefits 4.1 Advancement 4.1 Training 6.6 Environ./Culture 3.4 Loyalty to Staff 4.6 Environ./Soc. Resp. 6.8 Job Security 4.1

**Employer rating (avg rating, 1 = best)** Salary 2.1 Benefits 2.4 Advancement 2.6 Training 2.8 Environ./Culture 2.2 Loyalty to Staff 2.3 Environ./Soc. Resp. 2.4 Job Security 2.0

**Plan to seek a new job this year? (%)** Yes 35.0 No 33.3

**New job motivation (%)** Salary/Benefits 32.1 Different Part of Ind 0.0 Get out of Industry 3.6 Environ./Culture 10.7 Advancement 32.1 Need a Change 7.1 Job Security 0.0 Other 14.3

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.5 Job Ads 3.1 Post Resume 3.6 Existing Contacts 2.2 Contact Companies 3.7

## VP SALES \$178,900 ▲5.4%

**Number of respondents** **14**

Employer	Percent	Market Sector	Percent
Manufacturer	28.6	Rx Pharmaceuticals	78.6
Agency	14.3	OTC Pharmaceuticals	21.4
Media/Publisher - HCP	14.3	Biotechnology	35.7
Media/Publisher - Consumer	7.1	Medical Devices/Equip	35.7
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip	21.4
Service Supplier	28.6	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	7.1

**Age** High 56 Low 32 Avg. 45.5

**Sex** Male 64.3 Female 35.7

**Years in industry** High 27.0 Low 9.0 Avg. 17.4

**Years in position** High 11.0 Low 1.0 Avg. 2.9

**Salary (\$000s/yr)** High 300.0 Low 103.0 Avg. 178.9

**Commission received?** Yes 64.3 No 35.7

**Amount (\$000s/yr)** High 100.0 Low 5.0 Avg. 55.6

**Bonus received?** Yes 50.0 No 50.0

**Amount (\$000s/yr)** High 250.0 Low 10.0 Avg. 85.0

**Perceived pay vs. peers (%)** More 21.4 Less 42.9 Same 35.7

**Employer's gross US revenue (%)** <\$5M 21.4 \$5-\$20M 28.6 \$20-\$50M 21.4 \$50-\$100M 7.1 >100M 21.4

**Position satisfying? (%)** Thoroughly 35.7 OK Sometimes 28.6 Generally 35.7 No 0.0

**Advancement prospects (%)** Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 0.0 Fair 57.1 Good 28.6 Poor 14.3

**How current job was acquired (%)** Promoted 28.6 Hired by Company 7.1 Exec Search 14.3 Own Initiative 42.9

**Benefits received (%)** Signing Bonus 7.7 Car 7.7 Dental 84.6 Retirement 46.2 Medical 92.3 Stock 61.5

**Factors important to job (avg ranking, 1 = most important)** Salary 2.1 Benefits 4.1 Advancement 4.5 Training 7.4 Environ./Culture 3.1 Loyalty to Staff 4.3 Environ./Soc. Resp. 6.7 Job Security 3.6

**Employer rating (avg rating, 1 = best)** Salary 2.4 Benefits 2.1 Advancement 2.9 Training 3.2 Environ./Culture 2.5 Loyalty to Staff 2.4 Environ./Soc. Resp. 2.5 Job Security 2.6

**Plan to seek a new job this year? (%)** Yes 57.1 No 21.4

**New job motivation (%)** Salary/Benefits 40.0 Different Part of Ind 20.0 Get out of Industry 0.0 Environ./Culture 20.0 Advancement 20.0 Need a Change 0.0 Job Security 0.0 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 1.8 Job Ads 3.8 Post Resume 4.1 Existing Contacts 1.4 Contact Companies 3.8

# CAREER & SALARY SURVEY 2013

## SALES DIRECTOR \$130,600 ▲1.0%

**Number of respondents** **19**

Employer	Percent	Market Sector	Percent
Manufacturer	47.4	Rx Pharmaceuticals	68.4
Agency	0.0	OTC Pharmaceuticals	21.1
Media/Publisher - HCP	5.3	Biotechnology	15.8
Media/Publisher - Consumer	5.3	Medical Devices/Equip	10.5
Media/Publisher - HCP & Consmr.	10.5	Diagnostic Device/Equip	5.3
Service Supplier	21.1	Hospital Products/Equip.	10.5
Other	10.5	Dental Products/Equip	5.3
		Managed Care	5.3

**Age** High 59 Low 28 Avg. 45.9

**Sex** Male 63.2 Female 36.8

**Years in industry** High 30.0 Low 10.0 Avg. 17.7

**Years in position** High 20.0 Low 1.0 Avg. 6.1

**Salary (\$000s/yr)** High 210.0 Low 50.0 Avg. 130.6

**Commission received?** Yes 47.4 No 52.6

**Amount (\$000s/yr)** High 100.0 Low 12.0 Avg. 61.3

**Bonus received?** Yes 52.6 No 47.4

**Amount (\$000s/yr)** High 80.0 Low 15.0 Avg. 43.7

**Perceived pay vs. peers (%)** More 26.3 Less 36.8 Same 36.8

**Employer's gross US revenue (%)** <\$5M 0.0 \$5-\$20M 36.8 \$20-\$50M 15.8 >100M 42.1

**Position satisfying? (%)** Thoroughly 52.9 OK Sometimes 11.8 Generally 29.4 No 5.9

**Advancement prospects (%)** Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 15.8 Fair 15.8 Good 42.1 Poor 26.3

**How current job was acquired (%)** Promoted 31.6 Exec Search 10.5 Hired by Company 21.1 Own Initiative 36.8

**Benefits received (%)** Signing Bonus 22.2 Car 38.9 Dental 77.8 Retirement 61.1 Medical 83.3 Stock 38.9

**Factors important to job (avg ranking, 1 = most important)** Salary 2.4 Benefits 4.8 Advancement 5.4 Training 6.1 Environ./Culture 3.1 Loyalty to Staff 4.4 Environ./Soc. Resp. 6.9 Job Security 2.8

**Employer rating (avg rating, 1 = best)** Salary 2.1 Benefits 2.2 Advancement 2.6 Training 2.6 Environ./Culture 2.1 Loyalty to Staff 2.1 Environ./Soc. Resp. 1.8 Job Security 2.0

**Plan to seek a new job this year? (%)** Yes 26.3 No 52.6

**New job motivation (%)** Salary/Benefits 0.0 Different Part of Ind 0.0 Get out of Industry 0.0 Environ./Culture 20.0 Advancement 20.0 Need a Change 20.0 Job Security 20.0 Other 20.0

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 1.9 Job Ads 3.9 Post Resume 4.4 Existing Contacts 1.3 Contact Companies 3.5

## SALES MANAGER \$117,800 ▲9.6%

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

Employer	Percent	Market Sector	Percent
Manufacturer	50.0	Rx Pharmaceuticals	83.3
Agency	0.0	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	33.3	Biotechnology	16.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	8.3	Diagnostic Device/Equip	25.0
Service Supplier	8.3	Hospital Products/Equip.	8.3
Other	0.0	Dental Products/Equip	8.3
		Managed Care	0.0

**Age** High 56 Low 27 Avg. 42.0

**Sex** Male 50.0 Female 50.0

**Years in industry** High 32.0 Low 3.0 Avg. 15.3

**Years in position** High 20.0 Low 1.0 Avg. 6.6

**Salary (\$000s/yr)** High 190.0 Low 36.0 Avg. 117.8

**Commission received?** Yes 58.3 No 41.7

**Amount (\$000s/yr)** High 80.0 Low 9.0 Avg. 43.4

**Bonus received?** Yes 75.0 No 25.0

**Amount (\$000s/yr)** High 52.0 Low 3.0 Avg. 26.7

**Perceived pay vs. peers (%)** More 25.0 Less 41.7 Same 33.3

**Employer's gross US revenue (%)** <\$5M 0.0 \$5-\$20M 8.3 \$20-\$50M 33.3 >100M 33.3

**Position satisfying? (%)** Thoroughly 33.3 OK Sometimes 16.7 Generally 41.7 No 8.3

**Advancement prospects (%)** Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 8.3 Fair 33.3 Good 50.0 Poor 8.3

**How current job was acquired (%)** Promoted 16.7 Exec Search 16.7 Hired by Company 25.0 Own Initiative 33.3

**Benefits received (%)** Signing Bonus 0.0 Car 72.7 Dental 90.9 Retirement 72.7 Medical 100.0 Stock 45.5

**Factors important to job (avg ranking, 1 = most important)** Salary 3.3 Benefits 3.7 Advancement 4.5 Training 5.5 Environ./Culture 3.3 Loyalty to Staff 5.0 Environ./Soc. Resp. 7.1 Job Security 3.8

**Employer rating (avg rating, 1 = best)** Salary 1.6 Benefits 2.1 Advancement 2.5 Training 2.6 Environ./Culture 2.7 Loyalty to Staff 2.6 Environ./Soc. Resp. 2.1 Job Security 2.3

**Plan to seek a new job this year? (%)** Yes 41.7 No 50.0

**New job motivation (%)** Salary/Benefits 0.0 Different Part of Ind 0.0 Get out of Industry 0.0 Environ./Culture 33.3 Advancement 33.3 Need a Change 0.0 Job Security 16.7 Other 16.7

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.8 Job Ads 3.8 Post Resume 4.2 Existing Contacts 1.7 Contact Companies 2.6



# CAREER & SALARY SURVEY 2013

## SENIOR PRODUCT MANAGER **\$143,800 ▲9.4%**

**Number of respondents** 16

Employer	Percent	Market Sector	Percent
Manufacturer	100.0	Rx Pharmaceuticals	56.3
Agency	0.0	OTC Pharmaceuticals	6.3
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	18.8
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	6.3
Service Supplier	0.0	Hospital Products/Equip.	6.3
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

**Age** High 60 Low 33 Avg. 43.6

**Sex** Male 62.5 Female 37.5

**Years in industry** High 37.0 Low 8.0 Avg. 19.2

**Years in position** High 8.0 Low 1.0 Avg. 3.3

**Salary (\$000s/yr)** High 192.0 Low 77.6 Avg. 143.8

**Commission received?** Yes 0.0 No 100.0

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

**Bonus received?** Yes 93.8 No 6.3

**Amount (\$000s/yr)** High 55.0 Low 4.0 Avg. 25.6

**Perceived pay vs. peers (%)** More 31.3 Less 43.8 Same 25.0

**Employer's gross US revenue (%)** <\$5M 6.3 \$50-\$100M 0.0 \$5-\$20M 0.0 >100M 93.8 \$20-\$50M 0.0

**Position satisfying? (%)** Thoroughly 18.8 Generally 56.3 OK Sometimes 25.0 No 0.0

**Advancement prospects (%)** Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 6.3 Good 50.0 Fair 12.5 Poor 31.3

**How current job was acquired (%)** Promoted 50.0 Exec Search 25.0 Hired by Company 0.0 Own Initiative 25.0

**Benefits received (%)** Signing Bonus 25.0 Retirement 56.3 Car 0.0 Medical 93.8 Dental 87.5 Stock 62.5

**Factors important to job (avg ranking, 1 = most important)** Salary 2.9 Environ./Culture 4.1 Benefits 3.9 Loyalty to Staff 4.9 Advancement 3.6 Environ./Soc. Resp. 6.9 Training 6.6 Job Security 3.1

**Employer rating (avg rating, 1 = best)** Salary 1.9 Environ./Culture 2.4 Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.8 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.7

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

**New job motivation (%)** Salary/Benefits 14.3 Advancement 14.3 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 14.3 Job Security 14.3 Environ./Culture 14.3 Other 28.6

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.6 Existing Contacts 2.1 Job Ads 2.5 Contact Companies 3.9 Post Resume 3.9

## PRODUCT MANAGER **\$88,500 ▼9.8%**

**Number of respondents** 23

Employer	Percent	Market Sector	Percent
Manufacturer	78.3	Rx Pharmaceuticals	47.8
Agency	4.4	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	8.7	Biotechnology	30.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	26.1
Media/Publisher - HCP & Consmr.	4.4	Diagnostic Device/Equip	4.4
Service Supplier	4.4	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	4.4
		Managed Care	0.0

**Age** High 64 Low 25 Avg. 37.9

**Sex** Male 52.2 Female 47.8

**Years in industry** High 40.0 Low 2.0 Avg. 12.3

**Years in position** High 22.0 Low 1.0 Avg. 5.6

**Salary (\$000s/yr)** High 125.0 Low 26.0 Avg. 88.5

**Commission received?** Yes 4.4 No 95.7

**Amount (\$000s/yr)** High 35.0 Low 35.0 Avg. 35.0

**Bonus received?** Yes 82.6 No 17.4

**Amount (\$000s/yr)** High 35.0 Low 4.0 Avg. 14.7

**Perceived pay vs. peers (%)** More 0.0 Less 59.1 Same 40.9

**Employer's gross US revenue (%)** <\$5M 0.0 \$50-\$100M 9.1 \$5-\$20M 4.6 >100M 77.3 \$20-\$50M 9.1

**Position satisfying? (%)** Thoroughly 13.6 Generally 68.2 OK Sometimes 13.6 No 4.6

**Advancement prospects (%)** Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 18.2 Good 40.9 Fair 13.6 Poor 27.3

**How current job was acquired (%)** Promoted 40.9 Exec Search 9.1 Hired by Company 18.2 Own Initiative 27.3

**Benefits received (%)** Signing Bonus 27.8 Retirement 77.8 Car 5.6 Medical 77.8 Dental 77.8 Stock 55.6

**Factors important to job (avg ranking, 1 = most important)** Salary 2.9 Environ./Culture 2.7 Benefits 4.0 Loyalty to Staff 4.7 Advancement 3.6 Environ./Soc. Resp. 7.0 Training 6.3 Job Security 4.9

**Employer rating (avg rating, 1 = best)** Salary 2.2 Environ./Culture 2.5 Benefits 2.7 Loyalty to Staff 2.6 Advancement 2.5 Environ./Soc. Resp. 1.9 Training 2.9 Job Security 2.6

**Plan to seek a new job this year? (%)** Yes 59.1 No 27.3

**New job motivation (%)** Salary/Benefits 42.9 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 7.1

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.5 Existing Contacts 2.2 Job Ads 3.0 Contact Companies 3.9 Post Resume 3.4

# CAREER & SALARY SURVEY 2013

## DIR. CORP./MKTING COMM. \$144,400 ▼17.2%

Number of respondents						22
Employer	Percent	Market Sector		Percent		
Manufacturer	68.2	Rx Pharmaceuticals			63.6	
Agency	13.6	OTC Pharmaceuticals			9.1	
Media/Publisher - HCP	0.0	Biotechnology			13.6	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			40.9	
Media/Publisher - HCP & Consmr.	4.6	Diagnostic Device/Equip			18.2	
Service Supplier	0.0	Hospital Products/Equip.			13.6	
Other	13.6	Dental Products/Equip			0.0	
		Managed Care			0.0	
<b>Age</b>	High	59	Low	27	Avg.	43.8
<b>Sex</b>	Male	40.9	Female	59.1		
<b>Years in industry</b>	High	30.0	Low	3.0	Avg.	15.4
<b>Years in position</b>	High	28.0	Low	1.0	Avg.	6.3
<b>Salary (\$000s/yr)</b>	High	210.0	Low	60.0	Avg.	144.4
<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	90.9	No	9.1		
<b>Amount (\$000s/yr)</b>	High	150.0	Low	5.0	Avg.	30.5
<b>Perceived pay vs. peers (%)</b>	More	27.3	Less	27.3	Same	45.5
<b>Employer's gross US revenue (%)</b>	<\$5M	13.6	\$50-\$100M			4.6
	\$5-\$20M	13.6	>100M			59.1
	\$20-\$50M	9.1				
<b>Position satisfying? (%)</b>	Thoroughly	9.1	Generally			86.4
	OK Sometimes	4.6	No			0.0
<b>Advancement prospects (%)</b>	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	9.5	Good			28.6
	Fair	38.1	Poor			23.8
<b>How current job was acquired (%)</b>	Promoted	45.5	Exec Search			18.2
	Hired by Company	4.6	Own Initiative			27.3
<b>Benefits received (%)</b>	Signing Bonus	13.6	Retirement			50.0
	Car	4.6	Medical			72.7
	Dental	59.1	Stock			54.6
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture			3.3
	Benefits	3.7	Loyalty to Staff			5.0
	Advancement	5.0	Environ./Soc. Resp.			6.7
	Training	6.9	Job Security			3.0
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.0	Environ./Culture			2.5
	Benefits	2.0	Loyalty to Staff			2.5
	Advancement	2.8	Environ./Soc. Resp.			2.5
	Training	2.7	Job Security			2.4
<b>Plan to seek a new job this year? (%)</b>	Yes	31.8	No			27.3
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement			37.5
	Different Part of Ind	12.5	Need a Change			25.0
	Get out of Industry	0.0	Job Security			12.5
	Environ./Culture	0.0	Other			12.5
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.3	Existing Contacts			2.4
	Job Ads	2.4	Contact Companies			3.8
	Post Resume	4.2				

## PR/COMMUNICATIONS MGR. \$101,000 ▲25.9%

Number of respondents						14
Employer	Percent	Market Sector		Percent		
Manufacturer	42.9	Rx Pharmaceuticals			7.1	
Agency	28.6	OTC Pharmaceuticals			0.0	
Media/Publisher - HCP	0.0	Biotechnology			0.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			50.0	
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip			0.0	
Service Supplier	7.1	Hospital Products/Equip.			0.0	
Other	14.3	Dental Products/Equip			0.0	
		Managed Care			7.1	
<b>Age</b>	High	59	Low	30	Avg.	42.9
<b>Sex</b>	Male	28.6	Female	71.4		
<b>Years in industry</b>	High	25.0	Low	4.0	Avg.	11.5
<b>Years in position</b>	High	19.0	Low	1.0	Avg.	5.2
<b>Salary (\$000s/yr)</b>	High	180.0	Low	43.7	Avg.	101.0
<b>Commission received?</b>	Yes	7.1	No	92.9		
<b>Amount (\$000s/yr)</b>	High	25.0	Low	25.0	Avg.	25.0
<b>Bonus received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	1.0	Avg.	21.8
<b>Perceived pay vs. peers (%)</b>	More	7.1	Less	42.9	Same	50.0
<b>Employer's gross US revenue (%)</b>	<\$5M	21.4	\$50-\$100M			7.1
	\$5-\$20M	14.3	>100M			42.9
	\$20-\$50M	14.3				
<b>Position satisfying? (%)</b>	Thoroughly	14.3	Generally			78.6
	OK Sometimes	0.0	No			7.1
<b>Advancement prospects (%)</b>	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	14.3	Good			7.1
	Fair	42.9	Poor			35.7
<b>How current job was acquired (%)</b>	Promoted	42.9	Exec Search			0.0
	Hired by Company	7.1	Own Initiative			28.6
<b>Benefits received (%)</b>	Signing Bonus	11.1	Retirement			55.6
	Car	0.0	Medical			100.0
	Dental	77.8	Stock			44.4
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.6	Environ./Culture			2.6
	Benefits	3.6	Loyalty to Staff			5.7
	Advancement	4.6	Environ./Soc. Resp.			6.9
	Training	6.3	Job Security			4.7
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environ./Culture			2.0
	Benefits	2.4	Loyalty to Staff			2.4
	Advancement	2.9	Environ./Soc. Resp.			2.2
	Training	2.8	Job Security			2.4
<b>Plan to seek a new job this year? (%)</b>	Yes	42.9	No			21.4
<b>New job motivation (%)</b>	Salary/Benefits	60.0	Advancement			20.0
	Different Part of Ind	0.0	Need a Change			0.0
	Get out of Industry	10.0	Job Security			0.0
	Environ./Culture	0.0	Other			10.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.4	Existing Contacts			2.4
	Job Ads	3.4	Contact Companies			2.7
	Post Resume	4.2				

# CAREER & SALARY SURVEY 2013

## VP, GROUP SUPERVISOR \$149,900 ▲0.2%

**Number of respondents** **33**

Employer	Percent	Market Sector	Percent
Manufacturer	6.1	Rx Pharmaceuticals	90.9
Agency	84.9	OTC Pharmaceuticals	9.1
Media/Publisher - HCP	0.0	Biotechnology	30.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	30.3
Media/Publisher - HCP & Consmr.	3.0	Diagnostic Device/Equip	15.2
Service Supplier	3.0	Hospital Products/Equip.	0.0
Other	3.0	Dental Products/Equip	3.0
		Managed Care	9.1

**Age** High 65 Low 28 Avg. 40.9

**Sex** Male 27.3 Female 72.7

**Years in industry** High 34.0 Low 6.0 Avg. 14.5

**Years in position** High 10.0 Low 1.0 Avg. 3.8

**Salary (\$000s/yr)** High 392.0 Low 80.0 Avg. 149.9

**Commission received?** Yes 6.1 No 93.9

**Amount (\$000s/yr)** High 40.0 Low 15.0 Avg. 27.5

**Bonus received?** Yes 63.6 No 36.4

**Amount (\$000s/yr)** High 60.0 Low 3.5 Avg. 14.0

**Perceived pay vs. peers (%)** More 3.0 Less 48.5 Same 48.5

**Employer's gross US revenue (%)** <\$5M 12.5 \$5-\$20M 43.8 \$20-\$50M 25.0 \$50-\$100M 15.6 >100M 3.1

**Position satisfying? (%)** Thoroughly 12.5 OK Sometimes 15.6 Generally 65.6 No 6.3

**Advancement prospects (%)** Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 18.8 Fair 18.8 Good 46.9 Poor 15.6

**How current job was acquired (%)** Promoted 50.0 Hired by Company 15.6 Exec Search 15.6 Own Initiative 18.8

**Benefits received (%)** Signing Bonus 12.5 Car 0.0 Dental 79.2 Retirement 50.0 Medical 83.3 Stock 33.3

**Factors important to job (avg ranking, 1 = most important)** Salary 2.3 Benefits 4.6 Advancement 4.6 Training 6.5 Environ./Culture 3.2 Loyalty to Staff 4.3 Environ./Soc. Resp. 6.9 Job Security 3.5

**Employer rating (avg rating, 1 = best)** Salary 2.4 Benefits 2.5 Advancement 2.5 Training 2.6 Environ./Culture 2.3 Loyalty to Staff 2.1 Environ./Soc. Resp. 2.5 Job Security 2.1

**Plan to seek a new job this year? (%)** Yes 31.3 No 34.4

**New job motivation (%)** Salary/Benefits 42.9 Different Part of Ind 14.3 Get out of Industry 7.1 Environ./Culture 14.3 Advancement 7.1 Need a Change 0.0 Job Security 0.0 Other 14.3

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.1 Job Ads 3.3 Post Resume 4.2 Existing Contacts 1.6 Contact Companies 3.8

## GROUP SUPERVISOR \$118,400 ▼8.7%

**Number of respondents** **19**

Employer	Percent	Market Sector	Percent
Manufacturer	10.5	Rx Pharmaceuticals	100.0
Agency	84.2	OTC Pharmaceuticals	21.1
Media/Publisher - HCP	0.0	Biotechnology	26.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.1
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	5.3
Service Supplier	5.3	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	10.5

**Age** High 50 Low 28 Avg. 36.7

**Sex** Male 47.4 Female 52.6

**Years in industry** High 23.0 Low 3.0 Avg. 11.0

**Years in position** High 10.0 Low 1.0 Avg. 3.9

**Salary (\$000s/yr)** High 155.0 Low 67.7 Avg. 118.4

**Commission received?** Yes 5.3 No 94.7

**Amount (\$000s/yr)** High 32.0 Low 32.0 Avg. 32.0

**Bonus received?** Yes 79.0 No 21.1

**Amount (\$000s/yr)** High 25.0 Low 0.8 Avg. 7.1

**Perceived pay vs. peers (%)** More 5.6 Less 44.4 Same 50.0

**Employer's gross US revenue (%)** <\$5M 11.8 \$5-\$20M 17.7 \$20-\$50M 17.7 \$50-\$100M 23.5 >100M 29.4

**Position satisfying? (%)** Thoroughly 10.5 OK Sometimes 10.5 Generally 79.0 No 0.0

**Advancement prospects (%)** Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 21.1 Fair 26.3 Good 47.4 Poor 5.3

**How current job was acquired (%)** Promoted 63.2 Hired by Company 5.3 Exec Search 5.3 Own Initiative 26.3

**Benefits received (%)** Signing Bonus 15.4 Car 0.0 Dental 69.2 Retirement 53.9 Medical 76.9 Stock 23.1

**Factors important to job (avg ranking, 1 = most important)** Salary 2.3 Benefits 3.7 Advancement 4.3 Training 6.6 Environ./Culture 3.0 Loyalty to Staff 4.6 Environ./Soc. Resp. 7.7 Job Security 4.0

**Employer rating (avg rating, 1 = best)** Salary 2.5 Benefits 2.4 Advancement 2.3 Training 2.7 Environ./Culture 2.0 Loyalty to Staff 2.1 Environ./Soc. Resp. 2.5 Job Security 2.2

**Plan to seek a new job this year? (%)** Yes 5.3 No 42.1

**New job motivation (%)** Salary/Benefits 60.0 Different Part of Ind 20.0 Get out of Industry 0.0 Environ./Culture 0.0 Advancement 20.0 Need a Change 0.0 Job Security 0.0 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 1.7 Job Ads 3.1 Post Resume 3.9 Existing Contacts 2.3 Contact Companies 4.0

# CAREER & SALARY SURVEY 2013

## ACCOUNT SUPERVISOR \$90,800 ▼1.2%

Number of respondents						24
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals	87.5			
Agency	100.0	OTC Pharmaceuticals	8.3			
Media/Publisher - HCP	0.0	Biotechnology	20.8			
Media/Publisher - Consumer	0.0	Medical Devices/Equip	16.7			
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	8.3			
Service Supplier	0.0	Hospital Products/Equip.	0.0			
Other	0.0	Dental Products/Equip	4.2			
		Managed Care	4.2			
<b>Age</b>	High	58	Low	27	Avg.	32.0
<b>Sex</b>	Male	25.0	Female	75.0		
<b>Years in industry</b>	High	25.0	Low	2.0	Avg.	7.5
<b>Years in position</b>	High	3.0	Low	0.3	Avg.	1.4
<b>Salary (\$000s/yr)</b>	High	130.0	Low	75.0	Avg.	90.8
<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	54.2	No	45.8		
<b>Amount (\$000s/yr)</b>	High	11.5	Low	0.5	Avg.	4.3
<b>Perceived pay vs. peers (%)</b>	More	12.5	Less	45.8	Same	41.7
<b>Employer's gross US revenue (%)</b>	<\$5M	4.4		\$50-\$100M	4.4	
	\$5-\$20M	56.5		>100M	8.7	
	\$20-\$50M	26.1				
<b>Position satisfying? (%)</b>	Thoroughly	12.5	Generally	54.2		
	OK Sometimes	25.0	No	8.3		
<b>Advancement prospects (%)</b>	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0		Good	70.8	
	Fair	20.8		Poor	8.3	
<b>How current job was acquired (%)</b>	Promoted	41.7	Exec Search	12.5		
	Hired by Company	25.0	Own Initiative	12.5		
<b>Benefits received (%)</b>	Signing Bonus	6.7		Retirement	46.7	
	Car	0.0		Medical	60.0	
	Dental	66.7		Stock	20.0	
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.8		Environ./Culture	3.4	
	Benefits	4.2		Loyalty to Staff	5.1	
	Advancement	3.6		Environ./Soc. Resp.	7.2	
	Training	6.1		Job Security	3.7	
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3		Environ./Culture	2.2	
	Benefits	2.4		Loyalty to Staff	2.2	
	Advancement	2.3		Environ./Soc. Resp.	2.6	
	Training	2.8		Job Security	2.0	
<b>Plan to seek a new job this year? (%)</b>	Yes	29.2		No	33.3	
<b>New job motivation (%)</b>	Salary/Benefits	11.1		Advancement	11.1	
	Different Part of Ind	11.1		Need a Change	11.1	
	Get out of Industry	44.4		Job Security	0.0	
	Environ./Culture	11.1		Other	0.0	
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.3		Existing Contacts	1.9	
	Job Ads	3.7		Contact Companies	3.0	
	Post Resume	4.3				

## ACCOUNT MANAGER \$125,700 ▲49.8%

Number of respondents						12
Employer	Percent	Market Sector		Percent		
Manufacturer	8.3	Rx Pharmaceuticals	58.3			
Agency	50.0	OTC Pharmaceuticals	33.3			
Media/Publisher - HCP	8.3	Biotechnology	25.0			
Media/Publisher - Consumer	0.0	Medical Devices/Equip	41.7			
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	16.7			
Service Supplier	25.0	Hospital Products/Equip.	0.0			
Other	8.3	Dental Products/Equip	0.0			
		Managed Care	0.0			
<b>Age</b>	High	60	Low	25	Avg.	40.2
<b>Sex</b>	Male	58.3	Female	41.7		
<b>Years in industry</b>	High	20.0	Low	0.3	Avg.	10.0
<b>Years in position</b>	High	35.0	Low	0.3	Avg.	8.7
<b>Salary (\$000s/yr)</b>	High	600.0	Low	45.6	Avg.	125.7
<b>Commission received?</b>	Yes	25.0	No	75.0		
<b>Amount (\$000s/yr)</b>	High	100.0	Low	2.5	Avg.	44.2
<b>Bonus received?</b>	Yes	41.7	No	58.3		
<b>Amount (\$000s/yr)</b>	High	40.0	Low	1.0	Avg.	19.2
<b>Perceived pay vs. peers (%)</b>	More	16.7	Less	25.0	Same	58.3
<b>Employer's gross US revenue (%)</b>	<\$5M	8.3		\$50-\$100M	16.7	
	\$5-\$20M	25.0		>100M	50.0	
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	25.0	Generally	66.7		
	OK Sometimes	8.3	No	0.0		
<b>Advancement prospects (%)</b>	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	25.0		Good	25.0	
	Fair	33.3		Poor	16.7	
<b>How current job was acquired (%)</b>	Promoted	33.3		Exec Search	16.7	
	Hired by Company	25.0		Own Initiative	25.0	
<b>Benefits received (%)</b>	Signing Bonus	0.0		Retirement	66.7	
	Car	33.3		Medical	77.8	
	Dental	66.7		Stock	11.1	
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.6		Environ./Culture	3.3	
	Benefits	4.2		Loyalty to Staff	5.5	
	Advancement	4.2		Environ./Soc. Resp.	7.3	
	Training	5.8		Job Security	4.3	
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2		Environ./Culture	2.3	
	Benefits	2.2		Loyalty to Staff	2.2	
	Advancement	2.4		Environ./Soc. Resp.	2.3	
	Training	2.8		Job Security	2.3	
<b>Plan to seek a new job this year? (%)</b>	Yes	41.7		No	33.3	
<b>New job motivation (%)</b>	Salary/Benefits	14.3		Advancement	0.0	
	Different Part of Ind	28.6		Need a Change	0.0	
	Get out of Industry	14.3		Job Security	14.3	
	Environ./Culture	14.3		Other	14.3	
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.6		Existing Contacts	2.1	
	Job Ads	3.2		Contact Companies	3.9	
	Post Resume	3.2				



# CAREER & SALARY SURVEY 2013

## PROJECT MANAGER \$84,600 ▲19.5%

**Number of respondents** **14**

Employer	Percent	Market Sector	Percent
Manufacturer	28.6	Rx Pharmaceuticals	42.9
Agency	21.4	OTC Pharmaceuticals	7.1
Media/Publisher - HCP	0.0	Biotechnology	14.3
Media/Publisher - Consumer	7.1	Medical Devices/Equip	28.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	7.1
Service Supplier	21.4	Hospital Products/Equip.	0.0
Other	21.4	Dental Products/Equip	0.0
		Managed Care	14.3

**Age** High 63 Low 29 Avg. 45.2

**Sex** Male 28.6 Female 71.4

**Years in industry** High 35.0 Low 2.0 Avg. 13.7

**Years in position** High 35.0 Low 2.0 Avg. 8.4

**Salary (\$000s/yr)** High 150.0 Low 50.0 Avg. 84.6

**Commission received?** Yes 7.1 No 92.9

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

**Bonus received?** Yes 50.0 No 50.0

**Amount (\$000s/yr)** High 13.0 Low 1.0 Avg. 6.2

**Perceived pay vs. peers (%)** More 7.1 Less 57.1 Same 35.7

**Employer's gross US revenue (%)** <\$5M 21.4 \$5-\$20M 28.6 \$20-\$50M 14.3 >\$50-\$100M 0.0 >100M 35.7

**Position satisfying? (%)** Thoroughly 21.4 OK Sometimes 28.6 Generally 42.9 No 7.1

**Advancement prospects (%)** Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 7.1 Fair 28.6 Good 21.4 Poor 42.9

**How current job was acquired (%)** Promoted 21.4 Hired by Company 0.0 Exec Search 21.4 Own Initiative 57.1

**Benefits received (%)** Signing Bonus 25.0 Car 0.0 Dental 33.3 Retirement 50.0 Medical 50.0 Stock 16.7

**Factors important to job (avg ranking, 1 = most important)** Salary 2.8 Benefits 4.0 Advancement 4.6 Training 6.6 Environ./Culture 3.9 Loyalty to Staff 3.8 Environ./Soc. Resp. 6.8 Job Security 3.5

**Employer rating (avg rating, 1 = best)** Salary 2.4 Benefits 2.8 Advancement 3.0 Training 2.6 Environ./Culture 2.2 Loyalty to Staff 2.6 Environ./Soc. Resp. 2.6 Job Security 2.4

**Plan to seek a new job this year? (%)** Yes 35.7 No 21.4

**New job motivation (%)** Salary/Benefits 28.6 Different Part of Ind 0.0 Get out of Industry 28.6 Environ./Culture 14.3 Advancement 14.3 Need a Change 14.3 Job Security 0.0 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 3.2 Job Ads 2.5 Post Resume 3.1 Existing Contacts 2.0 Contact Companies 4.2

## SENIOR ACCOUNT EXECUTIVE \$98,100 ▲14.6%

**Number of respondents** **14**

Employer	Percent	Market Sector	Percent
Manufacturer	35.7	Rx Pharmaceuticals	78.6
Agency	28.6	OTC Pharmaceuticals	21.4
Media/Publisher - HCP	7.1	Biotechnology	14.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	7.1
Media/Publisher - HCP & Consmr.	14.3	Diagnostic Device/Equip	7.1
Service Supplier	14.3	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	14.3
		Managed Care	7.1

**Age** High 62 Low 28 Avg. 44.5

**Sex** Male 42.9 Female 57.1

**Years in industry** High 39.0 Low 2.0 Avg. 16.3

**Years in position** High 15.0 Low 1.0 Avg. 5.3

**Salary (\$000s/yr)** High 175.0 Low 53.3 Avg. 98.1

**Commission received?** Yes 64.3 No 35.7

**Amount (\$000s/yr)** High 175.0 Low 5.0 Avg. 39.8

**Bonus received?** Yes 57.1 No 42.9

**Amount (\$000s/yr)** High 48.0 Low 5.0 Avg. 19.8

**Perceived pay vs. peers (%)** More 7.1 Less 35.7 Same 57.1

**Employer's gross US revenue (%)** <\$5M 7.1 \$5-\$20M 35.7 \$20-\$50M 14.3 >\$50-\$100M 7.1 >100M 35.7

**Position satisfying? (%)** Thoroughly 21.4 OK Sometimes 7.1 Generally 57.1 No 14.3

**Advancement prospects (%)** Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 7.1 Fair 35.7 Good 35.7 Poor 21.4

**How current job was acquired (%)** Promoted 23.1 Hired by Company 23.1 Exec Search 15.4 Own Initiative 38.5

**Benefits received (%)** Signing Bonus 0.0 Car 41.7 Dental 83.3 Retirement 66.7 Medical 91.7 Stock 8.3

**Factors important to job (avg ranking, 1 = most important)** Salary 2.6 Benefits 4.0 Advancement 6.1 Training 6.2 Environ./Culture 3.5 Loyalty to Staff 3.6 Environ./Soc. Resp. 7.2 Job Security 2.8

**Employer rating (avg rating, 1 = best)** Salary 2.2 Benefits 2.5 Advancement 2.6 Training 2.7 Environ./Culture 2.3 Loyalty to Staff 2.6 Environ./Soc. Resp. 2.3 Job Security 2.2

**Plan to seek a new job this year? (%)** Yes 28.6 No 35.7

**New job motivation (%)** Salary/Benefits 42.9 Different Part of Ind 14.3 Get out of Industry 28.6 Environ./Culture 0.0 Advancement 0.0 Need a Change 0.0 Job Security 0.0 Other 14.3

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.7 Job Ads 3.3 Post Resume 3.7 Existing Contacts 1.8 Contact Companies 3.6

# CAREER & SALARY SURVEY 2013

## MANAGEMENT SUPERVISOR \$131,100 ▼4.1%

Number of respondents						14
Employer	Percent	Market Sector		Percent		
Manufacturer	7.1	Rx Pharmaceuticals			57.1	
Agency	50.0	OTC Pharmaceuticals			7.1	
Media/Publisher - HCP	0.0	Biotechnology			21.4	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			21.4	
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip			7.1	
Service Supplier	0.0	Hospital Products/Equip.			14.3	
Other	35.7	Dental Products/Equip			0.0	
		Managed Care			7.1	
<b>Age</b>	High	65	Low	38	Avg.	50.3
<b>Sex</b>	Male	57.1	Female	42.9		
<b>Years in industry</b>	High	35.0	Low	9.0	Avg.	16.6
<b>Years in position</b>	High	13.0	Low	1.0	Avg.	6.3
<b>Salary (\$000s/yr)</b>	High	190.0	Low	42.0	Avg.	131.1
<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	30.0	Low	7.0	Avg.	15.9
<b>Perceived pay vs. peers (%)</b>	More	7.1	Less	57.1	Same	35.7
<b>Employer's gross US revenue (%)</b>	<\$5M	14.3	\$50-\$100M			14.3
	\$5-\$20M	21.4	>100M			28.6
	\$20-\$50M	21.4				
<b>Position satisfying? (%)</b>	Thoroughly	14.3	Generally			57.1
	OK Sometimes	21.4	No			7.1
<b>Advancement prospects (%)</b>	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good			35.7
	Fair	14.3	Poor			50.0
<b>How current job was acquired (%)</b>	Promoted	23.1	Exec Search			15.4
	Hired by Company	23.1	Own Initiative			38.5
<b>Benefits received (%)</b>	Signing Bonus	10.0	Retirement			60.0
	Car	0.0	Medical			60.0
	Dental	70.0	Stock			30.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.9	Environ./Culture			3.7
	Benefits	4.8	Loyalty to Staff			4.7
	Advancement	4.9	Environ./Soc. Resp.			7.1
	Training	4.9	Job Security			2.9
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture			2.2
	Benefits	2.5	Loyalty to Staff			2.8
	Advancement	3.1	Environ./Soc. Resp.			2.3
	Training	2.9	Job Security			2.8
<b>Plan to seek a new job this year? (%)</b>	Yes	28.6	No			50.0
<b>New job motivation (%)</b>	Salary/Benefits	20.0	Advancement			0.0
	Different Part of Ind	20.0	Need a Change			0.0
	Get out of Industry	20.0	Job Security			0.0
	Environ./Culture	20.0	Other			20.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.1	Existing Contacts			2.1
	Job Ads	3.1	Contact Companies			3.4
	Post Resume	4.2				

## MEDIA DIRECTOR \$117,400 ▼15.8%

Number of respondents						14
Employer	Percent	Market Sector		Percent		
Manufacturer	7.1	Rx Pharmaceuticals			85.7	
Agency	64.3	OTC Pharmaceuticals			35.7	
Media/Publisher - HCP	7.1	Biotechnology			35.7	
Media/Publisher - Consumer	7.1	Medical Devices/Equip			21.4	
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip			0.0	
Service Supplier	0.0	Hospital Products/Equip.			7.1	
Other	7.1	Dental Products/Equip			0.0	
		Managed Care			21.4	
<b>Age</b>	High	60	Low	29	Avg.	45.6
<b>Sex</b>	Male	28.6	Female	71.4		
<b>Years in industry</b>	High	30.0	Low	3.0	Avg.	16.6
<b>Years in position</b>	High	19.0	Low	1.0	Avg.	7.3
<b>Salary (\$000s/yr)</b>	High	180.0	Low	45.0	Avg.	117.4
<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	64.3	No	35.7		
<b>Amount (\$000s/yr)</b>	High	50.0	Low	2.0	Avg.	16.5
<b>Perceived pay vs. peers (%)</b>	More	14.3	Less	28.6	Same	57.1
<b>Employer's gross US revenue (%)</b>	<\$5M	15.4	\$50-\$100M			0.0
	\$5-\$20M	30.8	>100M			30.8
	\$20-\$50M	23.1				
<b>Position satisfying? (%)</b>	Thoroughly	21.4	Generally			71.4
	OK Sometimes	7.1	No			0.0
<b>Advancement prospects (%)</b>	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	23.1	Good			30.8
	Fair	30.8	Poor			15.4
<b>How current job was acquired (%)</b>	Promoted	21.4	Exec Search			7.1
	Hired by Company	21.4	Own Initiative			42.9
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement			77.8
	Car	0.0	Medical			77.8
	Dental	66.7	Stock			33.3
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.8	Environ./Culture			3.8
	Benefits	3.8	Loyalty to Staff			4.7
	Advancement	4.8	Environ./Soc. Resp.			7.3
	Training	6.5	Job Security			3.2
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environ./Culture			2.6
	Benefits	2.1	Loyalty to Staff			2.1
	Advancement	2.3	Environ./Soc. Resp.			2.5
	Training	2.7	Job Security			2.2
<b>Plan to seek a new job this year? (%)</b>	Yes	28.6	No			50.0
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement			20.0
	Different Part of Ind	0.0	Need a Change			0.0
	Get out of Industry	20.0	Job Security			20.0
	Environ./Culture	40.0	Other			0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.2	Existing Contacts			1.4
	Job Ads	3.2	Contact Companies			3.7
	Post Resume	4.4				

# CAREER & SALARY SURVEY 2013

## MEDICAL DIRECTOR \$181,600 ▲2.8%

**Number of respondents** 17

Employer	Percent	Market Sector	Percent
Manufacturer	17.7	Rx Pharmaceuticals	70.6
Agency	58.8	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	41.2
Media/Publisher - Consumer	0.0	Medical Devices/Equip	17.7
Media/Publisher - HCP & Consmr.	5.9	Diagnostic Device/Equip	17.7
Service Supplier	0.0	Hospital Products/Equip.	5.9
Other	17.7	Dental Products/Equip	0.0
		Managed Care	5.9

**Age** High 76 Low 33 Avg. 44.8

**Sex** Male 82.4 Female 17.7

**Years in industry** High 54.0 Low 4.5 Avg. 16.9

**Years in position** High 22.0 Low 1.0 Avg. 5.2

**Salary (\$000s/yr)** High 286.0 Low 97.5 Avg. 181.6

**Commission received?** Yes 0.0 No 100.0

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

**Bonus received?** Yes 76.5 No 23.5

**Amount (\$000s/yr)** High 60.0 Low 2.8 Avg. 32.7

**Perceived pay vs. peers (%)** More 25.0 Less 68.8 Same 6.3

**Employer's gross US revenue (%)** <\$5M 0.0 \$5-\$20M 31.3 \$20-\$50M 6.3 >100M 56.3

**Position satisfying? (%)** Thoroughly 29.4 OK Sometimes 11.8 Generally 52.9 No 5.9

**Advancement prospects (%)** Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 11.8 Fair 35.3 Good 47.1 Poor 5.9

**How current job was acquired (%)** Promoted 23.5 Hired by Company 29.4 Exec Search 17.7 Own Initiative 23.5

**Benefits received (%)** Signing Bonus 26.7 Car 0.0 Dental 80.0 Retirement 53.3 Medical 80.0 Stock 60.0

**Factors important to job (avg ranking, 1 = most important)** Salary 2.8 Benefits 4.8 Advancement 4.1 Training 6.1 Environ./Culture 2.7 Loyalty to Staff 5.0 Environ./Soc. Resp. 6.5 Job Security 4.0

**Employer rating (avg rating, 1 = best)** Salary 2.1 Benefits 2.3 Advancement 2.5 Training 2.5 Environ./Culture 1.9 Loyalty to Staff 2.1 Environ./Soc. Resp. 2.1 Job Security 2.0

**Plan to seek a new job this year? (%)** Yes 11.8 No 64.7

**New job motivation (%)** Salary/Benefits 0.0 Different Part of Ind 25.0 Get out of Industry 0.0 Environ./Culture 0.0 Advancement 0.0 Need a Change 50.0 Job Security 0.0 Other 25.0

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 1.5 Job Ads 2.7 Post Resume 4.2 Existing Contacts 2.1 Contact Companies 4.4

## RESEARCH DIRECTOR \$144,400 ▼12.0%

**Number of respondents** 21

Employer	Percent	Market Sector	Percent
Manufacturer	52.4	Rx Pharmaceuticals	81.0
Agency	14.3	OTC Pharmaceuticals	28.6
Media/Publisher - HCP	4.8	Biotechnology	28.6
Media/Publisher - Consumer	4.8	Medical Devices/Equip	14.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	9.5
Service Supplier	14.3	Hospital Products/Equip.	0.0
Other	9.5	Dental Products/Equip	0.0
		Managed Care	14.3

**Age** High 67 Low 35 Avg. 50.3

**Sex** Male 42.9 Female 57.1

**Years in industry** High 35.0 Low 3.0 Avg. 18.8

**Years in position** High 32.0 Low 1.0 Avg. 7.5

**Salary (\$000s/yr)** High 213.0 Low 89.4 Avg. 144.4

**Commission received?** Yes 0.0 No 100.0

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

**Bonus received?** Yes 81.0 No 19.1

**Amount (\$000s/yr)** High 75.0 Low 1.5 Avg. 29.9

**Perceived pay vs. peers (%)** More 4.8 Less 28.6 Same 66.7

**Employer's gross US revenue (%)** <\$5M 15.0 \$5-\$20M 10.0 \$20-\$50M 15.0 >100M 40.0

**Position satisfying? (%)** Thoroughly 28.6 OK Sometimes 14.3 Generally 47.6 No 9.5

**Advancement prospects (%)** Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 4.8 Fair 33.3 Good 23.8 Poor 38.1

**How current job was acquired (%)** Promoted 33.3 Hired by Company 19.1 Exec Search 14.3 Own Initiative 33.3

**Benefits received (%)** Signing Bonus 15.0 Car 5.0 Dental 80.0 Retirement 45.0 Medical 85.0 Stock 35.0

**Factors important to job (avg ranking, 1 = most important)** Salary 2.9 Benefits 3.5 Advancement 4.9 Training 6.2 Environ./Culture 2.0 Loyalty to Staff 5.1 Environ./Soc. Resp. 7.0 Job Security 4.4

**Employer rating (avg rating, 1 = best)** Salary 2.0 Benefits 2.0 Advancement 3.0 Training 2.8 Environ./Culture 2.1 Loyalty to Staff 2.4 Environ./Soc. Resp. 2.3 Job Security 2.2

**Plan to seek a new job this year? (%)** Yes 47.6 No 47.6

**New job motivation (%)** Salary/Benefits 0.0 Different Part of Ind 10.0 Get out of Industry 20.0 Environ./Culture 20.0 Advancement 10.0 Need a Change 30.0 Job Security 0.0 Other 10.0

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.3 Job Ads 2.9 Post Resume 4.1 Existing Contacts 2.1 Contact Companies 3.6

# CAREER & SALARY SURVEY 2013

## RESEARCH MANAGER \$114,500 ▲0.1%

**Number of respondents** 20

Employer	Percent	Market Sector	Percent
Manufacturer	70.0	Rx Pharmaceuticals	70.0
Agency	10.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	30.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.0
Service Supplier	5.0	Hospital Products/Equip.	10.0
Other	15.0	Dental Products/Equip	0.0
		Managed Care	10.0

**Age** High 62 Low 33 Avg. 48.0

**Sex** Male 40.0 Female 60.0

**Years in industry** High 36.0 Low 6.0 Avg. 17.3

**Years in position** High 22.0 Low 1.0 Avg. 7.6

**Salary (\$000s/yr)** High 164.0 Low 60.0 Avg. 114.5

**Commission received?** Yes 5.0 No 95.0

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

**Bonus received?** Yes 80.0 No 20.0

**Amount (\$000s/yr)** High 30.0 Low 3.0 Avg. 13.2

**Perceived pay vs. peers (%)** More 0.0 Less 45.0 Same 55.0

**Employer's gross US revenue (%)** <\$5M 5.0 \$50-\$100M 0.0 \$5-\$20M 15.0 >100M 65.0 \$20-\$50M 15.0

**Position satisfying? (%)** Thoroughly 30.0 Generally 50.0 OK Sometimes 15.0 No 5.0

**Advancement prospects (%)** Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 0.0 Good 20.0 Fair 50.0 Poor 30.0

**How current job was acquired (%)** Promoted 35.0 Exec Search 10.0 Hired by Company 5.0 Own Initiative 45.0

**Benefits received (%)** Signing Bonus 16.7 Retirement 61.1 Car 0.0 Medical 77.8 Dental 55.6 Stock 50.0

**Factors important to job (avg ranking, 1 = most important)** Salary 2.8 Environ./Culture 3.8 Benefits 4.0 Loyalty to Staff 4.9 Advancement 3.7 Environ./Soc. Resp. 6.6 Training 5.9 Job Security 4.5

**Employer rating (avg rating, 1 = best)** Salary 2.1 Environ./Culture 2.3 Benefits 2.4 Loyalty to Staff 2.6 Advancement 3.3 Environ./Soc. Resp. 2.2 Training 2.7 Job Security 2.6

**Plan to seek a new job this year? (%)** Yes 45.0 No 30.0

**New job motivation (%)** Salary/Benefits 8.3 Advancement 50.0 Different Part of Ind 0.0 Need a Change 16.7 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 16.7 Other 8.3

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.4 Existing Contacts 2.9 Job Ads 2.5 Contact Companies 3.6 Post Resume 3.7

## VP CREATIVE DIRECTOR \$189,400 ▼1.7%

**Number of respondents** 14

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	78.6
Agency	92.9	OTC Pharmaceuticals	21.4
Media/Publisher - HCP	0.0	Biotechnology	28.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	14.3
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip	7.1
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	7.1

**Age** High 60 Low 35 Avg. 46.8

**Sex** Male 85.7 Female 14.3

**Years in industry** High 30.0 Low 5.0 Avg. 14.9

**Years in position** High 8.0 Low 0.3 Avg. 3.8

**Salary (\$000s/yr)** High 255.0 Low 106.0 Avg. 189.4

**Commission received?** Yes 0.0 No 100.0

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

**Bonus received?** Yes 64.3 No 35.7

**Amount (\$000s/yr)** High 35.0 Low 3.6 Avg. 14.2

**Perceived pay vs. peers (%)** More 7.1 Less 35.7 Same 57.1

**Employer's gross US revenue (%)** <\$5M 7.1 \$50-\$100M 14.3 \$5-\$20M 35.7 >100M 14.3 \$20-\$50M 28.6

**Position satisfying? (%)** Thoroughly 15.4 Generally 53.9 OK Sometimes 15.4 No 15.4

**Advancement prospects (%)** Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 14.3 Good 42.9 Fair 14.3 Poor 28.6

**How current job was acquired (%)** Promoted 42.9 Exec Search 21.4 Hired by Company 14.3 Own Initiative 14.3

**Benefits received (%)** Signing Bonus 18.2 Retirement 27.3 Car 9.1 Medical 81.8 Dental 72.7 Stock 18.2

**Factors important to job (avg ranking, 1 = most important)** Salary 2.0 Environ./Culture 3.4 Benefits 4.1 Loyalty to Staff 4.4 Advancement 4.7 Environ./Soc. Resp. 7.2 Training 6.9 Job Security 3.3

**Employer rating (avg rating, 1 = best)** Salary 2.5 Environ./Culture 2.4 Benefits 2.6 Loyalty to Staff 2.3 Advancement 2.8 Environ./Soc. Resp. 2.8 Training 3.1 Job Security 2.1

**Plan to seek a new job this year? (%)** Yes 50.0 No 42.9

**New job motivation (%)** Salary/Benefits 57.1 Advancement 0.0 Different Part of Ind 0.0 Need a Change 28.6 Get out of Industry 0.0 Job Security 14.3 Environ./Culture 0.0 Other 0.0

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.3 Existing Contacts 1.3 Job Ads 3.3 Contact Companies 3.7 Post Resume 4.4



# CAREER & SALARY SURVEY 2013

## ASSOC. CREATIVE DIRECTOR \$149,900 ▲13.7%

Number of respondents 17

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	94.1
Agency	100.0	OTC Pharmaceuticals	5.9
Media/Publisher - HCP	0.0	Biotechnology	11.8
Media/Publisher - Consumer	0.0	Medical Devices/Equip	11.8
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	11.8

Age High 67 Low 30 Avg. 46.1

Sex Male 64.7 Female 35.3

Years in industry High 25.0 Low 6.0 Avg. 14.1

Years in position High 18.0 Low 1.0 Avg. 4.6

Salary (\$000s/yr) High 225.5 Low 85.0 Avg. 149.9

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 52.9 No 47.1

Amount (\$000s/yr) High 10.0 Low 1.5 Avg. 3.7

Perceived pay vs. peers (%) More 41.2 Less 17.7 Same 41.2

Employer's gross <\$5M 12.5 \$50-\$100M 6.3

US revenue (%) \$5-\$20M 12.5 >100M 0.0

\$20-\$50M 68.8

Position satisfying? (%) Thoroughly 5.9 Generally 82.4

OK Sometimes 5.9 No 5.9

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

prospects (%) Excellent 23.5 Good 23.5

Fair 35.3 Poor 17.7

How current job Promoted 47.1 Exec Search 5.9

was acquired (%) Hired by Company 17.7 Own Initiative 23.5

Benefits received (%) Signing Bonus 0.0 Retirement 33.3

Car 0.0 Medical 91.7

Dental 91.7 Stock 25.0

Factors important Salary 2.8 Environ./Culture 3.4

to job (avg ranking, Benefits 3.6 Loyalty to Staff 3.6

1 = most important) Advancement 4.0 Environ./Soc. Resp. 7.1

Training 6.5 Job Security 4.9

Employer rating Salary 2.3 Environ./Culture 2.2

(avg rating, 1 = best) Benefits 2.1 Loyalty to Staff 2.1

Advancement 2.6 Environ./Soc. Resp. 2.6

Training 2.7 Job Security 2.4

Plan to seek a new Yes 35.3 No 35.3

job this year? (%)

New job motivation (%) Salary/Benefits 12.5 Advancement 25.0

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 12.5 Job Security 0.0

Environ./Culture 25.0 Other 25.0

Method for seeking RecruitmentAgency 2.5 Existing Contacts 1.5

new job (avg ranking, Job Ads 3.4 Contact Companies 3.7

1=most likely) Post Resume 3.9

## ART DIRECTOR \$74,400

N/A

Number of respondents 10

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	80.0
Agency	70.0	OTC Pharmaceuticals	30.0
Media/Publisher - HCP	0.0	Biotechnology	10.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	30.0
Media/Publisher - HCP & Consmr.	10.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	20.0	Dental Products/Equip	0.0
		Managed Care	10.0

Age High 61 Low 25 Avg. 41.3

Sex Male 50.0 Female 50.0

Years in industry High 16.0 Low 2.0 Avg. 7.2

Years in position High 35.0 Low 1.0 Avg. 7.8

Salary (\$000s/yr) High 101.0 Low 52.0 Avg. 74.4

Commission received? Yes 0.0 No 100.0

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

Bonus received? Yes 30.0 No 70.0

Amount (\$000s/yr) High 7.0 Low 1.0 Avg. 3.5

Perceived pay vs. peers (%) More 0.0 Less 80.0 Same 20.0

Employer's gross <\$5M 11.1 \$50-\$100M 22.2

US revenue (%) \$5-\$20M 22.2 >100M 22.2

\$20-\$50M 22.2

Position satisfying? (%) Thoroughly 0.0 Generally 70.0

OK Sometimes 10.0 No 20.0

Advancement Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)

prospects (%) Excellent 0.0 Good 11.1

Fair 66.7 Poor 22.2

How current job Promoted 50.0 Exec Search 0.0

was acquired (%) Hired by Company 10.0 Own Initiative 30.0

Benefits received (%) Signing Bonus 0.0 Retirement 40.0

Car 0.0 Medical 60.0

Dental 60.0 Stock 20.0

Factors important Salary 3.6 Environ./Culture 3.5

to job (avg ranking, Benefits 5.4 Loyalty to Staff 3.2

1 = most important) Advancement 4.5 Environ./Soc. Resp. 6.8

Training 6.4 Job Security 2.6

Employer rating Salary 2.4 Environ./Culture 2.3

(avg rating, 1 = best) Benefits 3.0 Loyalty to Staff 2.3

Advancement 3.0 Environ./Soc. Resp. 2.6

Training 2.9 Job Security 2.3

Plan to seek a new Yes 70.0 No 0.0

job this year? (%)

New job motivation (%) Salary/Benefits 37.5 Advancement 0.0

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 12.5 Job Security 12.5

Environ./Culture 25.0 Other 12.5

Method for seeking RecruitmentAgency 2.7 Existing Contacts 1.7

new job (avg ranking, Job Ads 3.4 Contact Companies 3.8

1=most likely) Post Resume 3.4

# CAREER & SALARY SURVEY 2013

## SENIOR COPYWRITER \$126,800 ▲28.0%

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

Employer	Percent	Market Sector	Percent
Manufacturer	10.0	Rx Pharmaceuticals	90.0
Agency	70.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	10.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	20.0	Dental Products/Equip	0.0
		Managed Care	10.0

**Age** High 59 Low 31 Avg. 46.2

**Sex** Male 50.0 Female 50.0

**Years in industry** High 33.0 Low 3.0 Avg. 17.7

**Years in position** High 16.0 Low 1.0 Avg. 5.1

**Salary (\$000s/yr)** High 232.0 Low 73.1 Avg. 126.8

**Commission received?** Yes 0.0 No 100.0

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

**Bonus received?** Yes 80.0 No 20.0

**Amount (\$000s/yr)** High 65.0 Low 0.8 Avg. 12.1

**Perceived pay vs. peers (%)** More 10.0 Less 20.0 Same 70.0

**Employer's gross US revenue (%)** <\$5M 0.0 \$5-\$20M 10.0 \$20-\$50M 10.0 \$50-\$100M 20.0 >100M 60.0

**Position satisfying? (%)** Thoroughly 30.0 OK Sometimes 30.0 Generally 40.0 No 0.0

**Advancement prospects (%)** Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 10.0 Fair 50.0 Good 20.0 Poor 20.0

**How current job was acquired (%)** Promoted 30.0 Hired by Company 20.0 Exec Search 30.0 Own Initiative 20.0

**Benefits received (%)** Signing Bonus 0.0 Car 0.0 Dental 87.5 Retirement 50.0 Medical 100.0 Stock 25.0

**Factors important to job (avg ranking, 1 = most important)** Salary 2.7 Benefits 3.7 Advancement 4.8 Training 7.0 Environ./Culture 2.3 Loyalty to Staff 4.5 Environ./Soc. Resp. 6.8 Job Security 4.2

**Employer rating (avg rating, 1 = best)** Salary 2.5 Benefits 2.0 Advancement 2.9 Training 2.9 Environ./Culture 2.3 Loyalty to Staff 2.6 Environ./Soc. Resp. 2.4 Job Security 2.2

**Plan to seek a new job this year? (%)** Yes 50.0 No 20.0

**New job motivation (%)** Salary/Benefits 33.3 Different Part of Ind 16.7 Get out of Industry 0.0 Environ./Culture 16.7 Advancement 0.0 Need a Change 0.0 Job Security 0.0 Other 33.3

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.0 Job Ads 3.3 Post Resume 3.8 Existing Contacts 2.1 Contact Companies 3.8

## EDITOR \$83,600 ▲13.3%

**Number of respondents** **13**

Employer	Percent	Market Sector	Percent
Manufacturer	7.7	Rx Pharmaceuticals	69.2
Agency	23.1	OTC Pharmaceuticals	23.1
Media/Publisher - HCP	38.5	Biotechnology	23.1
Media/Publisher - Consumer	15.4	Medical Devices/Equip	46.2
Media/Publisher - HCP & Consmr.	15.4	Diagnostic Device/Equip	15.4
Service Supplier	0.0	Hospital Products/Equip.	23.1
Other	0.0	Dental Products/Equip	7.7
		Managed Care	15.4

**Age** High 64 Low 27 Avg. 48.3

**Sex** Male 30.8 Female 69.2

**Years in industry** High 43.0 Low 2.0 Avg. 15.5

**Years in position** High 17.0 Low 1.0 Avg. 8.2

**Salary (\$000s/yr)** High 147.0 Low 47.0 Avg. 83.6

**Commission received?** Yes 0.0 No 100.0

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

**Bonus received?** Yes 30.8 No 69.2

**Amount (\$000s/yr)** High 7.0 Low 0.6 Avg. 3.4

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

**Employer's gross US revenue (%)** <\$5M 23.1 \$5-\$20M 38.5 \$20-\$50M 15.4 \$50-\$100M 0.0 >100M 23.1

**Position satisfying? (%)** Thoroughly 15.4 OK Sometimes 15.4 Generally 53.9 No 15.4

**Advancement prospects (%)** Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 7.7 Fair 30.8 Good 23.1 Poor 38.5

**How current job was acquired (%)** Promoted 30.8 Hired by Company 30.8 Exec Search 7.7 Own Initiative 30.8

**Benefits received (%)** Signing Bonus 0.0 Car 0.0 Dental 90.0 Retirement 70.0 Medical 100.0 Stock 0.0

**Factors important to job (avg ranking, 1 = most important)** Salary 1.3 Benefits 2.9 Advancement 5.7 Training 6.3 Environ./Culture 3.8 Loyalty to Staff 5.7 Environ./Soc. Resp. 6.9 Job Security 3.4

**Employer rating (avg rating, 1 = best)** Salary 2.4 Benefits 2.5 Advancement 3.1 Training 3.3 Environ./Culture 2.6 Loyalty to Staff 2.6 Environ./Soc. Resp. 2.7 Job Security 2.2

**Plan to seek a new job this year? (%)** Yes 38.5 No 7.7

**New job motivation (%)** Salary/Benefits 12.5 Different Part of Ind 12.5 Get out of Industry 0.0 Environ./Culture 25.0 Advancement 25.0 Need a Change 0.0 Job Security 12.5 Other 12.5

**Method for seeking new job (avg ranking, 1=most likely)** RecruitmentAgency 2.8 Job Ads 2.3 Post Resume 3.5 Existing Contacts 1.9 Contact Companies 4.5

## OTHER

\$124,500

▲ 0.6%

Number of respondents 163

Employer	Percent	Market Sector	Percent
Manufacturer	42.6	Rx Pharmaceuticals	58.6
Agency	23.5	OTC Pharmaceuticals	18.5
Media/Publisher - HCP	1.2	Biotechnology	24.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.3
Media/Publisher - HCP & Consmr.	0.6	Diagnostic Device/Equip	14.8
Service Supplier	5.6	Hospital Products/Equip.	11.7
Other	26.5	Dental Products/Equip	1.9
		Managed Care	13.0
<b>Age</b>	High 75	Low 5	Avg. 45.5
<b>Sex</b>	Male 46.3	Female 53.7	
<b>Years in industry</b>	High 38.0	Low 0.5	Avg. 15.1
<b>Years in position</b>	High 20.0	Low 0.5	Avg. 5.4
<b>Salary (\$000s/yr)</b>	High 1200.0	Low 29.0	Avg. 124.5
<b>Commission received?</b>	Yes 2.5	No 97.6	
<b>Amount (\$000s/yr)</b>	High 150.0	Low 17.0	Avg. 74.3
<b>Bonus received?</b>	Yes 61.7	No 38.3	
<b>Amount (\$000s/yr)</b>	High 250.0	Low 0.4	Avg. 26.5
<b>Perceived pay vs. peers (%)</b>	More 13.7	Less 53.4	Same 32.9
<b>Employer's gross US revenue (%)</b>	<\$5M 17.5	\$50-\$100M 10.6	
	\$5-\$20M 22.5	>100M 36.9	
	\$20-\$50M 12.5		
<b>Position satisfying? (%)</b>	Thoroughly 30.6	Generally 51.3	
	OK Sometimes 11.3	No 6.9	
<b>Advancement prospects (%)</b>	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)		
	Excellent 13.8	Good 29.4	
	Fair 34.4	Poor 22.5	
<b>How current job was acquired (%)</b>	Promoted 36.9	Exec Search 7.5	
	Hired by Company 18.8	Own Initiative 30.6	
<b>Benefits received (%)</b>	Signing Bonus 8.7	Retirement 52.0	
	Car 3.9	Medical 82.7	
	Dental 79.5	Stock 41.7	
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary 2.6	Environ./Culture 3.6	
	Benefits 4.0	Loyalty to Staff 4.7	
	Advancement 4.6	Environ./Soc. Resp. 6.5	
	Training 6.1	Job Security 4.1	
<b>Employer rating (avg rating, 1 = best)</b>	Salary 2.2	Environ./Culture 2.2	
	Benefits 2.4	Loyalty to Staff 2.5	
	Advancement 2.8	Environ./Soc. Resp. 2.3	
	Training 2.8	Job Security 2.5	
<b>Plan to seek a new job this year? (%)</b>	Yes 40.0	No 31.9	
<b>New job motivation (%)</b>	Salary/Benefits 33.3	Advancement 16.7	
	Different Part of Ind 3.9	Need a Change 7.7	
	Get out of Industry 2.6	Job Security 7.7	
	Environ./Culture 19.2	Other 9.0	
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency 2.3	Existing Contacts 2.2	
	Job Ads 2.9	Contact Companies 3.8	
	Post Resume 3.7		