

# 2014 Career & Salary Survey

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# IN CHECK

Salaries are down, the industry gender gap persists and people have their eyes peeled for better gigs. But job satisfaction remains positive and, compared with other businesses, the pay isn't half-bad. **James Chase** attempts to make sense of the seeming contradictions



In the context of the seismic activity shaking the foundations of healthcare and the daunting array of challenges—economic, clinical and regulatory—facing the pharmaceutical industry, it's difficult to pick a tone with which to react to this year's *MM&M* Career & Salary Survey.

On one hand, the overall average industry salaries across all sectors, companies and positions have fallen for just the third time in the 28-year history of the study—and that can't be good news, can it? But on the other, this is still the second-largest average salary recorded during those 28 years, topped only by 2013's overall average of \$143,600 (Fig. 1).

Of course, there's much more to scrutinize beyond this number. Of the 1,021 respondents, more than a third (36%) came from the manufacturing side (pharma, biotech, devices, diagnostics), and that hasn't exactly been the most secure place to forge a career path in recent years. Since 2009, the last time the overall average salary dropped, an estimated 160,000 pharma jobs have been eliminated in the US alone. That's an enormous number and the pace of downsizing shows little sign of letting up. Challenger Gray & Christmas reports that US pharma layoffs accelerated in August this year, with 3,093 additional job cuts bringing the 2014 total to 9,358, up from 8,793 for the same eight-month period in 2013.

How does that manifest itself vis-à-vis salaries? Well, if there is one modicum of positivity for manufacturers, it's that the sector fared less badly in this year's survey than did agencies and media (Fig. 2). Pharma salaries were down overall by 2.9% to an average of \$155,700, compared to agencies (down 11.2% to \$129,800), professional media

(down 6.5% to \$114,600) and consumer media (down 17.7% to \$109,500). Still, that amounts to only a nano-crum of comfort for pharma. Only service suppliers/vendors—a category which includes consultants and tech firms—bucked the downward trend, posting moderate growth of 4.7% to an average salary of \$108,000.

However, pharma's numbers still compare favorably with those in other industries. The Payscale Index reports that since 2006, average US salaries across all industries have increased by about 8.5%. But while the average pharma industry salary has increased just 6.8% during that time, employees working for manufacturers have fared better, reporting raises of 16.2% since 2006. That's almost double the national average.

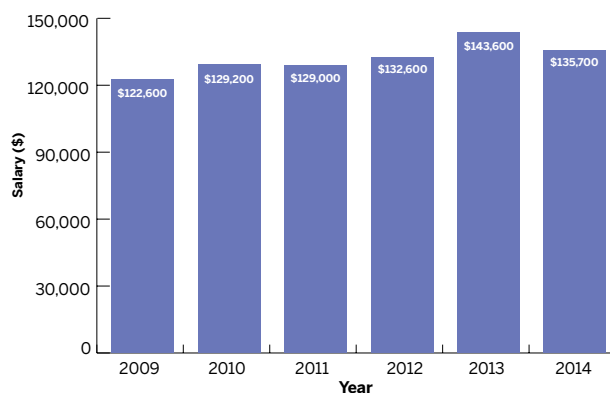
As was the case last year, the most notable storyline from this year's study is the apparent gender inequality in the industry. This year, the average salary for men was \$154,700, versus the average salary of \$116,700 for women (Fig. 3). To put it another way: female respondents are making, on average, 75% of what their male counterparts are making. This is by no means unique to the healthcare

industry. In fact, a figure of 77% has been quoted by government and media alike as the standard female percentage of the male paycheck in the US.

One could argue that the gender gap highlighted in the *MM&M* data is misleading because this is not exactly a like-for-like study, in that many of the senior, most highly-paid positions are dominated by men. For example, 88% of CEO respondents are male, as are 80% of presidents, 84% of EVPs and 84% of sales directors. Still, however you look at it, it seems women are either paid less or promoted less (or both). Run with whichever theory makes you the least uncomfortable.

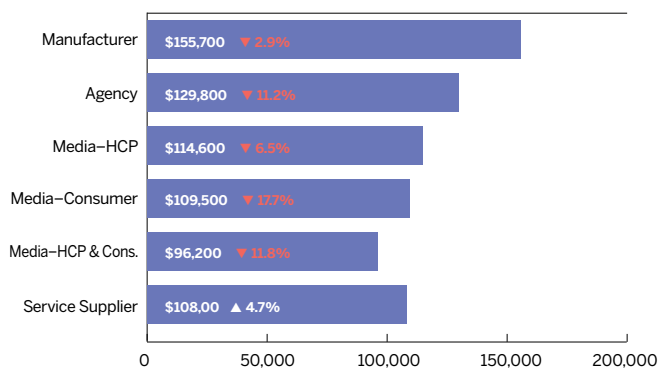
In terms of the different primary market sectors, not a single one posted a year-on-year gain (Fig. 4). Those respondents who listed

**Fig. 1: Average salary, 2009-2014**



Source: MM&M Career & Salary Survey, 2014

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



Source: MM&M Career & Salary Survey, 2014

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



Source: MM&M Career & Salary Survey, 2014

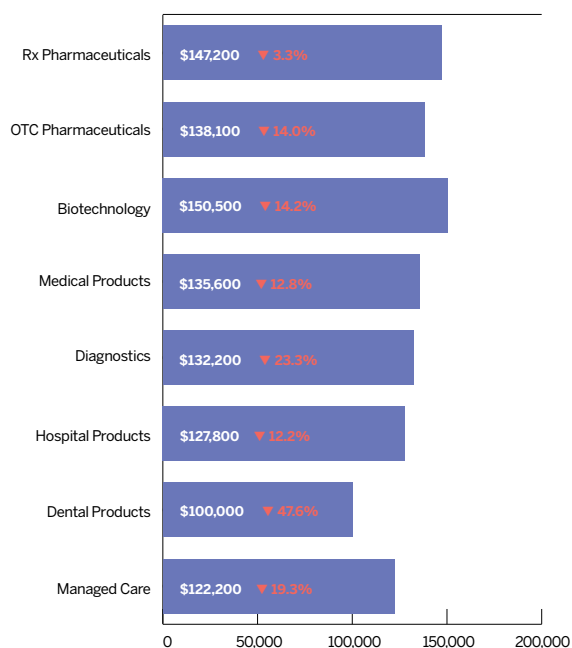
is the \$50-\$100 million revenue band, where average salaries were down 18.6% to \$127,500.

Of course, compensation is about more than just the salaries. As they did in 2013, two-thirds of survey respondents reported receiving a bonus, although the average sum received was down by 7.1% to \$30,000.

Overall, job satisfaction remains about the same as it was in 2013, with 28.8% of respondents reporting that they were “thoroughly” satisfied, 52.5% “generally” satisfied and 4.6% “dissatisfied” with their jobs. These numbers vary little among company type, with suppliers/vendors having the most “thoroughly” satisfied employees (32.6%) and agencies the least (25.0%). All, however, report combined “thorough” or “general” satisfaction around the 80% mark, which is respectable. Of course, one might also note that while 32.3% of males are “thoroughly” satisfied in their work, only 25.4% of females report feeling the same way.

Where the differences in job satisfaction start to appear is with benefits received. Almost one in three of those receiving a bonus

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

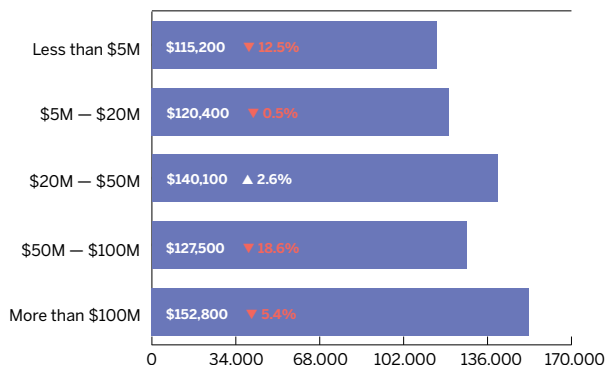


Source: MM&M Career & Salary Survey, 2014

Rx pharmaceuticals as their primary focus fared the least bad, with an average salary down 3.3% to \$144,200. The other sectors rang up an array of double-digit losses, including biotechnology (down 14.2% to \$150,500), medical devices (down 12.8% to \$135,600) and diagnostics (down 23.3% to \$132,200).

Average salary appears to correlate largely with the size of the employer (Fig. 5). Respondents working for companies with annual revenues of less than \$5 million reported average salaries of \$115,200, while those at companies with annual revenues greater than \$100 million recorded average salaries of \$152,800. The only exception

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



Source: MM&M Career & Salary Survey, 2014

report “thorough” satisfaction, versus one in four of those without a bonus. The pattern is similar for those receiving medical coverage (30.0% “thoroughly” satisfied vs. 26.1% of those who don’t receive it) and retirement benefits (31.6% vs. 27.0%).

It gets even tastier when analyzing job satisfaction according to respondents’ perceived advancement prospects. Among those who perceive their advancement prospects to be “excellent,” a whopping 59.1% report being “thoroughly” satisfied with their job, with another 35.1% being “generally” satisfied. And among those with “good” advancement prospects, 37.7% claim to be “thoroughly” satisfied. Conversely, among those who perceive “poor” advancement prospects, just 14.4% are “thoroughly” satisfied and 12.2% report “dissatisfaction.”

Interestingly, while the number of respondents who thought that they made more than their peers was flat at 10.8%, those who perceived their paychecks to be smaller than those of their peers rose to 51.7% from 47.1% last year. This certainly ties in with the overall downturn in salaries.

When it comes to the job factors that are most important, respondents unsurprisingly ranked salary highest with a ranking of 2.5 (based



## Dudnyk eyes “complete package”



This year's MM&M Career & Salary Survey indicates a drop in average salary for agency employees of 11.2% to \$129,800, and it's a shift that surprises Dudnyk president Frank X. Powers. “The growth that I've seen and the turnaround in the industry in the past 18 months has really caused an increase in competition for top talent, which comes with paying some money,” he says.

Powers would know all about that. For the past three years, his Horsham, PA-based creative agency has been growing at what he calls a “tremendous clip.” In addition, he devotes around 50% of his time to recruiting and retaining talent and developing the company's workplace culture. “Hiring talent has always been my biggest concern,” he says, “But in the past two years we have built a dedicated HR team and that has helped us land talent.”

Because of the nature of Dudnyk's core expertise—specialty medicine, rare diseases and medical devices—it's often necessary for the agency to look within those disciplines for prospective employees. However, Powers is not afraid to search further afield when the situation demands it. “Where we look outside of industry is in the digital channel. Sometimes [candidates] don't exist with the skill set we are looking for in healthcare. For specific digital positions, we cast the net far broader.”

And while the gargantuan number of job cuts that has been seen in both the pharmaceutical and biotech industries in recent years is no cause for celebration, it actually hasn't worked out all that badly for Powers, the head of an agency looking to stock up on expertise.

“There is some serious talent from the consolidation of companies that you couldn't access previously that has now become available,” he explains. “Some big thinkers have been made available to the agency world, plus there is a trend of those folks with deep pharma experience making the jump to the agency side.”

When respondents to this year's Career & Salary Survey were asked to rank the factors that were most important to them in their job, salary came out at the top of the list. However, hot on its heels was environment/workplace culture, which was followed by advancement opportunities and benefits. None of this surprises Powers in the slightest.

“Salaries are a given—that's the price of being in the game,” he says. “But everything else that you bring to it—from career path to culture, to the work, to the vision—all of those things that you actually do, and don't do, are what make a great workplace. If you don't have the complete package for an employee in today's marketplace, then you are going to lose that employee.”

Powers is clearly paying more than just lip service to this wisdom, as Dudnyk now boasts an average employee tenure of more than six years. “It's all because we like one another,” he says. “We have a non-political environment and it makes for a place you can come and hang your hat and enjoy it. Our goal is to be the best creative agency on the planet for the specialty physician, and everyone comes into work every day knowing that.”

on a 1 to 5 scale, where 1 is best), closely followed by environment/workplace culture (3.0). But how are their current employers performing on these various attributes? Last year, salary tied for first place with a score of 2.2. However, this year employers scored just 2.4 for salary, tied for fifth place behind environment/workplace culture and benefits (both 2.2) and corporate social responsibility and job security (both 2.3). It seems the slow growth in salary is being felt at the individual level.

Finally, 36.2% of the respondents to the survey said that they intended to look for a new position in the next 12 months, down slightly from 37.7% last year. Of these individuals, 35.9% said they wanted to move for a better salary (vs. just 27.6% in 2013). As in 2013, by far the most popular avenue via which respondents said they'd seek new positions was through existing contacts and executive search firms.

## Methodology and respondent characteristics

MM&M readers were invited to fill out an online survey in August 2014. Of the 1,021 qualified respondents, 369 were employed by manufacturers (pharma, biotech, devices, diagnostics), 302 by agencies, 77 by healthcare media and 92 by suppliers/vendors; 181 classified themselves as “other.” 510 respondents were male and 511 female; the average age was 44.2 years. The average time spent in the industry was 15.2 years and the average time spent in their current position was 5.2 years.

On the pages that follow you will find data sets for selected job titles. 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).

## DIRECTORY OF POSITIONS

ALL POSITIONS	36
Account Manager	48
Account Supervisor	46
Chief Executive Officer	38
Director, Marketing	41
Director, New Business Development	41
Editor	52
Executive Vice President	40
Managing Director	38
Media Director	48
Medical Director	50
President	36
Product Manager	44
Research Director	50
Sales Director	42
Senior Product Manager	44
VP Creative Director	52
VP Group Supervisor	46
VP Marketing	40
VP Sales	42

# CAREER & SALARY SURVEY 2014

**ALL POSITIONS** **\$135,700** **▼5.5%**

**Number of respondents** **1021**

Employer	Percent	Market Sector	Percent
Manufacturer	36.1	Rx Pharmaceuticals	60.4
Agency	29.6	OTC Pharmaceuticals	14.6
Media/Publisher - HCP	4.0	Biotechnology	23.0
Media/Publisher - Consumer	1.1	Medical Devices/Equip	26.2
Media/Publisher - HCP & Consmr.	2.5	Diagnostic Device/Equip	11.3
Service Supplier	9.0	Hospital Products/Equip.	7.4
Other	17.7	Dental Products/Equip	2.4
		Managed Care	8.7

<b>Age</b>	High	78	Low	21	Avg.	44.2
<b>Sex</b>	Male	50.0	Female	50.1		
<b>Years in industry</b>	High	50.0	Low	1.0	Avg.	15.2
<b>Years in position</b>	High	50.0	Low	1.0	Avg.	5.2
<b>Salary (\$000s/yr)</b>	High	1750.0	Low	20.0	Avg.	135.7
<b>Commission received?</b>	Yes	8.6	No	91.4		
<b>Amount (\$000s/yr)</b>	High	300.0	Low	1.0	Avg.	50.5
<b>Bonus received?</b>	Yes	66.9	No	33.1		
<b>Amount (\$000s/yr)</b>	High	565.0	Low	0.2	Avg.	30.0
<b>Perceived pay vs. peers (%)</b>	More	10.9	Less	52.2	Same	36.9
<b>Employer's gross US revenue (%)</b>	<\$5M	14.5	\$50-\$100M	9.9		
	\$5-\$20M	22.6	>100M	37.9		
	\$20-\$50M	15.1				

<b>Position satisfying? (%)</b>	Thoroughly	28.8	Generally	52.5
	OK Sometimes	14.1	No	4.6

<b>Salary reviewed (%)</b>	6 months	3.9	18 months	5.2
	12 months	75.2	24 months	15.7

<b>Advancement prospects (%)</b>	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	15.5	Good	31.9
	Fair	29.9	Poor	22.8

<b>How current job was acquired (%)</b>	Promoted	31.2	Exec Search	13.3
	Hired by Company	15.7	Own Initiative	32.8

<b>Benefits received (%)</b>	Signing Bonus	14.0	Retirement	49.1
	Car	11.4	Medical	86.4
	Dental	74.7	Stock	38.8

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture	3.0
	Benefits	4.2	Loyalty to Staff	4.7
	Advancement	4.4	Environ./Soc. Resp.	6.8
	Training	6.3	Job Security	4.2

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

<b>Plan to seek a new job this year? (%)</b>	Yes	36.2	No	34.6
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<b>New job motivation (%)</b>	Salary/Benefits	35.9	Advancement	11.5
	Different Part of Ind.	6.8	Need a Change	6.0
	Get out of Industry	4.7	Job Security	5.3
	Environ./Culture	21.6	Other	8.2

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.3	Existing Contacts	2.0
	Job Ads	3.0	Contact Companies	3.7
	Post Resume	3.9		

<b>Company fosters culture of transparency? (%)</b>	Disagree Strongly	8.9	Agree Somewhat	40.3
	Disagree Somewhat	16.1	Agree Strongly	20.1
	Neutral	14.7		

<b>Company's core purpose inspires? (%)</b>	Disagree Strongly	5.1	Agree Somewhat	39.7
	Disagree Somewhat	9.5	Agree Strongly	28.9
	Neutral	16.8		

**PRESIDENT** **\$274,900** **▲10.1%**

**Number of respondents** **30**

Employer	Percent	Market Sector	Percent
Manufacturer	23.3	Rx Pharmaceuticals	83.3
Agency	40.0	OTC Pharmaceuticals	10.0
Media/Publisher - HCP	13.3	Biotechnology	26.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	43.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	20.0
Service Supplier	10.0	Hospital Products/Equip.	13.3
Other	13.3	Dental Products/Equip	0.0
		Managed Care	10.0

<b>Age</b>	High	74	Low	35	Avg.	51.1
<b>Sex</b>	Male	80.0	Female	20.0		
<b>Years in industry</b>	High	40.0	Low	5.0	Avg.	21.5
<b>Years in position</b>	High	50.0	Low	1.0	Avg.	9.6
<b>Salary (\$000s/yr)</b>	High	1750.0	Low	60.0	Avg.	274.9
<b>Commission received?</b>	Yes	26.7	No	73.3		
<b>Amount (\$000s/yr)</b>	High	75.0	Low	2.0	Avg.	44.8
<b>Bonus received?</b>	Yes	53.3	No	46.7		
<b>Amount (\$000s/yr)</b>	High	200.0	Low	15.0	Avg.	72.5
<b>Perceived pay vs. peers (%)</b>	More	13.3	Less	56.7	Same	30.0
<b>Employer's gross US revenue (%)</b>	<\$5M	44.8	\$50-\$100M	0.0		
	\$5-\$20M	31.0	>100M	13.8		
	\$20-\$50M	10.3				

<b>Position satisfying? (%)</b>	Thoroughly	51.7	Generally	31.0
	OK Sometimes	13.8	No	3.5

<b>Salary reviewed (%)</b>	6 months	6.7	18 months	0.0
	12 months	63.3	24 months	30.0

<b>Advancement prospects (%)</b>	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	40.0	Good	26.7
	Fair	6.7	Poor	26.7

<b>How current job was acquired (%)</b>	Promoted	23.3	Exec Search	10.0
	Hired by Company	10.0	Own Initiative	23.3

<b>Benefits received (%)</b>	Signing Bonus	10.7	Retirement	32.1
	Car	39.3	Medical	75.0
	Dental	60.7	Stock	42.9

<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.8	Environ./Culture	2.5
	Benefits	4.7	Loyalty to Staff	4.1
	Advancement	5.5	Environ./Soc. Resp.	5.5
	Training	6.0	Job Security	4.5

<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture	1.6
	Benefits	2.4	Loyalty to Staff	1.7
	Advancement	2.3	Environ./Soc. Resp.	2.0
	Training	2.5	Job Security	1.9

<b>Plan to seek a new job this year? (%)</b>	Yes	16.7	No	56.7
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<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	0.0
	Different Part of Ind	28.6	Need a Change	14.3
	Get out of Industry	0.0	Job Security	28.6
	Environ./Culture	14.3	Other	14.3

<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.0	Existing Contacts	1.9
	Job Ads	3.5	Contact Companies	3.3
	Post Resume	4.2		

<b>Company fosters culture of transparency? (%)</b>	Disagree Strongly	3.3	Agree Somewhat	23.3
	Disagree Somewhat	3.3	Agree Strongly	60.0
	Neutral	10.0		

<b>Company's core purpose inspires? (%)</b>	Disagree Strongly	3.3	Agree Somewhat	23.3
	Disagree Somewhat	0.0	Agree Strongly	60.0
	Neutral	13.3		

# CAREER & SALARY SURVEY 2014

## CHIEF EXECUTIVE OFFICER \$232,500 ▼34.1%

Number of respondents				16
Employer	Percent	Market Sector	Percent	
Manufacturer	18.8	Rx Pharmaceuticals	56.3	
Agency	18.8	OTC Pharmaceuticals	18.8	
Media/Publisher - HCP	0.0	Biotechnology	43.8	
Media/Publisher - Consumer	0.0	Medical Devices/Equip	43.8	
Media/Publisher - HCP & Consmr.	12.5	Diagnostic Device/Equip	25.0	
Service Supplier	25.0	Hospital Products/Equip.	12.5	
Other	25.0	Dental Products/Equip	0.0	
		Managed Care	18.8	

Age	High	72	Low	40	Avg.	57.1
Sex	Male	87.5	Female	12.5		
Years in industry	High	50.0	Low	3.0	Avg.	28.5
Years in position	High	20.0	Low	1.0	Avg.	7.9
Salary (\$000s/yr)	High	515.0	Low	75.0	Avg.	232.5
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	62.5	No	37.5		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	0.0	Less	73.3	Same	26.7
Employer's gross US revenue (%)	<\$5M		68.8	\$50-\$100M		0.0
	\$5-\$20M		18.8	>100M		6.3
	\$20-\$50M		6.3			
Position satisfying? (%)	Thoroughly		75.0	Generally		25.0
	OK Sometimes		0.0	No		0.0
Salary reviewed (%)	6 months		18.8	18 months		0.0
	12 months		43.8	24 months		37.5
Advancement prospects (%)	Index 3.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		62.5	Good		18.8
	Fair		12.5	Poor		6.3
How current job was acquired (%)	Promoted		18.8	Exec Search		0.0
	Hired by Company		0.0	Own Initiative		50.0
Benefits received (%)	Signing Bonus		7.7	Retirement		30.8
	Car		53.9	Medical		84.6
	Dental		46.2	Stock		46.2
Factors important to job (avg ranking, 1 = most important)	Salary		3.3	Environ./Culture		2.7
	Benefits		4.7	Loyalty to Staff		3.1
	Advancement		6.2	Environ./Soc. Resp.		5.8
	Training		5.9	Job Security		4.4
Employer rating (avg rating, 1 = best)	Salary		1.9	Environ./Culture		1.6
	Benefits		2.0	Loyalty to Staff		1.4
	Advancement		1.7	Environ./Soc. Resp.		1.8
	Training		2.1	Job Security		1.8
Plan to seek a new job this year? (%)	Yes		12.5	No		75.0
New job motivation (%)	Salary/Benefits		50.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		25.0
	Environ./Culture		25.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.5	Existing Contacts		1.8
	Job Ads		3.5	Contact Companies		3.0
	Post Resume		4.3			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		25.0
	Disagree Somewhat		0.0	Agree Strongly		75.0
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		12.5
	Disagree Somewhat		0.0	Agree Strongly		81.3
	Neutral		6.3			

## MANAGING DIRECTOR \$174,500 ▲0.1%

Number of respondents				19
Employer	Percent	Market Sector	Percent	
Manufacturer	5.3	Rx Pharmaceuticals	79.0	
Agency	63.2	OTC Pharmaceuticals	31.6	
Media/Publisher - HCP	0.0	Biotechnology	42.1	
Media/Publisher - Consumer	0.0	Medical Devices/Equip	31.6	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.5	
Service Supplier	10.5	Hospital Products/Equip.	26.3	
Other	21.1	Dental Products/Equip	0.0	
		Managed Care	10.5	

Age	High	58	Low	34	Avg.	46.0
Sex	Male	73.7	Female	26.3		
Years in industry	High	32.0	Low	10.0	Avg.	19.1
Years in position	High	14.0	Low	1.0	Avg.	4.7
Salary (\$000s/yr)	High	325.0	Low	50.0	Avg.	174.5
Commission received?	Yes	10.5	No	89.5		
Amount (\$000s/yr)	High	25.0	Low	5.0	Avg.	15.0
Bonus received?	Yes	73.7	No	26.3		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	5.6	Less	50.0	Same	44.4
Employer's gross US revenue (%)	<\$5M		10.5	\$50-\$100M		5.3
	\$5-\$20M		31.6	>100M		10.5
	\$20-\$50M		42.1			
Position satisfying? (%)	Thoroughly		61.1	Generally		27.8
	OK Sometimes		11.1	No		0.0
Salary reviewed (%)	6 months		0.0	18 months		11.1
	12 months		72.2	24 months		16.7
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		27.8	Good		22.2
	Fair		38.9	Poor		11.1
How current job was acquired (%)	Promoted		27.8	Exec Search		27.8
	Hired by Company		22.2	Own Initiative		22.2
Benefits received (%)	Signing Bonus		26.7	Retirement		80.0
	Car		33.3	Medical		86.7
	Dental		53.3	Stock		26.7
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		2.9
	Benefits		5.2	Loyalty to Staff		3.9
	Advancement		4.9	Environ./Soc. Resp.		7.3
	Training		5.7	Job Security		3.5
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.1
	Benefits		2.4	Loyalty to Staff		1.9
	Advancement		2.1	Environ./Soc. Resp.		2.3
	Training		2.6	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		33.3	No		33.3
New job motivation (%)	Salary/Benefits		30.0	Advancement		0.0
	Different Part of Ind		10.0	Need a Change		10.0
	Get out of Industry		0.0	Job Security		10.0
	Environ./Culture		30.0	Other		10.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.0	Existing Contacts		2.0
	Job Ads		3.1	Contact Companies		3.9
	Post Resume		4.0			
Company fosters culture of transparency? (%)	Disagree Strongly		5.3	Agree Somewhat		36.8
	Disagree Somewhat		10.5	Agree Strongly		36.8
	Neutral		10.5			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		55.6
	Disagree Somewhat		11.1	Agree Strongly		33.3
	Neutral		0.0			

# CAREER & SALARY SURVEY 2014

## EXECUTIVE VICE PRESIDENT \$235,600 ▲4.4%

Number of respondents				19
Employer	Percent	Market Sector	Percent	
Manufacturer	26.3	Rx Pharmaceuticals	79.0	
Agency	47.4	OTC Pharmaceuticals	21.1	
Media/Publisher - HCP	0.0	Biotechnology	31.6	
Media/Publisher - Consumer	0.0	Medical Devices/Equip	26.3	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.5	
Service Supplier	21.1	Hospital Products/Equip.	0.0	
Other	5.3	Dental Products/Equip	0.0	
		Managed Care	0.0	

Age	High	71	Low	33	Avg.	48.3
Sex	Male	84.2	Female	15.8		
Years in industry	High	30.0	Low	10.0	Avg.	18.8
Years in position	High	38.0	Low	1.0	Avg.	8.2
Salary (\$000s/yr)	High	370.0	Low	144.0	Avg.	235.6
Commission received?	Yes	10.5	No	89.5		
Amount (\$000s/yr)	High	45.0	Low	45.0	Avg.	45.0
Bonus received?	Yes	89.5	No	10.5		
Amount (\$000s/yr)	High	300.0	Low	15.0	Avg.	82.5
Perceived pay vs. peers (%)	More	10.5	Less	31.6	Same	57.9
Employer's gross US revenue (%)	<\$5M	10.5	\$50-\$100M	15.8		
	\$5-\$20M	26.3	>100M	15.8		
	\$20-\$50M	31.6				
Position satisfying? (%)	Thoroughly	42.1	Generally	47.4		
	OK Sometimes	10.5	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	22.2		
	12 months	50.0	24 months	27.8		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	5.6	Good	44.4		
	Fair	27.8	Poor	22.2		
How current job was acquired (%)	Promoted	42.1	Exec Search	10.5		
	Hired by Company	15.8	Own Initiative	15.8		
Benefits received (%)	Signing Bonus	5.6	Retirement	22.2		
	Car	33.3	Medical	77.8		
	Dental	55.6	Stock	38.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.1		
	Benefits	4.6	Loyalty to Staff	4.1		
	Advancement	5.2	Environ./Soc. Resp.	6.8		
	Training	6.6	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	2.1		
	Benefits	2.2	Loyalty to Staff	1.9		
	Advancement	2.6	Environ./Soc. Resp.	2.4		
	Training	2.9	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	15.8	No	52.6		
New job motivation (%)	Salary/Benefits	16.7	Advancement	16.7		
	Different Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	16.7	Job Security	16.7		
	Environ./Culture	16.7	Other	16.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.6	Existing Contacts	2.0		
	Job Ads	3.7	Contact Companies	3.5		
	Post Resume	4.3				
Company fosters culture of transparency? (%)	Disagree Strongly	5.3	Agree Somewhat	52.6		
	Disagree Somewhat	0.0	Agree Strongly	26.3		
	Neutral	15.8				
Company's core purpose inspires? (%)	Disagree Strongly	5.3	Agree Somewhat	31.6		
	Disagree Somewhat	5.3	Agree Strongly	52.6		
	Neutral	5.3				

## VP MARKETING \$180,600 ▼9.0%

Number of respondents				31
Employer	Percent	Market Sector	Percent	
Manufacturer	41.9	Rx Pharmaceuticals	58.1	
Agency	29.0	OTC Pharmaceuticals	12.9	
Media/Publisher - HCP	3.2	Biotechnology	16.1	
Media/Publisher - Consumer	0.0	Medical Devices/Equip	19.4	
Media/Publisher - HCP & Consmr.	3.2	Diagnostic Device/Equip	9.7	
Service Supplier	6.5	Hospital Products/Equip.	3.2	
Other	16.1	Dental Products/Equip	3.2	
		Managed Care	3.2	

Age	High	63	Low	29	Avg.	46.1
Sex	Male	41.9	Female	58.1		
Years in industry	High	35.0	Low	2.0	Avg.	16.2
Years in position	High	12.0	Low	1.0	Avg.	3.8
Salary (\$000s/yr)	High	275.0	Low	105.0	Avg.	180.6
Commission received?	Yes	6.5	No	93.6		
Amount (\$000s/yr)	High	40.0	Low	5.0	Avg.	22.5
Bonus received?	Yes	71.0	No	29.0		
Amount (\$000s/yr)	High	125.0	Low	4.0	Avg.	44.3
Perceived pay vs. peers (%)	More	12.9	Less	61.3	Same	25.8
Employer's gross US revenue (%)	<\$5M	3.2	\$50-\$100M	12.9		
	\$5-\$20M	16.1	>100M	51.6		
	\$20-\$50M	16.1				
Position satisfying? (%)	Thoroughly	19.4	Generally	67.7		
	OK Sometimes	3.2	No	9.7		
Salary reviewed (%)	6 months	3.3	18 months	6.7		
	12 months	80.0	24 months	10.0		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	9.7	Good	35.5		
	Fair	25.8	Poor	29.0		
How current job was acquired (%)	Promoted	36.7	Exec Search	23.3		
	Hired by Company	13.3	Own Initiative	23.3		
Benefits received (%)	Signing Bonus	10.0	Retirement	43.3		
	Car	10.0	Medical	73.3		
	Dental	73.3	Stock	40.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.7		
	Benefits	4.0	Loyalty to Staff	4.6		
	Advancement	4.9	Environ./Soc. Resp.	6.4		
	Training	6.8	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.5		
	Benefits	2.4	Loyalty to Staff	2.6		
	Advancement	2.7	Environ./Soc. Resp.	2.8		
	Training	3.3	Job Security	2.6		
Plan to seek a new job this year? (%)	Yes	45.2	No	19.4		
New job motivation (%)	Salary/Benefits	45.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	15.0		
	Get out of Industry	5.0	Job Security	0.0		
	Environ./Culture	25.0	Other	10.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.8		
	Job Ads	3.4	Contact Companies	3.6		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	6.5	Agree Somewhat	35.5		
	Disagree Somewhat	35.5	Agree Strongly	16.1		
	Neutral	6.5				
Company's core purpose inspires? (%)	Disagree Strongly	9.7	Agree Somewhat	32.3		
	Disagree Somewhat	16.1	Agree Strongly	35.5		
	Neutral	6.5				



# CAREER & SALARY SURVEY 2014

## DIRECTOR, MARKETING \$144,600 ▼1.4%

Number of respondents 87			
Employer	Percent	Market Sector	Percent
Manufacturer	63.2	Rx Pharmaceuticals	50.6
Agency	5.8	OTC Pharmaceuticals	5.8
Media/Publisher - HCP	0.0	Biotechnology	17.2
Media/Publisher - Consumer	2.3	Medical Devices/Equip	20.7
Media/Publisher - HCP & Consmr.	2.3	Diagnostic Device/Equip	5.8
Service Supplier	5.8	Hospital Products/Equip.	5.8
Other	20.7	Dental Products/Equip	2.3
		Managed Care	5.8

Age	High	68	Low	27	Avg.	43.5
Sex	Male	44.8	Female	55.2		
Years in industry	High	36.0	Low	2.0	Avg.	16.1
Years in position	High	27.0	Low	1.0	Avg.	4.8
Salary (\$000s/yr)	High	720.0	Low	37.4	Avg.	144.6
Commission received?	Yes	3.5	No	96.6		
Amount (\$000s/yr)	High	35.0	Low	10.0	Avg.	19.0
Bonus received?	Yes	81.6	No	18.4		
Amount (\$000s/yr)	High	250.0	Low	0.2	Avg.	32.1
Perceived pay vs. peers (%)	More	4.7	Less	58.1	Same	37.2
Employer's gross US revenue (%)	<\$5M	10.5	\$50-\$100M	8.1		
	\$5-\$20M	14.0	>100M	58.1		
	\$20-\$50M	9.3				
Position satisfying? (%)	Thoroughly	31.0	Generally	54.0		
	OK Sometimes	13.8	No	1.2		
Salary reviewed (%)	6 months	1.2	18 months	2.3		
	12 months	83.7	24 months	12.8		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.1	Good	29.9		
	Fair	32.2	Poor	21.8		
How current job was acquired (%)	Promoted	36.8	Exec Search	12.6		
	Hired by Company	16.1	Own Initiative	28.7		
Benefits received (%)	Signing Bonus	28.2	Retirement	55.1		
	Car	10.3	Medical	87.2		
	Dental	80.8	Stock	55.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.6		
	Benefits	4.0	Loyalty to Staff	4.9		
	Advancement	4.1	Environ./Soc. Resp.	6.9		
	Training	6.4	Job Security	4.5		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.3		
	Benefits	2.2	Loyalty to Staff	2.6		
	Advancement	2.7	Environ./Soc. Resp.	2.3		
	Training	3.0	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	39.1	No	34.5		
New job motivation (%)	Salary/Benefits	28.6	Advancement	14.3		
	Different Part of Ind	4.8	Need a Change	2.4		
	Get out of Industry	4.8	Job Security	16.7		
	Environ./Culture	19.1	Other	9.5		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	2.0		
	Job Ads	3.1	Contact Companies	3.9		
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	11.5	Agree Somewhat	42.5		
	Disagree Somewhat	23.0	Agree Strongly	17.2		
	Neutral	5.8				
Company's core purpose inspires? (%)	Disagree Strongly	8.1	Agree Somewhat	39.5		
	Disagree Somewhat	8.1	Agree Strongly	31.4		
	Neutral	12.8				

## DIR., NEW BUS. DEVELOPMENT \$155,300 ▲17.5%

Number of respondents 20			
Employer	Percent	Market Sector	Percent
Manufacturer	30.0	Rx Pharmaceuticals	60.0
Agency	20.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	5.0	Biotechnology	35.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	35.0
Media/Publisher - HCP & Consmr.	5.0	Diagnostic Device/Equip	5.0
Service Supplier	20.0	Hospital Products/Equip.	5.0
Other	20.0	Dental Products/Equip	0.0
		Managed Care	5.0

Age	High	63	Low	27	Avg.	48.2
Sex	Male	70.0	Female	30.0		
Years in industry	High	31.0	Low	4.0	Avg.	19.6
Years in position	High	6.0	Low	1.0	Avg.	2.7
Salary (\$000s/yr)	High	235.0	Low	60.0	Avg.	155.3
Commission received?	Yes	25.0	No	75.0		
Amount (\$000s/yr)	High	150.0	Low	2.0	Avg.	77.4
Bonus received?	Yes	70.0	No	30.0		
Amount (\$000s/yr)	High	65.0	Low	2.0	Avg.	27.1
Perceived pay vs. peers (%)	More	0.0	Less	47.4	Same	52.6
Employer's gross US revenue (%)	<\$5M	21.1	\$50-\$100M	5.3		
	\$5-\$20M	26.3	>100M	31.6		
	\$20-\$50M	15.8				
Position satisfying? (%)	Thoroughly	35.0	Generally	50.0		
	OK Sometimes	10.0	No	5.0		
Salary reviewed (%)	6 months	5.0	18 months	15.0		
	12 months	70.0	24 months	10.0		
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.0	Good	45.0		
	Fair	30.0	Poor	10.0		
How current job was acquired (%)	Promoted	20.0	Exec Search	25.0		
	Hired by Company	25.0	Own Initiative	30.0		
Benefits received (%)	Signing Bonus	33.3	Retirement	50.0		
	Car	22.2	Medical	94.4		
	Dental	83.3	Stock	33.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.9		
	Benefits	4.5	Loyalty to Staff	4.4		
	Advancement	4.5	Environ./Soc. Resp.	6.3		
	Training	6.9	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	2.5		
	Benefits	2.1	Loyalty to Staff	2.3		
	Advancement	2.5	Environ./Soc. Resp.	2.4		
	Training	2.9	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	47.4	No	36.8		
New job motivation (%)	Salary/Benefits	41.7	Advancement	16.7		
	Different Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	8.3		
	Environ./Culture	33.3	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.8	Existing Contacts	1.6		
	Job Ads	3.7	Contact Companies	3.4		
	Post Resume	4.5				
Company fosters culture of transparency? (%)	Disagree Strongly	10.0	Agree Somewhat	50.0		
	Disagree Somewhat	10.0	Agree Strongly	20.0		
	Neutral	10.0				
Company's core purpose inspires? (%)	Disagree Strongly	5.0	Agree Somewhat	35.0		
	Disagree Somewhat	15.0	Agree Strongly	30.0		
	Neutral	15.0				



# CAREER & SALARY SURVEY 2014

## VP SALES

**\$191,700**

**▲7.2%**

Number of respondents 15					
Employer	Percent	Market Sector		Percent	
Manufacturer	40.0	Rx Pharmaceuticals		66.7	
Agency	0.0	OTC Pharmaceuticals		0.0	
Media/Publisher - HCP	6.7	Biotechnology		33.3	
Media/Publisher - Consumer	13.3	Medical Devices/Equip		40.0	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		20.0	
Service Supplier	26.7	Hospital Products/Equip.		6.7	
Other	13.3	Dental Products/Equip		6.7	
		Managed Care		6.7	

Age	High	62	Low	37	Avg.	49.5
Sex	Male	73.3	Female	26.7		
Years in industry	High	34.0	Low	9.0	Avg.	23.2
Years in position	High	25.0	Low	1.0	Avg.	5.5
Salary (\$000s/yr)	High	306.0	Low	72.0	Avg.	191.7
Commission received?	Yes	46.7	No	53.3		
Amount (\$000s/yr)	High	150.0	Low	30.0	Avg.	85.7
Bonus received?	Yes	66.7	No	33.3		
Amount (\$000s/yr)	High	175.0	Low	10.0	Avg.	73.5
Perceived pay vs. peers (%)	More	13.3	Less	26.7	Same	60.0
Employer's gross US revenue (%)	<\$5M		21.4	\$50-\$100M		7.1
	\$5-\$20M		14.3	>100M		42.9
	\$20-\$50M		14.3			
Position satisfying? (%)	Thoroughly		40.0	Generally		53.3
	OK Sometimes		6.7	No		0.0
Salary reviewed (%)	6 months		0.0	18 months		0.0
	12 months		66.7	24 months		33.3
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		13.3	Good		46.7
	Fair		20.0	Poor		20.0
How current job was acquired (%)	Promoted		33.3	Exec Search		26.7
	Hired by Company		20.0	Own Initiative		13.3
Benefits received (%)	Signing Bonus		15.4	Retirement		46.2
	Car		30.8	Medical		100.0
	Dental		84.6	Stock		30.8
Factors important to job (avg ranking, 1 = most important)	Salary		2.1	Environ./Culture		3.4
	Benefits		4.6	Loyalty to Staff		4.1
	Advancement		4.1	Environ./Soc. Resp.		7.0
	Training		6.7	Job Security		4.0
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		1.8
	Benefits		2.5	Loyalty to Staff		1.7
	Advancement		2.5	Environ./Soc. Resp.		2.2
	Training		2.7	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		26.7	No		33.3
New job motivation (%)	Salary/Benefits		16.7	Advancement		33.3
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		16.7
	Environ./Culture		16.7	Other		16.7
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.1	Existing Contacts		1.6
	Job Ads		3.4	Contact Companies		3.2
	Post Resume		4.7			
Company fosters culture of transparency? (%)	Disagree Strongly		6.7	Agree Somewhat		46.7
	Disagree Somewhat		13.3	Agree Strongly		33.3
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		6.7	Agree Somewhat		26.7
	Disagree Somewhat		0.0	Agree Strongly		53.3
	Neutral		13.3			

## SALES DIRECTOR

**\$141,200**

**▲8.1%**

Number of respondents 25					
Employer	Percent	Market Sector		Percent	
Manufacturer	44.0	Rx Pharmaceuticals		48.0	
Agency	4.0	OTC Pharmaceuticals		16.0	
Media/Publisher - HCP	12.0	Biotechnology		24.0	
Media/Publisher - Consumer	4.0	Medical Devices/Equip		28.0	
Media/Publisher - HCP & Consmr.	12.0	Diagnostic Device/Equip		16.0	
Service Supplier	8.0	Hospital Products/Equip.		4.0	
Other	16.0	Dental Products/Equip		4.0	
		Managed Care		12.0	

Age	High	69	Low	28	Avg.	49.9
Sex	Male	84.0	Female	16.0		
Years in industry	High	32.0	Low	4.0	Avg.	17.7
Years in position	High	48.0	Low	2.0	Avg.	8.2
Salary (\$000s/yr)	High	225.0	Low	20.0	Avg.	141.2
Commission received?	Yes	36.0	No	64.0		
Amount (\$000s/yr)	High	220.0	Low	20.0	Avg.	82.8
Bonus received?	Yes	72.0	No	28.0		
Amount (\$000s/yr)	High	75.0	Low	4.0	Avg.	37.1
Perceived pay vs. peers (%)	More	8.3	Less	54.2	Same	37.5
Employer's gross US revenue (%)	<\$5M		8.0	\$50-\$100M		16.0
	\$5-\$20M		24.0	>100M		44.0
	\$20-\$50M		8.0			
Position satisfying? (%)	Thoroughly		29.2	Generally		54.2
	OK Sometimes		0.0	No		16.7
Salary reviewed (%)	6 months		0.0	18 months		16.0
	12 months		48.0	24 months		36.0
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		12.0	Good		16.0
	Fair		40.0	Poor		32.0
How current job was acquired (%)	Promoted		60.0	Exec Search		4.0
	Hired by Company		12.0	Own Initiative		24.0
Benefits received (%)	Signing Bonus		11.1	Retirement		33.3
	Car		38.9	Medical		94.4
	Dental		72.2	Stock		44.4
Factors important to job (avg ranking, 1 = most important)	Salary		2.8	Environ./Culture		3.5
	Benefits		4.3	Loyalty to Staff		4.6
	Advancement		4.2	Environ./Soc. Resp.		6.6
	Training		5.9	Job Security		4.2
Employer rating (avg rating, 1 = best)	Salary		2.6	Environ./Culture		2.8
	Benefits		2.4	Loyalty to Staff		2.8
	Advancement		2.8	Environ./Soc. Resp.		2.6
	Training		2.9	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		52.0	No		32.0
New job motivation (%)	Salary/Benefits		42.9	Advancement		7.1
	Different Part of Ind		7.1	Need a Change		0.0
	Get out of Industry		7.1	Job Security		0.0
	Environ./Culture		28.6	Other		7.1
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.2	Existing Contacts		1.9
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		4.0			
Company fosters culture of transparency? (%)	Disagree Strongly		24.0	Agree Somewhat		48.0
	Disagree Somewhat		16.0	Agree Strongly		0.0
	Neutral		12.0			
Company's core purpose inspires? (%)	Disagree Strongly		12.0	Agree Somewhat		32.0
	Disagree Somewhat		8.0	Agree Strongly		12.0
	Neutral		36.0			

# CAREER & SALARY SURVEY 2014

## SENIOR PRODUCT MANAGER \$144,400 ▲0.1%

Number of respondents 27					
Employer	Percent	Market Sector		Percent	
Manufacturer	92.6	Rx Pharmaceuticals		59.3	
Agency	0.0	OTC Pharmaceuticals		7.4	
Media/Publisher - HCP	0.0	Biotechnology		29.6	
Media/Publisher - Consumer	0.0	Medical Devices/Equip		14.8	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		14.8	
Service Supplier	3.7	Hospital Products/Equip.		7.4	
Other	3.7	Dental Products/Equip		0.0	
		Managed Care		3.7	

Age	High	56	Low	30	Avg.	42.5
Sex	Male	37.0	Female	63.0		
Years in industry	High	33.0	Low	4.0	Avg.	15.0
Years in position	High	15.0	Low	1.0	Avg.	3.4
Salary (\$000s/yr)	High	200.0	Low	68.0	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	100.0	No	0.0		
Amount (\$000s/yr)	High	50.0	Low	3.0	Avg.	22.2
Perceived pay vs. peers (%)	More	29.6	Less	33.3	Same	37.0
Employer's gross US revenue (%)	<\$5M		7.4	\$50-\$100M		7.4
	\$5-\$20M		0.0	>100M		77.8
	\$20-\$50M		7.4			
Position satisfying? (%)	Thoroughly		25.9	Generally		63.0
	OK Sometimes		3.7	No		7.4
Salary reviewed (%)	6 months		7.4	18 months		3.7
	12 months		85.2	24 months		3.7
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		29.6	Good		33.3
	Fair		22.2	Poor		14.8
How current job was acquired (%)	Promoted		40.7	Exec Search		14.8
	Hired by Company		22.2	Own Initiative		22.2
Benefits received (%)	Signing Bonus		36.0	Retirement		60.0
	Car		4.0	Medical		84.0
	Dental		76.0	Stock		68.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.6	Environ./Culture		2.9
	Benefits		4.2	Loyalty to Staff		4.7
	Advancement		3.9	Environ./Soc. Resp.		7.1
	Training		6.0	Job Security		4.7
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.1
	Benefits		2.0	Loyalty to Staff		2.4
	Advancement		2.6	Environ./Soc. Resp.		2.3
	Training		2.9	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		25.9	No		29.6
New job motivation (%)	Salary/Benefits		23.1	Advancement		38.5
	Different Part of Ind		0.0	Need a Change		7.7
	Get out of Industry		0.0	Job Security		7.7
	Environ./Culture		15.4	Other		7.7
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		1.9	Existing Contacts		1.7
	Job Ads		3.4	Contact Companies		3.8
	Post Resume		4.2			
Company fosters culture of transparency? (%)	Disagree Strongly		11.1	Agree Somewhat		44.4
	Disagree Somewhat		11.1	Agree Strongly		14.8
	Neutral		18.5			
Company's core purpose inspires? (%)	Disagree Strongly		3.7	Agree Somewhat		59.3
	Disagree Somewhat		0.0	Agree Strongly		25.9
	Neutral		11.1			

## PRODUCT MANAGER \$110,500 ▲24.9%

Number of respondents 25					
Employer	Percent	Market Sector		Percent	
Manufacturer	80.0	Rx Pharmaceuticals		56.0	
Agency	0.0	OTC Pharmaceuticals		12.0	
Media/Publisher - HCP	0.0	Biotechnology		24.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip		8.0	
Media/Publisher - HCP & Consmr.	4.0	Diagnostic Device/Equip		20.0	
Service Supplier	4.0	Hospital Products/Equip.		0.0	
Other	12.0	Dental Products/Equip		0.0	
		Managed Care		8.0	

Age	High	65	Low	27	Avg.	39.5
Sex	Male	52.0	Female	48.0		
Years in industry	High	45.0	Low	2.0	Avg.	10.1
Years in position	High	20.0	Low	1.0	Avg.	4.4
Salary (\$000s/yr)	High	400.0	Low	69.0	Avg.	110.5
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	88.0	No	12.0		
Amount (\$000s/yr)	High	85.0	Low	1.5	Avg.	15.0
Perceived pay vs. peers (%)	More	4.0	Less	56.0	Same	40.0
Employer's gross US revenue (%)	<\$5M		4.0	\$50-\$100M		12.0
	\$5-\$20M		8.0	>100M		56.0
	\$20-\$50M		20.0			
Position satisfying? (%)	Thoroughly		28.0	Generally		60.0
	OK Sometimes		12.0	No		0.0
Salary reviewed (%)	6 months		4.0	18 months		0.0
	12 months		88.0	24 months		8.0
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		16.7	Good		41.7
	Fair		29.2	Poor		12.5
How current job was acquired (%)	Promoted		40.0	Exec Search		8.0
	Hired by Company		16.0	Own Initiative		24.0
Benefits received (%)	Signing Bonus		20.0	Retirement		28.0
	Car		12.0	Medical		80.0
	Dental		64.0	Stock		44.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.1	Environ./Culture		3.0
	Benefits		4.4	Loyalty to Staff		5.2
	Advancement		3.4	Environ./Soc. Resp.		7.0
	Training		5.8	Job Security		5.0
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.0
	Benefits		2.0	Loyalty to Staff		2.4
	Advancement		2.3	Environ./Soc. Resp.		1.9
	Training		2.5	Job Security		2.1
Plan to seek a new job this year? (%)	Yes		56.0	No		28.0
New job motivation (%)	Salary/Benefits		46.7	Advancement		6.7
	Different Part of Ind		13.3	Need a Change		6.7
	Get out of Industry		6.7	Job Security		0.0
	Environ./Culture		13.3	Other		6.7
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.2	Existing Contacts		2.1
	Job Ads		2.9	Contact Companies		3.7
	Post Resume		4.1			
Company fosters culture of transparency? (%)	Disagree Strongly		4.0	Agree Somewhat		32.0
	Disagree Somewhat		20.0	Agree Strongly		32.0
	Neutral		12.0			
Company's core purpose inspires? (%)	Disagree Strongly		8.0	Agree Somewhat		32.0
	Disagree Somewhat		8.0	Agree Strongly		44.0
	Neutral		8.0			

# CAREER & SALARY SURVEY 2014

## VP GROUP SUPERVISOR \$165,400 ▲10.3%

Number of respondents 29					
Employer	Percent	Market Sector		Percent	
Manufacturer	6.9	Rx Pharmaceuticals		89.7	
Agency	82.8	OTC Pharmaceuticals		20.7	
Media/Publisher - HCP	3.5	Biotechnology		31.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip		34.5	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		13.8	
Service Supplier	0.0	Hospital Products/Equip.		10.3	
Other	6.9	Dental Products/Equip		3.5	
		Managed Care		10.3	

Age	High	53	Low	28	Avg.	40.4
Sex	Male	31.0	Female	69.0		
Years in industry	High	28.0	Low	7.0	Avg.	14.6
Years in position	High	16.0	Low	1.0	Avg.	3.3
Salary (\$000s/yr)	High	306.0	Low	101.0	Avg.	165.4
Commission received?	Yes	10.3	No	89.7		
Amount (\$000s/yr)	High	40.0	Low	5.0	Avg.	25.0
Bonus received?	Yes	62.1	No	37.9		
Amount (\$000s/yr)	High	100.0	Low	1.0	Avg.	22.7
Perceived pay vs. peers (%)	More	20.7	Less	48.3	Same	31.0
Employer's gross US revenue (%)	<\$5M		10.7	\$50-\$100M		17.9
	\$5-\$20M		28.6	>100M		10.7
	\$20-\$50M		32.1			
Position satisfying? (%)	Thoroughly		27.6	Generally		51.7
	OK Sometimes		20.7	No		0.0
Salary reviewed (%)	6 months		3.5	18 months		13.8
	12 months		72.4	24 months		10.3
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		27.6	Good		37.9
	Fair		20.7	Poor		13.8
How current job was acquired (%)	Promoted		37.9	Exec Search		20.7
	Hired by Company		17.2	Own Initiative		24.1
Benefits received (%)	Signing Bonus		9.5	Retirement		52.4
	Car		0.0	Medical		100.0
	Dental		90.5	Stock		28.6
Factors important to job (avg ranking, 1 = most important)	Salary		2.1	Environ./Culture		2.8
	Benefits		4.4	Loyalty to Staff		4.6
	Advancement		4.7	Environ./Soc. Resp.		7.0
	Training		6.2	Job Security		4.3
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.1
	Benefits		2.3	Loyalty to Staff		2.0
	Advancement		2.1	Environ./Soc. Resp.		2.3
	Training		2.4	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		41.4	No		34.5
New job motivation (%)	Salary/Benefits		46.2	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		7.7
	Get out of Industry		15.4	Job Security		0.0
	Environ./Culture		15.4	Other		15.4
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		1.5	Existing Contacts		1.9
	Job Ads		3.5	Contact Companies		4.2
	Post Resume		3.9			
Company fosters culture of transparency? (%)	Disagree Strongly		6.9	Agree Somewhat		62.1
	Disagree Somewhat		13.8	Agree Strongly		10.3
	Neutral		6.9			
Company's core purpose inspires? (%)	Disagree Strongly		3.5	Agree Somewhat		62.1
	Disagree Somewhat		3.5	Agree Strongly		20.7
	Neutral		10.3			

## ACCOUNT SUPERVISOR \$96,800 ▲6.6%

Number of respondents 23					
Employer	Percent	Market Sector		Percent	
Manufacturer	4.4	Rx Pharmaceuticals		95.7	
Agency	95.7	OTC Pharmaceuticals		4.4	
Media/Publisher - HCP	0.0	Biotechnology		30.4	
Media/Publisher - Consumer	0.0	Medical Devices/Equip		34.8	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		8.7	
Service Supplier	0.0	Hospital Products/Equip.		13.0	
Other	0.0	Dental Products/Equip		4.4	
		Managed Care		8.7	

Age	High	57	Low	26	Avg.	32.8
Sex	Male	34.8	Female	65.2		
Years in industry	High	16.0	Low	3.0	Avg.	7.3
Years in position	High	15.0	Low	1.0	Avg.	3.4
Salary (\$000s/yr)	High	156.0	Low	58.5	Avg.	96.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	47.8	No	52.2		
Amount (\$000s/yr)	High	15.0	Low	1.5	Avg.	7.1
Perceived pay vs. peers (%)	More	30.4	Less	30.4	Same	39.1
Employer's gross US revenue (%)	<\$5M		4.4	\$50-\$100M		13.0
	\$5-\$20M		47.8	>100M		13.0
	\$20-\$50M		21.7			
Position satisfying? (%)	Thoroughly		13.0	Generally		52.2
	OK Sometimes		26.1	No		8.7
Salary reviewed (%)	6 months		4.4	18 months		4.4
	12 months		78.3	24 months		13.0
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		30.4	Good		43.5
	Fair		13.0	Poor		13.0
How current job was acquired (%)	Promoted		30.4	Exec Search		8.7
	Hired by Company		34.8	Own Initiative		26.1
Benefits received (%)	Signing Bonus		0.0	Retirement		41.2
	Car		0.0	Medical		88.2
	Dental		76.5	Stock		23.5
Factors important to job (avg ranking, 1 = most important)	Salary		2.3	Environ./Culture		2.3
	Benefits		5.2	Loyalty to Staff		4.7
	Advancement		3.6	Environ./Soc. Resp.		7.1
	Training		6.1	Job Security		4.6
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.3
	Benefits		2.7	Loyalty to Staff		2.3
	Advancement		2.6	Environ./Soc. Resp.		2.5
	Training		3.2	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		43.5	No		17.4
New job motivation (%)	Salary/Benefits		46.2	Advancement		7.7
	Different Part of Ind		7.7	Need a Change		7.7
	Get out of Industry		7.7	Job Security		7.7
	Environ./Culture		15.4	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.0	Existing Contacts		2.2
	Job Ads		2.9	Contact Companies		3.6
	Post Resume		4.3			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		47.8
	Disagree Somewhat		17.4	Agree Strongly		8.7
	Neutral		26.1			
Company's core purpose inspires? (%)	Disagree Strongly		4.4	Agree Somewhat		39.1
	Disagree Somewhat		17.4	Agree Strongly		17.4
	Neutral		21.7			

# CAREER & SALARY SURVEY 2014

## ACCOUNT MANAGER \$73,300 ▼41.7%

Number of respondents 13					
Employer	Percent	Market Sector		Percent	
Manufacturer	15.4	Rx Pharmaceuticals		38.5	
Agency	38.5	OTC Pharmaceuticals		0.0	
Media/Publisher - HCP	15.4	Biotechnology		7.7	
Media/Publisher - Consumer	0.0	Medical Devices/Equip		23.1	
Media/Publisher - HCP & Consmr.	7.7	Diagnostic Device/Equip		0.0	
Service Supplier	15.4	Hospital Products/Equip.		0.0	
Other	7.7	Dental Products/Equip		0.0	
		Managed Care		0.0	

Age	High	61	Low	23	Avg.	43.5
Sex	Male	38.5	Female	61.5		
Years in industry	High	30.0	Low	1.0	Avg.	13.7
Years in position	High	27.0	Low	1.0	Avg.	8.1
Salary (\$000s/yr)	High	186.0	Low	25.0	Avg.	73.3
Commission received?	Yes	30.8	No	69.2		
Amount (\$000s/yr)	High	40.0	Low	20.0	Avg.	33.0
Bonus received?	Yes	38.5	No	61.5		
Amount (\$000s/yr)	High	38.0	Low	1.0	Avg.	16.5
Perceived pay vs. peers (%)	More	0.0	Less	46.2	Same	53.9
Employer's gross US revenue (%)	<\$5M		23.1	\$50-\$100M		0.0
	\$5-\$20M		46.2	>100M		30.8
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		30.8	Generally		53.9
	OK Sometimes		15.4	No		0.0
Salary reviewed (%)	6 months		7.7	18 months		0.0
	12 months		76.9	24 months		15.4
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		30.8	Good		38.5
	Fair		7.7	Poor		23.1
How current job was acquired (%)	Promoted		30.8	Exec Search		0.0
	Hired by Company		7.7	Own Initiative		53.9
Benefits received (%)	Signing Bonus		0.0	Retirement		44.4
	Car		22.2	Medical		100.0
	Dental		88.9	Stock		44.4
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.1
	Benefits		3.6	Loyalty to Staff		4.7
	Advancement		4.4	Environ./Soc. Resp.		7.3
	Training		6.1	Job Security		4.4
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		1.9
	Benefits		2.2	Loyalty to Staff		1.8
	Advancement		2.4	Environ./Soc. Resp.		2.0
	Training		2.4	Job Security		1.9
Plan to seek a new job this year? (%)	Yes		7.7	No		53.9
New job motivation (%)	Salary/Benefits		60.0	Advancement		20.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		20.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.2	Existing Contacts		3.0
	Job Ads		1.9	Contact Companies		4.6
	Post Resume		3.3			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		23.1
	Disagree Somewhat		0.0	Agree Strongly		46.2
	Neutral		30.8			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		38.5
	Disagree Somewhat		0.0	Agree Strongly		46.2
	Neutral		15.4			

## MEDIA DIRECTOR \$99,200 ▼15.5%

Number of respondents 8					
Employer	Percent	Market Sector		Percent	
Manufacturer	0.0	Rx Pharmaceuticals		75.0	
Agency	87.5	OTC Pharmaceuticals		25.0	
Media/Publisher - HCP	0.0	Biotechnology		37.5	
Media/Publisher - Consumer	0.0	Medical Devices/Equip		25.0	
Media/Publisher - HCP & Consmr.	12.5	Diagnostic Device/Equip		12.5	
Service Supplier	0.0	Hospital Products/Equip.		0.0	
Other	0.0	Dental Products/Equip		0.0	
		Managed Care		12.5	

Age	High	59	Low	32	Avg.	45.4
Sex	Male	25.0	Female	75.0		
Years in industry	High	37.0	Low	4.0	Avg.	21.0
Years in position	High	36.0	Low	1.0	Avg.	8.9
Salary (\$000s/yr)	High	154.0	Low	40.0	Avg.	99.2
Commission received?	Yes	12.5	No	87.5		
Amount (\$000s/yr)	High	7.5	Low	7.5	Avg.	7.5
Bonus received?	Yes	75.0	No	25.0		
Amount (\$000s/yr)	High	30.0	Low	1.5	Avg.	10.5
Perceived pay vs. peers (%)	More	12.5	Less	50.0	Same	37.5
Employer's gross US revenue (%)	<\$5M		25.0	\$50-\$100M		12.5
	\$5-\$20M		12.5	>100M		12.5
	\$20-\$50M		37.5			
Position satisfying? (%)	Thoroughly		37.5	Generally		62.5
	OK Sometimes		0.0	No		0.0
Salary reviewed (%)	6 months		0.0	18 months		0.0
	12 months		87.5	24 months		12.5
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		12.5	Good		50.0
	Fair		37.5	Poor		0.0
How current job was acquired (%)	Promoted		25.0	Exec Search		12.5
	Hired by Company		25.0	Own Initiative		37.5
Benefits received (%)	Signing Bonus		0.0	Retirement		50.0
	Car		0.0	Medical		100.0
	Dental		83.3	Stock		16.7
Factors important to job (avg ranking, 1 = most important)	Salary		3.4	Environ./Culture		2.5
	Benefits		3.4	Loyalty to Staff		4.3
	Advancement		6.0	Environ./Soc. Resp.		7.1
	Training		6.0	Job Security		3.4
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.0
	Benefits		1.6	Loyalty to Staff		2.0
	Advancement		2.3	Environ./Soc. Resp.		2.1
	Training		2.1	Job Security		1.5
Plan to seek a new job this year? (%)	Yes		25.0	No		25.0
New job motivation (%)	Salary/Benefits		50.0	Advancement		0.0
	Different Part of Ind		50.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.2	Existing Contacts		3.0
	Job Ads		2.2	Contact Companies		3.8
	Post Resume		3.8			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		50.0
	Disagree Somewhat		0.0	Agree Strongly		12.5
	Neutral		37.5			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		25.0
	Disagree Somewhat		0.0	Agree Strongly		50.0
	Neutral		25.0			



# CAREER & SALARY SURVEY 2014

## MEDICAL DIRECTOR \$170,300 ▼6.2%

Number of respondents 17			
Employer	Percent	Market Sector	Percent
Manufacturer	47.1	Rx Pharmaceuticals	82.4
Agency	17.7	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	11.8	Biotechnology	17.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	11.8
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	5.9
Service Supplier	5.9	Hospital Products/Equip.	0.0
Other	17.7	Dental Products/Equip	0.0
		Managed Care	0.0

Age	High	75	Low	26	Avg.	50.2
Sex	Male	64.7	Female	35.3		
Years in industry	High	40.0	Low	3.0	Avg.	19.8
Years in position	High	10.0	Low	1.0	Avg.	3.9
Salary (\$000s/yr)	High	350.0	Low	25.0	Avg.	170.3
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	70.6	No	29.4		
Amount (\$000s/yr)	High	250.0	Low	1.0	Avg.	44.2
Perceived pay vs. peers (%)	More	0.0	Less	64.7	Same	35.3
Employer's gross US revenue (%)	<\$5M		17.7	\$50-\$100M		5.9
	\$5-\$20M		23.5	>100M		41.2
	\$20-\$50M		11.8			
Position satisfying? (%)	Thoroughly		47.1	Generally		35.3
	OK Sometimes		11.8	No		5.9
Salary reviewed (%)	6 months		0.0	18 months		0.0
	12 months		88.2	24 months		11.8
Advancement prospects (%)	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		29.4
	Fair		29.4	Poor		41.2
How current job was acquired (%)	Promoted		23.5	Exec Search		29.4
	Hired by Company		23.5	Own Initiative		17.7
Benefits received (%)	Signing Bonus		6.7	Retirement		40.0
	Car		6.7	Medical		93.3
	Dental		73.3	Stock		53.3
Factors important to job (avg ranking, 1 = most important)	Salary		2.8	Environ./Culture		2.5
	Benefits		4.1	Loyalty to Staff		4.5
	Advancement		4.9	Environ./Soc. Resp.		6.6
	Training		6.4	Job Security		4.4
Employer rating (avg rating, 1 = best)	Salary		2.6	Environ./Culture		2.1
	Benefits		2.6	Loyalty to Staff		2.6
	Advancement		2.8	Environ./Soc. Resp.		2.0
	Training		2.8	Job Security		2.5
Plan to seek a new job this year? (%)	Yes		35.3	No		35.3
New job motivation (%)	Salary/Benefits		37.5	Advancement		25.0
	Different Part of Ind		12.5	Need a Change		0.0
	Get out of Industry		12.5	Job Security		12.5
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.0	Existing Contacts		2.0
	Job Ads		2.8	Contact Companies		3.9
	Post Resume		4.3			
Company fosters culture of transparency? (%)	Disagree Strongly		5.9	Agree Somewhat		35.3
	Disagree Somewhat		35.3	Agree Strongly		23.5
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		5.9	Agree Somewhat		23.5
	Disagree Somewhat		11.8	Agree Strongly		47.1
	Neutral		11.8			

## RESEARCH DIRECTOR \$166,600 ▲15.4%

Number of respondents 20			
Employer	Percent	Market Sector	Percent
Manufacturer	45.0	Rx Pharmaceuticals	70.0
Agency	10.0	OTC Pharmaceuticals	15.0
Media/Publisher - HCP	5.0	Biotechnology	30.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	5.0	Diagnostic Device/Equip	15.0
Service Supplier	20.0	Hospital Products/Equip.	15.0
Other	15.0	Dental Products/Equip	0.0
		Managed Care	10.0

Age	High	67	Low	34	Avg.	51.6
Sex	Male	75.0	Female	25.0		
Years in industry	High	34.0	Low	8.0	Avg.	20.3
Years in position	High	13.0	Low	1.0	Avg.	5.9
Salary (\$000s/yr)	High	280.0	Low	63.0	Avg.	166.6
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	85.0	No	15.0		
Amount (\$000s/yr)	High	76.1	Low	1.5	Avg.	31.4
Perceived pay vs. peers (%)	More	10.0	Less	35.0	Same	55.0
Employer's gross US revenue (%)	<\$5M		15.0	\$50-\$100M		15.0
	\$5-\$20M		0.0	>100M		60.0
	\$20-\$50M		10.0			
Position satisfying? (%)	Thoroughly		30.0	Generally		60.0
	OK Sometimes		5.0	No		5.0
Salary reviewed (%)	6 months		0.0	18 months		0.0
	12 months		85.0	24 months		15.0
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		30.0
	Fair		35.0	Poor		35.0
How current job was acquired (%)	Promoted		30.0	Exec Search		20.0
	Hired by Company		10.0	Own Initiative		40.0
Benefits received (%)	Signing Bonus		18.8	Retirement		68.8
	Car		6.3	Medical		81.3
	Dental		62.5	Stock		37.5
Factors important to job (avg ranking, 1 = most important)	Salary		2.7	Environ./Culture		2.4
	Benefits		4.3	Loyalty to Staff		4.1
	Advancement		4.6	Environ./Soc. Resp.		7.2
	Training		6.7	Job Security		4.2
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.6
	Benefits		2.2	Loyalty to Staff		2.6
	Advancement		3.0	Environ./Soc. Resp.		2.4
	Training		2.6	Job Security		2.5
Plan to seek a new job this year? (%)	Yes		30.0	No		50.0
New job motivation (%)	Salary/Benefits		28.6	Advancement		14.3
	Different Part of Ind		14.3	Need a Change		28.6
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		14.3	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		1.9	Existing Contacts		1.9
	Job Ads		3.0	Contact Companies		3.7
	Post Resume		4.4			
Company fosters culture of transparency? (%)	Disagree Strongly		20.0	Agree Somewhat		35.0
	Disagree Somewhat		20.0	Agree Strongly		20.0
	Neutral		5.0			
Company's core purpose inspires? (%)	Disagree Strongly		10.0	Agree Somewhat		35.0
	Disagree Somewhat		15.0	Agree Strongly		35.0
	Neutral		5.0			

# CAREER & SALARY SURVEY 2014

## VP CREATIVE DIRECTOR \$185,900 ▼1.8%

Number of respondents				16
Employer	Percent	Market Sector	Percent	
Manufacturer	0.0	Rx Pharmaceuticals	100.0	
Agency	93.8	OTC Pharmaceuticals	25.0	
Media/Publisher - HCP	0.0	Biotechnology	50.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip	37.5	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	6.3	
Service Supplier	0.0	Hospital Products/Equip.	0.0	
Other	6.3	Dental Products/Equip	0.0	
		Managed Care	6.3	

Age	High	54	Low	33	Avg.	45.0
Sex	Male	81.3	Female	18.8		
Years in industry	High	30.0	Low	5.0	Avg.	15.3
Years in position	High	20.0	Low	1.0	Avg.	4.3
Salary (\$000s/yr)	High	285.0	Low	120.0	Avg.	185.9
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	45.0	Low	3.0	Avg.	15.4
Perceived pay vs. peers (%)	More	18.8	Less	43.8	Same	37.5
Employer's gross US revenue (%)	<\$5M	12.5	\$50-\$100M	18.8		
	\$5-\$20M	31.3	>100M	18.8		
	\$20-\$50M	18.8				
Position satisfying? (%)	Thoroughly	12.5	Generally	50.0		
	OK Sometimes	18.8	No	18.8		
Salary reviewed (%)	6 months	6.3	18 months	12.5		
	12 months	56.3	24 months	25.0		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	43.8		
	Fair	18.8	Poor	37.5		
How current job was acquired (%)	Promoted	31.3	Exec Search	0.0		
	Hired by Company	37.5	Own Initiative	31.3		
Benefits received (%)	Signing Bonus	7.1	Retirement	50.0		
	Car	0.0	Medical	92.9		
	Dental	71.4	Stock	35.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.3		
	Benefits	4.2	Loyalty to Staff	4.3		
	Advancement	4.9	Environ./Soc. Resp.	6.8		
	Training	7.1	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.6		
	Advancement	2.9	Environ./Soc. Resp.	2.8		
	Training	2.7	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	50.0	No	25.0		
New job motivation (%)	Salary/Benefits	50.0	Advancement	12.5		
	Different Part of Ind	12.5	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	25.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.1	Existing Contacts	1.4		
	Job Ads	3.3	Contact Companies	3.4		
	Post Resume	4.7				
Company fosters culture of transparency? (%)	Disagree Strongly	12.5	Agree Somewhat	37.5		
	Disagree Somewhat	12.5	Agree Strongly	6.3		
	Neutral	31.3				
Company's core purpose inspires? (%)	Disagree Strongly	12.5	Agree Somewhat	37.5		
	Disagree Somewhat	12.5	Agree Strongly	6.3		
	Neutral	31.3				

## EDITOR \$72,900 ▼12.8%

Number of respondents				7
Employer	Percent	Market Sector	Percent	
Manufacturer	0.0	Rx Pharmaceuticals	71.4	
Agency	42.9	OTC Pharmaceuticals	0.0	
Media/Publisher - HCP	14.3	Biotechnology	14.3	
Media/Publisher - Consumer	14.3	Medical Devices/Equip	14.3	
Media/Publisher - HCP & Consmr.	14.3	Diagnostic Device/Equip	0.0	
Service Supplier	0.0	Hospital Products/Equip.	0.0	
Other	14.3	Dental Products/Equip	0.0	
		Managed Care	0.0	

Age	High	62	Low	40	Avg.	48.9
Sex	Male	0.0	Female	100.0		
Years in industry	High	33.0	Low	3.0	Avg.	16.5
Years in position	High	20.0	Low	1.0	Avg.	6.1
Salary (\$000s/yr)	High	108.0	Low	37.0	Avg.	72.9
Commission received?	Yes	14.3	No	85.7		
Amount (\$000s/yr)	High	2.0	Low	2.0	Avg.	2.0
Bonus received?	Yes	42.9	No	57.1		
Amount (\$000s/yr)	High	40.0	Low	3.0	Avg.	15.4
Perceived pay vs. peers (%)	More	42.9	Less	28.6	Same	28.6
Employer's gross US revenue (%)	<\$5M	14.3	\$50-\$100M	14.3		
	\$5-\$20M	42.9	>100M	14.3		
	\$20-\$50M	14.3				
Position satisfying? (%)	Thoroughly	14.3	Generally	42.9		
	OK Sometimes	42.9	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	85.7	24 months	14.3		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	42.9		
	Fair	28.6	Poor	28.6		
How current job was acquired (%)	Promoted	14.3	Exec Search	14.3		
	Hired by Company	0.0	Own Initiative	57.1		
Benefits received (%)	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	100.0		
	Dental	83.3	Stock	16.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	2.0		
	Benefits	3.9	Loyalty to Staff	5.4		
	Advancement	5.4	Environ./Soc. Resp.	7.0		
	Training	6.7	Job Security	3.0		
Employer rating (avg rating, 1 = best)	Salary	1.9	Environ./Culture	2.6		
	Benefits	2.1	Loyalty to Staff	2.6		
	Advancement	2.7	Environ./Soc. Resp.	2.7		
	Training	2.9	Job Security	2.1		
Plan to seek a new job this year? (%)	Yes	14.3	No	28.6		
New job motivation (%)	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	50.0	Other	50.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.8	Existing Contacts	2.8		
	Job Ads	2.3	Contact Companies	3.8		
	Post Resume	4.2				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	28.6		
	Disagree Somewhat	28.6	Agree Strongly	0.0		
	Neutral	42.9				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	50.0		
	Disagree Somewhat	0.0	Agree Strongly	16.7		
	Neutral	33.3				