

SaaS & Martech Salary Survey

Informed by 20+ years of GTM hiring across
high-growth technology businesses.

Introduction to our Salary Survey

Hiring in SaaS & Martech has shifted.

What was once a market driven by rapid growth and aggressive scaling has evolved into one defined by precision, accountability, and impact. Today's hiring decisions are more deliberate, more commercially focused, and more closely tied to revenue outcomes than ever before.

For CROs, VP Sales, CMOs, and VP Marketing leaders, building high-performing teams is no longer just about adding headcount, it's about hiring the right people who can drive pipeline, improve conversion, and unlock long-term growth.

At the same time, Talent Acquisition leaders are operating in an increasingly complex environment.

Salary expectations remain elevated, candidate expectations have shifted, and competition for high-quality, experienced talent continues to be intense across key areas such as enterprise sales, customer success, and technical pre-sales.

This report has been built to bring clarity to that landscape.

Drawing on Ultimate Asset's direct experience delivering hires across the SaaS & Martech ecosystem, alongside wider market data, this guide provides a real-world view of salary benchmarks, role expectations, and hiring trends across the UK market.

[Explore the Salary Survey](#) →

1. Revenue accountability is reshaping marketing & GTM hiring

Marketing and customer teams are now being measured far more closely against pipeline, revenue, and retention metrics, not just activity or brand output.

2. AI & technical fluency are now salary multipliers

AI is no longer a *nice to have* it's becoming a core capability across GTM teams. Resulting in driving a 10–20% salary premium.

3. Enterprise talent remains scarce and expensive

The market for experienced enterprise sellers and senior GTM leaders remains highly competitive despite broader hiring caution.

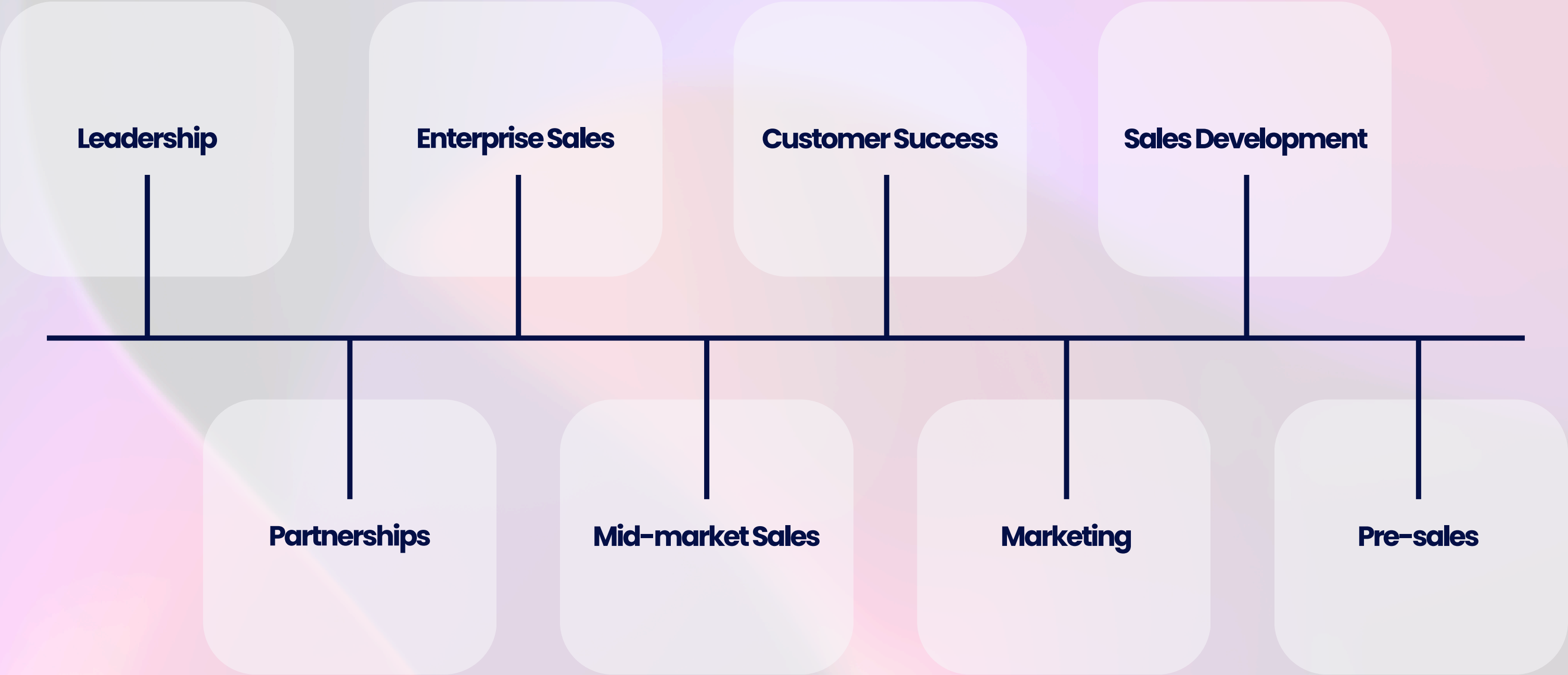
4. Hiring is more selective, but expectations are higher

While hiring volumes have stabilised, expectations on each hire have significantly increased.

Key market trends



What areas of SaaS & Martech does the survey cover?



Sales Leadership

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Sales Leadership

Median salary for Sales Leadership roles in 2025–2026 is **£140,000** per annum.

Dependent on experience levels, the lowest data point we found was at £100,000, typically for VP Sales roles leading regional or mid-sized teams.

As experience levels increase, our data found the highest point for Chief Revenue Officer (CRO) roles was at £300,000+ per annum, reflecting full ownership of global revenue strategy and performance.

All bandings are showcased by years of experience.

Years of experience	Lowest £	Highest £	Median £
Chief Revenue Officer	£180,000	£300,000	£220,000
SVP, Sales	£140,000	£210,000	£170,000
RVP, Sales	£110,000	£170,000	£140,000
VP, Sales	£100,000	£160,000	£130,000

Enterprise Sales

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Enterprise Account Executive

Median salary for Enterprise Account Executives in 2025–2026 is **£115,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £65,000, with between 0–2 years worth of enterprise sales experience.

As experience levels increase, our data found the highest point for over 10 years of experience selling into enterprise accounts was at £180,000 per annum.

All bandings are showcased by years of experience.

Years of experience	Lowest £	Highest £	Median £
0–2 Years	£65,000	£75,000	£70,000
3 – 5 Years	£75,000	£95,000	£85,000
6 –9 Years	£90,000	£140,000	£115,000
10+ Years	£130,000	£180,000	£155,000

Mid-Market Sales

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Mid-market Account Executive

Median salary for Mid-Market Account Executives in 2025–2026 is **£68,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £45,000, typically for those with 1–3 years of experience operating in mid-market sales environments.

As experience levels increase, our data found the highest point for those with 7–10 years of experience selling into mid-market accounts was at £95,000 per annum.

All bandings are showcased by years of experience.

Years of experience	Lowest £	Highest £	Median £
0–3 Years	£45,000	£65,000	£52,000
4 – 6 Years	£55,000	£80,000	£68,000
7 – 10 Years	£70,000	£95,000	£80,000

Sales Development

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Sales Development Rep (Also known as SDR or BDR)

Median salary for Sales Development Representatives in 2025–2026 is **£45,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £27,000, typically for those with 0–1 years of experience entering sales development roles.

As experience levels increase, our data found the highest point for those with 2–3 years of experience in sales development was at **£60,000 per annum**.

Years of experience	Lowest £	Highest £	Median £
0–1 Years	£27,000	£35,000	£30,000
1 –2 Years	£35,000	£45,000	£40,000
2 – 3 Years	£38,000	£60,000	£50,000

Sales Development

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Sales Development Manager

Median salary for Sales Development Managers in 2025–2026 is **£60,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £45,000, typically for those with 1–3 years of experience managing sales development teams.

As experience levels increase, our data found the highest point for those with 4+ years of experience in sales development leadership was at **£90,000 per annum**.

All bandings are showcased by years of experience.

Years of experience	Lowest £	Highest £	Median £
1 – 3 Years	£45,000	£75,000	£60,000
4+ Years	£55,000	£90,000	£75,000

Sales Development

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Head of Sales Development

Median salary for Heads of Sales Development in 2025–2026 is **£95,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £60,000, typically for those with 3–5 years of experience leading sales development functions.

As experience levels increase, our data found the highest point for those with 8+ years of experience in sales development leadership was at **£150,000 per annum**.

All bandings are showcased by years of experience.

Years of experience	Lowest £	Highest £	Median £
3– 5 Years	£60,000	£90,000	£75,000
6 – 8 Years	£75,000	£120,000	£95,000
8+ Years	£95,000	£150,000	£125,000

Customer Success

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Customer Success Leadership

Median salary for Customer Success leadership roles in 2025–2026 ranges from **£85,000 to £180,000** per annum, depending on seniority.

Dependent on role and scope, the lowest data point we found was at £65,000, typically for Head of Customer Success roles leading smaller teams.

As seniority increases, our data found the highest point for Chief Customer Officer roles was at **£260,000 per annum**, reflecting ownership of customer strategy, retention, and expansion.

Role	Lowest £	Highest £	Median £
Chief Customer Officer	£130,000	£260,000	£180,000
VP Customer Success	£120,000	£210,000	£155,000
Director, Customer Success	£80,000	£130,000	£105,000
Head of Customer Success	£65,000	£100,000	£85,000

Customer Success

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Customer Success Management

Median salary for Customer Success management roles in 2025–2026 ranges from **£50,000 to £70,000 per annum**, depending on role and responsibility.

Dependent on role and scope, the lowest data point we found was at £40,000, typically for Account Manager positions supporting client relationships.

As responsibility and ownership increase, our data found the highest point for CSM Team Lead roles was at **£90,000 per annum**, reflecting leadership of teams and ownership of retention and growth.

Role	Lowest £	Highest £	Median £
CSM Team Lead	£55,000	£90,000	£70,000
Customer Success Manager	£45,000	£75,000	£60,000
Account Manager	£40,000	£65,000	£52,500
Implementation Manager	£55,000	£85,000	£65,000

Customer Success

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Specialist Roles

Median salary for Customer Success specialist roles in 2025–2026 ranges from **£50,000 to £75,000 per annum**, depending on role and scope.

Dependent on role, the lowest data point we found was at £40,000, typically for Customer Operations Manager positions focused on process, systems, and internal efficiency.

As commercial responsibility increases, our data found the highest point for Renewals Manager and Enterprise Customer Success Manager roles was at **£95,000 per annum**, reflecting ownership of revenue retention and strategic customer relationships.

Role	Lowest £	Highest £	Median £
Customer Ops Manager	£40,000	£65,000	£55,000
Renewals Manager	£65,000	£95,000	£75,000
Enterprise CSM	£60,000	£95,000	£75,000

Partnerships

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Partnerships

Median salary for Partnerships roles in 2025–2026 ranges from **£60,000 to £130,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at £45,000, typically for Partnerships Manager positions focused on execution and partner activation.

As seniority and strategic responsibility increase, our data found the highest point for VP Partnerships roles was at £160,000 per annum, reflecting ownership of partner strategy, revenue contribution, and ecosystem growth.

Role	Lowest £	Highest £	Median £
VP Partnerships	£110,000	£160,000	£130,000
Director, Partnerships	£70,000	£110,000	£90,000
Senior Partnerships Manager	£65,000	£85,000	£75,000
Partnerships Manager	£45,000	£70,000	£60,000

Pre-Sales

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Pre-Sales

Median salary for Pre-Sales and Solutions roles in 2025–2026 ranges from **£65,000 to £155,000** per annum, depending on seniority and technical scope.

Dependent on role, the lowest data point we found was at £55,000, typically for Senior Solutions Consultant positions supporting sales processes and client delivery.

As seniority and technical ownership increase, our data found the highest point for VP Pre-Sales roles was at **£190,000 per annum**, reflecting leadership of technical sales functions and influence across complex enterprise deals.

Role	Lowest £	Highest £	Median £
VP Pre-Sales	£130,000	£190,000	£155,000
Pre-Sales Director	£85,000	£120,000	£100,000
Solutions Architect	£95,000	£130,000	£110,000
Senior Solutions Consultant	£55,000	£80,000	£65,000

Marketing

Hiring? Submit your Job →

Marketing Leadership

Median salary for Marketing leadership roles in 2025–2026 ranges from **£95,000 to £180,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at **£85,000**, typically for Head of Marketing roles leading teams within earlier-stage or scaling businesses.

As seniority and organisational responsibility increase, our data found the highest point for Chief Marketing Officer roles was at £250,000+ per annum, reflecting full ownership of go-to-market strategy, brand, demand generation, and revenue alignment.

Role	Lowest £	Highest £	Median £
Chief Marketing Officer	£140,000	£250,000	£180,000
VP, Marketing	£110,000	£180,000	£140,000
Head of Marketing	£85,000	£120,000	£95,000

Marketing

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Field Marketing

Median salary for Field Marketing roles in 2025–2026 ranges from **£60,000 to £85,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at £50,000, typically for Field Marketing Manager positions focused on regional execution and campaign delivery.

As seniority and strategic ownership increase, our data found the highest point for VP/Global Field Marketing Lead roles was at **£150,000 per annum**, reflecting ownership of global strategy, pipeline contribution, and alignment with enterprise sales teams.

Role	Lowest £	Highest £	Median £
VP, Field Marketing	£100,000	£150,000	£125,000
Head of Field Marketing	£70,000	£105,000	£85,000
Senior Field Marketing Manager	£60,000	£85,000	£70,000
Field Marketing Manager	£50,000	£72,000	£60,000

Marketing

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Demand Generation

Median salary for Demand Generation roles in 2025–2026 ranges from **£75,000 to £135,000** per annum, depending on seniority and commercial scope.

Dependent on role, the lowest data point we found was at **£60,000**, typically for Demand Generation Manager positions focused on campaign execution and pipeline support.

As seniority and revenue ownership increase, our data found the highest point for VP Demand Generation roles was at £170,000 per annum, reflecting full ownership of pipeline strategy, performance marketing, and revenue contribution.

Role	Lowest £	Highest £	Median £
VP, Demand Generation	£110,000	£170,000	£135,000
Head of Demand Generation	£85,000	£130,000	£105,000
Demand Generation Manager	£60,000	£90,000	£75,000

Marketing

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Lifecycle & Customer

Median salary for Customer and Lifecycle Marketing roles in 2025–2026 ranges from **£70,000 to £105,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at £55,000, typically for Lifecycle/CRM Manager positions focused on campaign execution, retention, and customer engagement.

As seniority and strategic ownership increase, our data found the highest point for Head of Lifecycle/CRM roles was at £130,000 per annum, reflecting ow

Role	Lowest £	Highest £	Median £
Head of Lifecycle	£85,000	£130,000	£105,000
Senior Lifecycle Manager	£65,000	£95,000	£80,000
Lifecycle Manager	£55,000	85,000	£75,000
Customer Marketing Manager	£60,000	£90,000	£75,000

Marketing

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Content & Brand

Median salary for Content and Brand roles in 2025–2026 ranges from **£60,000 to £95,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at £50,000, typically for Content Marketing Manager positions focused on execution, storytelling, and campaign support.

As seniority and strategic ownership increase, our data found the highest point for Head of Content / Brand roles was at £120,000 per annum, reflecting ownership of brand positioning, messaging, and content strategy across the business.

Role	Lowest £	Highest £	Median £
Head of Content	£80,000	£120,000	£95,000
Content Marketing Manager	£50,000	£75,000	£60,000
Senior Content Manager	£60,000	£85,000	£70,000

Commentary from our Director & Practice Lead

Over the past 12 months, we've seen salary growth across Martech remain relatively controlled at a headline level, typically sitting between 2–5% year-on-year, but that only tells part of the story. What's been more notable is how uneven that growth has been, with the biggest increases concentrated in revenue-critical and technical GTM roles.

In areas like enterprise sales, pre-sales, and customer success, salaries have continued to push upwards due to a persistent shortage of high-quality, experienced talent, even as overall hiring volumes have become more selective. At the same time, we're seeing businesses become far more deliberate in how they allocate budget, often prioritising fewer hires but expecting significantly more impact from each individual.

The biggest shift from my perspective is the continued premium on commercially-minded operators who can bridge multiple functions, whether that's sales working closely with customer success, or partnerships contributing directly to revenue. Salaries haven't accelerated across the board, but for the right profiles, particularly those aligned to revenue and technical delivery, competition remains high and offers are still moving quickly.

Swaran Sandhu
Director & Practice Lead, SaaS & Martech at Ultimate Asset



Swaran Sandhu
Director & Practice Lead

Email Swaran →

Swaran leads Ultimate Asset's Martech and SaaS practice, specialising in building go-to-market teams across sales, customer success, and partnerships. He works closely with founders, CROs, and senior leadership teams to help scale revenue functions that drive measurable growth across the UK, Europe, and the US.

At Ultimate Asset, Swaran has built a reputation for his consultative and commercially focused approach to hiring. He partners closely with businesses to understand their GTM strategy and structure, ensuring every hire is aligned to long-term growth and revenue impact.

Commentary from our Managing Director

From a leadership perspective, the Martech marketing landscape over the past 12 months has been defined less by broad salary inflation and more by targeted investment. While overall increases have remained modest, typically in the 2–5% range, the real movement has been concentrated in roles that directly influence pipeline and revenue performance.

We're seeing a clear shift in how businesses approach marketing hires. There is far greater scrutiny on impact, with organisations prioritising individuals who can operate with autonomy and execute across multiple channels. In disciplines such as demand generation, content marketing, and lifecycle, the strongest talent continues to command a premium, particularly where they can demonstrate a direct link to commercial outcomes.

More broadly, marketing is now firmly embedded within the revenue conversation. The most effective leaders are those who can align closely with sales, leverage data and technology, and build functions that scale. We're incredibly proud to produce this report in partnership with our clients, ensuring it remains a practical, comprehensive guide that supports better hiring decisions and continues to move the industry forward.

Alex Swain
Managing Director at Ultimate Asset



Alex Swain
Managing Director

Email Alex



Alex has been with Ultimate Asset for over 12 years, leading the business and specialising in building high-performing marketing and go-to-market functions for technology companies. He works closely with founders, CROs, and CMOs to help shape and scale marketing teams that drive pipeline, positioning, and long-term growth across the UK, Europe, and the US.

His approach centres on helping clients define what great looks like for their stage of growth, ensuring marketing teams are built for both execution and commercial impact.

Hear what our clients say about us



When you are scaling a business, sales recruitment is a big bet. Swaran & Ultimate Asset has not just met expectations but has exceeded them.

Chief Revenue Officer
Greenpixie



I have worked with the Ultimate Asset team for a number of years now, and received nothing less than excellent delivery and service.

Chief Revenue Officer
Mediarithmics

Become a client



A bit more about **Ultimate Asset**

We are a global talent partner specialising in Adtech, MarTech, SaaS and emerging media, supporting high-growth businesses to build and scale their revenue, marketing and customer teams. With a deep network across the UK & Europe, North America and APAC, we work closely with founders, CROs and CMOs to deliver high-impact hires that drive growth.

Hiring? Submit your Job →