

**LIFE SCIENCES
MARKETING
SALARY SURVEY**

2023



Preface

Welcome to our First Annual Life Sciences (Medical Device, Pharmaceutical, and Biotech) Salary/Market Survey. Gateway Recruiting is a leader in Life Sciences recruiting and has been recognized for the last 5 years by Forbes as a Top Professional Recruiting firm.

My name is Kristin Sless, the Vice President of Client Services at Gateway Recruiting. I want to express my gratitude to everyone who participated in our 1st Annual Life Sciences Marketing and Product Management Salary Survey. With over 700 participants in this year's report, we are enthusiastic to increase this participation and become the standard for compensation data in this vertical for years to come.

We have been conducting similar surveys for our other markets for decades, and we decided to extend it to our Marketing and Product Management network as well. We know how valuable this industry insight is, especially in these uncertain and challenging times.

The employment market is still recovering from the post-COVID hiring boom in 2021-2022, and the opportunities for top talent in this space are fewer than before. We have noticed a slight increase in hiring activity in the last two months, and we expect this trend to continue in the first quarter of 2024.

Most organizations are focusing on replacing the talent they have lost and adding a few new members to their existing teams as they prepare for launches or product changes.

Additional insight from our experience in recruiting this year:

- Many companies are now asking their employees to return to the office full-time or part-time (3/2 or 4/1). Fully remote positions across all positions are becoming more rare.
- 80% of Marketing professionals reported a salary increase in the past year. And more than 30% of those increases were between 5% and 30% higher than the previous year's salary. This has mostly been driven by the hiring in 2021 and 2022 and the increase of internal equity across these organizations.

Thank you again for your contribution to this salary survey. Please feel free to circulate this, as next year we look forward to getting an even larger data set to provide the most accurate snapshot of the market to our network.

If you ever need help with hiring for your organization (Full-time or Contract), please feel free to contact me. If you are ready to make the leap and start a career search, please reach out as well. We have supported the Life Sciences vertical for 15+ years and will always be here to support your career goals.

Cheers to another year and thank you for your continued support of Gateway Recruiting!



Kristin Sless

Vice President of Client Services

Gateway Recruiting Inc.

Kristin@GatewayRecruiting.com

About Us

Gateway Recruiting was launched to provide timely and focused recruitment services and solutions to emerging, expanding and established companies.

Our extensive background and broad experience have enabled us to tailor each candidate search to the specific requirements of the client. Where other firms tend to be short sighted in placement, we view each open position with bifocals - we understand the need for just-in-time resources, however, we also understand the need to support the client's long-term talent pipe-line as they explore change and grow.

The Gateway Recruiting approach delivers the best talent for companies whose bottom-line is both profit and people!

Gateway Recruiting

301 Main Plaza #187
New Braunfels, TX 78130
Phone: 877-336-7010

Email: info@GatewayRecruiting.com

www.GatewayRecruiting.com

Our Services

Retained Search

If you have an urgent position that must be filled within a certain time constraint, or that is a confidential replacement, or addition to your team; you will directly benefit from our retained searches. Our retained searches offer our clients the highest level of service within our firm and include a (position specific) dedicated team and dedicated time allowance to ensure fulfilling your need (s) as efficiently as possible. We have the ability to customize each search, including payment terms and conditions, to meet your individual company's needs. Gateway Recruiting guarantees our retained searches in writing.

Contract Staffing

This service will allow you to maximize your work force flexibility in today's rapidly changing business environment. You can lower head count, lower payroll, and adjust staff levels as workloads change. All you need to do is approve time sheets and pay weekly invoices, and let Gateway Recruiting handle everything else. Fees are per hour, and are based on the difficulty of the position. We have staff available and can usually have someone at your offices performing in days.

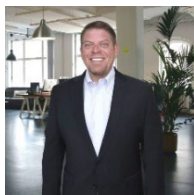
Contingency Search

With this level of search between Gateway Recruiting and your company, Gateway Recruiting will be able to take immediate action on critical and urgent searches on an on-going basis. Contingency-based searches are typically awarded to Gateway Recruiting on Exclusive Basis. You will not incur any costs for contingency search until you hire a candidate that we have referred. We are dedicated to providing the best quality candidate for all positions, in a timely manner.

Medical Device/Pharmaceutical/Biotech Marketing Verticals

- ▶ Downstream Marketing
- ▶ Upstream Marketing
- ▶ Marketing Communication
- ▶ Field-Regional Commercial Marketing
- ▶ Public Relations
- ▶ Direct to Consumer Marketing
- ▶ Digital/Social Media Marketing
- ▶ Marketing Predictive Analytics
- ▶ Artificial Intelligence Marketing
- ▶ KOL Marketing
- ▶ National/Key Accounts

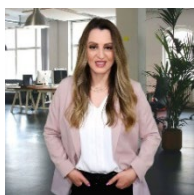
Our Team



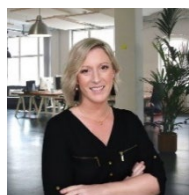
Garrett Stephenson
CEO/SENIOR PARTNER
[Connect with me on LinkedIn!](#)
Garrett@GatewayRecruiting.com



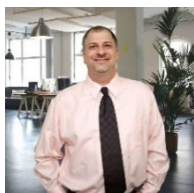
Kristin Sless
VICE PRESIDENT OF CLIENT
SERVICES AND RECRUITING
[Connect with me on LinkedIn!](#)
Kristin@GatewayRecruiting.com



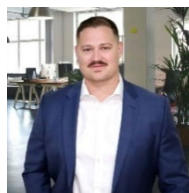
Whitney Forbes
VICE PRESIDENT OF CLIENT
DEVELOPMENT AND RECRUITING
[Connect with me on LinkedIn!](#)
Wforbes@GatewayRecruiting.com



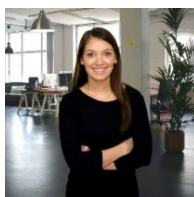
Amy Henderson
SENIOR CUSTOMER OPERATIONS
MANAGER
[Connect with me on LinkedIn!](#)
AmyH@GatewayRecruiting.com



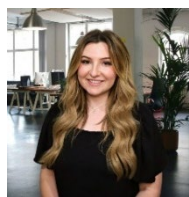
Ryan Smith
DIRECTOR OF RECRUITING
[Connect with me on LinkedIn!](#)
Ryan@GatewayRecruiting.com



Preston Snow
DIRECTOR OF RECRUITING
[Connect with me on LinkedIn!](#)
Preston@GatewayRecruiting.com



Amy Figueroa
MANAGER OF RECRUITING
[Connect with me on LinkedIn!](#)
Amy@GatewayRecruiting.com



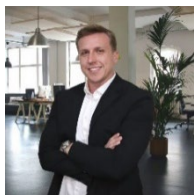
Hannah Shows
MANAGER OF RECRUITING
[Connect with me on LinkedIn!](#)
Hannah@GatewayRecruiting.com



Matt Mowrey
MANAGER OF RECRUITING
[Connect with me on LinkedIn!](#)
MattM@GatewayRecruiting.com



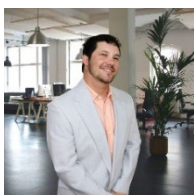
Don Fancher
MANAGER OF RECRUITING
[Connect with me on LinkedIn!](#)
Don@GatewayRecruiting.com



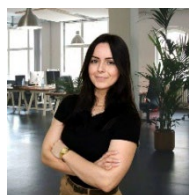
Joshua Gatewood
MANAGER OF RECRUITING
[Connect with me on LinkedIn!](#)
Josh@GatewayRecruiting.com



Alanna Nichols
MANAGER OF RECRUITING
[Connect with me on LinkedIn!](#)
Alanna@GatewayRecruiting.com



Ricky Canales
MANAGER OF RECRUITING
[Connect with me on LinkedIn!](#)
Ricky@GatewayRecruiting.com



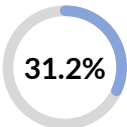
Rachel Ward
DIGITAL MARKETING MANAGER
[Connect with me on LinkedIn!](#)
Rachel@GatewayRecruiting.com

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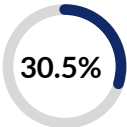
What Describes Your Location?

WEST COAST



(US - Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming)

MIDWEST/SOUTH

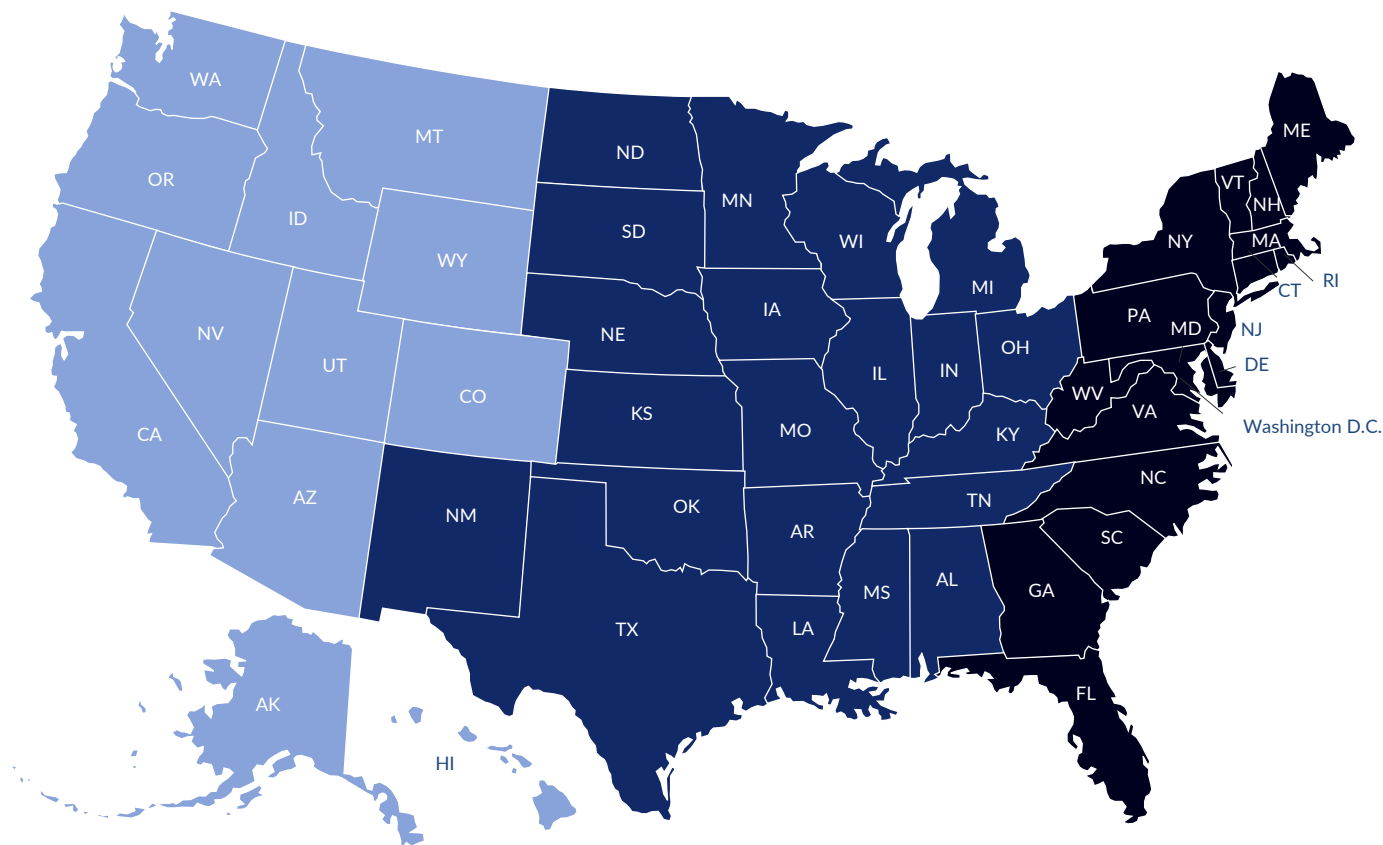


(US - Alabama, Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Nebraska, New Mexico, North/South Dakota, Ohio, Oklahoma, Tennessee, Texas, Wisconsin)

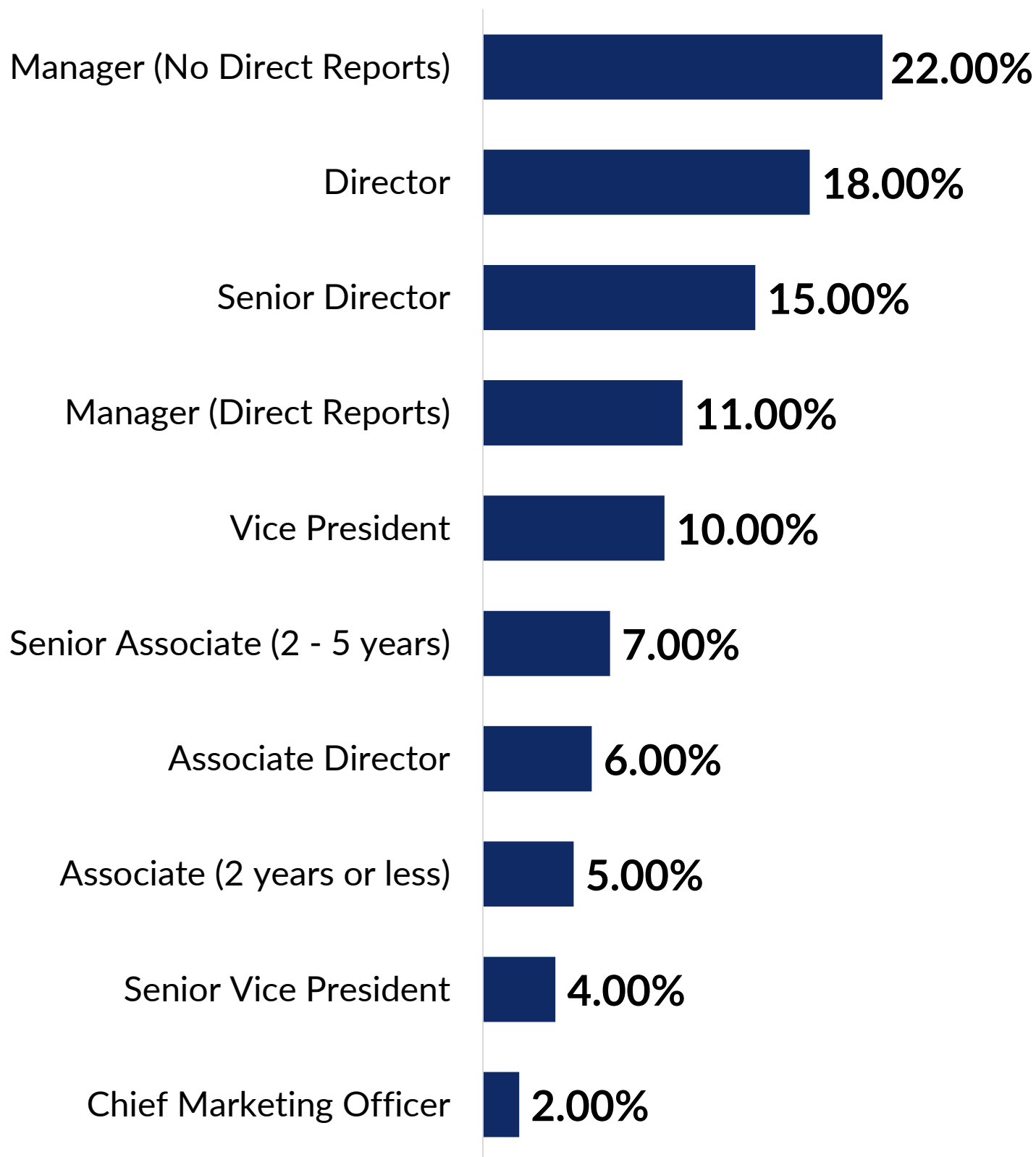
EAST COAST



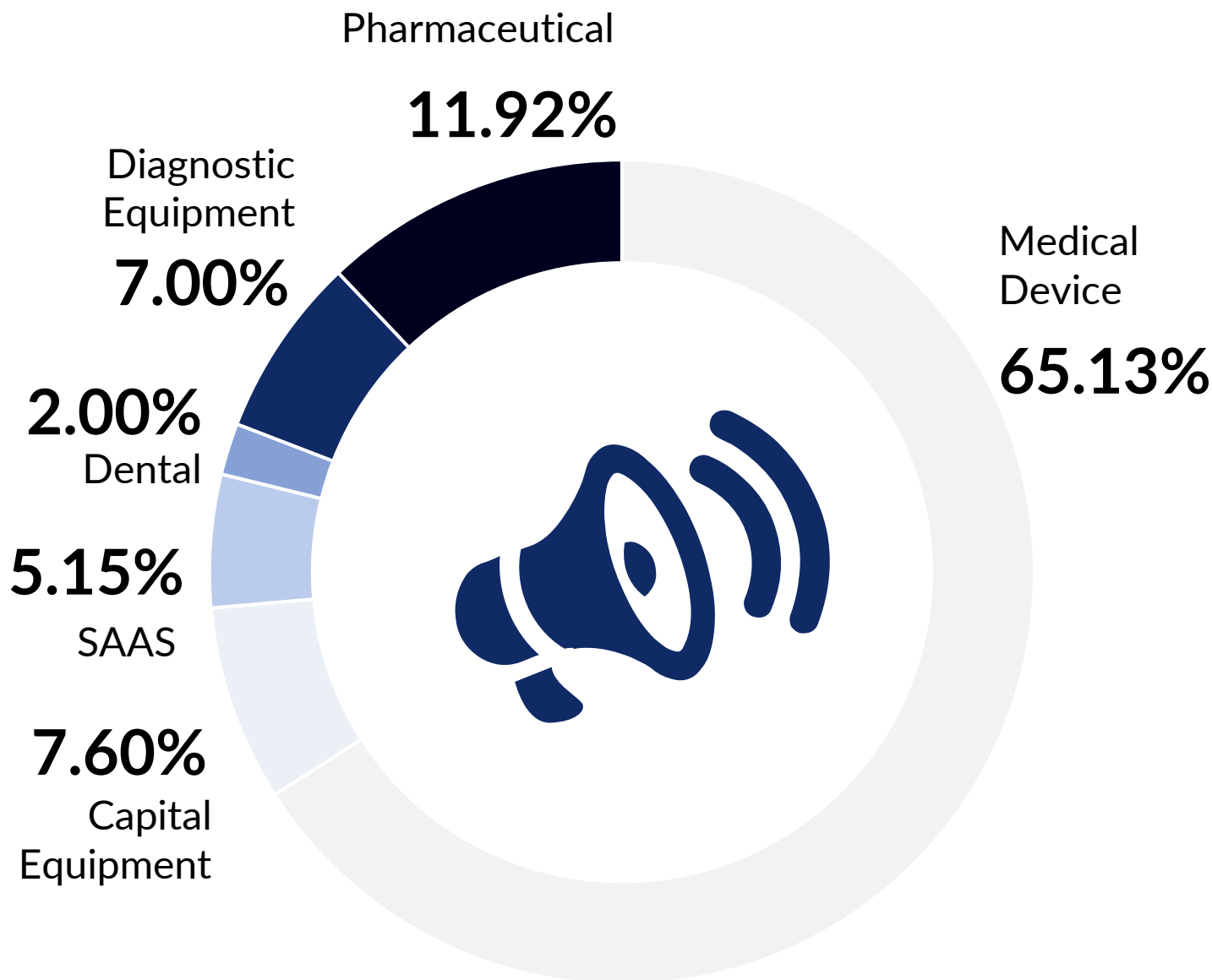
(US - Connecticut, Delaware, Florida, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North/South Carolina, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia)



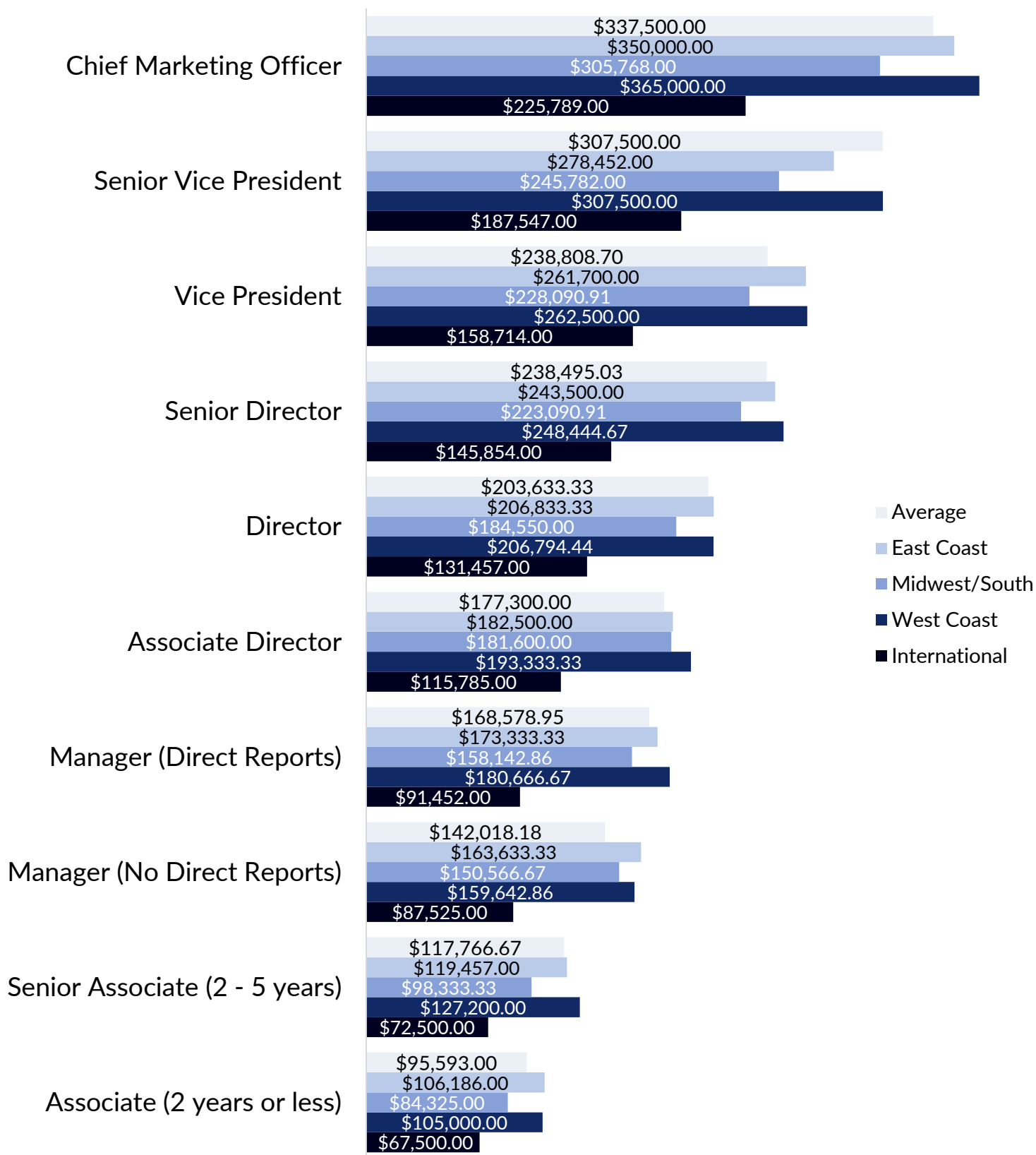
What Best Describes Your Current Title?



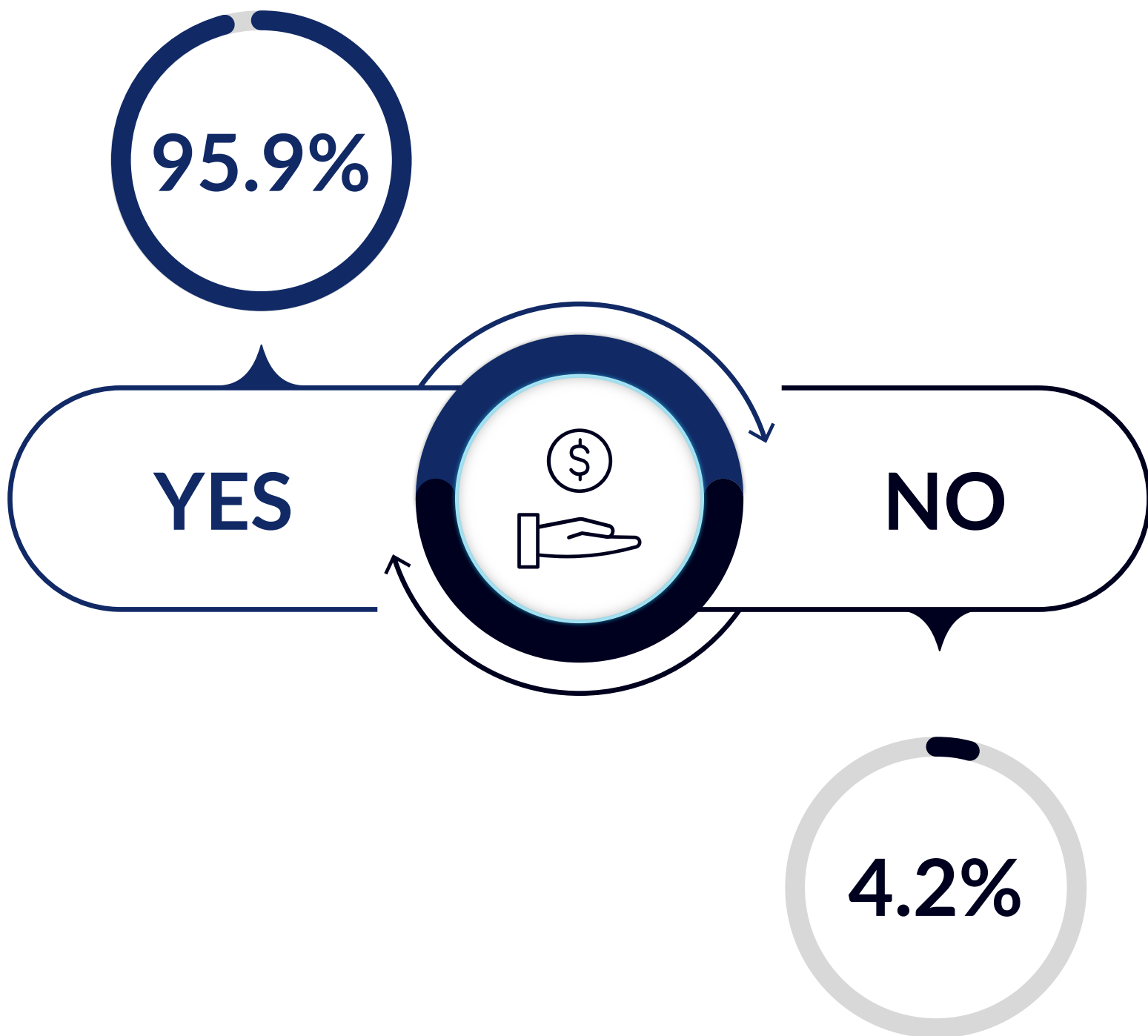
Which Product Are You Marketing Within Life Sciences?



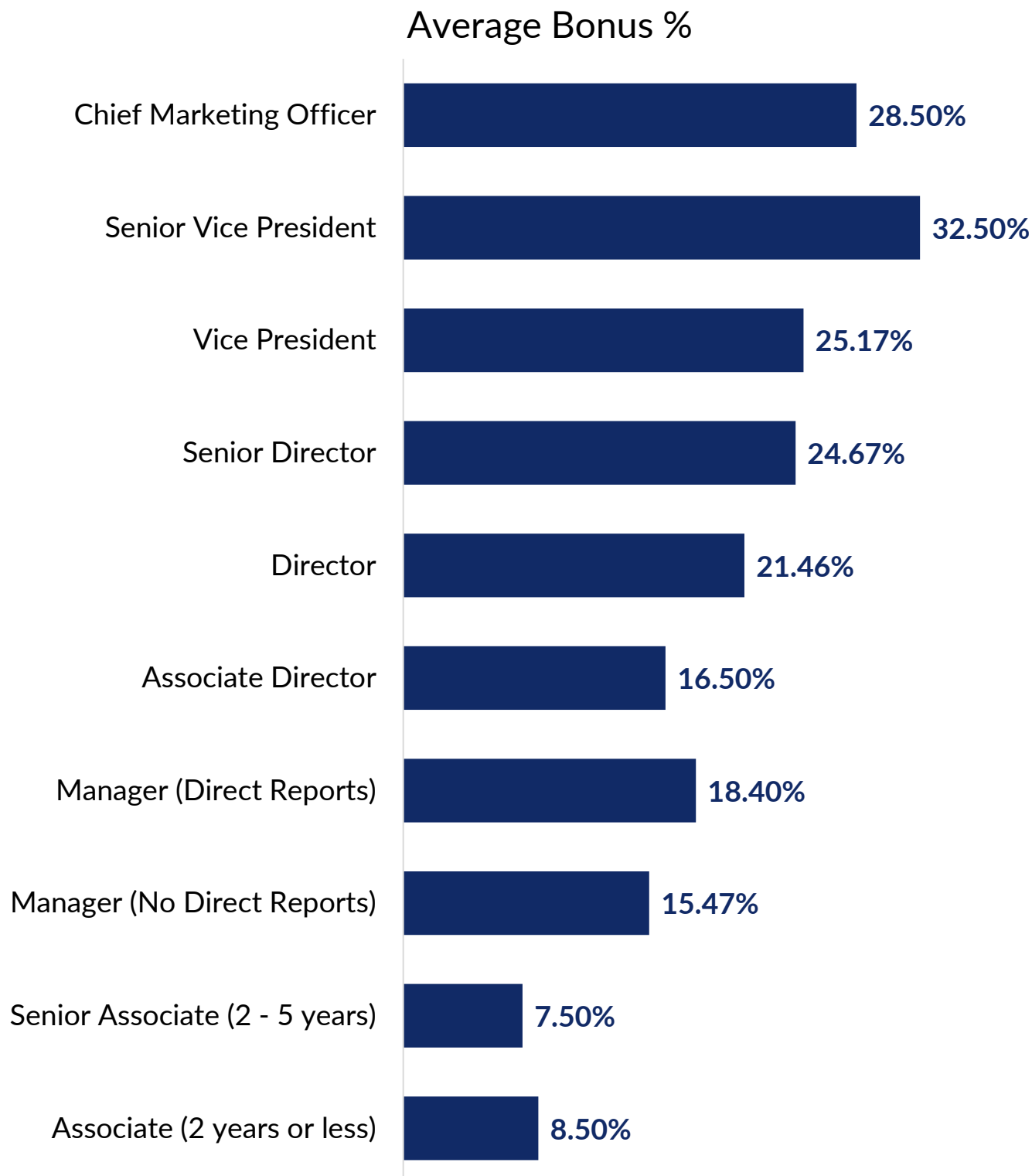
What is Your Base Compensation?



Do You Receive an Annual Bonus?



What is Your Annual Bonus Percentage?



Do You Receive Stock Grants?

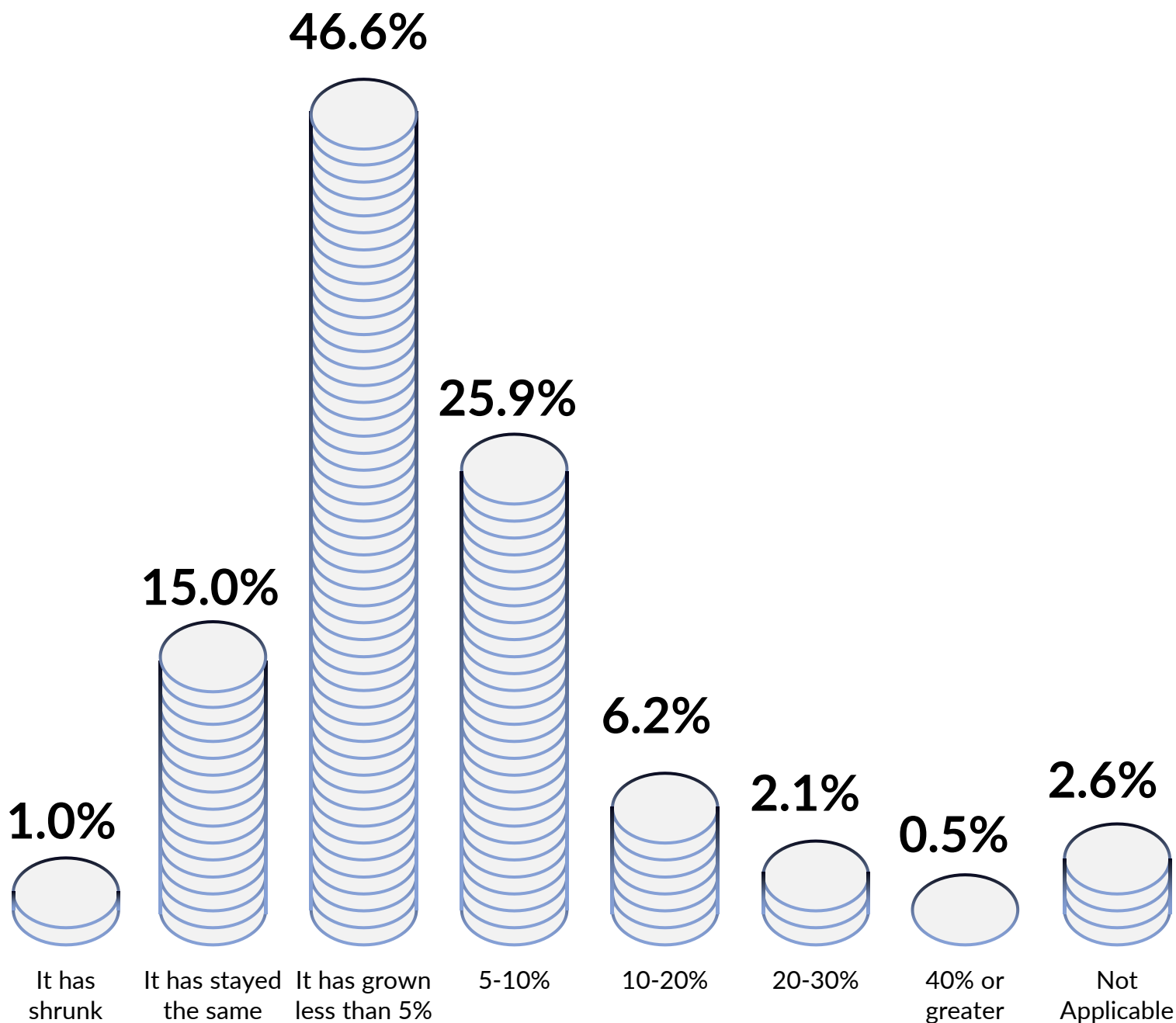


YES - 61.1%



NO - 38.9%

How Much Has Your Salary Grown in the Past Year?



Did You Change Jobs in the Last Year?

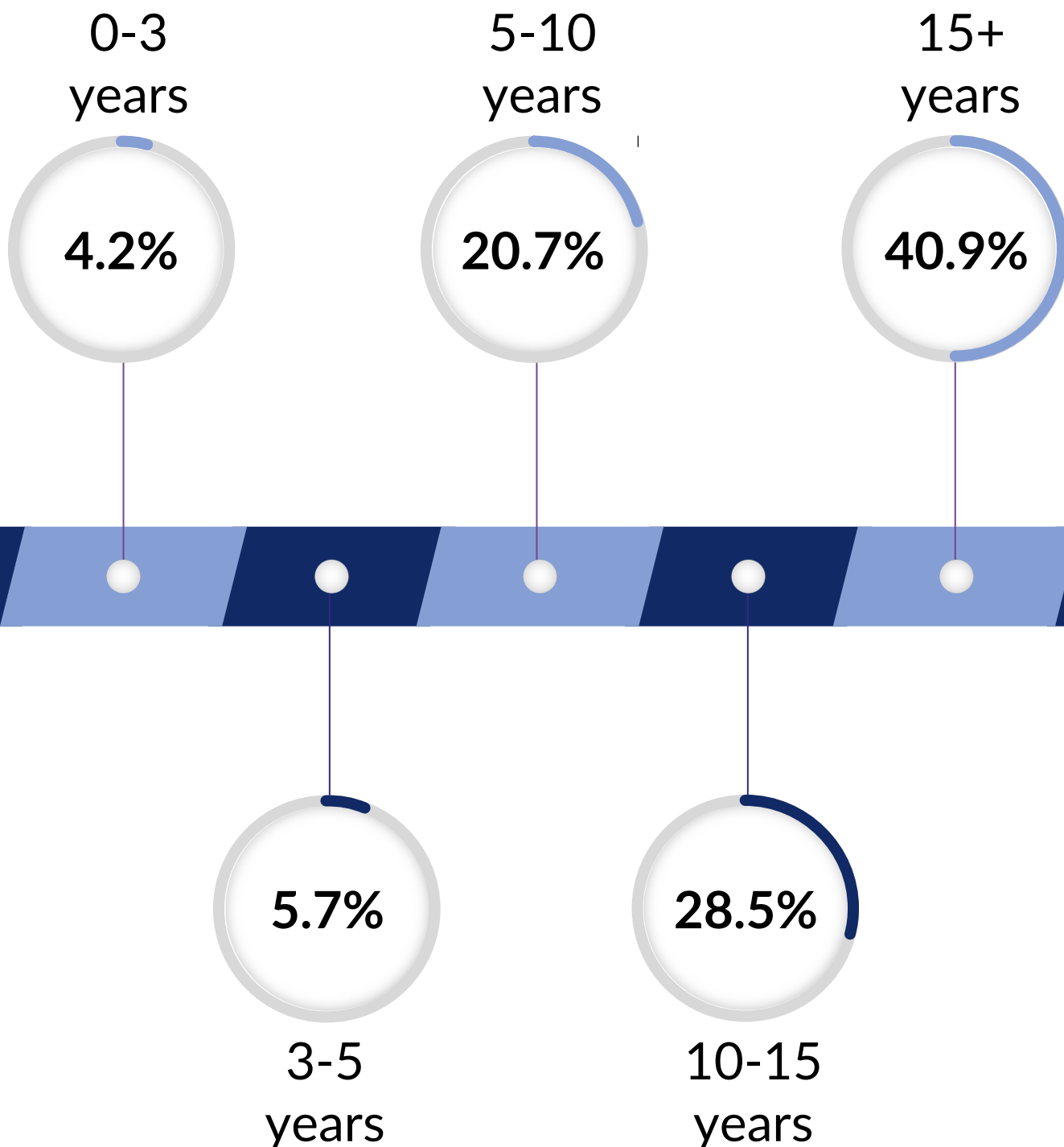
Yes,
Promotion
13.5%

Yes,
Changed
Organizations
21.8%

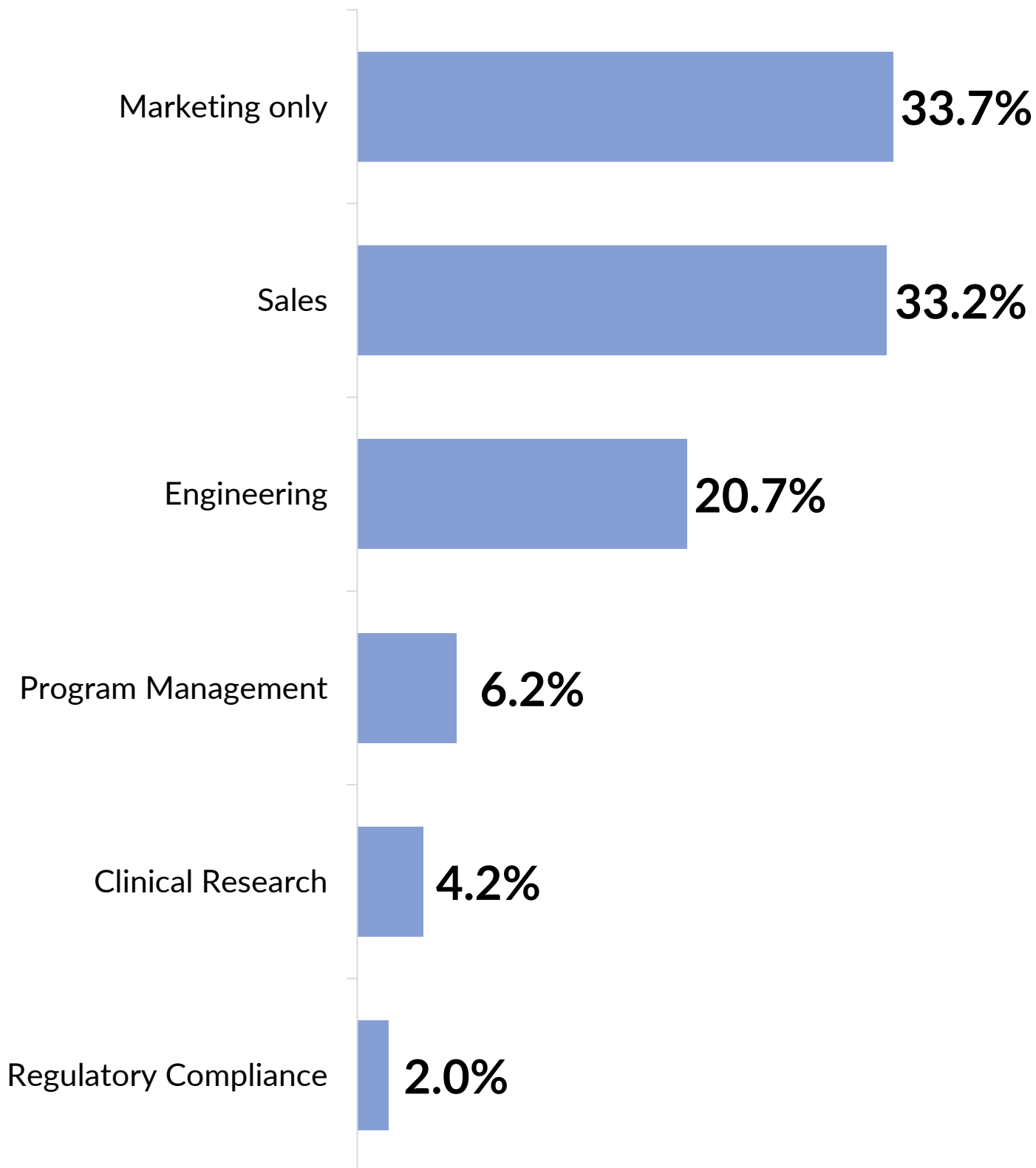


No
64.8%

How Many Years of Direct Marketing Experience Do You possess?



Prior to Your Career in Marketing, Were You Focused in Another Field?



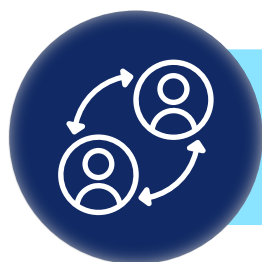
What is the Growth of Your Group Currently?

Growing

49.2%

18.7%

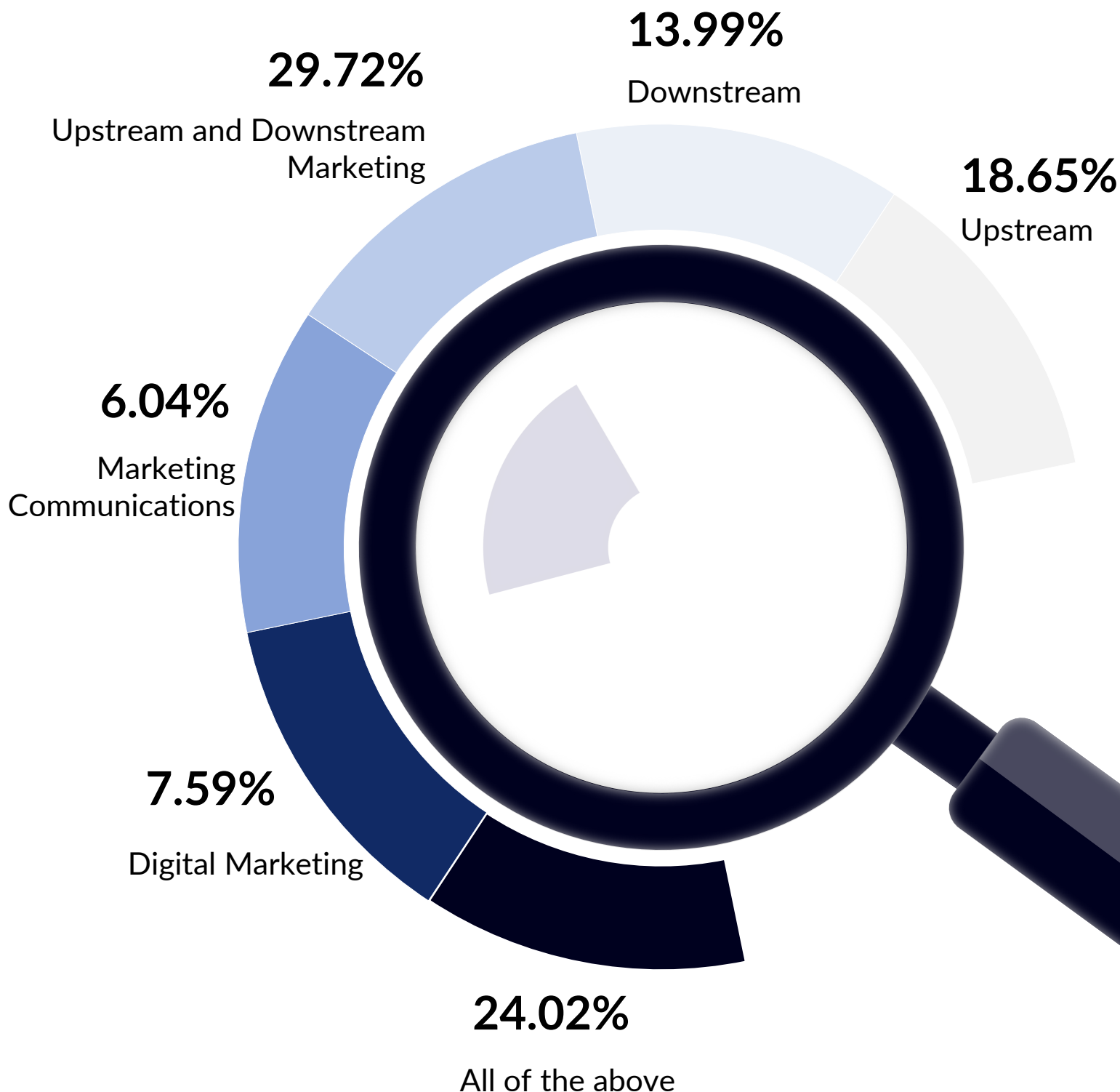
Downsizing



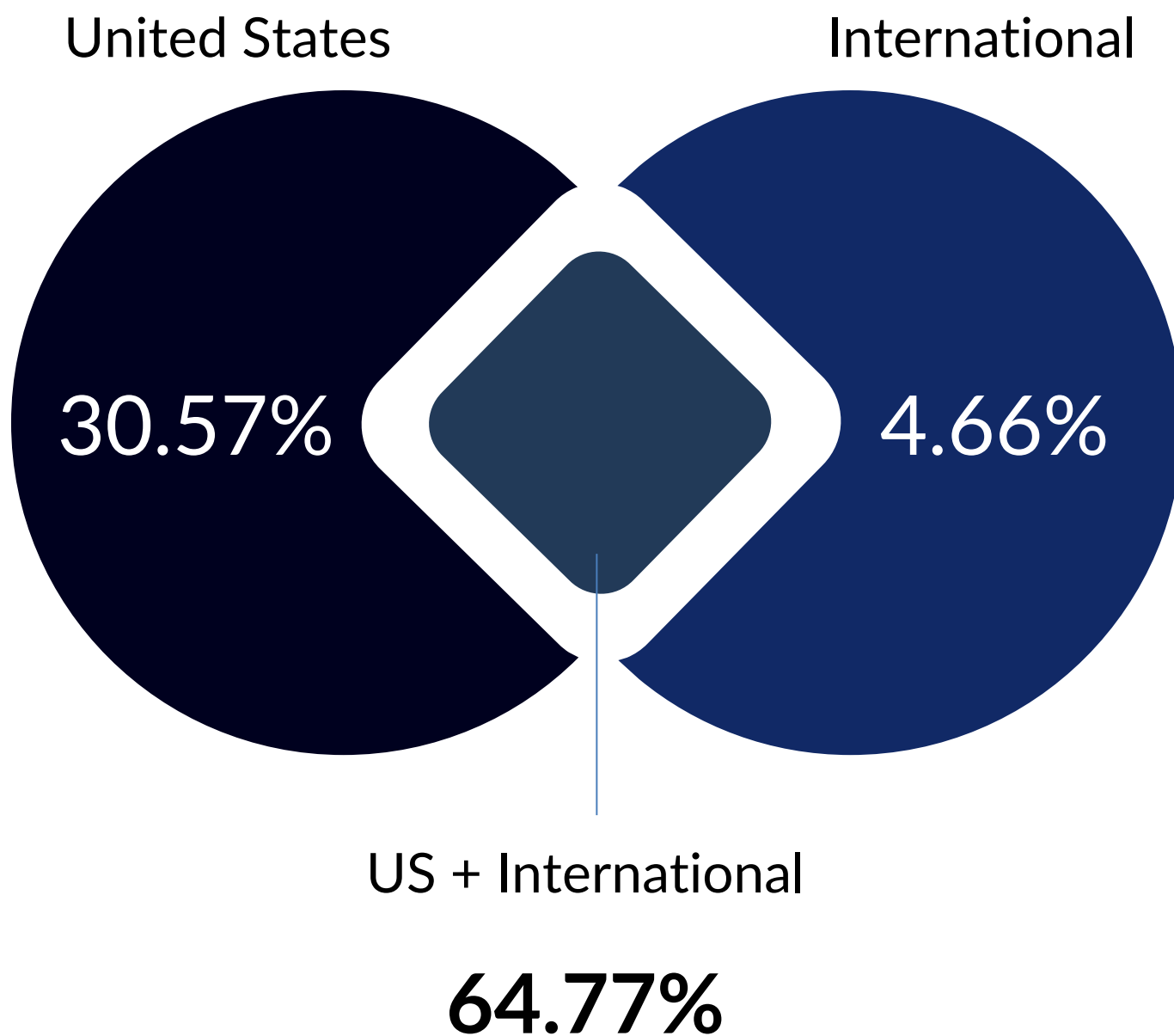
Replacement Hiring

32.1%

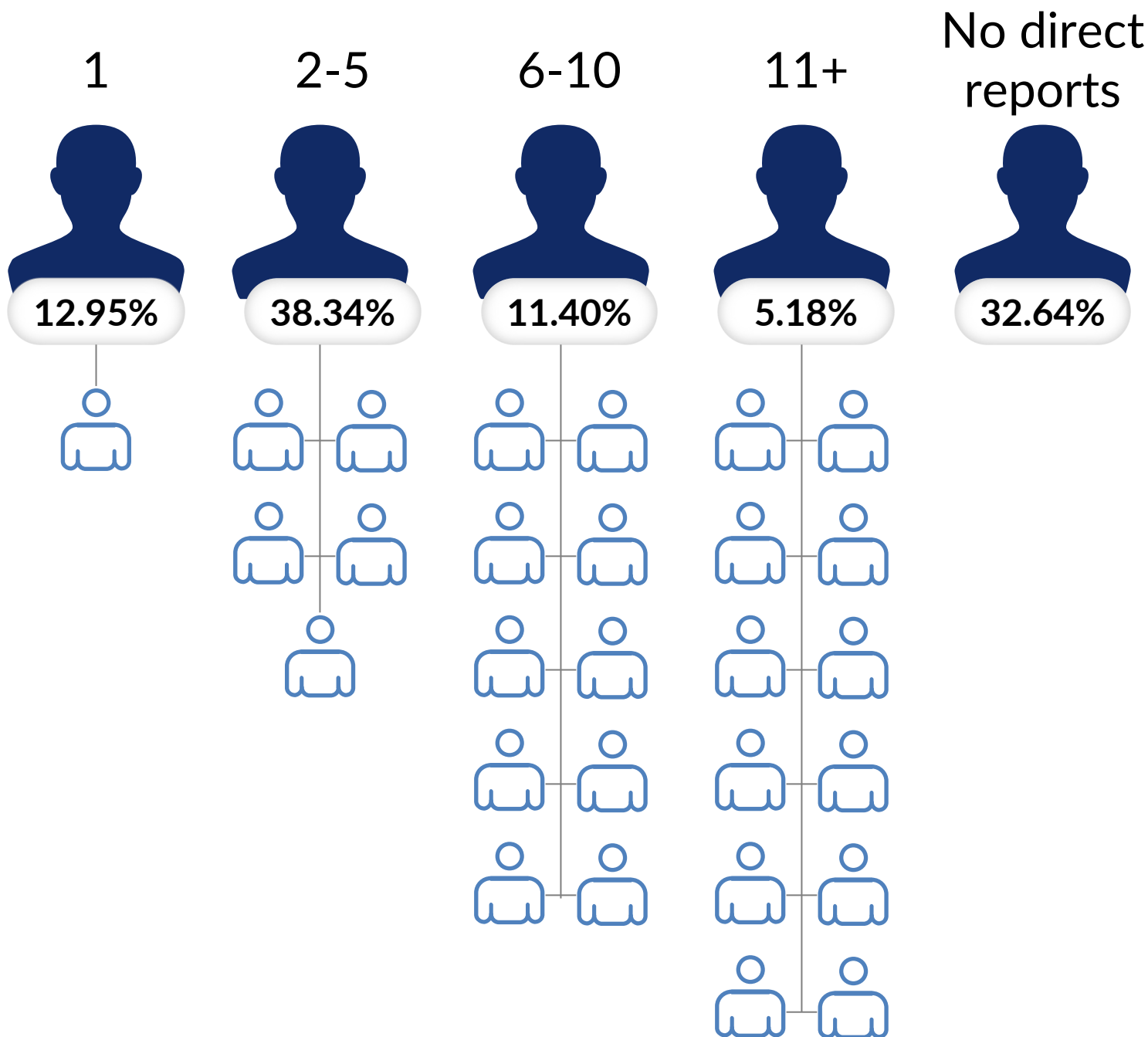
What is the Primary Focus of Your Position?



What Best Describes the Reach of Your Position?



How Many Direct Reports Are You Currently Responsible For?



Do You Lead a Domestic or International Team?

Domestic



55.4%

International



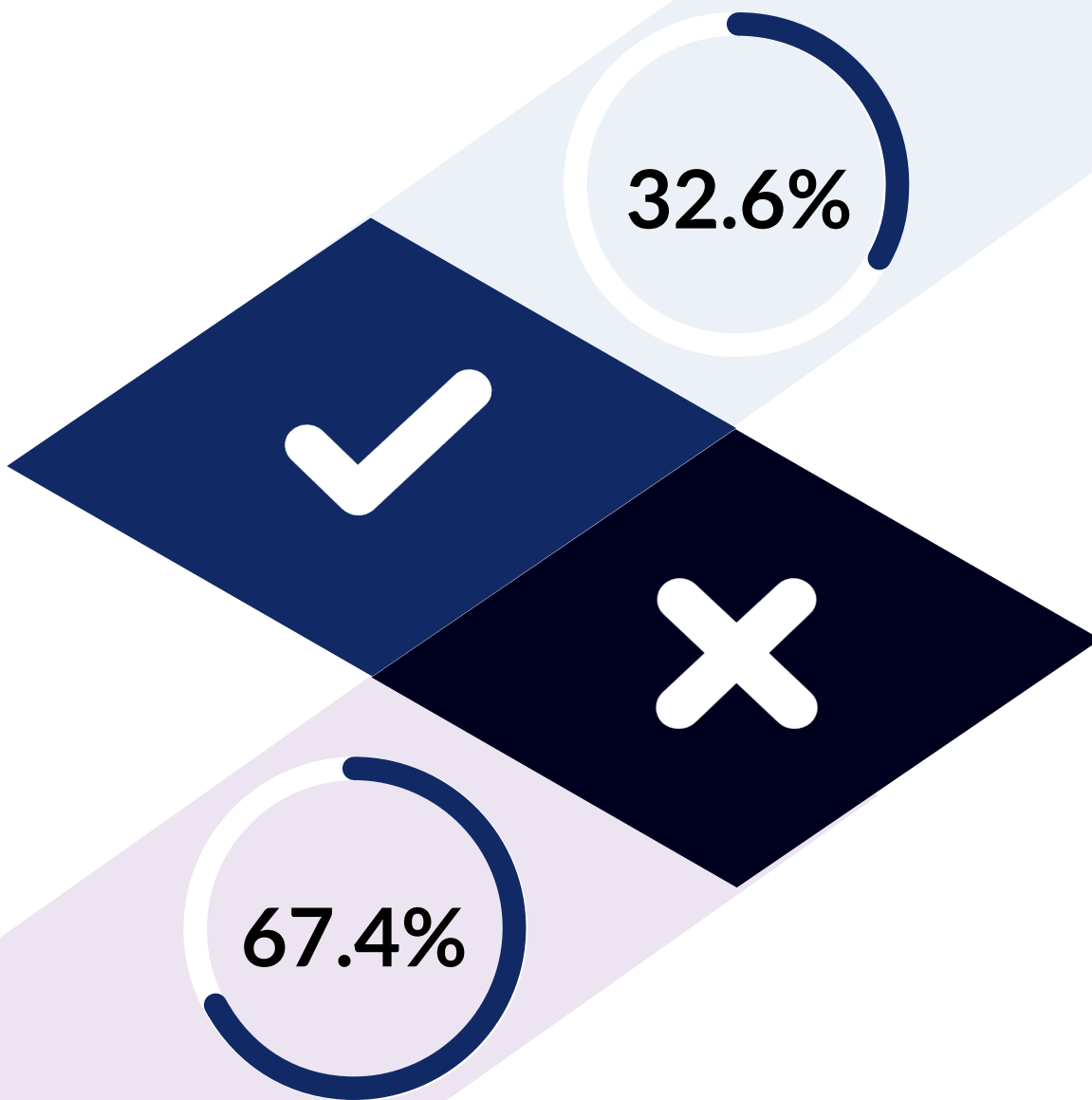
9.8%

Mixture of both



34.7%

Are You Currently Leading Those that Have a Team of Their Own?

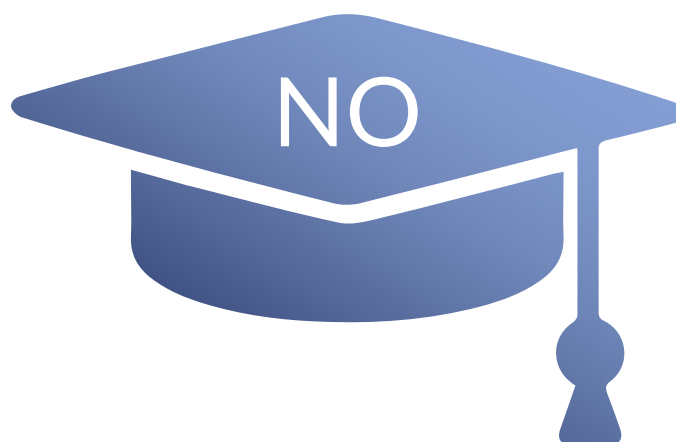


Do You Possess a 4-year Degree?

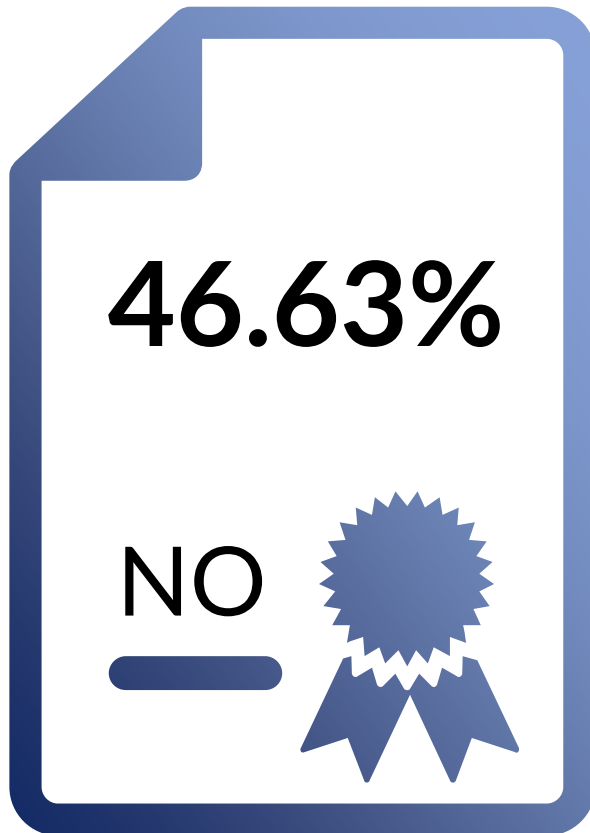
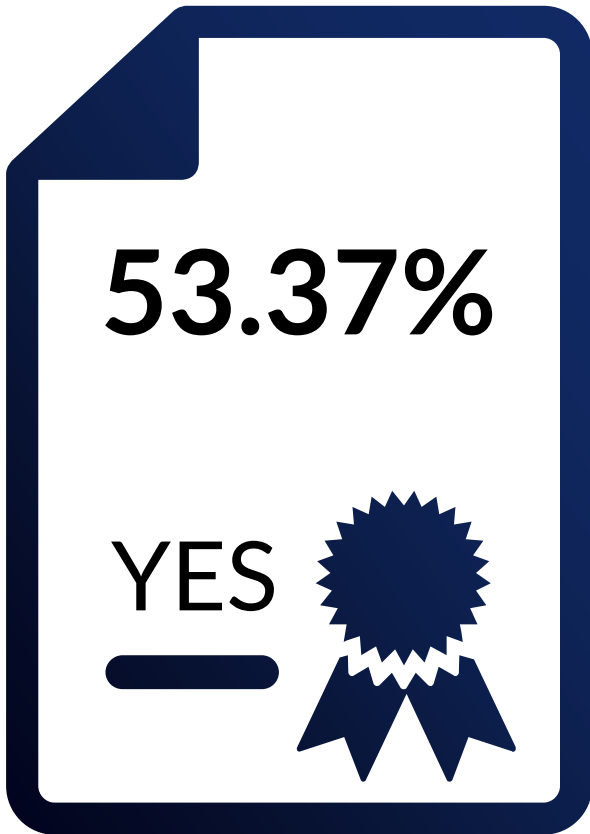
98.96%



1.04%



Do You Possess a Master of Business Administration (MBA)?



Do You Possess a Master's Degree that is Outside of an MBA?

27.46%

YES

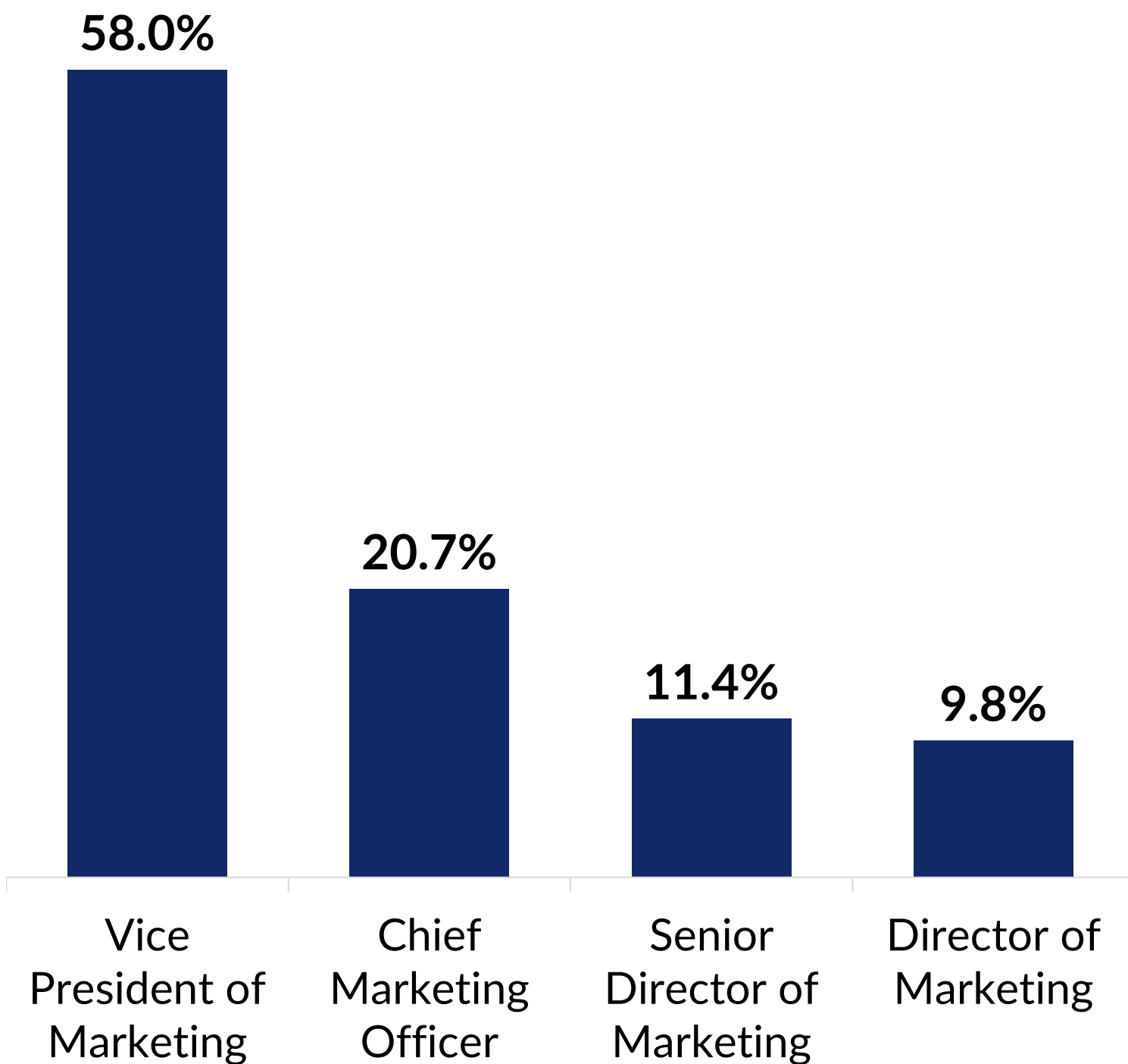


72.54%

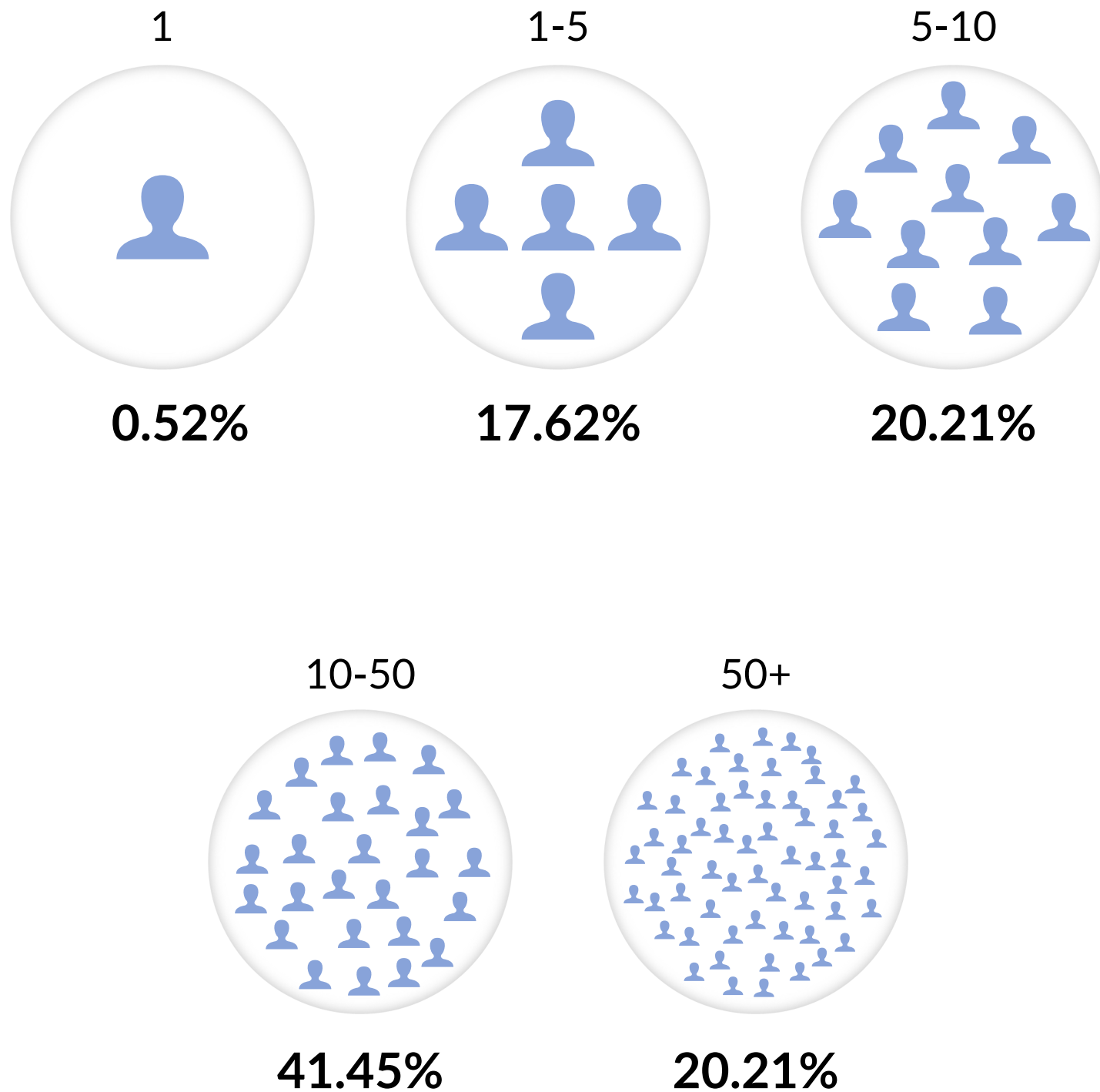
NO



Who is the Highest-Ranking Marketing Leader in Your Organization?



How Large is the Entire Marketing Team for Your Division?



Current Status of Employment?



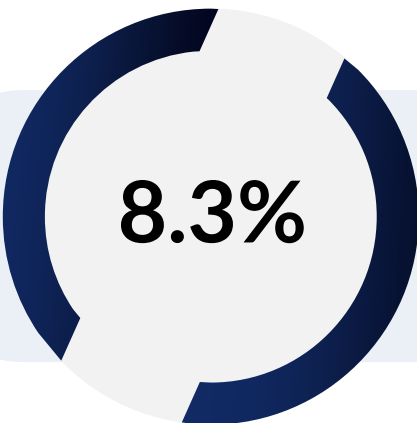
90.2%

Full-Time



Contract Assignment

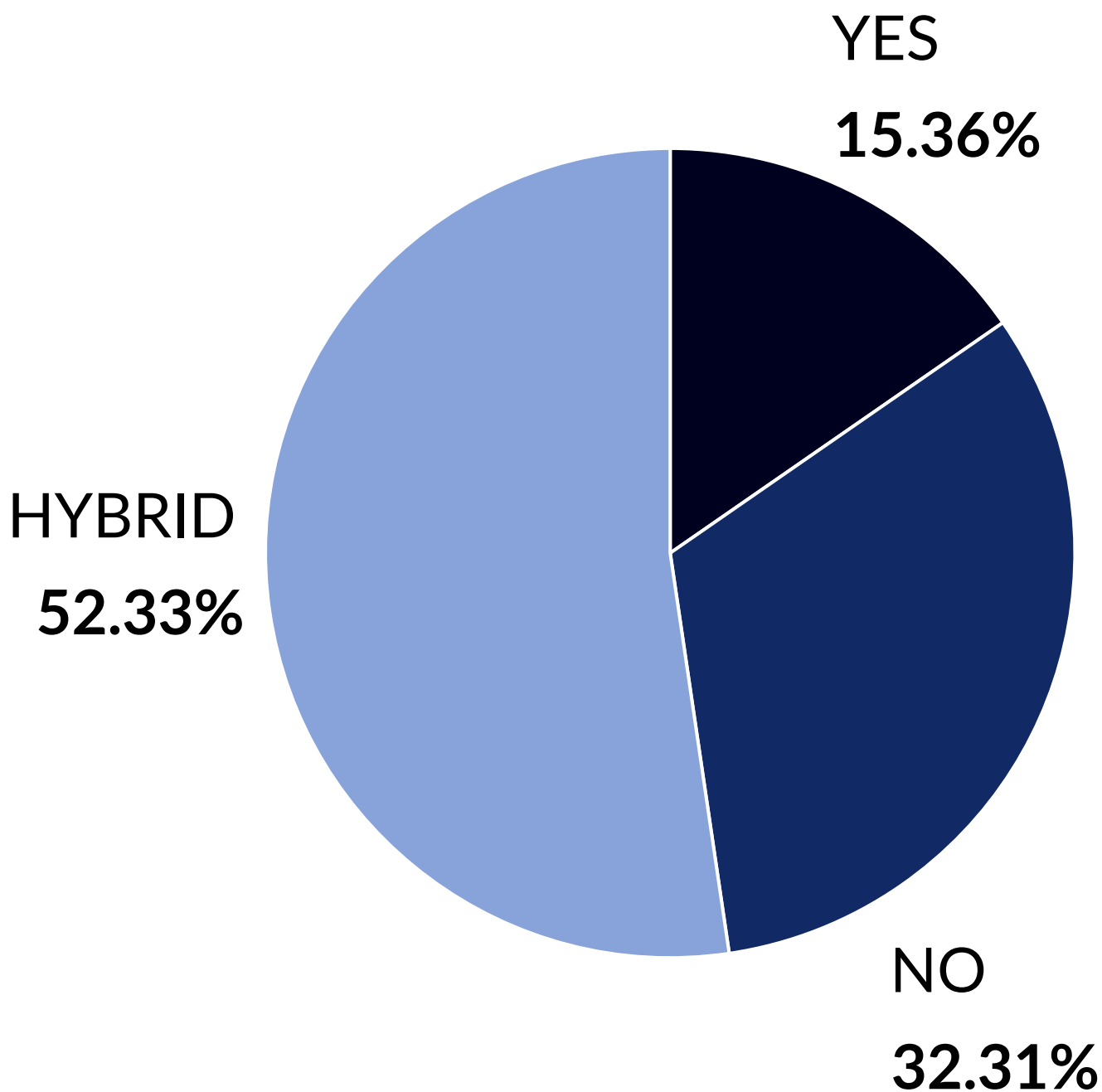
1.6%



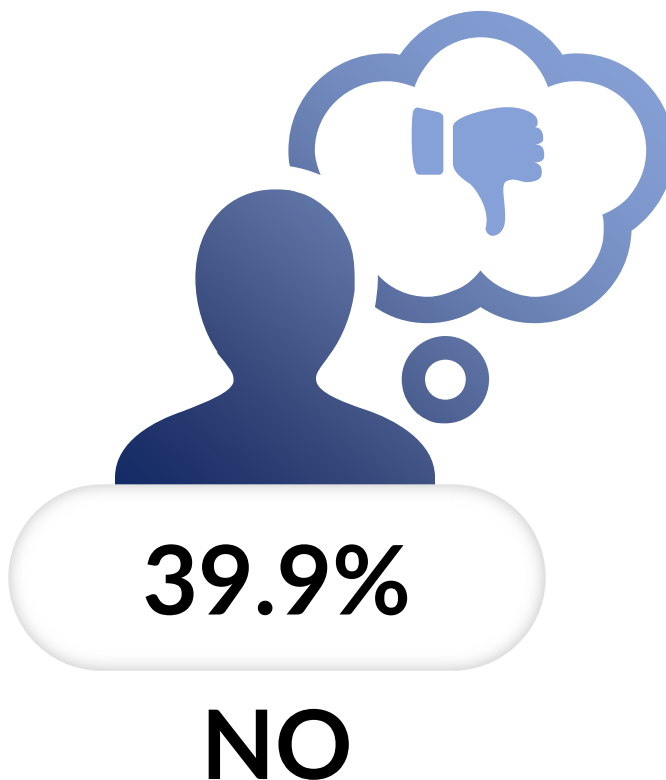
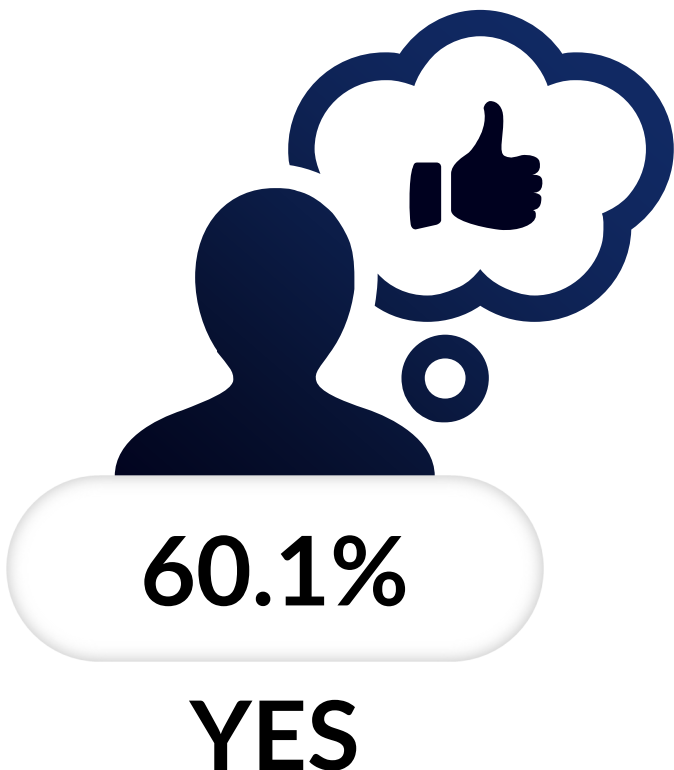
8.3%

Currently Not
Employed

Do You Work In-Office?



Are You Contemplating a Career Change this Year?



What is the Most Important Quality for You in an Employer?

