



# LIFE SCIENCES MARKETING SALARY SURVEY

**2024**

# PREFACE

## Welcome to Our Second Annual Life Sciences Marketing Salary Survey

Gateway Recruiting is proud to be a leader in Life Sciences recruiting, recognized by Forbes as a **Top Professional Recruiting Firm for the past six years**. As we continue to grow and evolve alongside the industry, we are excited to share the findings from our **2nd Annual Life Sciences (Medical Device, Pharmaceutical, and Biotech) Marketing and Product Management Salary Survey**.

My name is **Kristin Sless, Vice President of Client Services at Gateway Recruiting**, and I want to personally thank everyone who participated in this year's survey. With over **800 professionals contributing**, this report provides valuable insights into compensation trends, hiring outlooks, and workplace shifts. Our goal is to expand participation each year, solidifying this survey as the go-to resource for salary benchmarks in this sector. Having conducted similar studies across other industries for decades, we understand how crucial this data is—especially in today's evolving job market.

## Market Trends & Hiring Insights

The job market is gaining momentum, with hiring activity steadily increasing in the first two months of 2025. Companies are regaining confidence in expanding their teams, signaling a continued upward trend throughout the year. After a period of uncertainty, organizations are shifting their focus back to growth and talent acquisition.

At the same time, the **return-to-office movement is becoming the norm**. While some fully remote roles remain, they are becoming increasingly rare. Most companies now require employees to be in the office at least **three to four days per week**, with some transitioning back to full-time, in-person work. While flexibility is still valued, the trend toward in-office collaboration is clear.

For **marketing professionals**, compensation trends have been mixed. Many reported **salary increases over the past year**, though most were **capped at 10% or less**. On a positive note, nearly **half (48%) of surveyed marketing professionals** shared that their companies are actively hiring, highlighting strong demand and fresh career opportunities in the field.

## Looking Ahead

Thank you again for your contribution to this year's survey. We encourage you to **share these insights with your network**, as we aim to grow our participation even further next year—ensuring the most comprehensive and accurate snapshot of the market.

If you're looking to **hire top talent for your organization**—whether for full-time or contract roles—please don't hesitate to reach out. And if you're considering your **next career move**, we're here to help. Gateway Recruiting has been a trusted partner in the Life Sciences space for over **15 years**, and we remain committed to supporting your career and hiring goals.

**Cheers to another year of growth and success—thank you for your continued support of Gateway Recruiting!**






## Kristin Sless

*Vice President of Client Services*

**Gateway Recruiting Inc.**

[kristin@gatewayrecruiting.com](mailto:kristin@gatewayrecruiting.com)

-  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 pipeline 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

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[www.GatewayRecruiting.com](http://www.GatewayRecruiting.com)

## OUR SERVICES

### Retained Search

If you have an urgent or confidential hiring need, our retained search service provides the highest level of support. With a dedicated team and focused resources, we ensure an efficient and tailored approach to finding the right candidate. We also offer flexible payment terms to align with your company's needs. Plus, our retained searches are backed by a written guarantee for added confidence.

### 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.

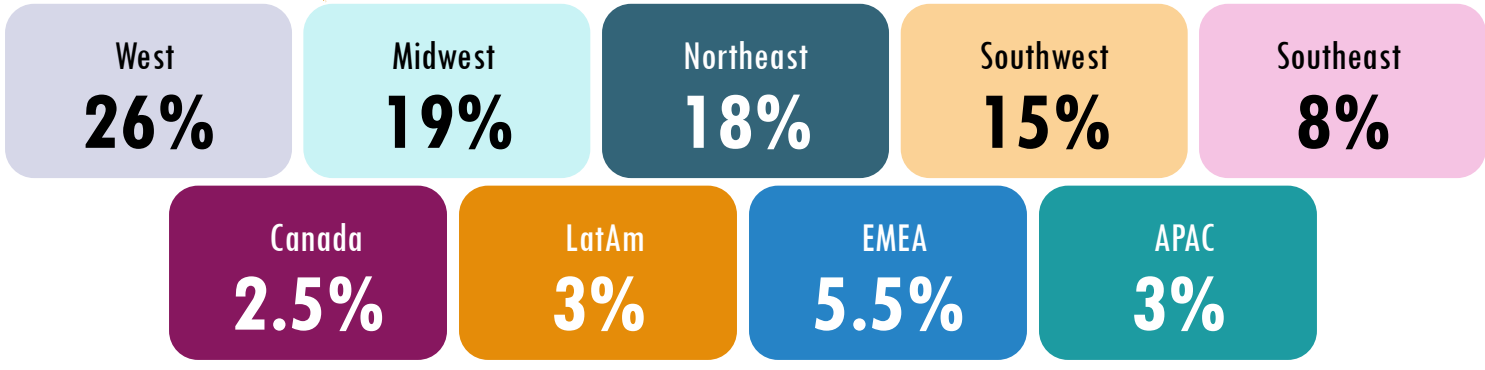
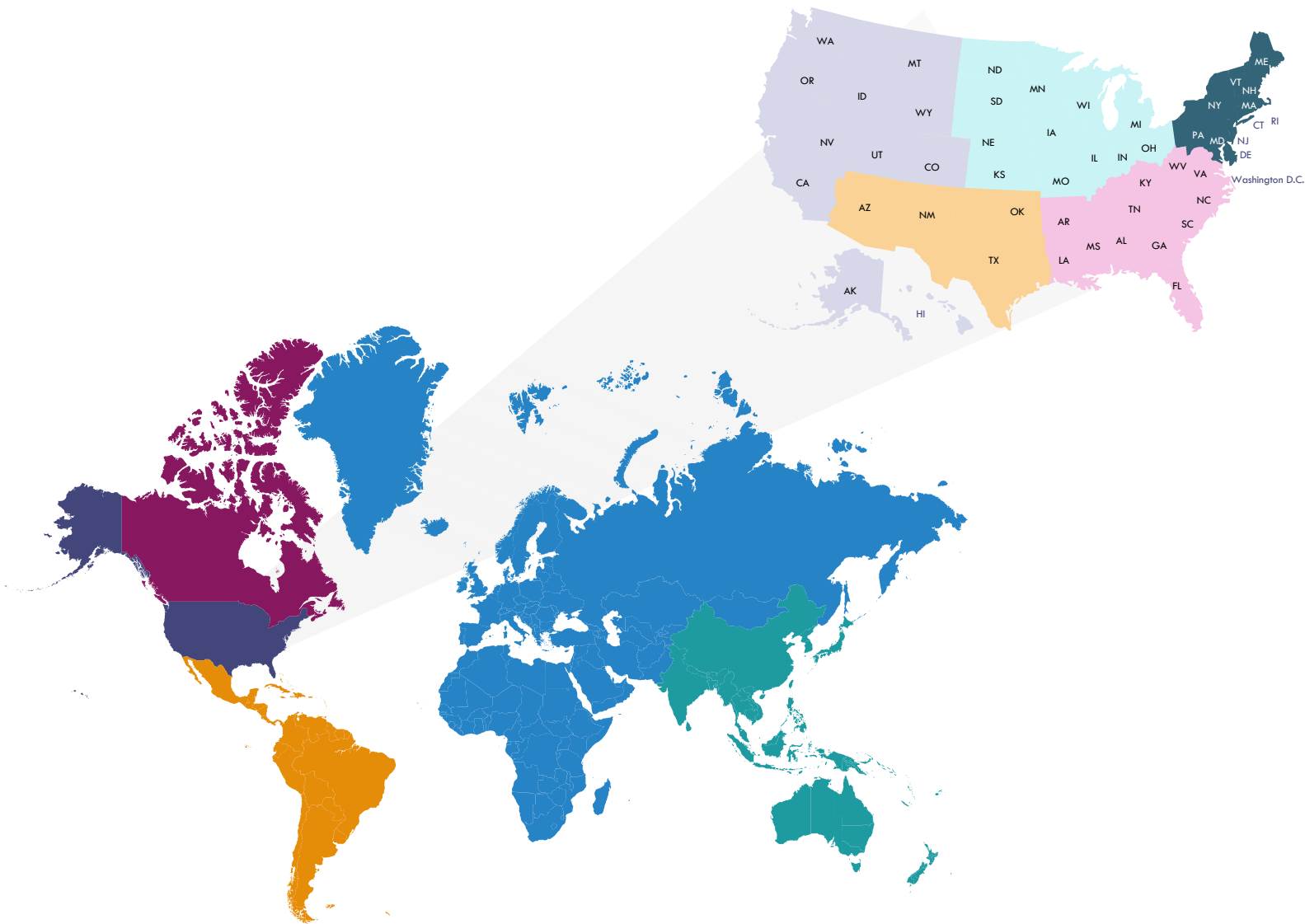
### Medical Device/Pharmaceutical/Biotech Marketing Verticals

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

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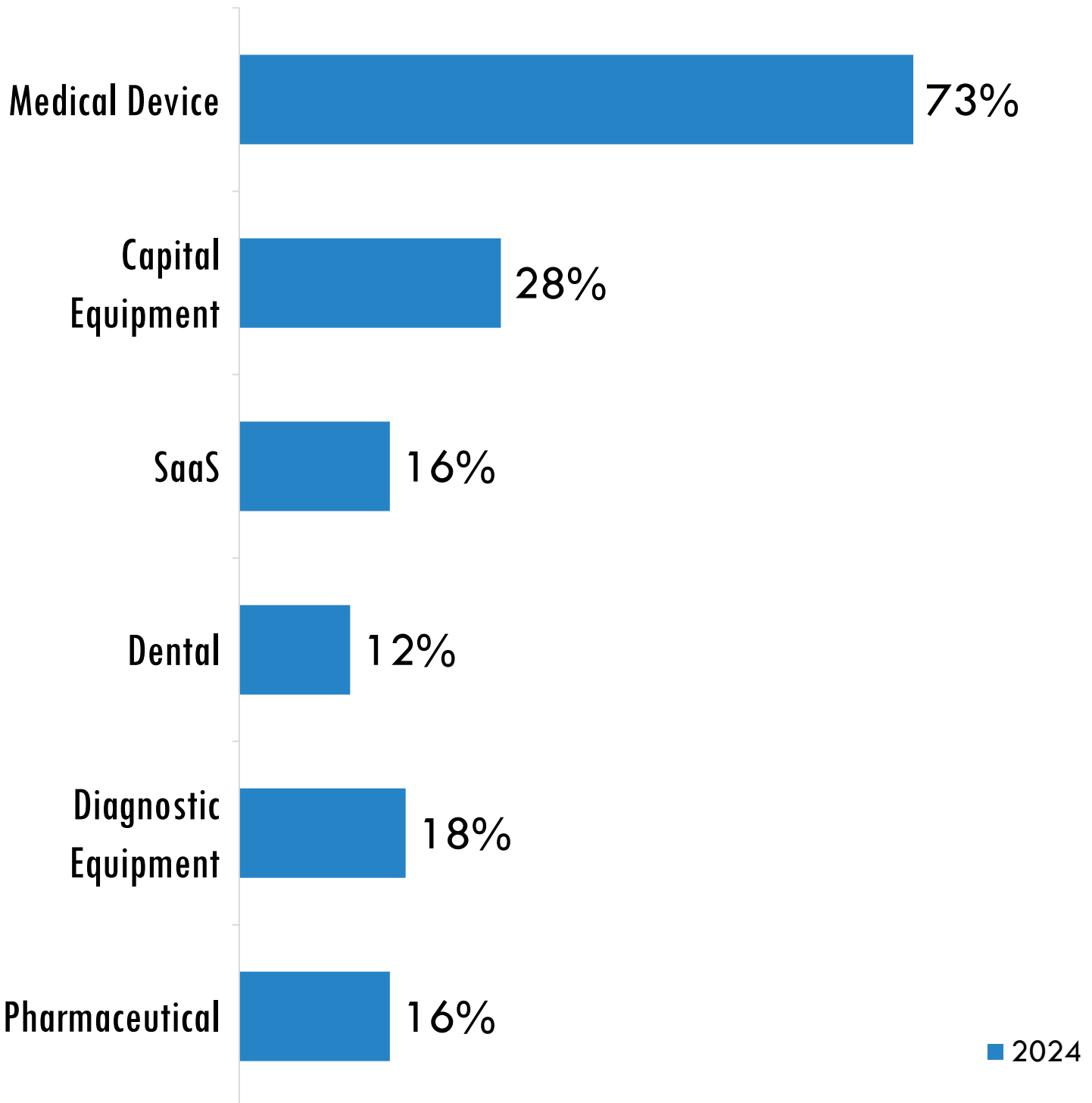
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# WHAT DESCRIBES YOUR LOCATION?

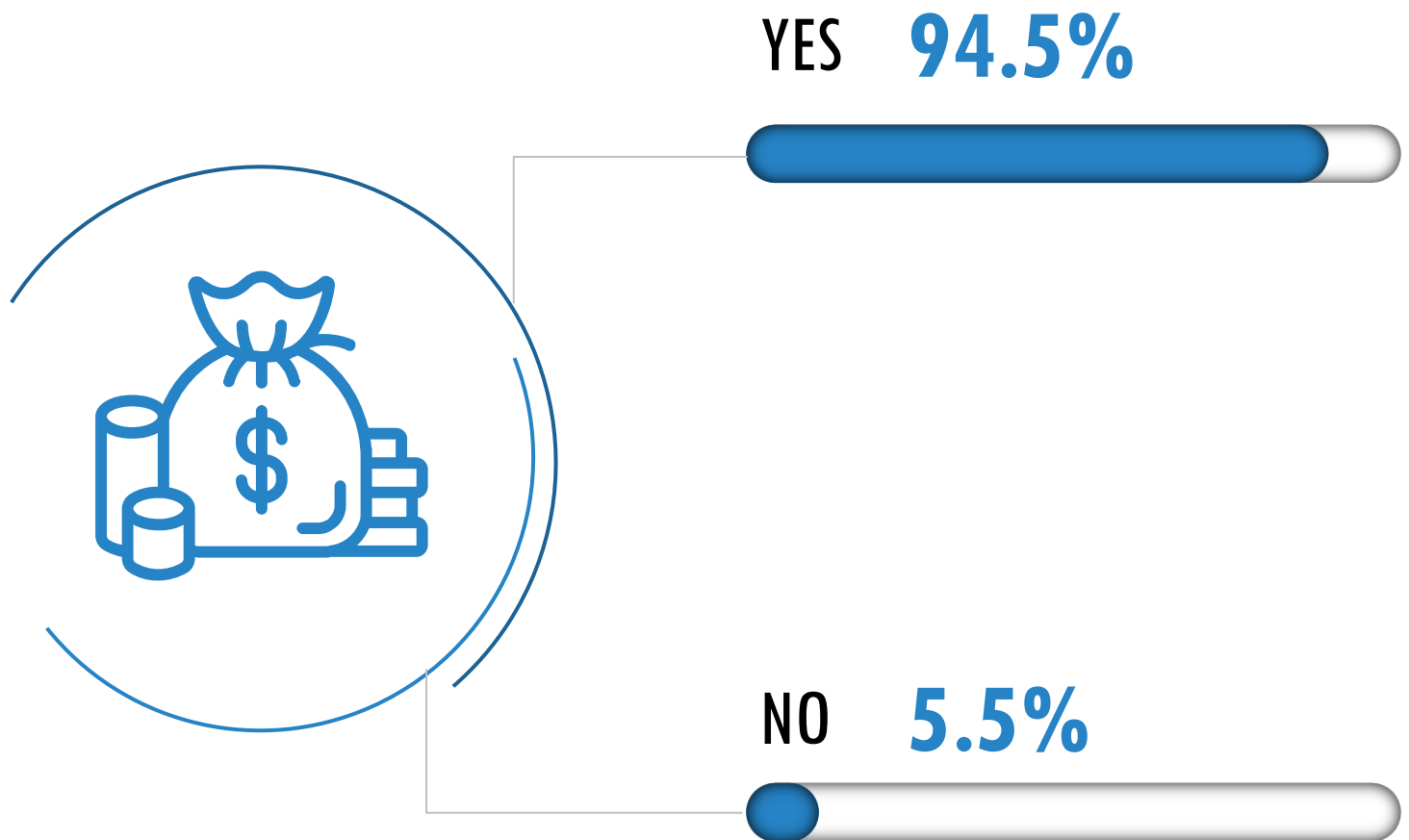


- West (US - Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming)
- Midwest (US - Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin)
- Southwest (US - Arizona, New Mexico, Oklahoma, Texas)
- Southeast (US - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia)
- Northeast (US - Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont)

# WHICH PRODUCT(S) ARE YOU MARKETING WITHIN LIFE SCIENCES?

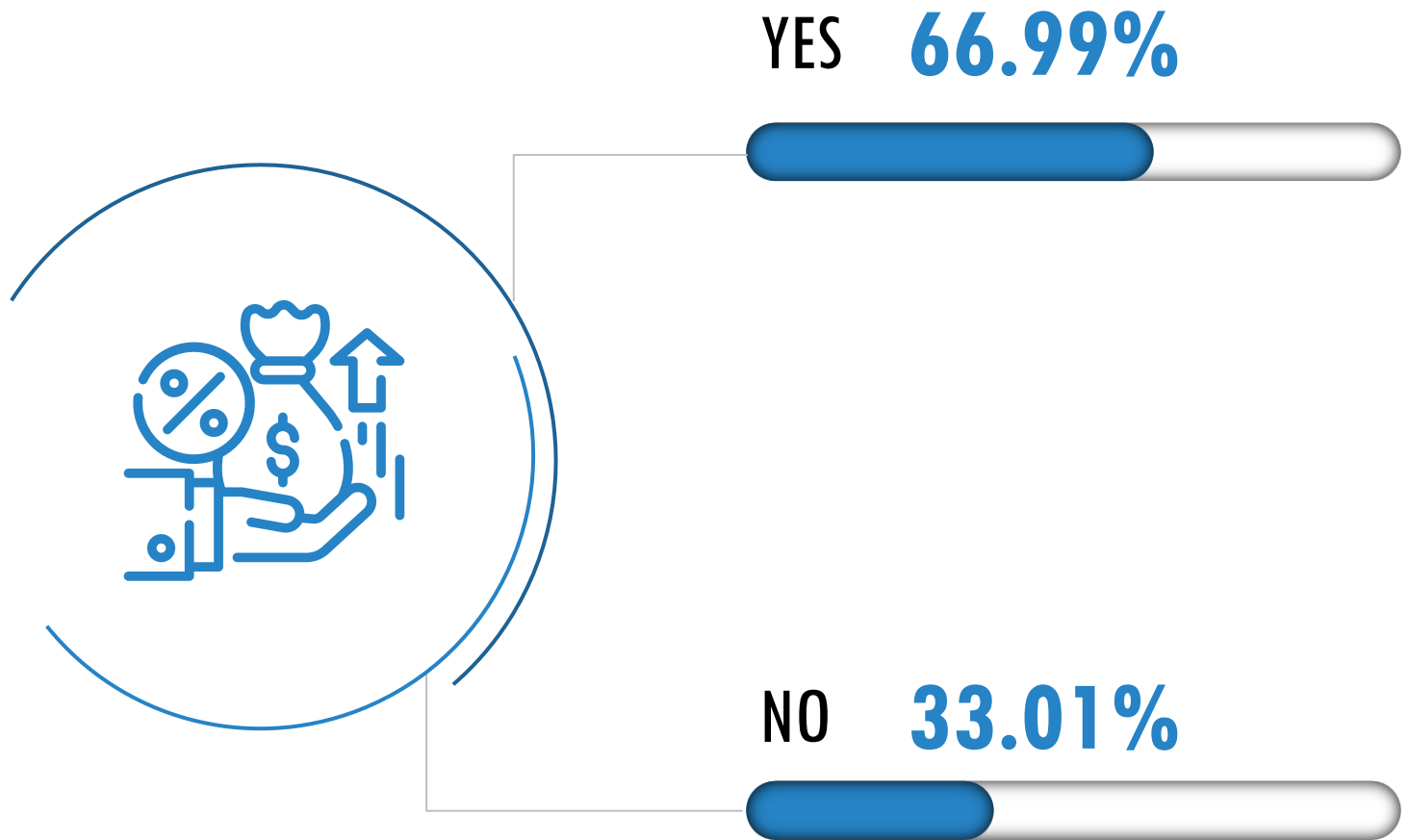


# DO YOU RECEIVE AN ANNUAL BONUS?

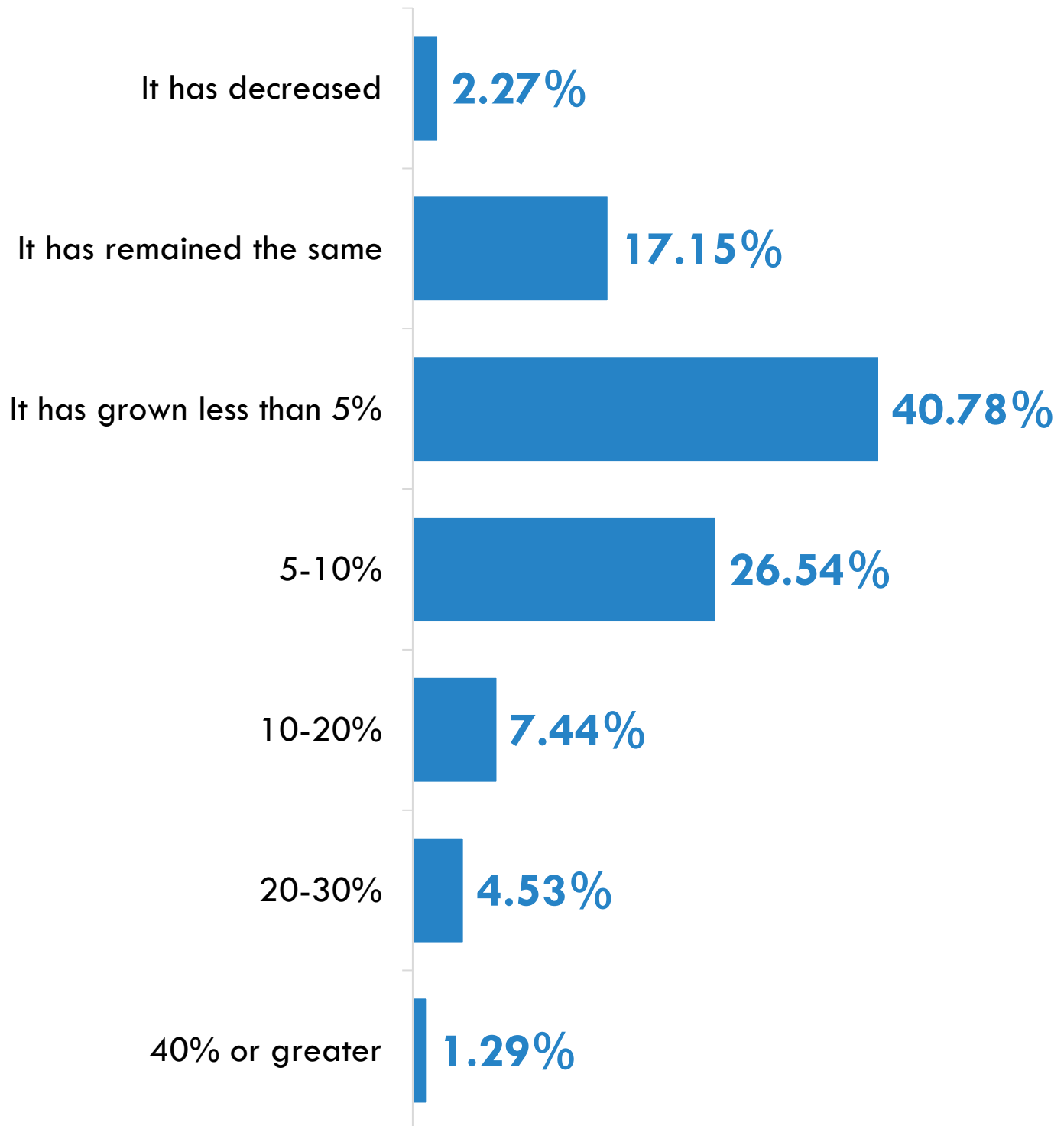




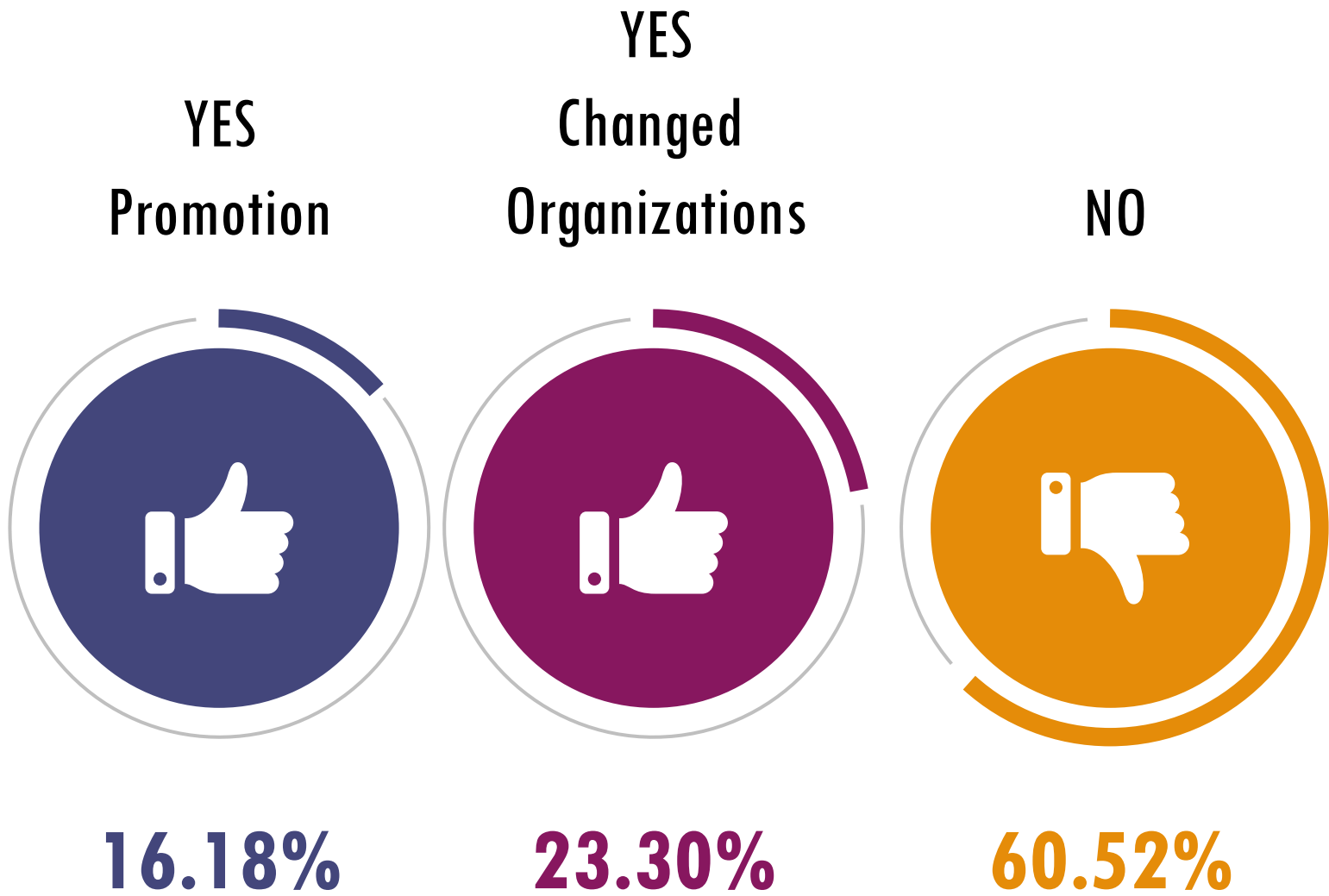
# DO YOU RECEIVE ANY LONG-TERM INCENTIVES (LTI)?



# HOW MUCH HAS YOUR SALARY GROWN IN THE PAST YEAR?



# DID YOU CHANGE JOBS IN THE LAST YEAR?



# HOW MANY YEARS OF DIRECT MARKETING EXPERIENCE DO YOU POSSESS?

0-3 years



3-5 years



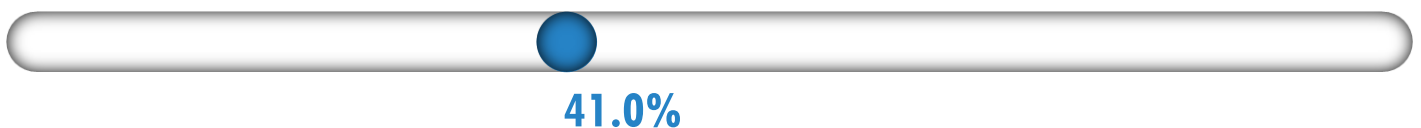
5-10 years



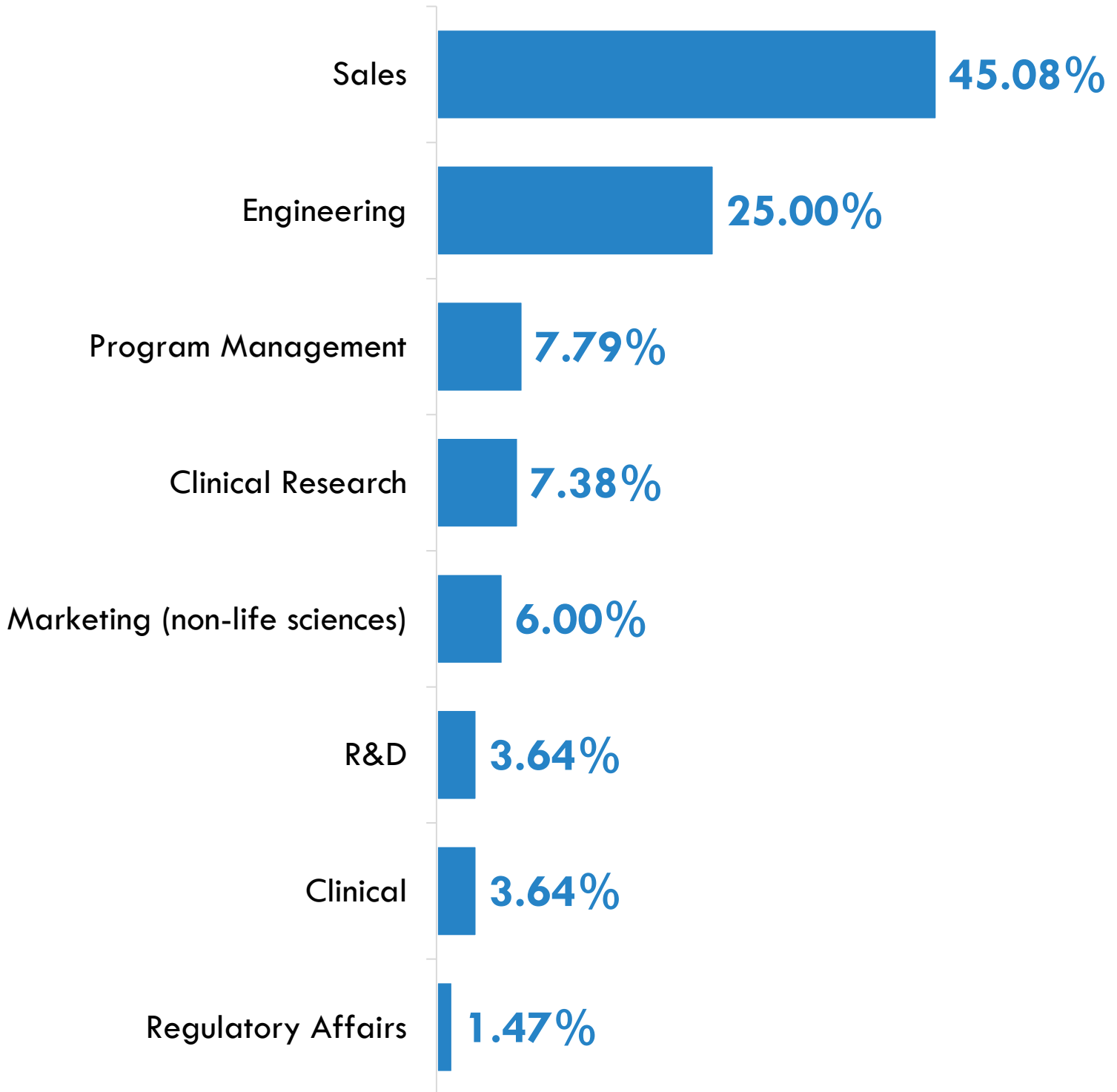
10-15 years



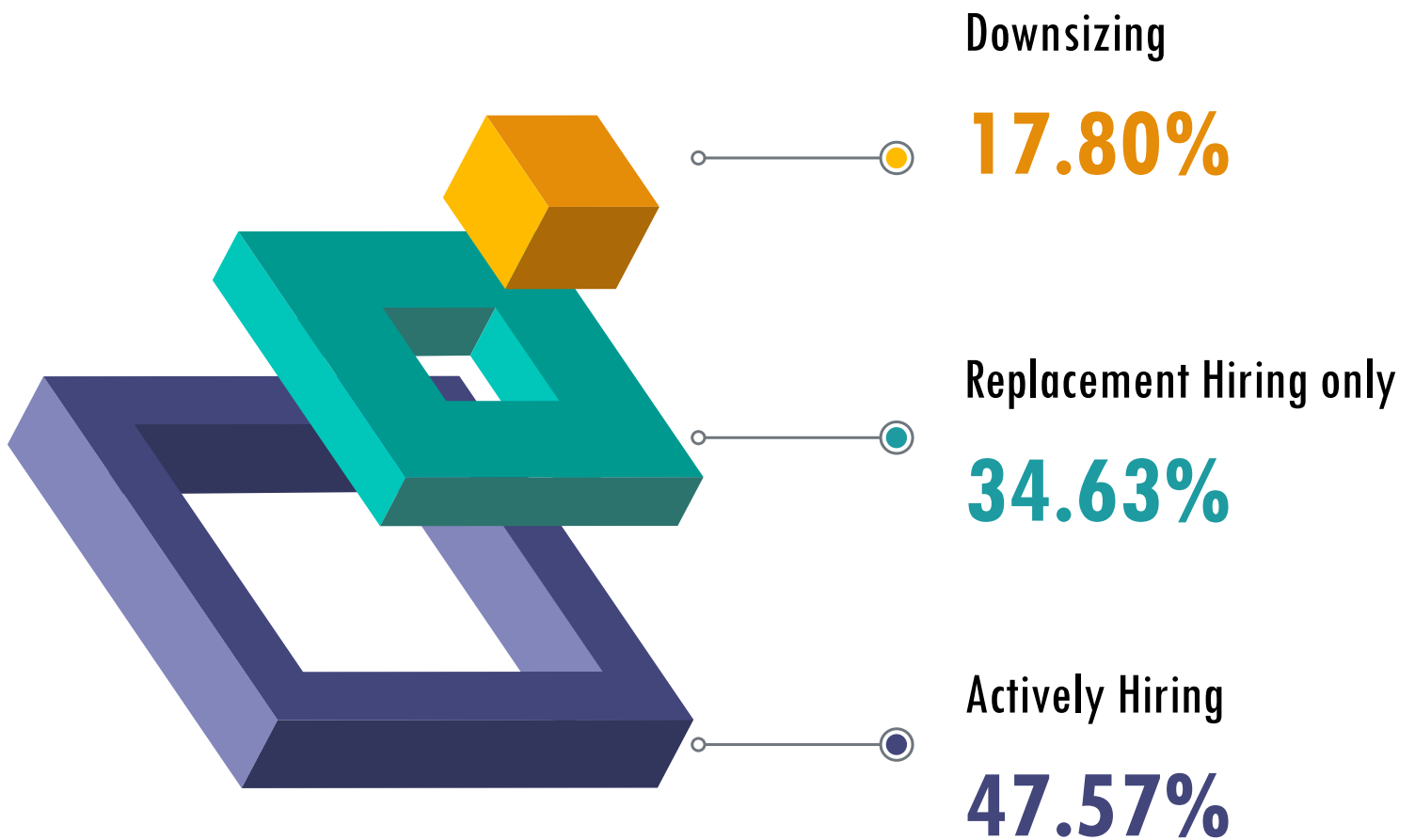
15+ years



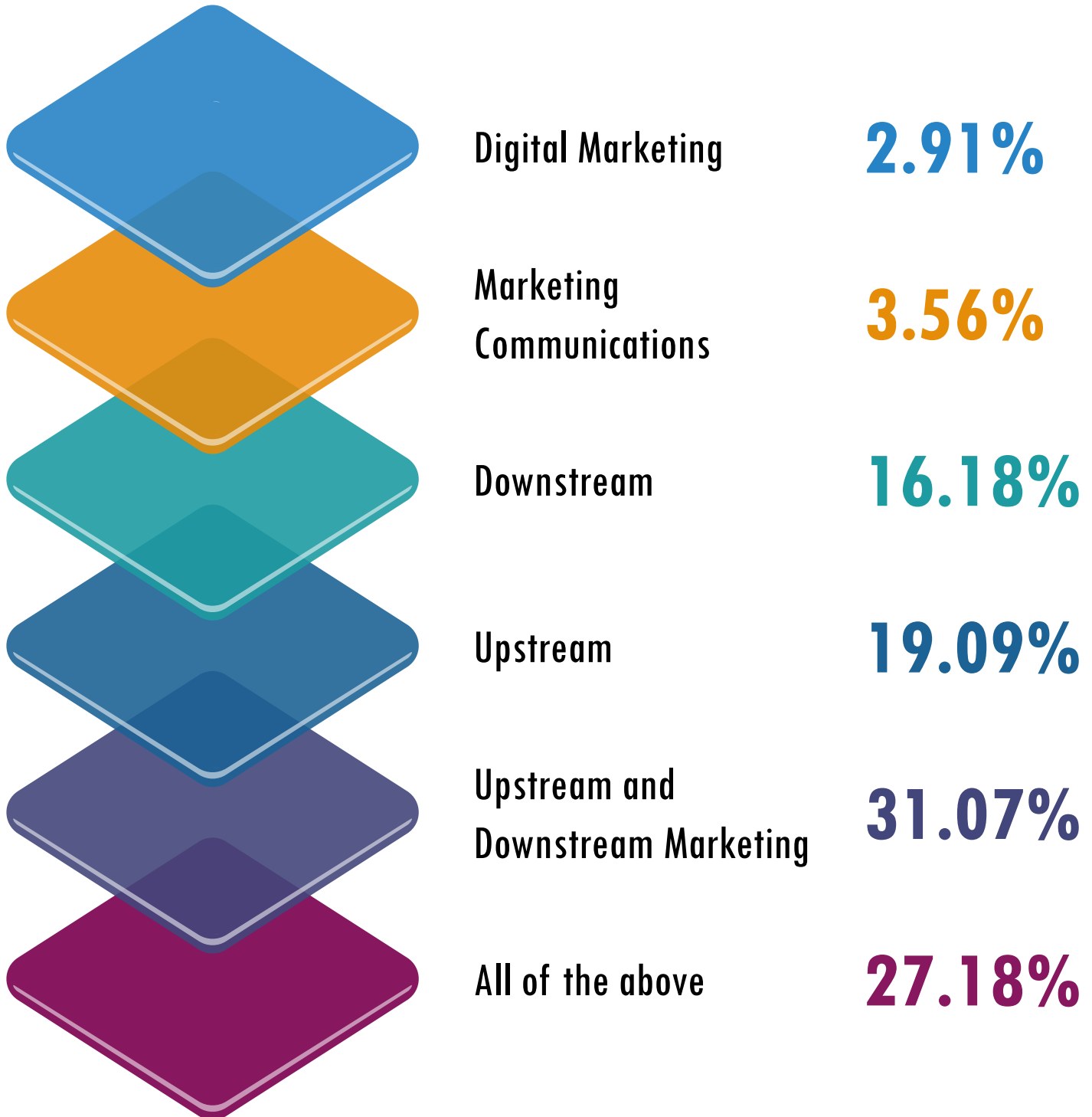
# IF YOU WERE IN ANOTHER DEPARTMENT BEFORE MARKETING, WHICH DEPARTMENT WERE YOU IN?



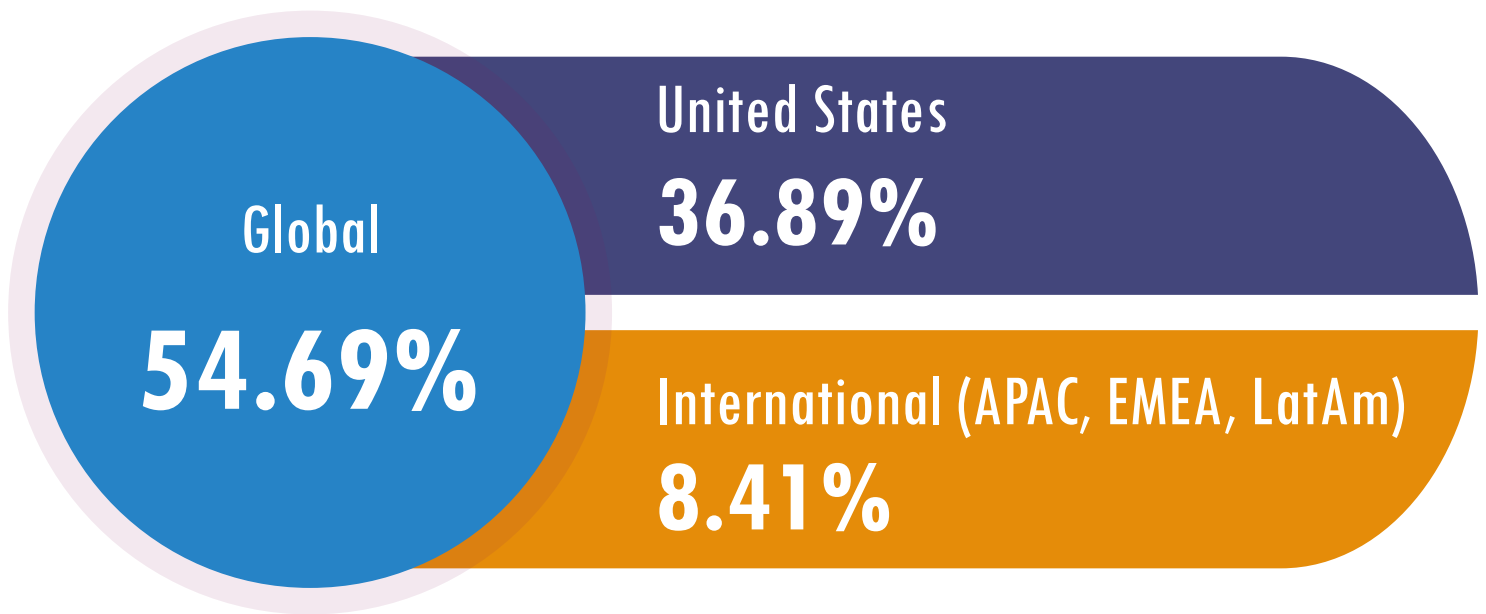
# WHAT IS THE GROWTH OF YOUR GROUP CURRENTLY?



# 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?

33.33%

No direct reports

10.36%

1

33.66%

2-5

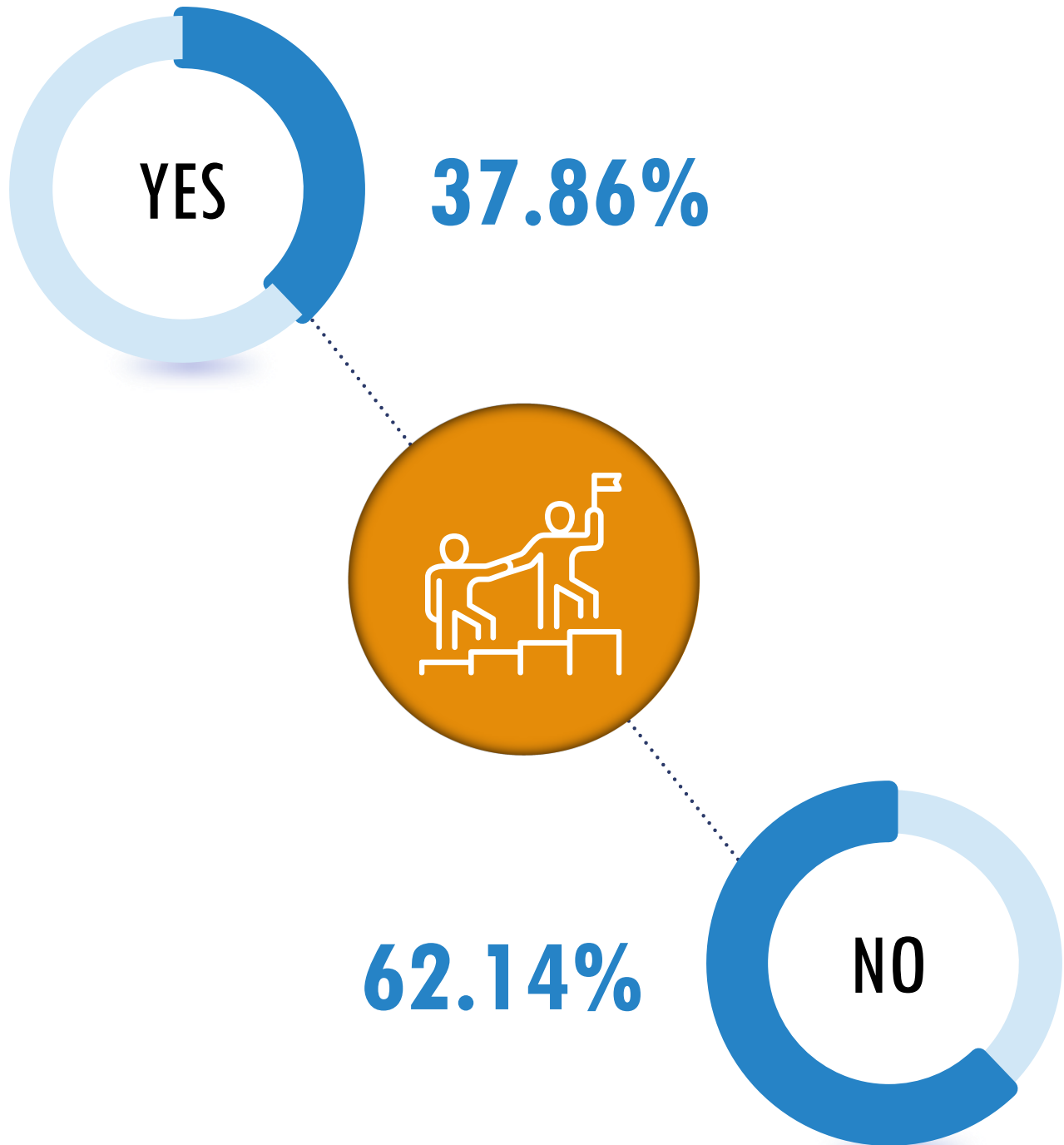
16.50%

6-10

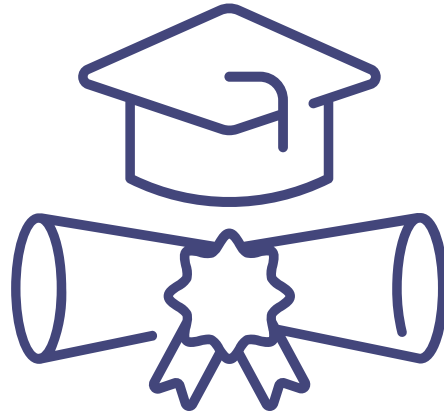
7.12%

11+

# ARE YOU CURRENTLY LEADING THOSE THAT HAVE A TEAM OF THEIR OWN?



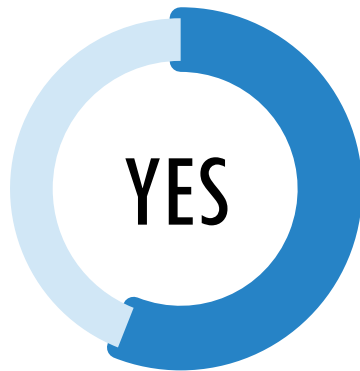
# DO YOU POSSESS A MASTER OF DEGREE?



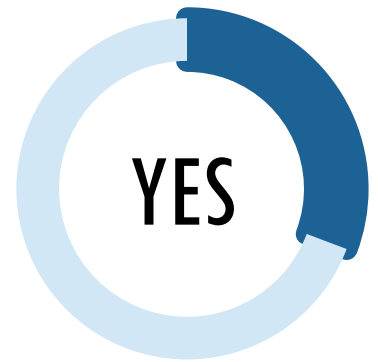
**MBA**

**OUTSIDE MBA**

**55.99%**



**30.74%**



**44.01%**



**69.26%**



# WHAT IS THE HIGHEST-RANKING MARKETING LEADER IN YOUR ORGANIZATION?

Chief Marketing Officer



20.06%

Vice President of Marketing



54.37%

Senior Director of Marketing



12.62%

Director of Marketing



6.15%

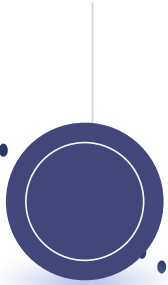
Marketing Manager



6.80%

# HOW LARGE IS THE ENTIRE MARKETING TEAM FOR YOUR DIVISION?

1.94%



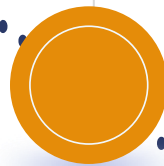
1

17.48%



2-5

22.33%



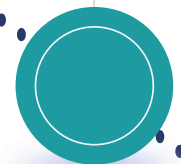
6-10

37.86%



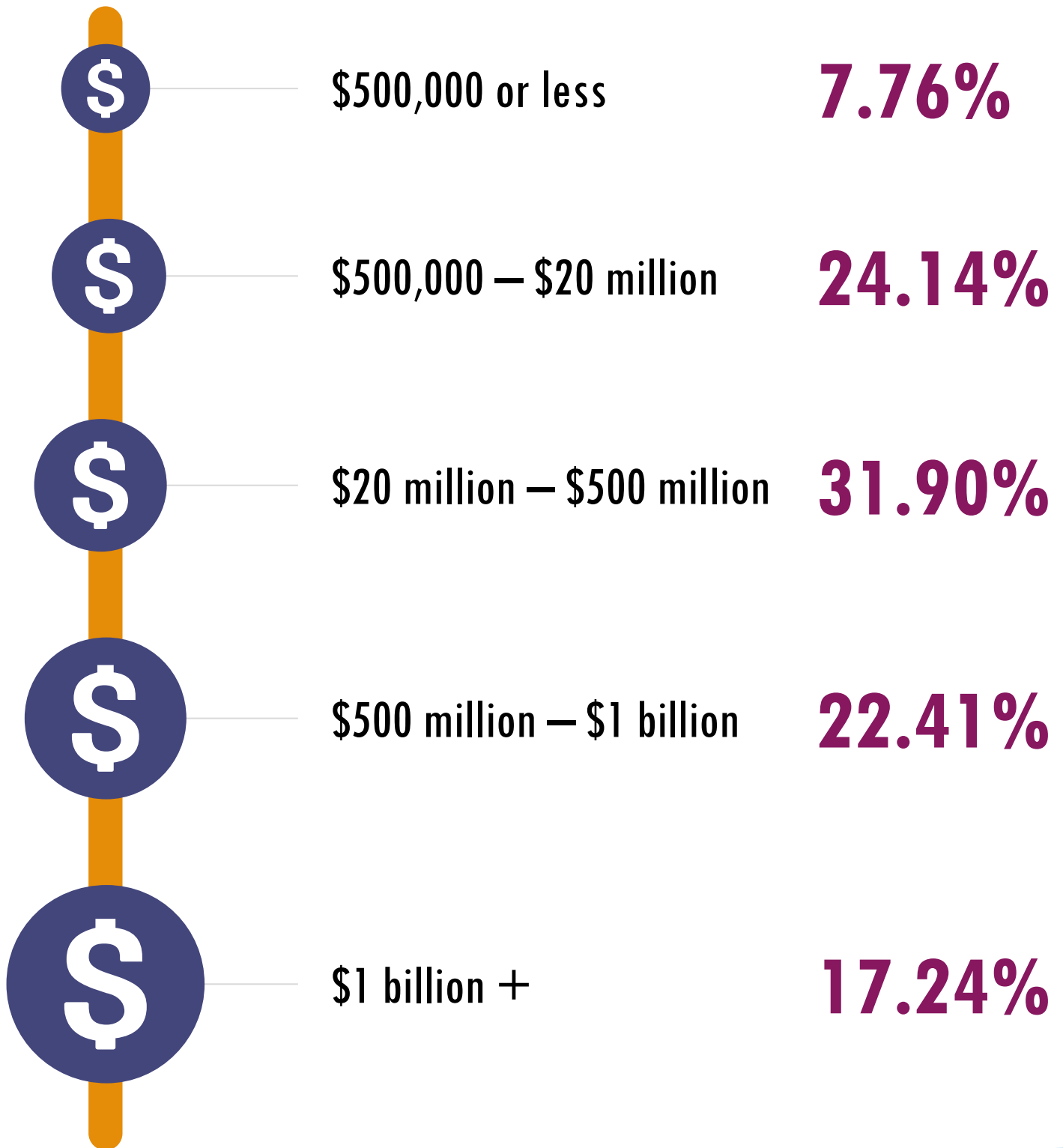
11-50

20.39%

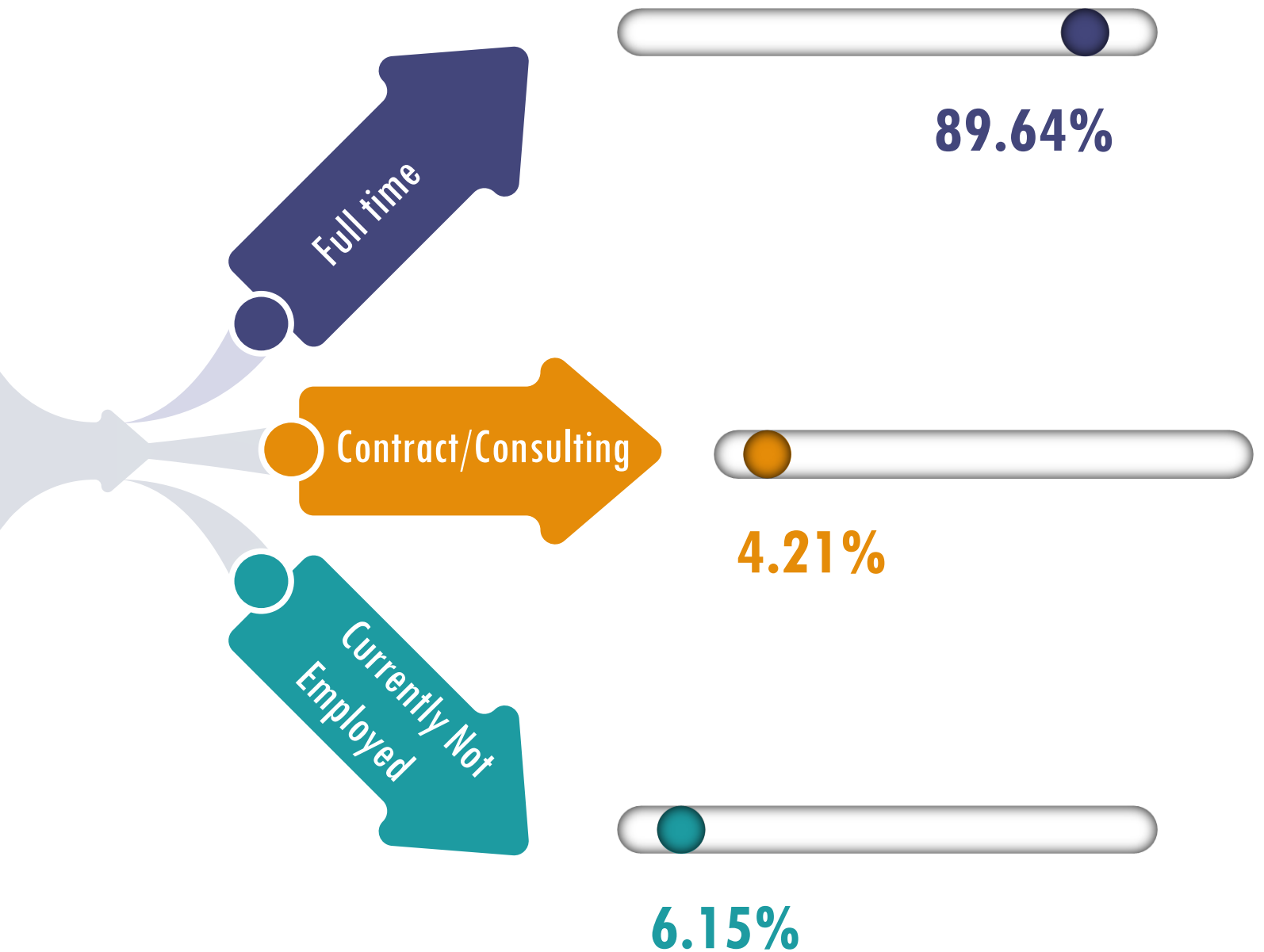


50+

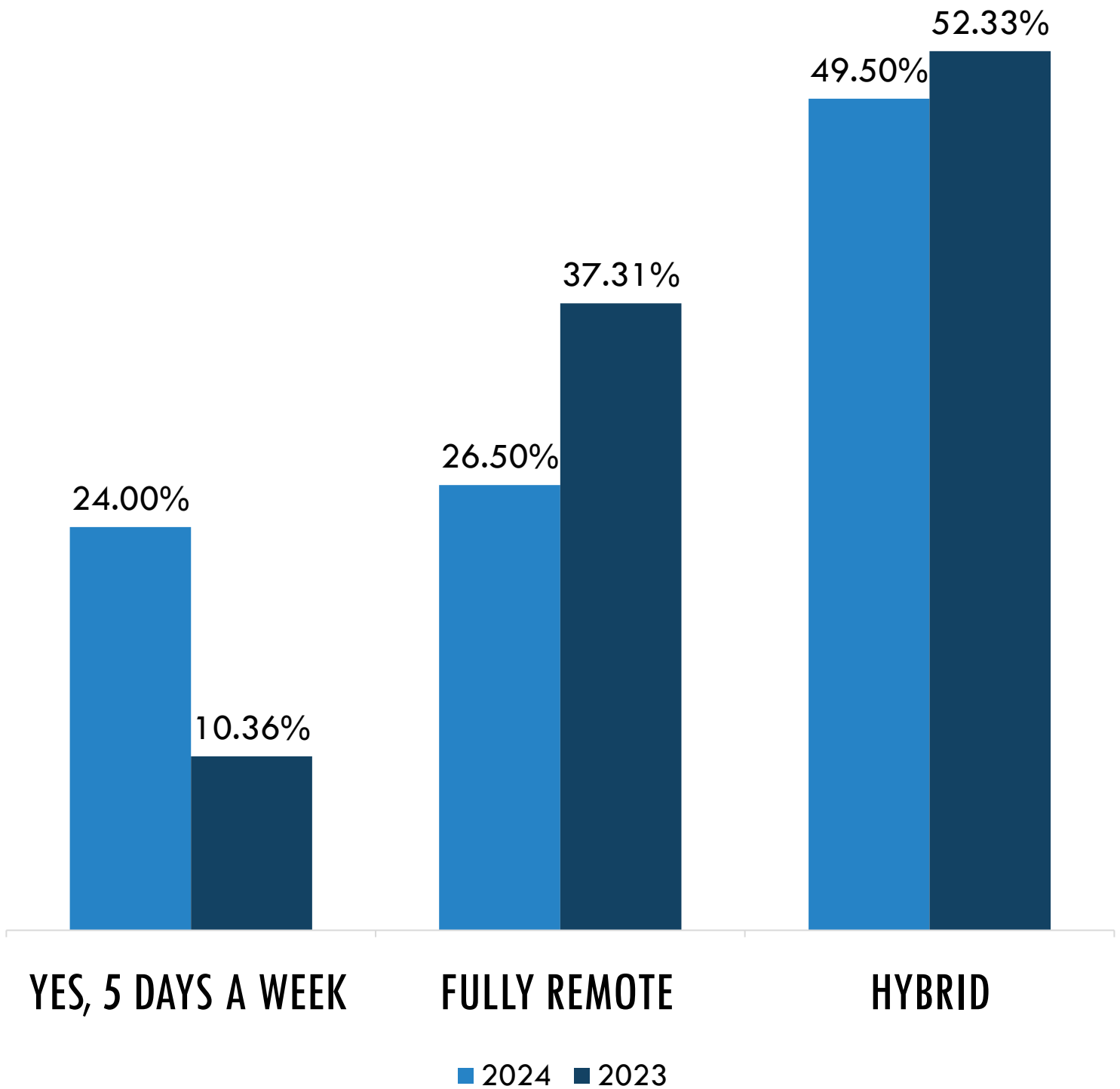
# WHAT IS THE SIZE (IN DOLLARS) OF THE BUSINESS UNIT YOU'RE SUPPORTING?



# CURRENT STATUS OF EMPLOYMENT?



# DO YOU WORK IN-OFFICE?

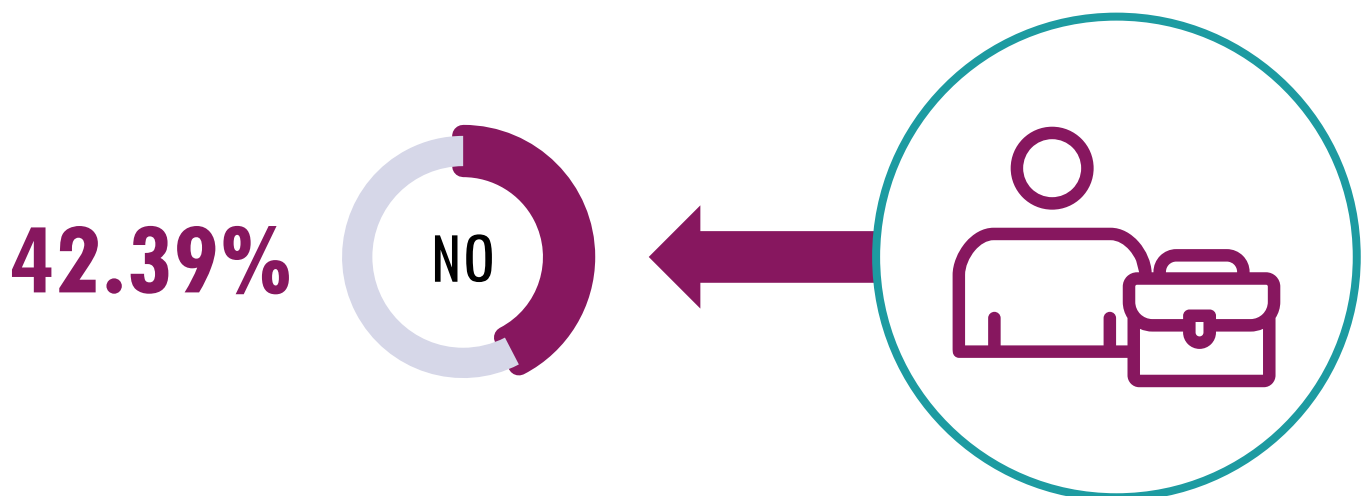
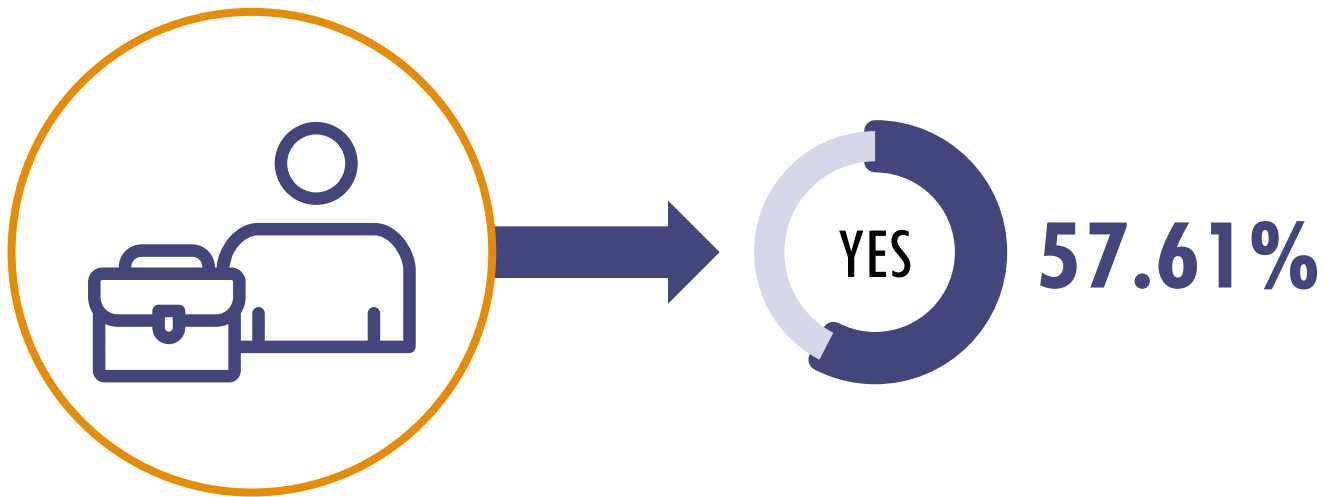




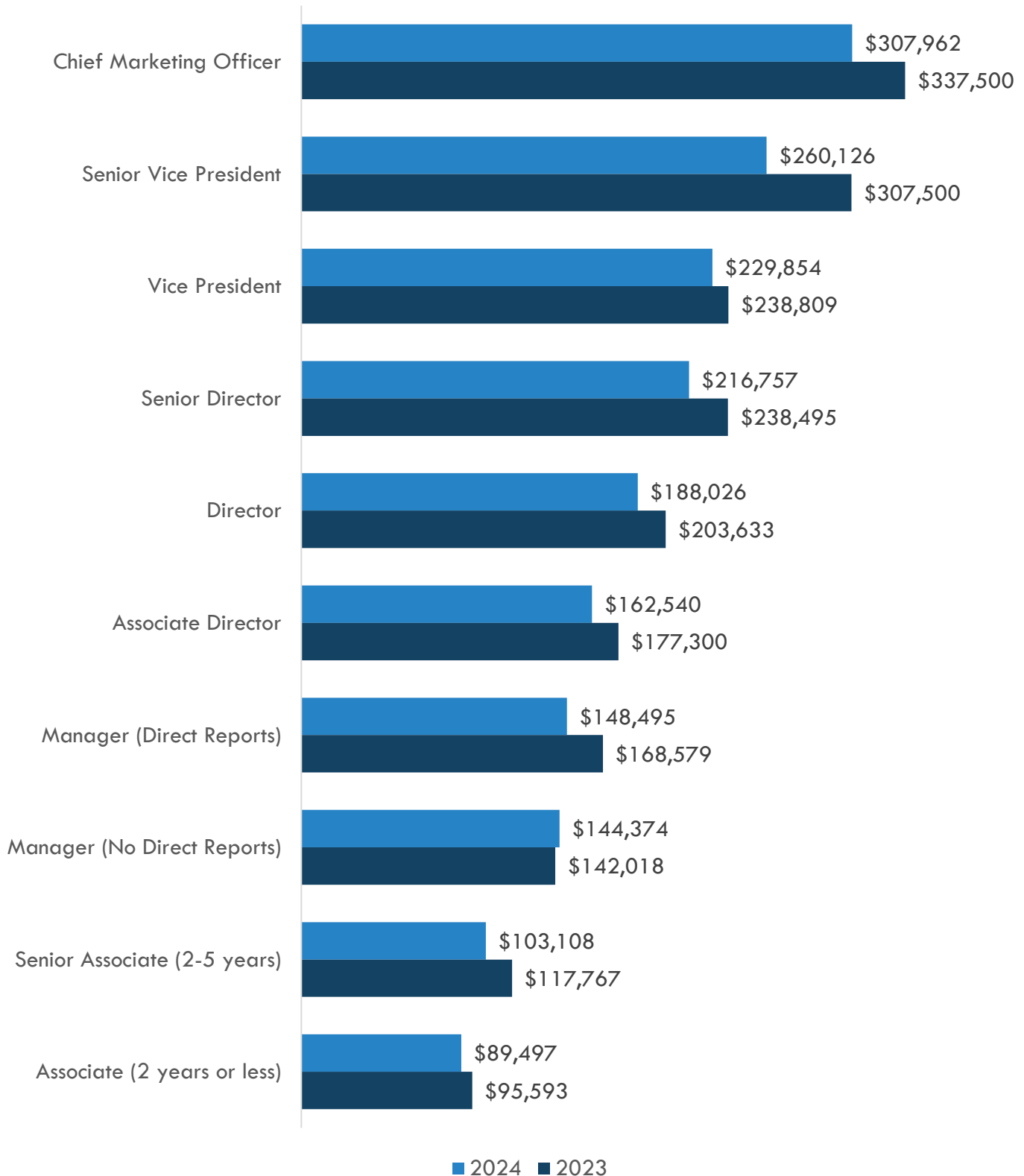
# WHAT IS THE MOST IMPORTANT QUALITY FOR YOU, IN AN EMPLOYER?



# ARE YOU CONTEMPLATING A CAREER CHANGE THIS YEAR?

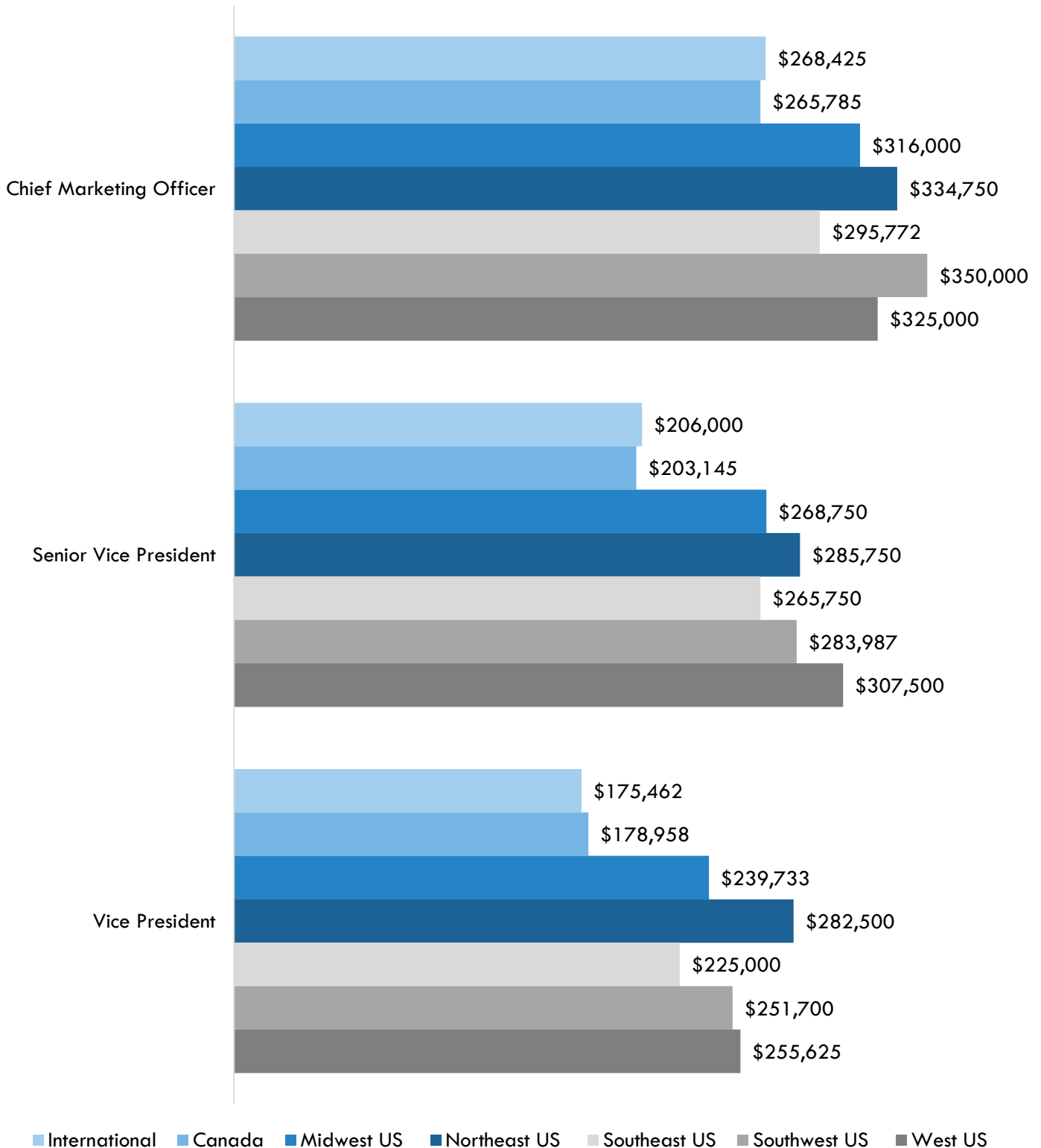


# SALARY AVERAGE BY TITLE



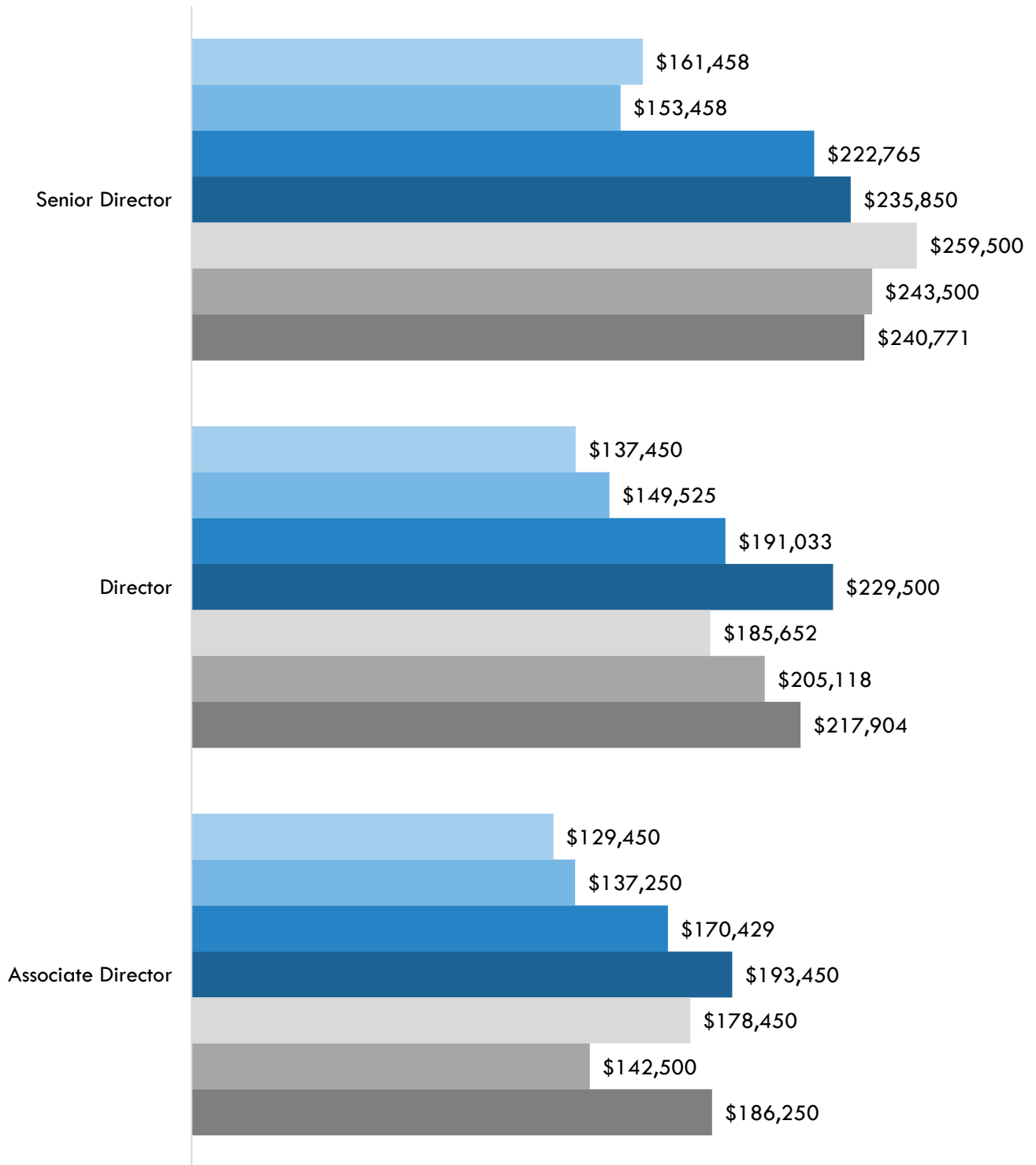
# WHAT IS YOUR BASE COMPENSATION? (USD)

## 2024



# WHAT IS YOUR BASE COMPENSATION? (USD)

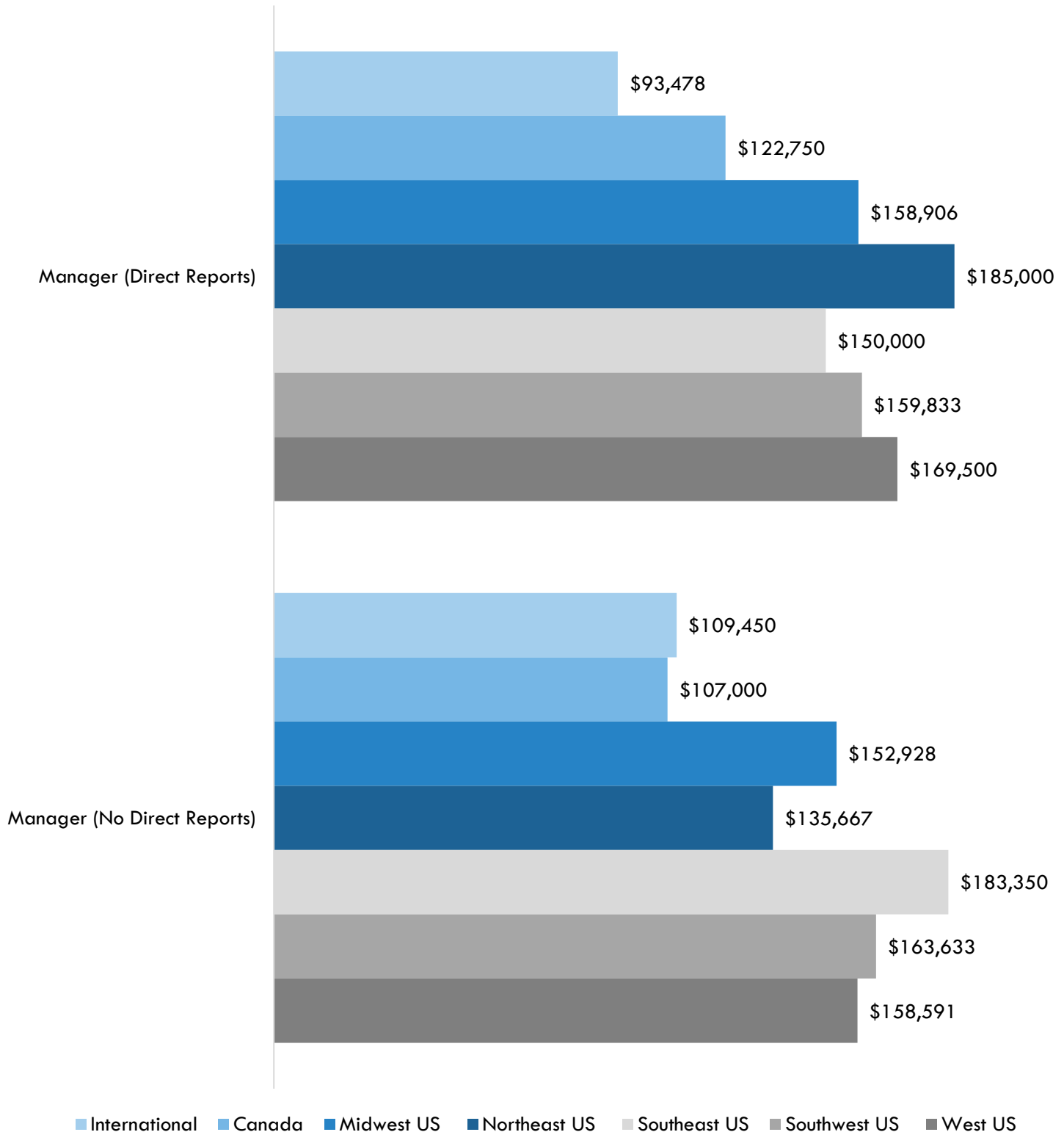
## 2024



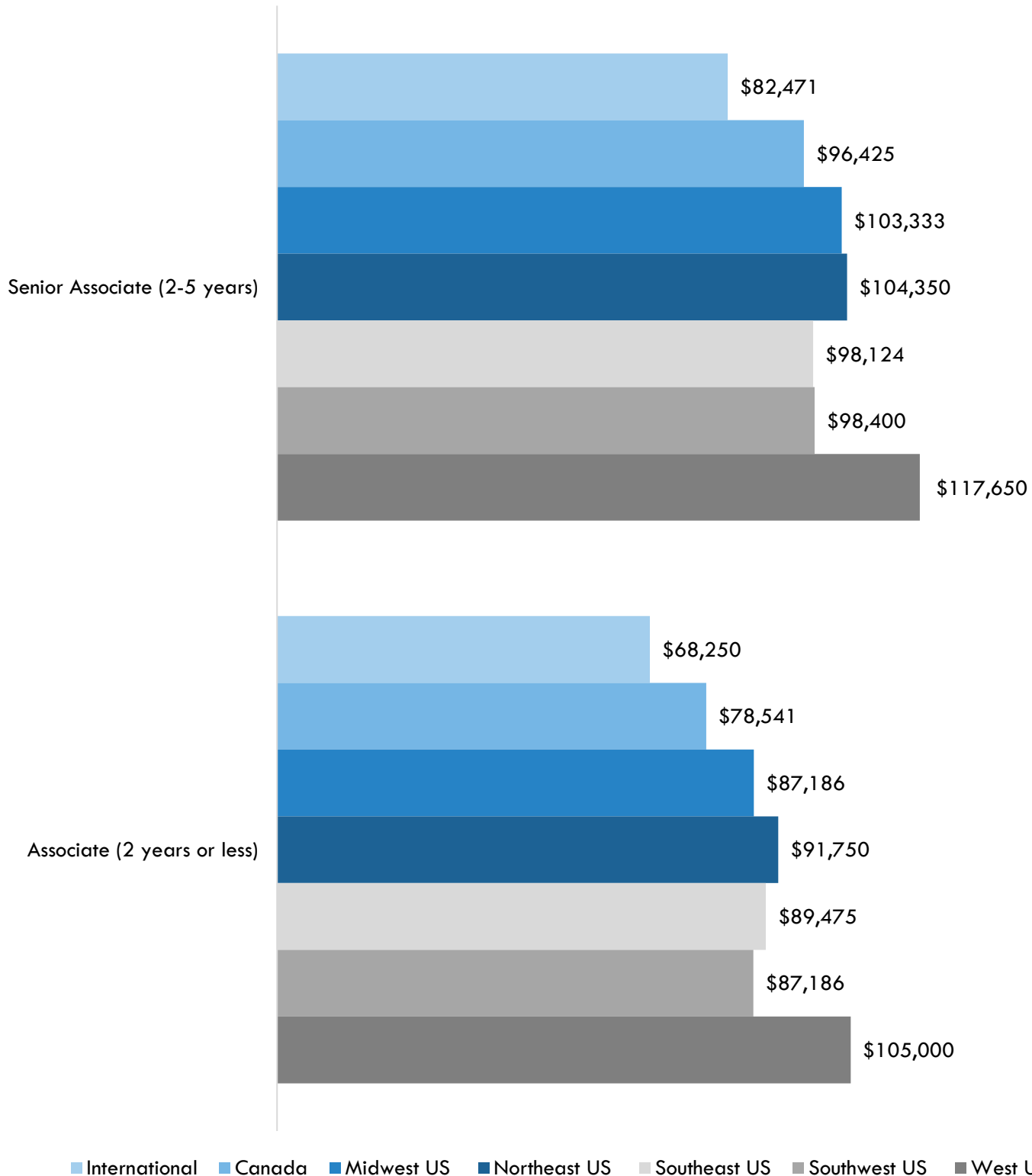
International Canada Midwest US Northeast US Southeast US Southwest US West US

# WHAT IS YOUR BASE COMPENSATION? (USD)

## 2024



# WHAT IS YOUR BASE COMPENSATION? (USD) 2024





# Thank You for Participating!

We appreciate your valuable contribution to the 2024 Life Sciences Marketing Salary Survey. Your insights help us provide meaningful data and trends to the industry.

We are excited about what 2025's report will bring!

To get notified when the 2025 survey goes live and to receive the results directly:



[Sign Up Here](#)

Thank you once again for your participation and support!

