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JIE Search  
2025 European  
GTM Salary  
Insights

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## About JIE Search

- ▶ At JIE Search, we help start-up and scale-up software vendors hire exceptional GTM talent across Europe.
- ▶ We're more than headhunters—we're strategic partners. With deep industry expertise, a vast network, and a data-driven approach, we ensure our clients hire the right talent, tailored to their specific needs.
- ▶ Our Approach Ensures:
  - ✔ Faster Hiring - We reduce time-to-hire with a structured, efficient process.
  - ✔ Risk Reduction - A poor hire costs more than just money—it affects culture, momentum, and your employer brand.
  - ✔ Seamless Recruitment - We manage the end-to-end process so you can focus on growing your business.
- ▶ The JIE Search Benchmark 2025 Salary Survey was created by using data-driven insights to benchmark salaries for start-up and scale-up software vendors across Europe. The primary data is from European software salary data and hiring data from 2024. *Adam Tully - Director & Founder of JIE Search*



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# Sales & Sales Leadership

All figures are Basic Salaries

# Sales & Sales Leadership

## VP EMEA

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£140,000 to £250,000	€140,000 to €250,000	€140,000 to €250,000	€140,000 to €250,000	€140,000 to €250,000	€140,000 to €250,000	€140,000 to €250,000	€140,000 to €250,000	€140,000 to €250,000

## Country Manager / Sales Leader

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£120,000 to £220,000	€120,000 to €220,000	€120,000 to €220,000	€120,000 to €240,000	€120,000 to €240,000	€100,000 to €180,000	€100,000 to €180,000	€100,000 to €180,000	€120,000 to €240,000

## Enterprise Regional Sales Manager (Individual Contributor)

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£80,000 to £150,000	€80,000 to €150,000	€80,000 to €150,000	€80,000 to €150,000	€80,000 to €150,000	€60,000 to €120,000	€60,000 to €120,000	€60,000 to €120,000	€80,000 to €150,000

## Commercial Regional Sales Manager (Individual Contributor)

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£60,000 to £100,000	€80,000 to €100,000	€80,000 to €100,000	€80,000 to €110,000	€80,000 to €110,000	€50,000 to €90,000	€60,000 to €90,000	€50,000 to €90,000	€80,000 to €110,000

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# Business / Sales Development

All figures are Basic Salaries

# Business/Sales Development

## SDR Manager / Director

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£70,000 to £120,000	€70,000 to €120,000	€70,000 to €120,000	€80,000 to €120,000	€70,000 to €120,000	€50,000 to €90,000	€60,000 to €90,000	€60,000 to €90,000	€70,000 to €120,000

## Business & Sales Development Representative

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£35,000 to £65,000	€35,000 to €70,000	€35,000 to €70,000	€35,000 to €70,000	€30,000 to €75,000	€25,000 to €50,000	€25,000 to €50,000	€25,000 to €50,000	€30,000 to €75,000



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## Partner/Channel & Alliances Roles

All figures are Basic Salaries



# Partner/Channel/Alliances

## Partner / Channel / Alliances Leadership

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£75,000 to £140,000	€75,000 to €150,000	€75,000 to €150,000	€80,000 to €150,000	€75,000 to €150,000	€60,000 to €90,000	€60,000 to €90,000	€60,000 to €90,000	€75,000 to €150,000

## Partner / Channel / Alliances Manager roles (Individual Contributor)

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£130,000 to £240,000	€140,000 to €240,000	€140,000 to €240,000	€140,000 to €240,000	€140,000 to €220,000	€100,000 to €140.000	€100,000 to €180,000	€100,000 to €180,000	€140,000 to €220,000



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## Pre-Sales/Solutions Consulting roles

All figures are Basic Salaries

# Pre-Sales/Solutions Consulting

## Pre-Sales / Solutions Consulting Leadership

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£130,000 to £240,000	€130,000 to €240,000	€125,000 to €240,000	€145,000 to €250,000	€120,000 to €230,000	€100,000 to €140,000	€100,000 to €140,000	€100,000 to €140,000	€120,000 to €230,000

## Pre-Sales / Solutions Consulting roles (Individual Contributor)

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£75,000 to £140,000	€75,000 to €140,000	€75,000 to €140,000	€80,000 to €150,000	€75,000 to €140,000	€60,000 to €100,000	€60,000 to €100,000	€60,000 to €100,000	€75,000 to €140,000



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## Marketing roles

All figures are Basic Salaries

# Marketing

## Marketing Leadership

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£125,000 to £200,000	€125,000 to €200,000	€125,000 to €200,000	€125,000 to €220,000	€125,000 to €200,000	€90,000 to €140,000	€90,000 to €140,000	€90,000 to €140,000	€125,000 to €200,000

## Field Marketing roles (Individual Contributor)

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£60,000 to £120,000	€60,000 to €120,000	€60,000 to €120,000	€70,000 to €130,000	€60,000 to €120,000	€50,000 to €90,000	€50,000 to €90,000	€50,000 to €90,000	€60,000 to €120,000



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# Customer Success roles

All figures are Basic Salaries

# Customer Success

## Customer Success Leadership

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£100,000 to £210,000	€100,000 to €210,000	€100,000 to €210,000	€110,000 to €220,000	€100,000 to €210,000	€80,000 to €140,000	€80,000 to €140,000	€80,000 to €140,000	€100,000 to €210,000

## Customer Success roles (Individual Contributor)

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£75,000 to £120,000	€75,000 to €120,000	€75,000 to €120,000	€80,000 to €130,000	€75,000 to €120,000	€60,000 to €100,000	€60,000 to €100,000	€60,000 to €100,000	€75,000 to €120,000

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## Technical roles

All figures are Basic Salaries



# Technical roles

## Candidate for Software Engineer role

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£60,000 to £120,000+	€60,000 to €120,000+	€60,000 to €120,000+	€60,000 to €120,000+	€60,000 to €120,000+	€60,000 to €90,000+	€50,000 to €85,000+	€50,000 to €85,000+	€60,000 to €120,000+

## Candidate for DevOps Engineer role

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£60,000 to £120,000+	€50,000 to €100,000+	€50,000 to €100,000+	€50,000 to €110,000+	€50,000 to €110,000+	€50,000 to €100,000+	€40,000 to €100,000+	€35,000 to €90,000+	€50,000 to €110,000+

## Candidate for Cloud Engineer role

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£60,000 to £120,000+	€60,000 to €120,000+	€60,000 to €110,000+	€60,000 to €110,000+	€60,000 to €110,000+	€45,000 to €100,000+	€50,000 to €100,000+	€45,000 to €100,000+	€60,000 to €110,000+

## Candidate for Data Scientist role

UK	Ireland	France	Germany	Benelux	Poland	Spain	Portugal	Nordics
£60,000 to £200,000+	€60,000 to €200,000+	€60,000 to €200,000+	€60,000 to €200,000+	€60,000 to €200,000+	€60,000 to €180,000+	€50,000 to €180,000+	€50,000 to €165,000+	€60,000 to €200,000+

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