

2023 MarTech Salary and Career Survey



2023 MarTech Salary and Career Survey

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2023 MarTech Salary and Career Survey

About the 2023 MarTech Salary and Career Survey

Results of this survey demonstrate that digital marketing is an attractive and lucrative career choice for individuals who are both creative and analytical. Marketing and marketing technology professionals are generally satisfied in their roles, promoted frequently. They derive satisfaction by extolling and demonstrating the benefits of technology-enabled marketing.

Here are the key findings of the 2023 MarTech Salary and Career Survey, a joint project of MarTech.org and chiefmartec.com. Industry pioneer and chiefmartec.com editor Scott Brinker provides commentary to the findings throughout. We also asked those who participated in the survey if they'd like to be interviewed. Their responses are interwoven into the pages of the report.

Data were collected and analyzed in four segments:

- Overall responses from North America and Europe.
- Comparison of those who identified their role as director and higher (director+) versus management and staff.
- Comparison of those who identified themselves in one of two marketing technologist archetypes: Marketers or Maestros. (Two other archetypes — Modelers and Makers — were selected by too few respondents for this report to draw any meaningful conclusions about their compensation, roles or job satisfaction.)
- Comparison of responses from women compared to men.

We hope you find this report useful and welcome any comments or suggestions you may have to improve the next version of this report.

Best regards,



Chris Elwell
CEO and Publisher
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Takeaways

TL;DR of key findings



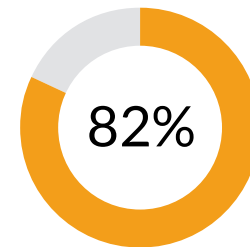
The **average salary of those surveyed**. Responses from individuals in North America and Europe were included.



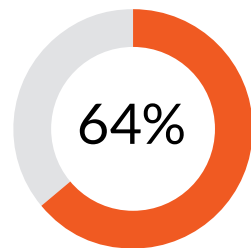
Having a **graduate degree** did not increase compensation in most cases.

2X

The most **senior level individuals earned twice the least senior level**. Also, those with 10 years of experience earned twice as much as those with less than two years of experience.



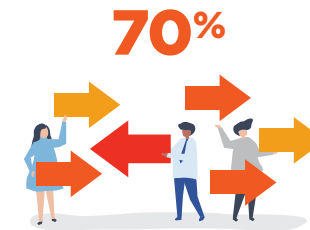
The overwhelming majority of **marketing and marketing technology professionals surveyed report to marketing**. Only 6% reported to IT.



Said they **provide services to the marketing department**, but distinguished their roles from traditional marketing. This group described themselves as either “marketing technology/marketing IT/marketing technologist” or “marketing operations/revenue operations.”

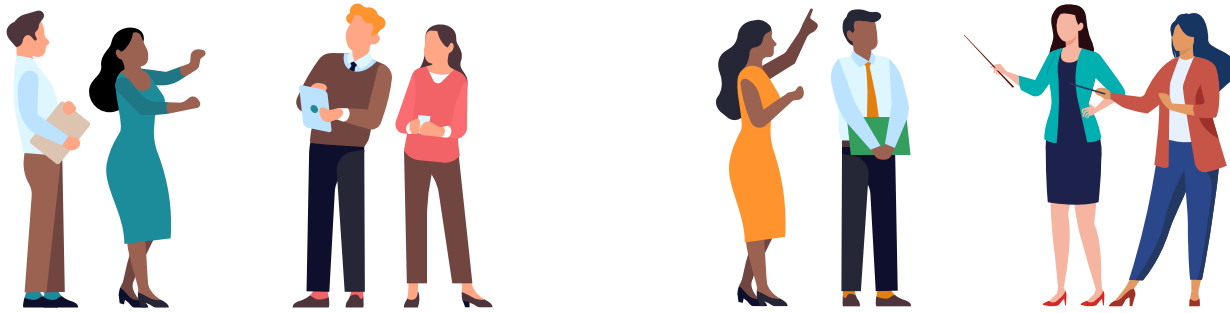


How much more, on average, people earned at large enterprises than those at small businesses.

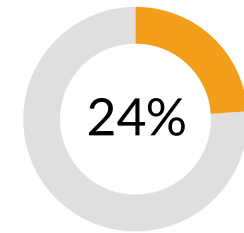


Those who said the pace of **job-hopping accelerated** in 2022.

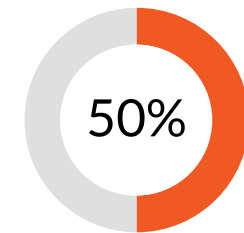
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Women & Men



Average difference between men's and women's salaries



Percentage of women who were promoted/changed jobs in the last year, compared to 46% of men

>70%



Percentage of women and men who said they were extremely or somewhat satisfied with their position.

Director+ vs. Managers/staff

- **\$83,000:** The average amount more those at director+ level of seniority earn compared to managers/staff.
- **55%:** Percentage of managers/staff who were promoted or changed jobs in the last year.
- **Top 3:** Job responsibilities for director+ and manager/staff level employees:
 - Research and recommend new marketing technology products
 - Train/support marketing staff on using martech products
 - Design and manage internal workflows and processes
- **Spreadsheets:** The application marketers use most.
- **74%:** Percentage of those saying they are “extremely satisfied” or “somewhat satisfied” with their roles.
- **≈50%:** Said “demonstrating/proving a positive impact on the business from martech” was the most rewarding aspect of their job.
- **53%:** Percentage of director+ who said getting adequate resources is their most difficult challenge.

Marketers vs. Maestros

- **\$25,000:** The average amount more that operations-focused maestros earn than campaign-focused marketers.
- **49%:** Percentage of maestros were promoted or changed jobs in the last year, compared to 46% of marketers.
- **Top 3:** Top three responsibilities of maestros:
 - Research and recommend new marketing technology products
 - Train and support marketing staff on using marketing technology products
 - Design and manage internal workflows and processes
- **Marketers' top responsibility:** Designing/running campaigns.
- **Spreadsheets:** The application maestros use most.
- **73%:** Percentage of those saying they are “extremely satisfied” or “somewhat satisfied” with their roles.
- **53%** of marketers and **61%** of maestros said “demonstrating/proving a positive impact on the business from martech” was the most rewarding aspect of their job.
- **58%:** Percentage of maestros who said getting adequate resources is their most difficult challenge.



Scott's take

Three themes stood out to me in this year's MarTech Salary and Career Survey.

1



First, martech and marketing ops professionals — our magnificent “maestros” — continue to be in high demand. The clearest evidence for this remains the accelerated rate at which people in these roles are promoted and offered new job opportunities.

Want a fast-track career in marketing? To quote “The Mandalorian,” “This is the way.”

2



Second, the distinction between general marketers and marketing ops pros has become sharper. Marketing ops people see themselves as working in “service” of marketing. That doesn’t dilute the mantra that “martech is marketing.” Rather, it frames martech as a specialization that enables and empowers marketing.

We see this in the different responsibilities of marketers and maestros. Marketers design and run campaigns. Maestros manage and integrate the stack, design the processes and workflows, and — importantly — “train and support marketing staff on using martech.” Maestros are the giants whose shoulders marketers stand upon.

How important is that? Well, on average, maestros earn 25% higher salaries than marketers.

3



Third, for all the noise about martech consolidation, marketing organizations continue to seek and adopt new technologies to give them an edge. Yes, they get rid of old ones and eliminate duplicates (a key responsibility of maestros). But at the same time they continue to research and recommend “new” marketing technology products.

That’s a major responsibility of maestros. But even 64% of marketers see that as one of their responsibilities, too.

If everyone thought martech innovation was over, and we didn’t need to look past our existing stack, then far fewer marketers would be thinking about new tools.

The truth is that all three of these trends indicate that innovation in marketing technology — and the talented people who build organizational capital around it — is thriving. We’ve still got plenty of wide open road ahead.

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Methodology and terms

We surveyed 419 marketers in December 2022 and January 2023; 401 of those provided salary information. Invitations to take the survey were amplified on [MarTech](#) and [chiefmartec.com](#).

Nearly 70% (286) respondents live in North America; 15% (63) live in Western Europe. The conclusions in this report are limited to responses from those individuals only. Others were excluded due to the limited number.

The survey had more than 20 questions related to career roles, salary, technology, job satisfaction and challenges/frustrations. Respondents were given the opportunity to reveal their age and gender. Additionally, some individuals agreed to be interviewed for this report. Their stories are included in callouts.

Terms used in this report:

Director+: Individuals who identified themselves as senior vice president or C-level, vice president, senior director or director.

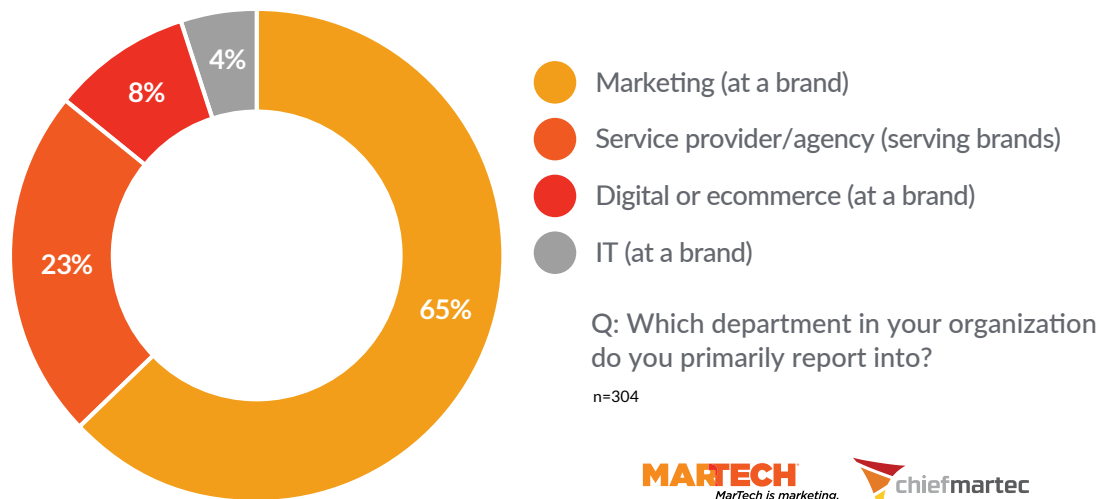
Salaries: Total annual compensation including bonuses as reported by respondents from North America and Western Europe.

Who are these professionals?

Those responding to this survey provided a nuanced description of their identities.

Respondents overwhelmingly worked at brands. Nearly three-in-four said that they worked at a brand either in marketing, digital or ecommerce, or in IT. The remainder worked for an agency or consulting firm (see Figure 1).

Figure 1: Nearly 2/3 report to the marketing department at a brand



Marketing technology and operations pros are a legitimate profession that's different than traditional marketing roles. They're a part of marketing — martech is marketing — but with their own identity and specialization.

They report to marketing, but are they marketers?

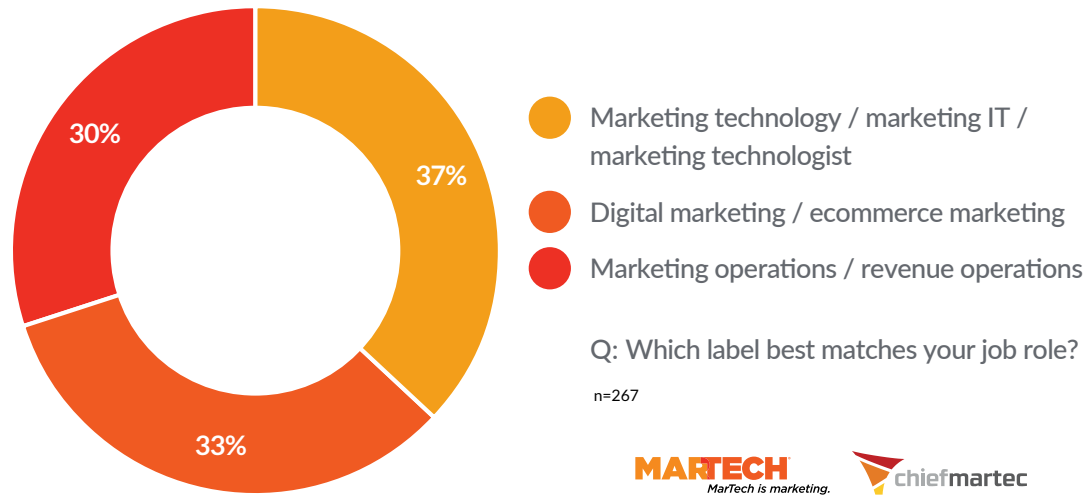
But when asked about their roles, most said **they provide services to marketers, but did not identify themselves as marketers.**

Despite their strong organizational ties to marketing, only 1/3 identified as either digital or ecommerce professionals. Nearly 65% selected roles in service to marketing, such as “Marketing Technology/Technologist” or “Marketing Operations” (see Figure 2).

(Editor's note: This complexity explains why we describe respondents as “marketers”, “marketing technologists” and “marketing operations specialists” interchangeably.)

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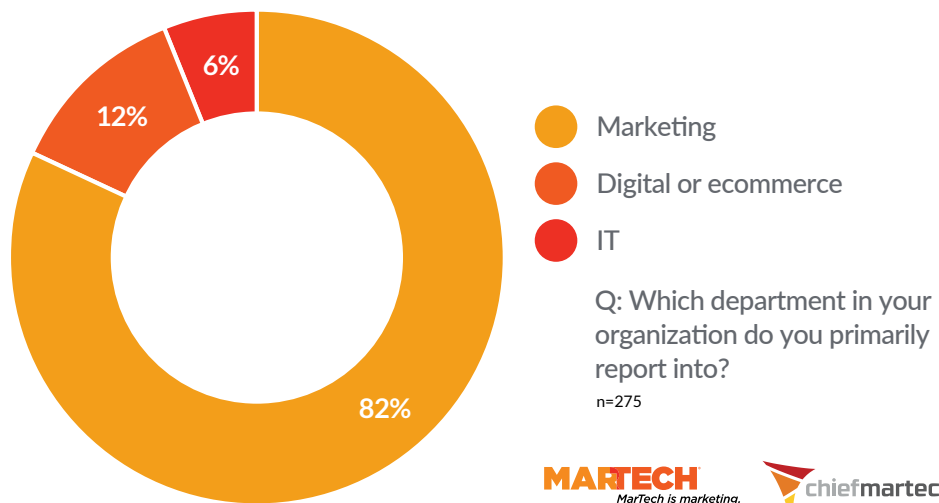
Figure 2: Nearly 65% view their roles as assisting marketing



Marketing technology and operations teams are now firmly embedded in the marketing department. They collaborate with IT. But they bring a depth of marketing-specific context that is outside the scope of most IT executives.

The results make it clear that few of the people in these roles are tethered organizationally to the IT department. In fact, of those working at brands, **only 6% said they report to IT** (see Figure 3).

Figure 3: Only 6% of those at brands reported to IT



Marketing technology professional salaries

Marketing technology professionals make \$138K on average

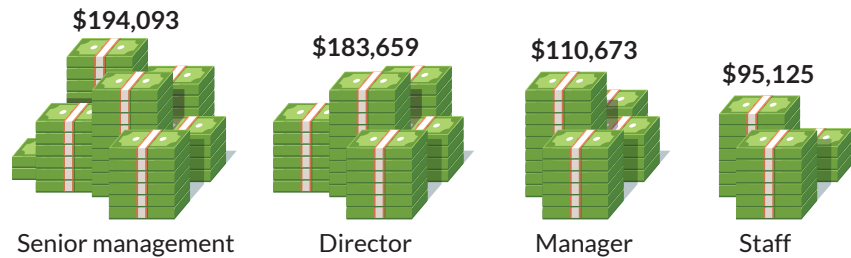
The average salary of respondents was \$138,000 in 2023. The range in average salaries was from about \$195,000 for VP/C-level leaders to just over \$95,000 for marketing staff (see Figure 4).

Senior management made two times what staff did, while directors made 1.9 times and managers made 1.16 times (see Figure 5).



“These averages are approximately the same as they were in our 2022 survey. This year-over-year stability is a sign that the martech profession is maturing.”

Figure 4: Average salaries range from nearly \$100,000 to \$200,000

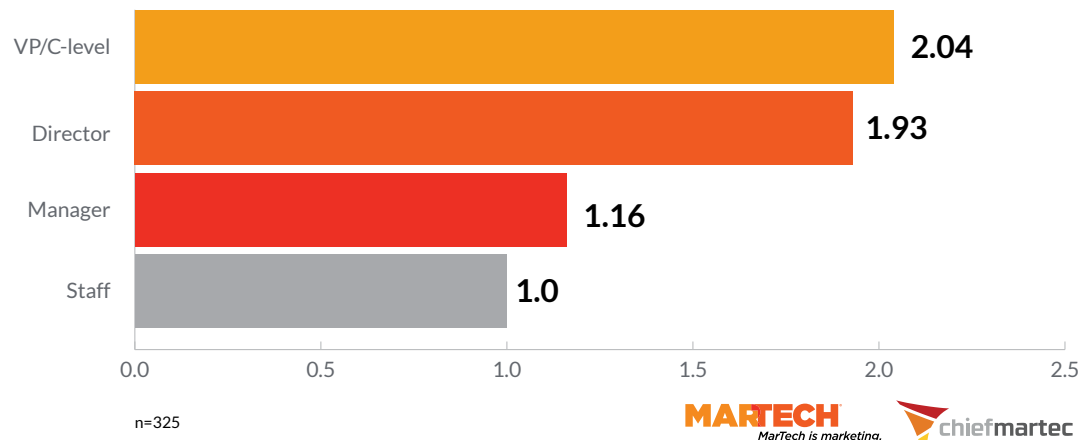


Q: What is your current total annual compensation, including salary and bonuses, in U.S. dollars?

n=325



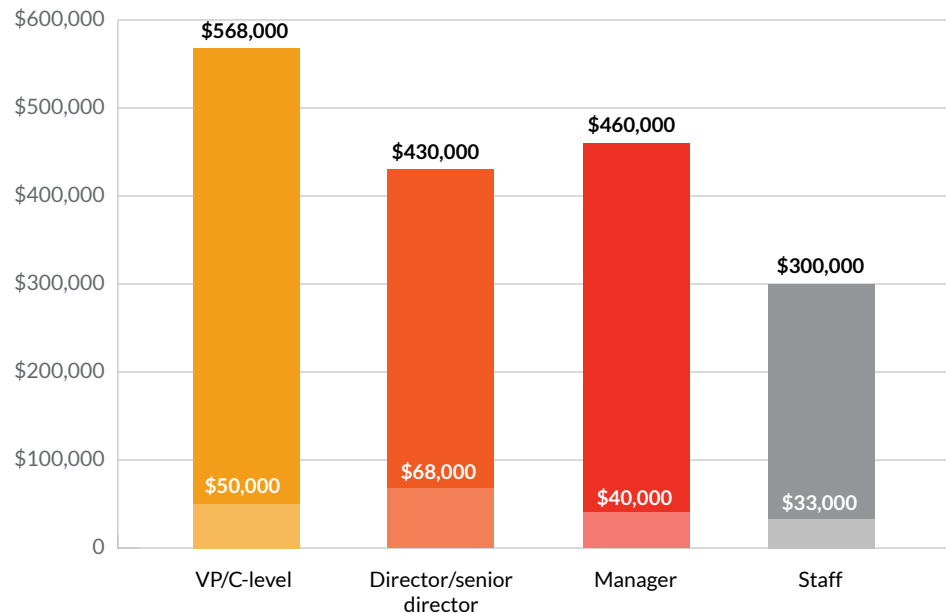
Figure 5: VP/C-level make 2x more than marketing staff



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The salary ranges within roles varied greatly. One respondent with a staff position reported annual compensation of \$300,000, while a VP/C-level role reported compensation as low as \$50,000 (see Figure 6).

Figure 6: Salaries vary greatly by role



n=325



37% have graduate degrees; grad degrees are not a contributor to compensation

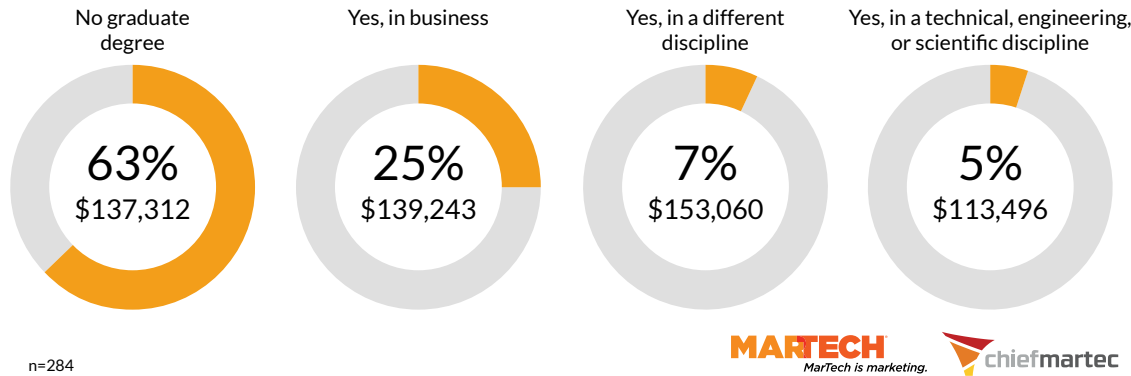
Marketing technology professionals are about three times more likely to have a graduate degree than the general population. Thirty-seven percent of those surveyed said they had grad degrees, compared to 13% of the U.S. population (see Figure 7).

Having a graduate degree doesn't mean you'll be paid more. Those with graduate degrees in business earned about the same as those without a graduate degree. People with technical, engineering or science graduate degrees earned less on average. Those with grad degrees in business and in "other" disciplines earned slightly more (see Figure 8).

(Editor's note: The technical and "other" graduate degree data should be viewed skeptically, since there were few responses in those categories).

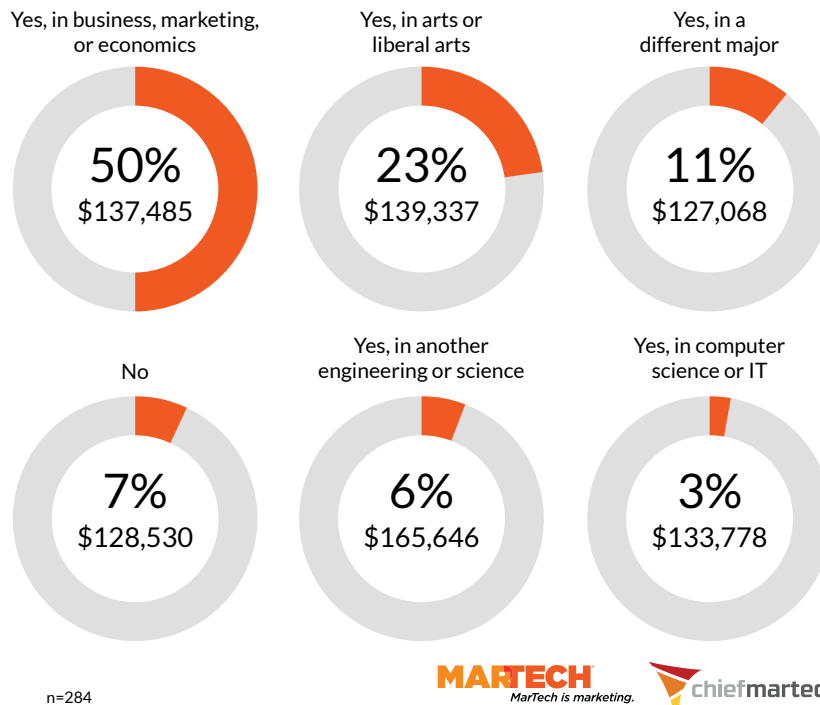
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Figure 7: Graduate degrees have little impact on compensation



More than nine-in-ten had undergraduate degrees. Compensation was higher for those with a degree in all categories but one.

Figure 8: Undergrad earnings on par with those with grad degrees



“

In business school, you'll learn how to calculate ROI. Turns out it would have been helpful to do that before you decided to attend. (joke) (kinda)

This was a little surprising to me, as many people who start their careers in software development or IT have a computer science degree. Does this suggest that more and more marketing technology and operations professionals are no longer migrating from an IT background? I think so.

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The bigger the company, the higher the compensation

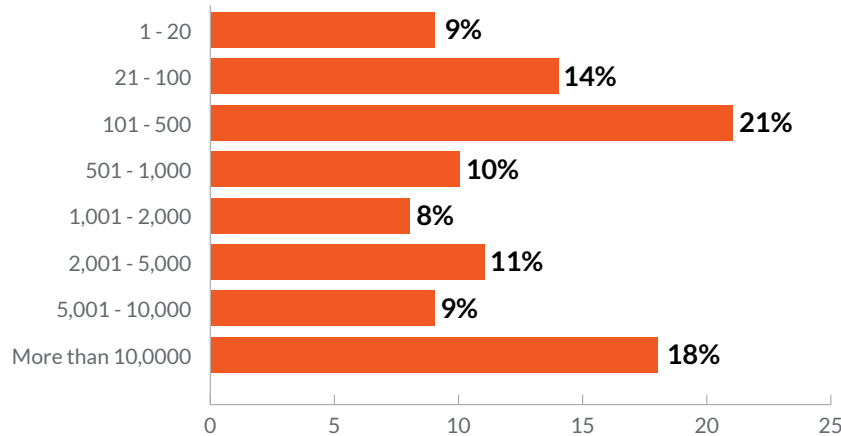
Working for a larger company is more lucrative for martech professionals. Most of those responding worked for companies with more than 500 employees, and they made more than those working for smaller companies. **Average salaries for those employed in companies of 500 or more was \$152,000**, compared to \$120,000 for those employed by companies with fewer than 500 employees (see Figures 9 and 10).



“

In fairness, the complexity of martech stacks and marketing operations increases significantly in larger companies compared to smaller businesses. This justifies higher salaries.

Figure 9: More than half work for companies with more than 500 employees



Q: How many people are employed worldwide at the company or organization where you currently work?

n=350



Figure 10: Respondents working for larger companies tended to earn more

Employees	Compensation
1 - 20	\$115,125
21 - 100	\$114,596
101 - 500	\$132,159
501 - 1,000	\$156,951
1,001 - 2,000	\$160,321
2,001 - 5,000	\$133,856
5,001 - 10,000	\$141,853
More than 10,000	\$169,988

n=350



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Compensation increases with seniority

Nearly half of survey respondents said they have 10 or more years of work experience in marketing, marketing operations or marketing technology roles. **60% had more than seven years of experience.**

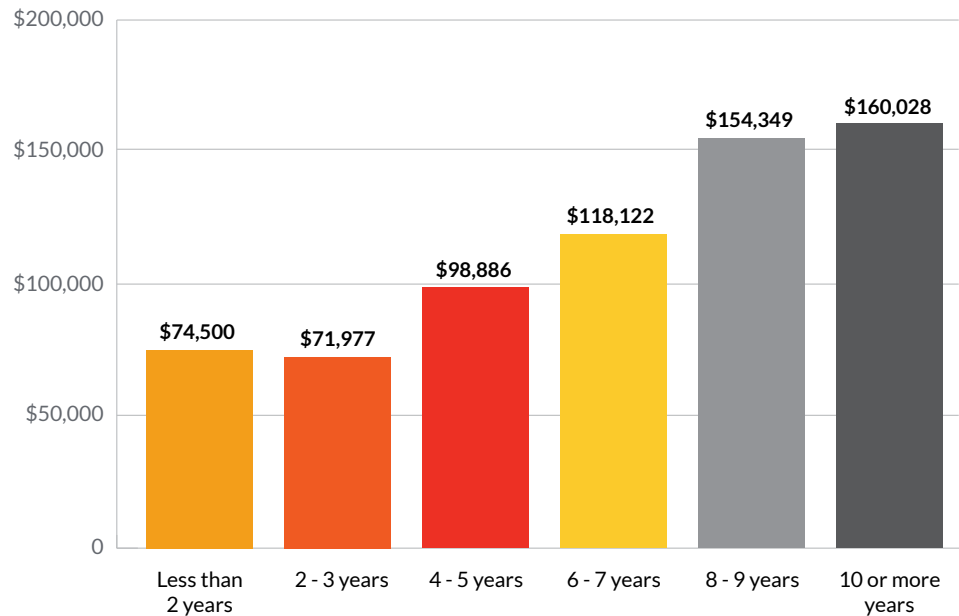
Average compensation increases as more experience is gained. The most pronounced increase occurred after year seven of employment. Those with 10 or more years' experience **earned double** what those with less than four years experience earned (see Figure 11).



Another notable stat signaling increasing maturity of martech and marketing ops as a profession.

Great to see experienced martech pros commanding a premium. Good reason to get into this career and stick with it.

Figure 11: Compensation increases with seniority (after 3 years)



n=290

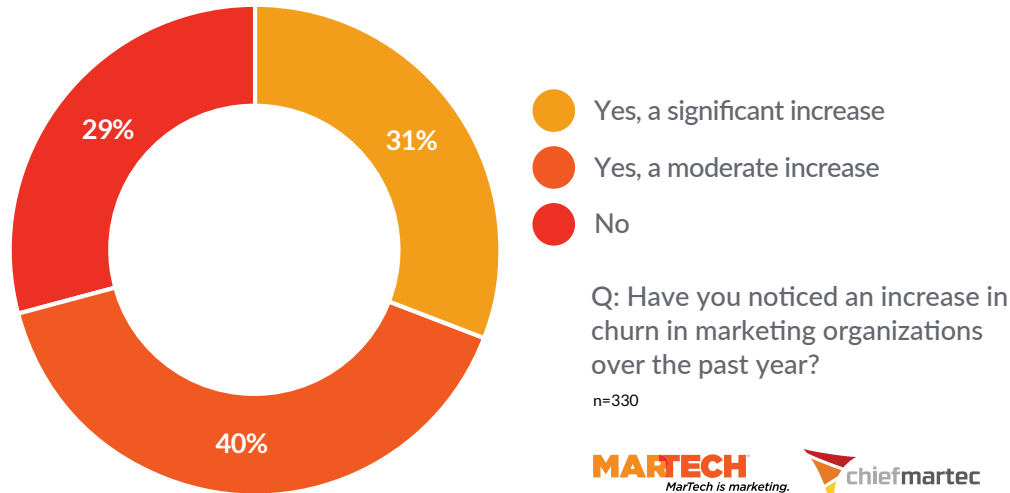


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Churn accelerated in 2022

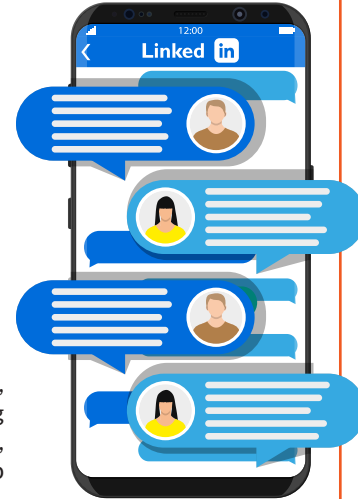
If you found yourself replacing more staff last year, you are not alone. More than 70% of those responding said that turnover in their department increased modestly or significantly last year compared to the previous year (see Figure 12).

Figure 12: More than 70% said churn increased in 2022



On my LinkedIn network there was a time at the beginning of 2022 when I'd see 50 people a day posting, "I'm starting a new position at" And that's all marketing technology people. So I saw a lot of people moving around, moving up, moving over, doing, you know, everybody was kind of rearranging. Now I don't see that velocity at all. It seems like people are staying put.

- Greg Morales,
director of marketing
technology solutions,
Allant Group



Today marks one year that I've been at the company. According to everyone at the company, that's like 10 years. We've had marketing directors quit within 90 days. Marketing business partners quit within three to six months. I've seen a lot of people come in and out the door in the last year.

- Monique Battiste,
senior social
media specialist,
Solera Inc.



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Director+ & managers/staff

This section compares responses from individuals who said their roles were director and above, which included: director, senior director, vice president or C-level/owner, and those who said they were managers or staff.

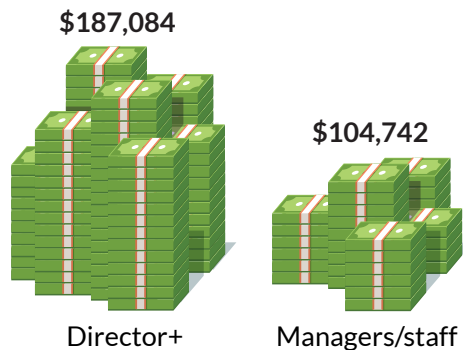
In addition to salaries, this section will focus on the different tasks people at these levels perform and the rewards/challenges they face.

Director+ earn nearly 2x managers and staff

As might be expected, directors earn significantly more than managers and staff — nearly twice as much (see Figure 13).

Directors also have more seniority; 83% said they had more than seven years in their field. Only 35% of managers had 10 or more years' experience, while nearly 20% said they had fewer than four years, and more than 50% said they had less than eight years' experience (see Figure 14).

Figure 13: Director+ earned nearly twice as much as managers and staff

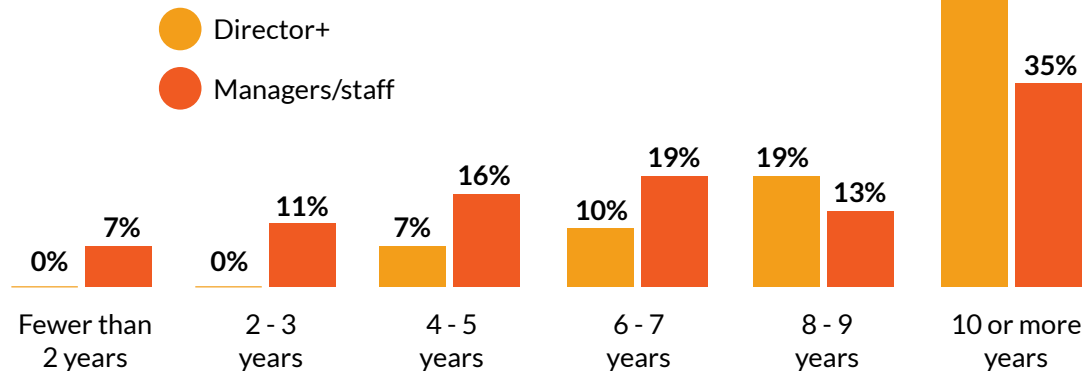


Q: What is your current total annual compensation, including salary and bonuses, in U.S. dollars?

n=325



Figure 14: Director+ significantly more senior than managers/staff



Q: How many years experience do you have specifically working in marketing technology, marketing operations, or a similar role?

n=331



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Most martech professionals were promoted/changed jobs recently, managers/staff more frequently

There's lots of opportunity for martech professionals to advance in their profession based on how frequently they've been promoted or if they've changed positions recently.

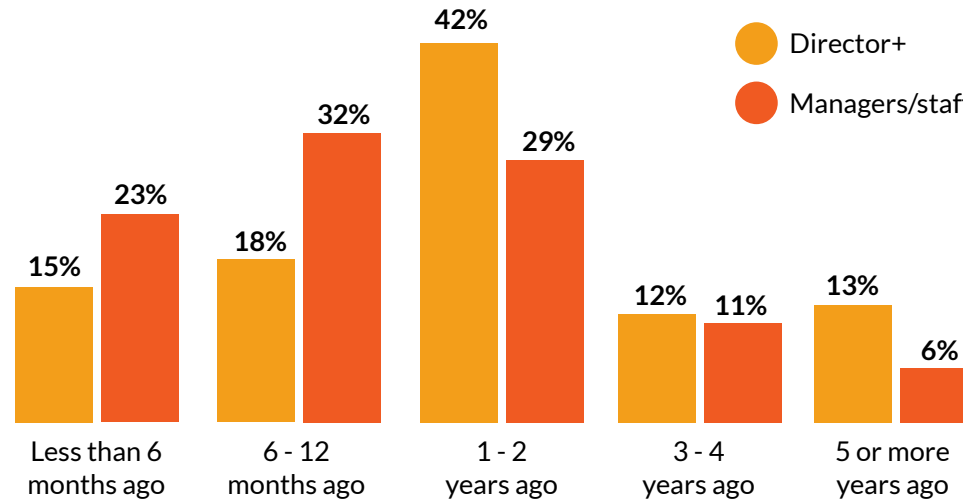


“

Positive reason for churn?
New job opportunities!

In the last year, 55% of managers/staff and 33% of director+ respondents said they'd made a career move. More than three-quarters at both levels have been promoted or changed jobs in the last 24 months (see Figure 15).

Figure 15: 55% of managers/staff were promoted/changed jobs in the last 12 months



Q: When was the last time you received a promotion, either at your current organization or by switching jobs from a different organization?

n=331



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What are martech professionals responsible for?

Director+ and manager/staff-level respondents reported being responsible for similar tasks in a similar descending order, although more of the director+ group were responsible for managerial tasks (see Figure 16).

Categories with the most significant difference between director+ and managers/staff were:

- Approve or veto purchase of marketing technology products (37 percentage points)
- Pay for marketing technology products from a budget (29 percentage points)
- Negotiate business terms for purchasing marketing technology products (28 percentage points)
- Architect the overall marketing stack of all marketing technology products used (22 percentage points)

Figure 16: Martech professional responsibilities by role*

Director+		Managers/Staff	
Research and recommend new marketing technology products	81%	Design and manage internal workflows and processes	63%
Train/support marketing staff on using martech products	70%	Research and recommend new marketing technology products	62%
Design and manage internal workflows and processes	70%	Train/support marketing staff on using martech products	62%
Operate marketing technology products as an administrator	63%	Design, run and optimize/test marketing campaigns	61%
Integrate marketing technology products with each other	61%	Operate marketing technology products as an administrator	60%
Pay for marketing technology products from a budget	60%	Integrate marketing technology with non-marketing systems	54%
Approve or veto purchase of marketing technology products	60%	Monitor data quality within marketing technology products	51%
Design, run and optimize/test marketing campaigns	60%	Monitor performance and other SLAs of martech used	44%
Negotiate business terms for purchasing marketing technology	59%	Integrate marketing technology products with non-marketing systems	44%
Architect the overall marketing stack of all martech used	56%	Identify/consolidate multiple instances of same/similar martech products	37%
Identify/consolidate multiple instances of same/similar martech products	54%	Identify and sunset outdated/unused marketing technology	37%
Perform technical reviews of marketing technology products	52%	Architect the overall marketing stack of all martech used	33%
Monitor performance and other SLAs of martech used	51%	Perform technical reviews of marketing technology products	32%
Monitor data quality within marketing technology products	49%	Pay for marketing technology products from a budget	32%
Integrate marketing technology with non-marketing systems	49%	Negotiate business terms for purchasing marketing technology	31%
Identify and sunset outdated/unused marketing technology	48%	Approve or veto purchase of marketing technology products	23%
Customize marketing technology with software development	37%	Perform data privacy/compliance reviews of martech products	23%
Develop websites, web apps and/or mobile apps	33%	Customize marketing technology with software development	22%
Perform data privacy/compliance reviews of martech products	32%	Build analytical models and perform data science analysis	21%
Build analytical models and perform data science analysis	29%	Develop websites, web apps and/or mobile apps	17%
Perform security reviews of marketing technology products	18%	Perform security reviews of marketing technology products	14%
Build and maintain data warehouses/data lakes	16%	Build and maintain data warehouses/data lakes	11%

*Some responses were rephrased for brevity.

n=325

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Most martech professionals spend over 10 hours a week with spreadsheets, marketing automation, director+ spend 10 hours with project management

Spreadsheets are the tool respondents report using most; 72% of director+ and 69% of managers/staff reported using them for more than 10 hours a week (see Figure 17).

Most of the applications were used similarly by both groups. Director+ used two applications significantly more frequently than managers/staff: Project management (16%) and business intelligence (13%) had more than a 10 percentage point differential in use.

Figure 17: Marketing software used by director+ vs. managers/staff

	Director+	Managers/staff
Spreadsheets, e.g., Excel, Google Sheets, Airtable	72%	69%
Project management, e.g., Workfront, Jira, Wrike, Basecamp	58%	42%
Marketing automation/campaign management	53%	56%
CRM or customer data platforms (CDP)	48%	44%
Web, mobile and marketing analytics	44%	43%
Business intelligence, e.g., Looker, Tableau, SAS	30%	16%
Content management/web experience management	30%	23%
Web or application development tools	11%	9%
Workflow/business automation, e.g., Zapier, Workato	9%	14%

n=357



Downside of being promoted to a Director+ role: You have to spend more time in spreadsheets.

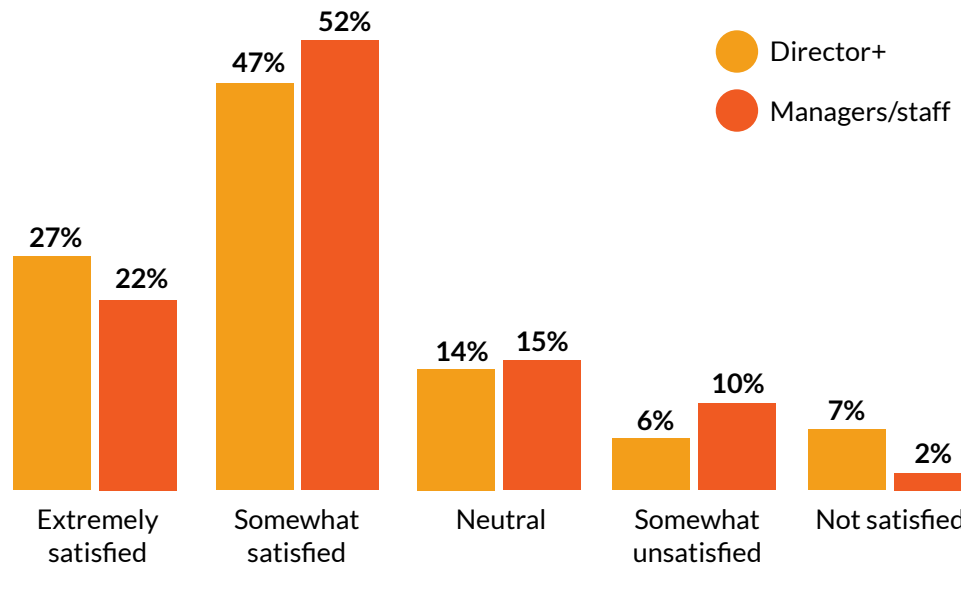
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Director+, management/staff equally satisfied with their roles

There was a high level of satisfaction among both groups of marketing technology professionals. Nearly 75% of the director+ and manager/staff level respondents said they were either **extremely satisfied or somewhat satisfied** with their roles.

Less than 15% reported being somewhat unsatisfied or not satisfied (see Figure 18).

Figure 18: Nearly 3/4 are satisfied with their current roles



Q: How satisfied are you in your current role?

n=280



Those in director+ and manager/staff roles agreed demonstrating/proving results was a rewarding part of their job. They also cited keeping up with changes in marketing and martech, and supporting other marketers was rewarding.

In addition, 56% of the director+ group reported their managerial duties were rewarding. Just 19% of managers/staff said managing was rewarding (see Figure 19).



Given that 1/3 of our respondents were promoted or got a new job in the past year, relatively high happiness levels seem justified. Overall, great to see martech pros are feeling good about their jobs.

I was kind of fortunate to have gotten a marketing job in the '08-'09 recession and so my back was always up against the wall to prove value from the get-go. So I was fortunate to have to start with that mindset, and it's not let go.

— Drew Hawkins,
director of digital marketing,
Womble Bond Dickinson LLP



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Figure 19: Nearly 50% say demonstrating results is most rewarding

	Director+	Managers/staff
Managing a team: hiring, training, supervision, development and retention	56%	19%
Demonstrating/proving a positive impact on the business from martech	51%	48%
Keeping up with changes in marketing and martech	41%	38%
Supporting other people in marketing who need to use marketing technology	41%	46%
Solving technical issues with martech software	31%	34%
Working across departmental boundaries, such as with IT or sales	30%	28%
Managing up/explaining martech to senior executives and stakeholders	21%	19%
Managing martech vendor relationships	12%	10%
Securing sufficient resources: time, talent and money for work to be done	7%	9%

n=377



Securing resources, working across departments the #1 challenges

The two groups placed different challenges at the top of their lists. More than half of director+ said getting the resources they need to do their jobs was their most significant challenge. Managers/staff said working with other departments was most challenging (see Figure 20).

Managing vendor relationships isn't challenging or rewarding. Everyone placed it near the bottom of the rewarding/challenging lists.

Figure 20: Securing resources is the top challenge for director+

	Director+	Managers/staff
Securing sufficient resources: time, talent and money for work to be done	53%	38%
Working across departmental boundaries, such as with IT or sales	37%	43%
Managing up/explaining martech to senior executives and stakeholders	34%	33%
Demonstrating/proving a positive impact on the business from martech	32%	36%
Managing a team: hiring, training, supervision, development and retention	24%	14%
Keeping up with changes in marketing and martech	17%	26%
Supporting other people in marketing who need to use marketing technology	14%	18%
Solving technical issues with martech software	12%	22%
Managing martech vendor relationships	10%	9%

n=377



There have been challenges of inappropriately balanced power hierarchies. Then there's silos and the territorialism of data in marketing. Like, "You know, you don't need to understand the enterprise data warehouse, you're meddling, you're stepping out."

– Jennifer Luby,
Salesforce marketing cloud architect,
Journey Blazers



I'm a senior marketing specialist, I had to come in and tell people with 20 years of marketing experience they're wrong. "Well, we've been doing it like this." I was like, "You have been doing this for two years. You brought me in. We're going to make changes and we're going to change everything every way." And so, it's like trying to come in and get the older generation of marketers to understand like, "Hey, we're in this totally new era."

– Monique Battiste,
senior social media specialist,
Solera Inc.



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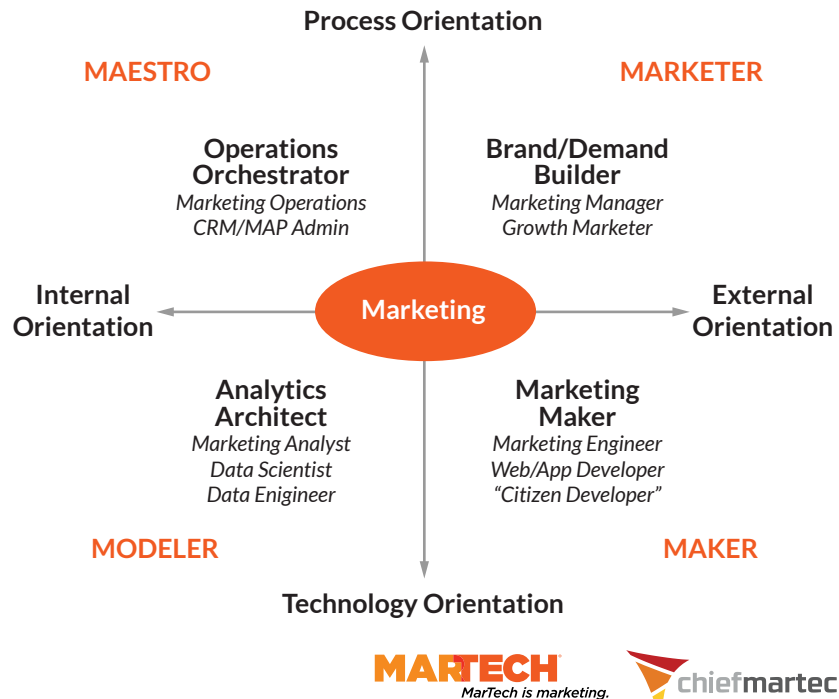


Marketers & maestros

Scott and the MarTech editors created these archetypes in 2020 to better understand the various hats today's tech-enabled marketers wear. The resulting "Four Quadrants" broke those roles into the following four categories (see Figure 21).

- Marketers: Focused on building campaigns and marketing programs.
- Maestros: The operators orchestrating the technology powering those campaigns.
- Modelers: The data scientists who analyze and predict based on performance.
- Makers: The creative geniuses who build amazing experiences leveraging technology.

Figure 21: Marketing technology archetypes

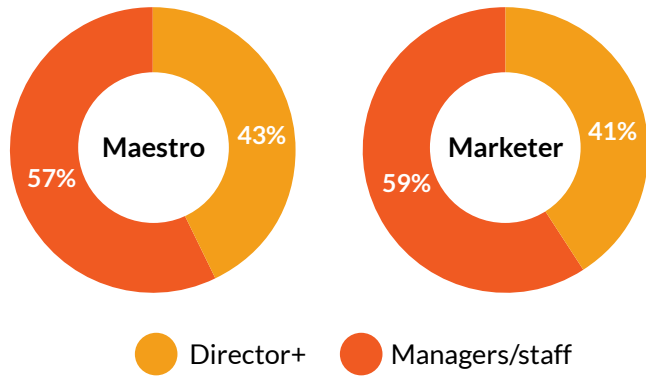


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This section compares responses between those who identified as “marketers” in our survey and those who said they were “maestros.” Responses from “modelers” and “makers” were too few to include.

The maestros and marketers were equally likely to hold manager/staff positions — 57% and 59%, respectively. Fifty-six percent of women said they were marketers, and 57% of men said they were maestros (see Figures 22 and 23).

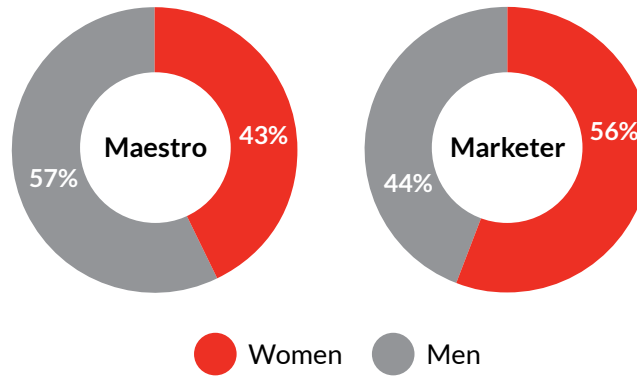
Figure 22: Maestros and marketers by seniority



n=254



Figure 23: More men are maestros, more women are marketers



n=241



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Maestros earn more than marketers

Despite being similarly senior, maestros reported earning about 25% more than marketers. The average salary was just over \$150,000 for maestros and just under \$125,000 for marketers (see Figure 24).

Figure 24: Maestros earn \$25K more than marketers



Q: What is your current total annual compensation, including salary and bonuses, in U.S. dollars?

n=258



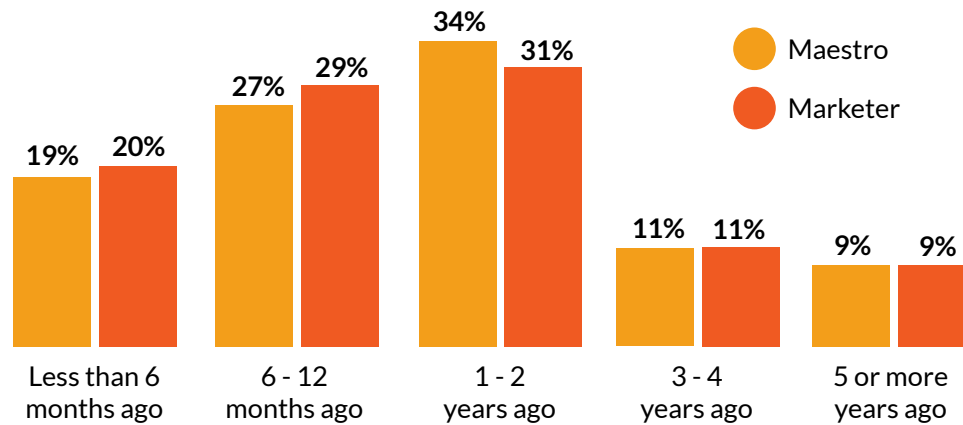
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80% were promoted in the last 2 years

Upward mobility was the rule for marketers and maestros. Four-in-five got promotions either in the company they worked at or by changing jobs in the last two years. Nearly half of them were promoted in the last year and 20% in the last six months.

Only one-in-five haven't been promoted in the last three years or more (see Figure 25).

Figure 25: Maestros and marketers are promoted frequently



Q: When was the last time you received a promotion, either at your current organization or by switching jobs from a different organization?

n=261



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Maestros research, select, implement and integrate marketing software, marketers run campaigns

Most maestros say they are involved in selecting marketing technology (81%), implementing it (77%), maintaining it (73%) and training others to use it (80%) (see Figure 26).

More than three-quarters of marketers said their top responsibility was to “design, run and optimize/test” campaigns; only 47% of maestros did.

Figure 26: The responsibilities of maestros and marketers overlap, but vary in proportion

	Marketer	Maestro
Research and recommend new marketing technology products	64%	81%
Train and support marketing staff on using marketing technology products	53%	80%
Design and manage internal workflows and processes	56%	78%
Integrate marketing technology products with each other	39%	77%
Operate marketing technology products as an administrator	51%	73%
Monitor data quality within marketing technology products	39%	64%
Architect the overall stack of all marketing technology products used	25%	63%
Integrate marketing technology products with non-marketing systems	30%	63%
Identify/consolidate multiple instances of same or similar marketing technology products	27%	63%
Monitor performance and other SLAs of marketing technology products used	37%	61%
Identify and sundown outdated or unused marketing technology products	24%	60%
Perform technical reviews of marketing technology products	23%	57%
Negotiate business terms for purchasing marketing technology products	34%	55%
Pay for marketing technology products from a budget (partially or fully)	37%	50%
Approve or veto purchase of marketing technology products	32%	50%
Design, run and optimize/test marketing campaigns	77%	47%
Perform data privacy/compliance reviews of marketing technology products	14%	41%
Customize marketing technology products with software development	14%	40%
Build analytical models and perform data science analysis	17%	26%
Count of Build and maintain data warehouses/data lakes	8%	24%
Perform security reviews of marketing technology products	9%	23%
Develop websites, web apps and/or mobile apps	20%	20%

n=300



2023 MarTech Salary and Career Survey

Spreadsheets, marketing automation for marketers and maestros too

Spreadsheets and marketing automation were the applications most marketers and maestros said they spent 10 or more hours a week with. Marketers used analytics packages significantly more than maestros. Maestros used CRMs or CDPs significantly more than marketers (see Figure 27).

Figure 27: Spreadsheets, marketing automation for marketers and maestros too

	Marketers	Maestros
Spreadsheets, e.g., Excel, Google Sheets, Airtable	78%	75%
Marketing automation/campaign management	62%	62%
Web, mobile, and marketing analytics	54%	37%
Project management, e.g., Workfront, Jira, Wrike, Basecamp	50%	61%
CRM or customer data platforms (CDP)	42%	57%
Content management/web experience management	30%	23%
Business intelligence, e.g., Looker, Tableau, SAS	21%	26%
Workflow/business automation, e.g., Zapier, Workato	10%	20%
Web or application development tools	8%	9%

n=300



Maestros and marketers are satisfied with their roles

There was a high level of satisfaction among both groups of marketing technology professionals. More than 75% of maestros and 70% of marketers said they were either extremely satisfied or somewhat satisfied with their roles.

Just over 10% of both groups reported being somewhat unsatisfied or not satisfied (see figure 28).

Figure 28: More than 70% are satisfied with their roles

	Extremely satisfied	Somewhat satisfied	Neutral	Somewhat unsatisfied	Not satisfied
Marketer	20%	51%	16%	8%	5%
Maestro	27%	50%	13%	7%	3%

n=300



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Maestros feel more rewarded than marketers

Maestros reported feeling greater rewards from the tasks they performed than marketers did in all but one of the categories we asked about. In the other, securing resources, marketers and maestros felt similarly little satisfaction (see Figure 29).

Both groups said they get most satisfaction from demonstrating the impact their work has made on the business – 53% of marketers and 61% of maestros.

Solving technical issues with marketing technology/software was the widest gap between the two archetypes; 54% of maestros and only 21% of marketers.

Maestros enjoy managing up (explaining martech to senior managers and stakeholders) much more than marketers do. They also get more satisfaction from training others.

Figure 29: Maestros derive greater rewards from their work

	Marketers	Maestros
Demonstrating/proving a positive impact on the business from martech	53%	61%
Supporting other people in marketing who need to use marketing technology	45%	60%
Keeping up with changes in marketing and martech	44%	50%
Managing a team: hiring, training, supervision, development and retention	34%	42%
Working across departmental boundaries, such as with IT or sales	30%	36%
Solving technical issues with martech software	21%	54%
Managing up/explaining martech to senior executives and stakeholders	16%	32%
Managing martech vendor relationships	11%	16%
Securing sufficient resources: time, talent and money for work to be done	7%	6%

n=300



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Securing resources to succeed in their jobs was cited by both marketers and maestros as the top challenge they face (see Figure 30).

Figure 30: Securing resources the top challenge for maestros and marketers

	Marketers	Maestros
Securing sufficient resources: time, talent and money for work to be done	46%	58%
Working across departmental boundaries, such as with IT or sales	43%	52%
Demonstrating/proving a positive impact on the business from martech	42%	37%
Managing up/explaining martech to senior executives and stakeholders	33%	40%
Keeping up with changes in marketing and martech	27%	24%
Managing martech vendor relationships	22%	12%
Managing a team: hiring, training, supervision, development, and retention	20%	24%
Solving technical issues with martech software	17%	10%
Supporting other people in marketing who need to use marketing technology	13%	24%

n=300



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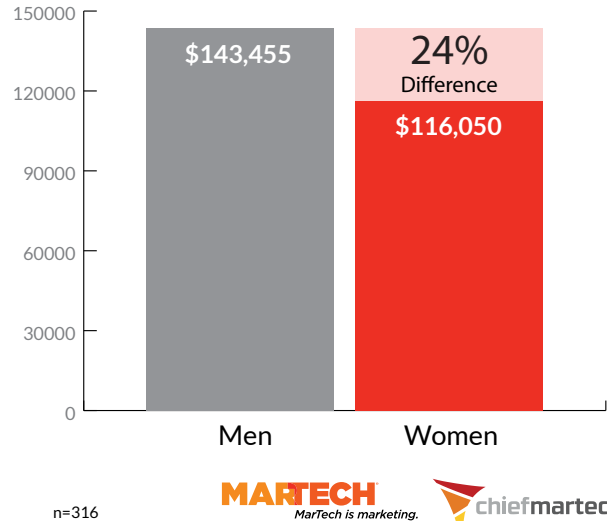
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Women & men

It's disappointing, but the same old story. Men in marketing technology positions earn more — considerably more — than women. On average, men earned 24% more, \$143,000 compared to \$116,000 for women (see Figure 31).

Women achieved more parity in compensation as they moved higher in the organization. Those in director+ positions were at near parity with men, earning only 5% less. Women in manager/staff positions earned 16% less (see Figure 32).

Figure 31: Men earn 24% more than women



I think women just need to ask for whatever they want and know how to negotiate properly and know their value. Sure you can blame it (sexism) all day long, “Oh, men get paid more.” But what are you doing to promote yourself internally? Being an employee is as much of a sales pitch as selling your product to a customer.

– Kristin Carey,
vice president of partner development,
eTrigue Corp.

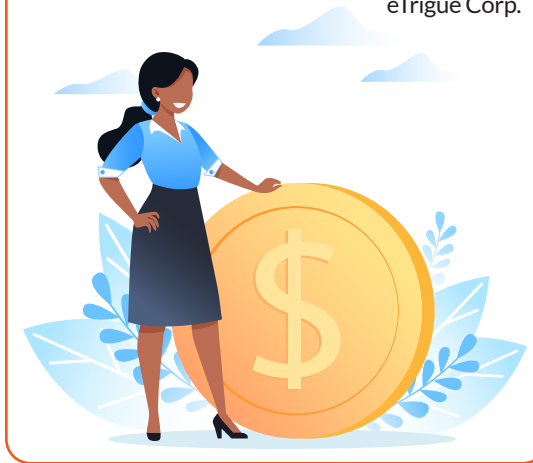


Figure 32: Salaries nearly at parity for director+ roles

	Men	Women	Difference
Manager / staff	106,052	91,413	16%
Director+	185,647	177,418	5%

n=306

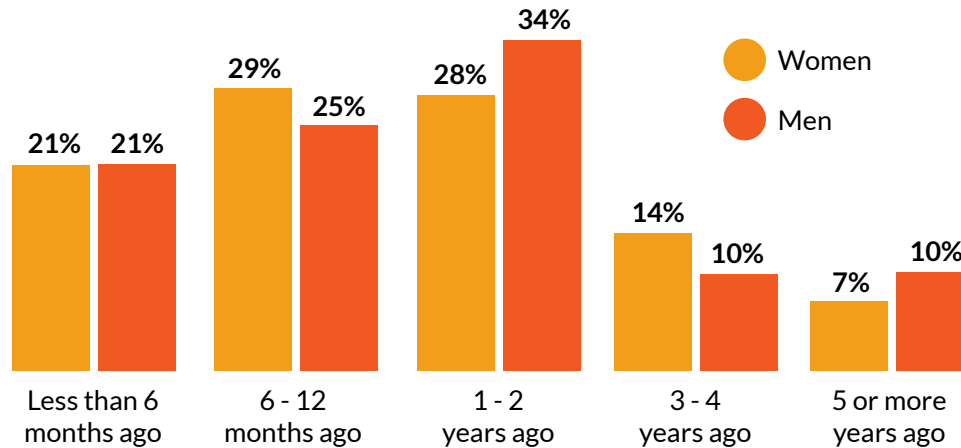
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2023 MarTech Salary and Career Survey

Women & men promoted equally recently

There was no significant difference between women and men in getting promoted. Women were actually more likely than men to have been promoted in the last year — 50% to 46%, respectively (see Figure 33).

Figure 33: More women promoted last year than men



Q: When was the last time you received a promotion, either at your current organization or by switching jobs from a different organization?

n=316



The problem lies in not enough awareness and advocacy, and also women not having the tools to assertively and systematically, and on a very professional level, state their case ... and it's worse for women of color.

– Jennifer Luby,
Salesforce marketing cloud architect,
Journey Blazers



2023 MarTech Salary and Career Survey

Women and men are equally satisfied with their role

Women and men said they were satisfied with their current roles virtually equally – 73% compared to 72%. Women were slightly more likely to say they are unsatisfied. Sixteen percent of women answered that they were “somewhat unsatisfied” or “unsatisfied.”

Women in director+ positions were noticeably less satisfied than men – 25% vs. 7% said they were unsatisfied or somewhat unsatisfied. Men in director+ level positions may be less willing to admit they are not satisfied in their position; three times as many responded that their level of satisfaction was “neutral.”

That was not the case at the manager/staff level. Thirteen percent of women and men expressed dissatisfaction (see Figure 34).

Figure 34: Job satisfaction: Women and men

	Extremely satisfied	Somewhat satisfied	Neutral	Somewhat unsatisfied	Not satisfied
Women director+	23%	47%	7%	9%	14%
Men director+	26%	47%	21%	4%	3%
Women manager/staff	25%	49%	13%	9%	4%
Men manager/staff	18%	52%	17%	11%	2%

n=306



What I love is the creativity that comes with implementing a technical configuration and architecture that matches the business’s needs. The bringing together of those things is the business. Can’t do it alone. They need someone who understands business and has a consultant mindset but who also is technical enough to know, even what to tell your specialized developers. And then also to help them troubleshoot and communicate technical limitations.

– Jennifer Luby,
Salesforce marketing cloud architect,
Journey Blazers

