

To view the complete results of the 2001 Roles and Salary Survey, go to [www.productmarketing.com/survey.htm](http://www.productmarketing.com/survey.htm). Pragmatic Marketing offers a complete training program specifically designed for dealing with all aspects of high-tech product marketing. Learn more at [www.PragmaticMarketing.com](http://www.PragmaticMarketing.com).



Pragmatic Marketing conducts an annual survey of product managers, marketing managers, and other marketing professionals. Our objective is to reveal industry information about compensation as well as the most common responsibilities for product management professionals.

### Profile of a product manager

The average Product manager is 35 years old; 80% claim to be "somewhat" or "very" technical; 87% have completed college and 33% have a masters; 39% are female, 61% are male.

### Organization

The typical product manager reports to a director in the marketing department.

- 48% report to a director
- 28% to a Vice President
- 50% are in the marketing department
- 22% are in the product management department
- 16% are in Development or Engineering
- only 7% are in a sales department

### Working with requirements

The majority of product managers are researching market needs, writing requirements, and monitoring development projects.

- 73% researching market needs
- 73% writing requirements
- 75% monitoring development projects
- 51% preparing business case
- 29% writing detailed specifications

### Working with marcom and sales

Product managers still spend a lot of time providing technical content for marcom and sales.

- 54% approving promotional material
- 43% writing copy for promotional material
- 52% training sales people
- 37% going on sales calls
- 17% performing win/loss analysis

### Working with the boss

Product managers would like their supervisors to know:

- Learn to be a manager (and stop micromanaging)
- Provide ongoing support for our product plans
- Communicate the company strategy

### Compensation

Average product management compensation is \$85,480 salary with a \$6470 bonus.

- **Females**  
\$80,940 base salary plus \$5640 bonus
- **Males**  
\$88,360 base salary plus \$6990 bonus  
(All amounts in \$US)

Bonuses are based on:

- 54% company profit
- 28% product revenue
- 45% quarterly objectives (MBOs)

As a result, more than 40% say the **bonus does not motivate** at all and fewer than 10% say the bonus motivates a lot.

Sadly, only 3.8% receive a bonus for onsite calls made. That is, few product managers get a bonus on the activity that delivers the most strategic value to our product and company.

### Impacts on Productivity

Product managers receive 57 emails a day and send only 28.

On average, they attend 12 internal meetings each week. But 23% are going to 15 meetings or more each week.

Compensation by Territory	Female			Male			Overall		
	Salary (in 000s)	Bonus (in 000s)	Count	Salary (in 000s)	Bonus (in 000s)	Count	Salary (in 000s)	Bonus (in 000s)	Count
Mid Atlantic	\$ 75.50	\$ 7.14	14	\$ 88.52	\$ 9.43	23	\$ 83.59	\$ 8.57	37
Midwest	73.70	6.04	27	80.62	5.91	34	77.56	5.97	61
North East	86.79	4.22	33	87.22	6.42	54	87.06	5.59	87
Pacific Northwest	70.78	1.83	9	78.88	3.53	17	76.08	3.09	26
South	74.24	6.88	25	90.79	6.24	34	83.78	6.52	59
Southwest	84.25	7.25	16	89.74	8.39	31	87.87	8.00	47
West Coast	89.81	4.97	32	95.09	7.98	53	93.11	6.84	85
<b>Overall</b>	<b>\$ 80.94</b>	<b>\$ 5.64</b>	<b>156</b>	<b>\$ 88.36</b>	<b>\$ 6.99</b>	<b>246</b>	<b>\$ 85.48</b>	<b>\$ 6.47</b>	<b>402</b>

(All amounts in \$US)

This survey was conducted using software and services from WebSurveyor at [www.WebSurveyor.com](http://www.WebSurveyor.com).