




# SALARY GUIDE

# 2021

*The Comprehensive Compensation Guide for Cards, Payments & Fintech*

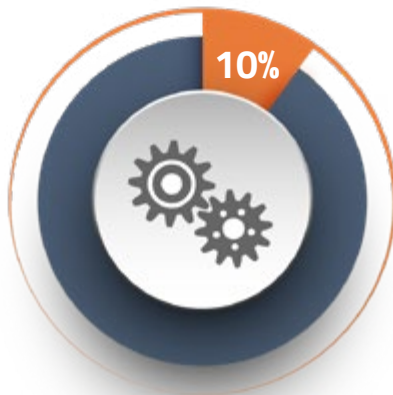


**IMPACT Payments Recruiting** carved a niche back in 2000 and touts the largest worldwide network of professionals in the payments, cards, and fintech sectors, and we've compiled compensation information from within the trenches and across all disciplines. Whether you're a job seeker or looking to fill a need at your company, our 2020 Salary Guide is just one of many tools we provide to assist you in making informed compensation decisions.

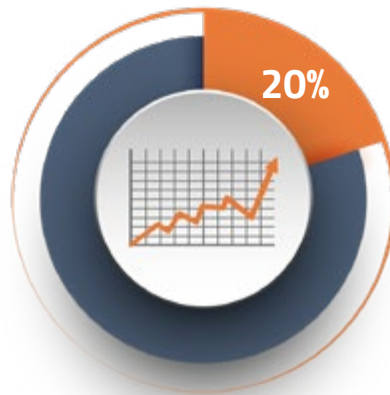


# Talent ACQUISITION

When companies select the top 20% most talented candidates for a role, they frequently realize a:



INCREASE IN  
PRODUCTIVITY



INCREASE  
IN SALES



INCREASE IN  
PROFITABILITY

## Improve Your Recruitment Strategy



### PURPLE UNICORNS

If the candidate possesses most of the required skills, it's likely they can learn the remaining skills on the job. Stop looking for perfection.



### TRACKING

Set up an application tracking system (ATS) so you know your company's overall timeline to get someone sourced, hired and onboarded.



### APPLICANT DATA

Knowing applicant statistics can give you valuable insights and help you improve the candidate experience, leading to more solid hires.



### ADDITIONAL SCREENING

Be sure to perform additional screening (review LinkedIn profiles, references, etc.) to identify any profile inconsistencies and red flags.



### COMPANY VALUES

Reduce turnover and improve hiring with a solid Employee Value Proposition (EVP), answering the question "Why should I work for your company?"



### SOCIAL MEDIA

Highlighting why your employees love coming to work could be the key to filling those hard-to-fill positions.



### THE 4 C'S OF HIRING

Character, Calling, Competence, and Chemistry. Following the 4 C's in your HR department can help prevent costly bad hires.



### REMOTE OPTIONS

Remote employees see increased productivity, lower overhead costs, greater retention, and they take fewer sick days.



### WELLNESS BENEFITS

Wellness benefits boost employee morale and tenure, but also attract new talent. You can't have a healthy company with unhealthy staff!



### TARGETED QUESTIONS

Cater your interview questions and projects towards the role you are hiring for (i.e. client facing versus non-client facing).

# 2021 Salary Ranges

The most sought-after, skilled candidates in the payments space can often write their own tickets when searching for their next opportunities. Employers need to have a firm grasp of salary thresholds, competitive benefits packages as well as popular industry perks if they expect their companies to remain in the running for these candidates. We base our salary parameters on information we've garnered from countless placements in the payments, fintech and other sectors. At **Impact Payments Recruiting**, our recruiters have deep experience working in the sectors for which they source talent, so our salary statistics are on target and often used as a benchmark for other surveys.

# Executive, Operations & Finance

Function	Salary	Total Compensation	Details
<b>Executive</b>			
CFO	\$200,000 - 300,000	\$363,000 - 725,000	Profit Sharing Equity/Stock Bonus
CIO/CTO	\$195,000 - 275,000	\$500,000 - 2M	Profit Sharing Equity/Stock Bonus
CEO	\$285,000 - 500,000	\$1.5M - 12M	Profit Sharing Equity/Stock Bonus Other
Chief Marketing Officer	\$195,000 - 325,000	\$250,000 - 1.75M	Equity/Stock Bonus
Chief Revenue Officer	\$275,000 - 450,000	\$475,000 - 3.5M	Profit Sharing Equity/Stock Bonus
Chief Product Officer	\$200,000 - 275,000	\$250,000 - 500,000	Equity/Stock Bonus
Chief Compliance Officer	\$175,000 - 250,000	\$225,000 - 315,750	Profit Sharing Equity/Stock
President	\$248,000 - 432,000	\$545,000 - 2.1M	Profit Sharing Equity/Stock Bonus Other
<b>Operations</b>			
VP of Operations	\$165,000 - 195,000	\$180,000 - 275,000	Equity/Stock Bonus
Director of Operations	\$120,000 - 150,000	\$140,000 - 180,000	Equity/Stock Bonus
VP/Head, Payment Operations	\$150,000 - 200,000	\$175,000 - 250,000	Equity/Stock Bonus
Customer Success Manager	\$90,000 - 135,000	\$100,000 - 150,000	Equity/Stock Bonus
Payment Operations Manager	\$85,000 - 120,000	\$105,000 - 145,000	Equity/Stock Bonus
Presale/Implementations Mgr	\$90,000 - 140,000	\$105,000 - 150,000	Bonus Commissions
ACH Manager	\$80,000 - 125,000	\$95,000 - 130,000	Equity/Stock
Director, Treasury Management	\$110,000 - 140,000	\$120,000 - 165,000	Equity/Stock Bonus
Client Support Manager	\$60,000 - 95,000	\$72,000 - 105,000	Bonus
Sales Operations	\$71,000 - 110,000	\$84,000 - 125,000	Bonus
Card Services Manager	\$80,000 - 120,000	\$105,000 - 140,000	Equity/Stock Bonus
ACH Processing Specialist	\$50,000 - 70,000	\$50,000 - 70,000	Other
<b>Finance</b>			
Sr. Accountant	\$65,000 - 96,000	\$65,000 - 96,000	Other
Controller	\$140,000 - 180,000	\$140,000 - 200,000	Equity/Stock Bonus
VP of Finance	\$136,000 - 197,000	\$146,000 - 227,000	Profit Sharing Equity/Stock Bonus
Treasurer	\$85,000 - 125,000	\$90,000 - 145,000	Profit Sharing Equity/Stock Bonus

## Legend

- Commissions
- Equity/Stock
- Profit Sharing
- Bonus
- Other (Discretionary, Merit, etc.)

# Sales & Business Development

Function	Salary	Total Compensation	Details
Sales			
Regional Sales Manager	\$80,000 - 100,000	\$130,000 - 165,000	\$ \$ \$
Sr. Account Executive	\$65,000 - 85,000	\$95,000 - 120,000	\$ \$ \$
B2B, Technology Sales Executive	\$125,000 - 150,000	\$250,000 - 400,000	\$ \$ \$ \$
Inside Sales Manager	\$75,000 - 100,000	\$100,000 - 150,000	\$ \$ \$
Enterprise Sales Executive	\$100,000 - 150,000	\$175,000 - 250,000	\$ \$ \$ \$
VP of Sales	\$150,000 - 225,000	\$250,000 - 350,000	\$ \$ \$ \$
Head of Sales	\$175,000 - 250,000	\$325,000 - 400,000	\$ \$ \$ \$ \$
Director of Sales	\$125,000 - 150,000	\$200,000 - 275,000	\$ \$ \$
B2B Sales, Mid-Market	\$80,000 - 120,000	\$160,000 - 240,000	\$ \$ \$
SVP of Enterprise Sales	\$200,000 - 250,000	\$350,000 - 425,000	\$ \$ \$
Business Development			
Director, Business Development	\$140,000 - 175,000	\$210,000 - 250,000	\$ \$
Strategic Alliance Manager	\$95,000 - 135,000	\$135,000 - 175,000	\$ \$
Strategic Account Manager	\$90,000 - 140,000	\$150,000 - 190,000	\$ \$
VP, Business Development	\$150,000 - 225,000	\$225,000 - 310,000	\$ \$ \$
Customer Success Manager	\$80,000 - 125,000	\$125,000 - 155,000	\$ \$
VP of Client Partnerships	\$140,000 - 175,000	\$190,000 - 225,000	\$ \$ \$
SVP of Partnerships, B2B	\$200,000 - 250,000	\$325,000 - 420,000	\$ \$ \$ \$ \$
Dir/VP of Issuing Partnerships	\$175,000 - 225,000	\$280,000 - 375,000	\$ \$ \$ \$
ERP Alliances Director	\$125,000 - 155,000	\$190,000 - 220,000	\$ \$ \$ \$
Director of Channel Partnerships	\$95,000 - 140,000	\$165,000 - 210,000	\$ \$ \$
Enterprise Account Manager	\$100,000 - 140,000	\$130,000 - 180,000	\$ \$

- Legend**
- \$ - Commissions
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# Onboarding & Training

Companies that offer comprehensive training programs experience:



## HIGHER PROFIT MARGINS

Compared to those who spend less on training

### Improve your onboarding process

- ✓ Implement a formal induction process that integrates new starters into the company effectively to enable new hires to perform quicker
- ✓ Design formal training plans with clear milestones and competency frameworks to train employees to add value faster
- ✓ Review potential skills gaps in the organization and implement training plans to ensure growth isn't compromised or restricted
- ✓ Ensure there is clear measurement and return on investment from training and development spend





## IMPACT Payments Recruiting

partners are part of industry committees and associations (e.g. ETA, MAC, W.Net, NACHA, Money2020, MRC) that keep us apprised on nation-wide compensation trends that no other resource can offer.



# Marketing, Product & Engineering

Function	Salary	Total Compensation	Details
<b>Marketing</b>			
Marketing Automation Manager	\$95,000 - 130,000	\$97,750 - 148,000	\$
Product Marketing Manager	\$90,000 - 130,000	\$110,000 - 152,000	\$
Demand Generation Manager	\$90,000 - 135,000	\$100,000 - 145,000	\$
Director, Marketing Operations	\$130,000 - 160,000	\$155,000 - 192,000	\$
PR/Communications Manager	\$110,000 - 160,000	\$132,000 - 180,000	\$
Content Delivery Director	\$120,000 - 150,000	\$140,000 - 180,000	\$
SEO Manager	\$70,000 - 105,000	\$75,000 - 125,000	\$
VP of Growth	\$165,000 - 210,000	\$175,000 - 240,000	\$ \$
<b>Product</b>			
Product Manager	\$100,000 - 125,000	\$120,000 - 150,000	\$
Sr. Product Manager	\$115,000 - 145,000	\$126,500 - 162,000	\$
VP/Director of Product	\$165,000 - 200,000	\$175,000 - 260,000	\$
SVP of Product	\$175,000 - 250,000	\$220,000 - 305,000	\$ \$ \$
Sr. Project Manager	\$110,000 - 135,000	\$126,500 - 162,000	\$
<b>Engineering</b>			
Sr. Software Engineer	\$125,000 - 150,000	\$135,000 - 160,000	\$ \$
Database Architect	\$110,000 - 160,000	\$115,000 - 170,000	\$ \$
AI Data Scientist	\$90,000 - 120,000	\$90,000 - 132,000	\$ \$
UI Software Engineer	\$97,000 - 135,000	\$97,000 - 135,000	\$ \$

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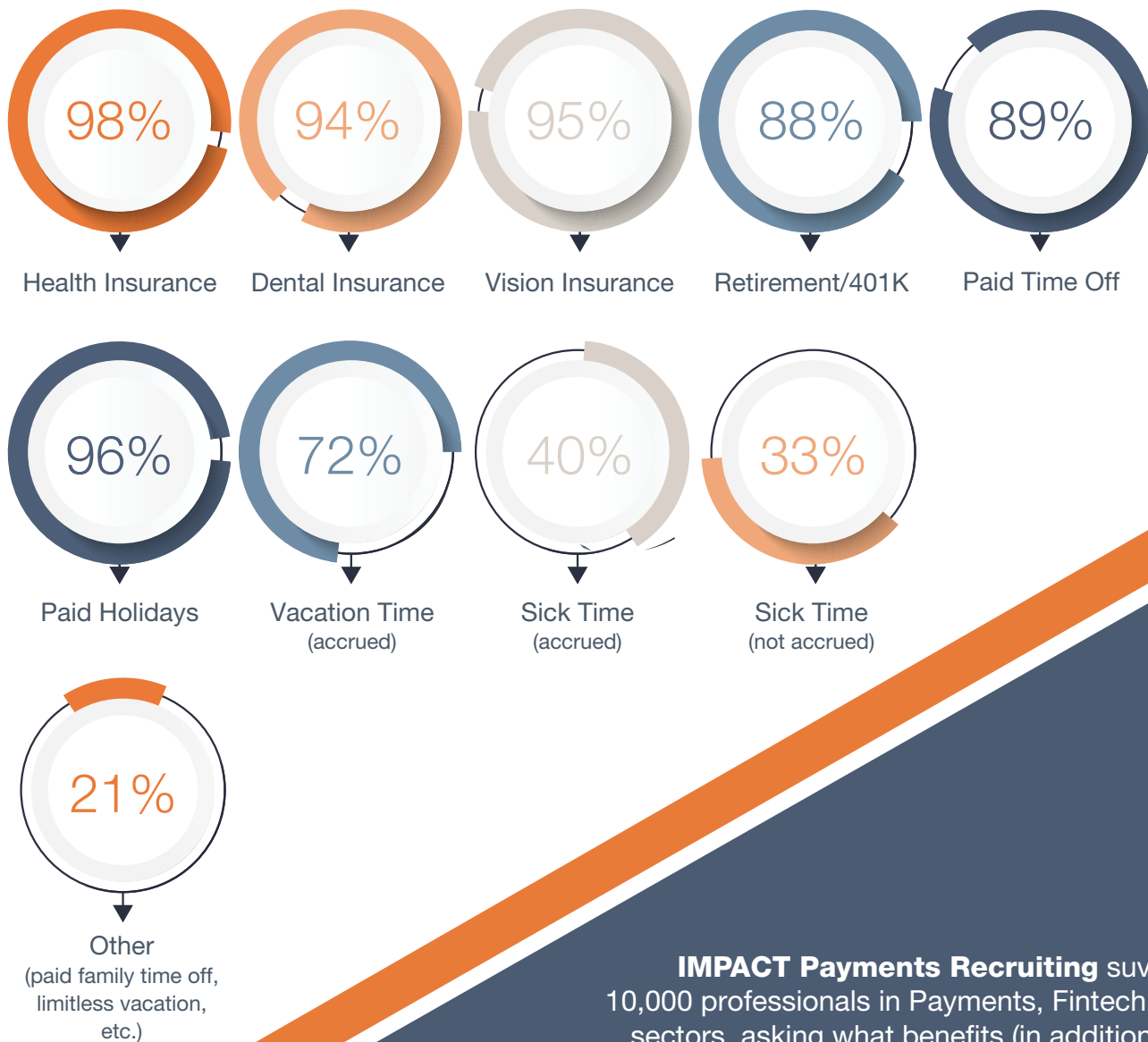
# Legal Compliance & Loss Prevention

Function	Salary	Total Compensation	Details
Legal			
Attorney	\$120,000 - 150,000	\$150,000 - 180,000	\$
General Counsel	\$160,000 - 250,000	\$176,000 - 300,000	\$ \$ \$
Compliance / Loss Prevention			
VP, Loss Prevention	\$150,000 - 190,000	\$185,000 - 215,000	\$ \$ \$
Manager of Loss Prevention	\$70,000 - 100,000	\$77,000 - 110,000	\$
Underwriter	\$45,000 - 70,000	\$50,000 - 70,000	\$
Risk Analyst	\$45,000 - 70,000	\$50,000 - 75,000	\$
Compliance Officer	\$110,000 - 135,000	\$125,000 - 145,000	\$ \$ \$
Head of Global Investigations	\$130,000 - 175,000	\$148,000 - 225,000	\$ \$ \$
AVP, Collections Risk	\$75,000 - 100,000	\$80,000 - 115,000	\$ \$
Director, Underwriting/Compliance	\$95,000 - 135,000	\$135,800 - 175,000	\$ \$ \$
Chief Compliance Officer	\$200,000 - 275,000	\$210,000 - 300,000	\$ \$ \$ \$

- Legend**
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# Benefits & Perks

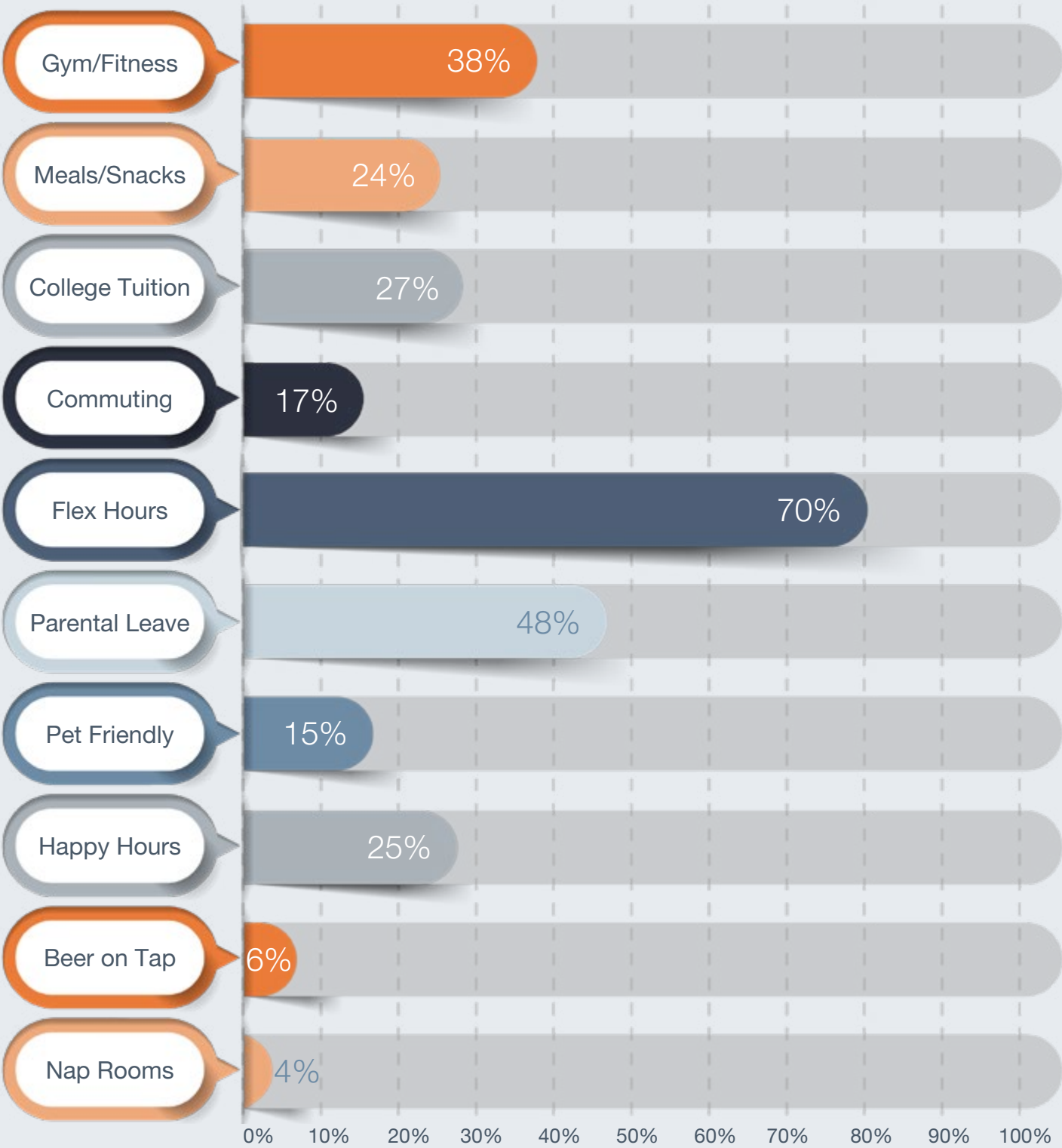
## Benefits



**IMPACT Payments Recruiting** surveyed over 10,000 professionals in Payments, Fintech and other sectors, asking what benefits (in addition to salary) they received at their current place of employment.

# Perks

Of course, there's more to compensation than typical benefits. Perks have slowly been increasing throughout the industry, as employers get more creative in order to stay competitive. Below represents a sample of some of the more popular perks offered in today's workplaces.





## Our Sectors



**ACQUIRING** Having worked with the majority of the Top 50 Merchant Acquirers, our connections in acquiring allow us to place top performers.



**RISK/FRAUD** We work in industries that run parallel to payments and cards, i.e. companies that help their clients mitigate fraud, risk, chargebacks, and overall cybersecurity.



**PAYMENTS** From card-issuing to treasury management, debit, ACH, and bill payment, this has been one of our firm's core sectors.



**ECOMMERCE** Our most rapidly growing recruitment arm. As internet business transactions evolve—so has our focus on recruitment in this industry.



**BLOCKCHAIN** Our partners include blockchain, cryptocurrency, and wallet companies who are looking to disrupt the centralized market.



**FINTECH** Partnering with large corporations to start-ups looking to bring technology into banking, alternative lending, financial services, compliance, and more.



**MARKETING** Recruiting for Director to VP of Digital Marketing and Lead/Demand Generation candidates has been a heavy focus for IMPACT the past 7 years.



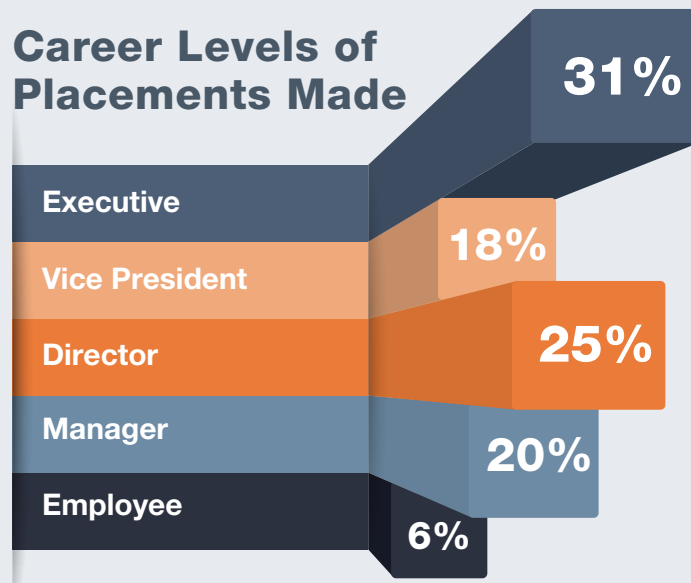
**GIFT CARDS** Placing highly qualified candidates in Gift Card, Branded Currency, Incentives, and Prepaid organizations has been a large focus of our firm since inception.

# About IMPACT

Click Here to  
VISIT US ONLINE  
[impactpaymentsrecruiting.com](http://impactpaymentsrecruiting.com)

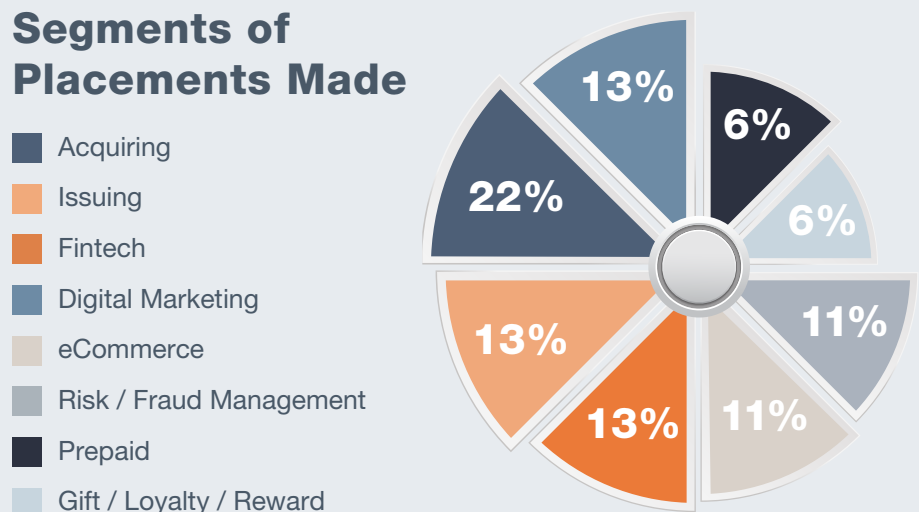
**IMPACT Payments Recruiting** brings more than 100 years of combined experience throughout the payments, cards, fintech, and ecommerce industries. Headquartered in Phoenix and Dallas, we have satellite offices in Omaha, Minneapolis, Washington D.C., and San Diego. To best serve our clients we stay apprised of industry news and trends through tradeshow attendance, speaking engagements, contributing articles to industry publications such as The Green Sheet, ISO & Agent, American Banker and Digital Transactions, and serving on industry-related committees like W.Net, the Electronic Transactions Association's Membership, Mobile Payments, and Merchant Acquirers Committees.

## Career Levels of Placements Made



For almost two decades, our experienced recruitment consultants have placed top candidates in high-level positions with many of the fastest growing payments companies in the industry.

## Segments of Placements Made





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