



2024

# SALARY GUIDE



Established in 2000, **IMPACT Payments Recruiting** is the leading source of compensation data for payments, cards, and fintech professionals globally. Drawing on real-world insights from across all disciplines, our 2024 Salary Guide empowers both job seekers and employers. It's one of many resources we offer to help you make smart compensation decisions.

# Talent Acquisition

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



**30% INCREASE IN PROFITABILITY**



**10% INCREASE IN PRODUCTIVITY**



**20% INCREASE IN SALES**

## Improve Your Recruitment Strategy



### PURPLE UNICORNS

Strong candidates with the core skills can often develop the rest on the job. Prioritize potential over perfection.



### UTILIZE TRACKING

Track your hiring process, from sourcing to onboarding, to identify bottlenecks and optimize your timeline for faster hiring.



### APPLICANT DATA

Leverage applicant data to understand your candidate journey. This translates to a smoother experience for them, and ultimately, better hires.



### ADDITIONAL SCREENING

Review LinkedIn profiles, references, and other relevant sources to verify qualifications and identify any potential concerns.



### 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

Promote social media that emphasizes the power of showcasing employee satisfaction to attract new hires.



### 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.



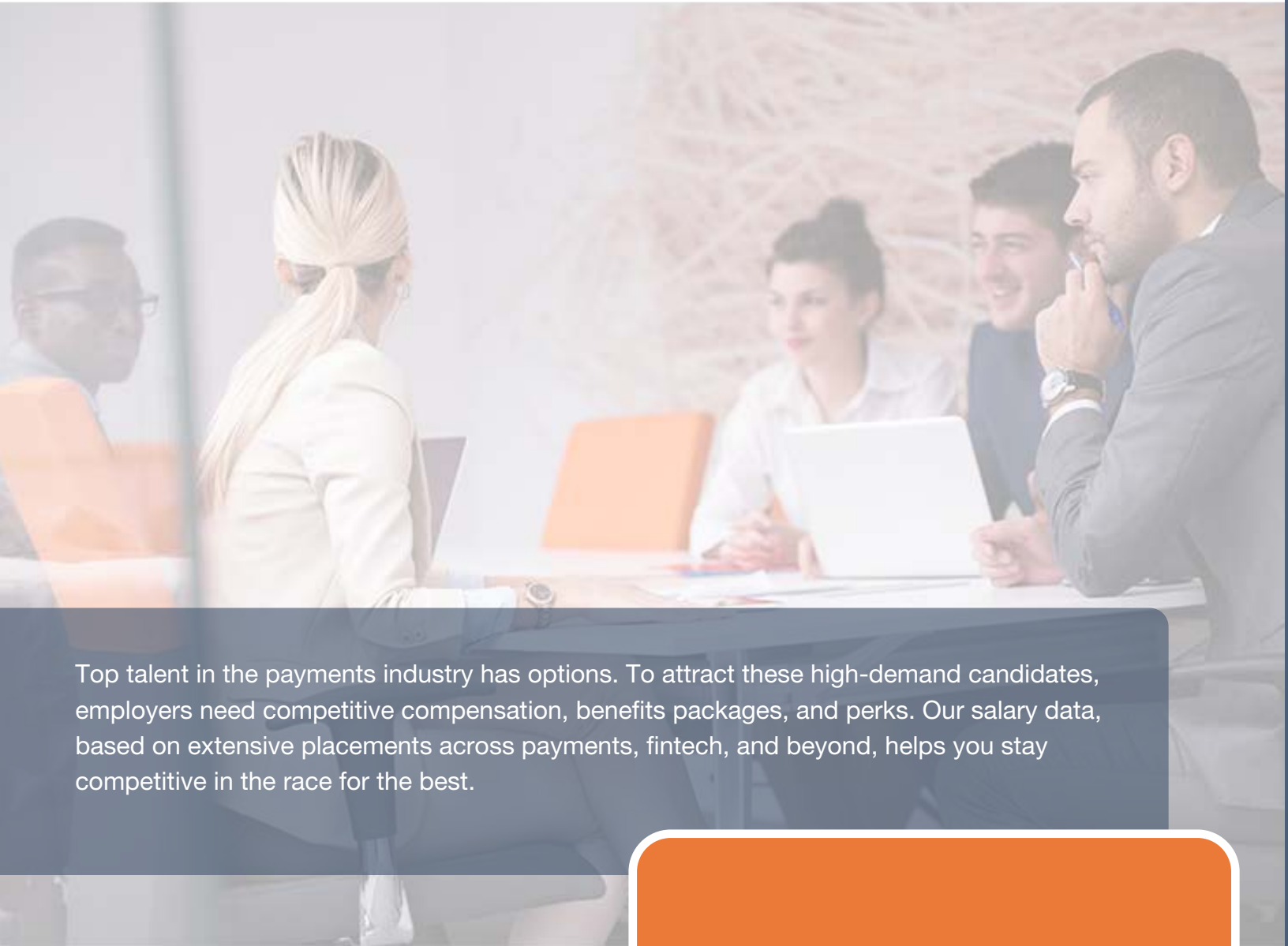
### WELLNESS BENEFITS

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).



Top talent in the payments industry has options. To attract these high-demand candidates, employers need competitive compensation, benefits packages, and perks. Our salary data, based on extensive placements across payments, fintech, and beyond, helps you stay competitive in the race for the best.

# 2024 SALARY RANGES

# Executive, Operations & Finance

Job Title	Salary	Total Compensation	Details
<b>Executive</b>			
CFO	\$220,000 - 285,000	\$360,000 - 870,000	\$ \$ \$
CIO/CTO	\$220,000 - 275,000	\$420,000 - 600,000	\$ \$ \$
CEO	\$300,000 - 425,000	\$750,000 +	\$ \$ \$ \$
Chief Marketing Officer	\$210,000 - 275,000	\$300,000 - 400,000	\$ \$
Chief Revenue Officer	\$275,000 - 325,000	\$375,000 - 500,000	\$ \$ \$
Chief Product Officer	\$230,000 - 290,000	\$300,000 - 375,000	\$ \$ \$
Chief Compliance Officer	\$200,000 - 250,000	\$240,000 - 300,000	\$ \$
President	\$275,000 - 400,000	\$550,000 +	\$ \$ \$ \$
<b>Operations</b>			
VP of Operations	\$170,000 - 200,000	\$200,000 - 275,000	\$ \$
Director of Operations	\$120,000 - 155,000	\$150,000 - 185,000	\$ \$
VP/Head, Payment Operations	\$190,000 - 235,000	\$240,000 - 295,000	\$ \$
Customer Success Manager	\$100,000 - 130,000	\$115,000 - 155,000	\$ \$
Payment Operations Manager	\$90,000 - 120,000	\$120,000 - 150,000	\$ \$
Presale/Implementations Mgr	\$100,000 - 135,000	\$125,000 - 150,000	\$ \$
ACH Manager	\$80,000 - 115,000	\$95,000 - 125,000	\$
Director, Treasury Management	\$110,000 - 140,000	\$120,000 - 165,000	\$ \$
Client Support Manager	\$65,000 - 90,000	\$75,000 - 105,000	\$
Sales Operations	\$75,000 - 105,000	\$90,000 - 125,000	\$
Card Services Manager	\$80,000 - 110,000	\$105,000 - 130,000	\$ \$ \$
ACH Processing Specialist	\$50,000 - 70,000	\$50,000 - 70,000	\$
Payments Ops Mgr - Banking	\$120,000 - 150,000	\$150,000 - 180,000	\$
<b>Finance</b>			
Sr. Accountant	\$65,000 - 85,000	\$70,000 - 95,000	\$
Controller	\$135,000 - 175,000	\$150,000 - 200,000	\$ \$
VP of Finance	\$145,000 - 175,000	\$160,000 - 225,000	\$ \$ \$
Treasurer	\$85,000 - 120,000	\$95,000 - 135,000	\$ \$ \$

## Legend

- \$ - Commissions
- \$ - Equity/Stock
- \$ - Profit Sharing
- \$ - Bonus
- \$ - Other (Discretionary, Merit, Non-Equity Incentive, Cash, etc.)

# Onboarding & Training

Companies that offer training programs experience:



**24% HIGHER PROFIT MARGINS**






## Fast-Track New Hires

- **Streamline Onboarding:** Implement a formal induction process that quickly integrates new hires into the company culture and equips them to succeed.
- **Targeted Training:** Design clear training plans with defined milestones and competency frameworks. This empowers new employees to add value sooner.
- **Upskill Your Team:** Identify skill gaps and implement targeted training to ensure continuous growth and development across the organization.
- **Measure Success:** Track the impact of your training investment. This data will help you refine your programs for even better results.

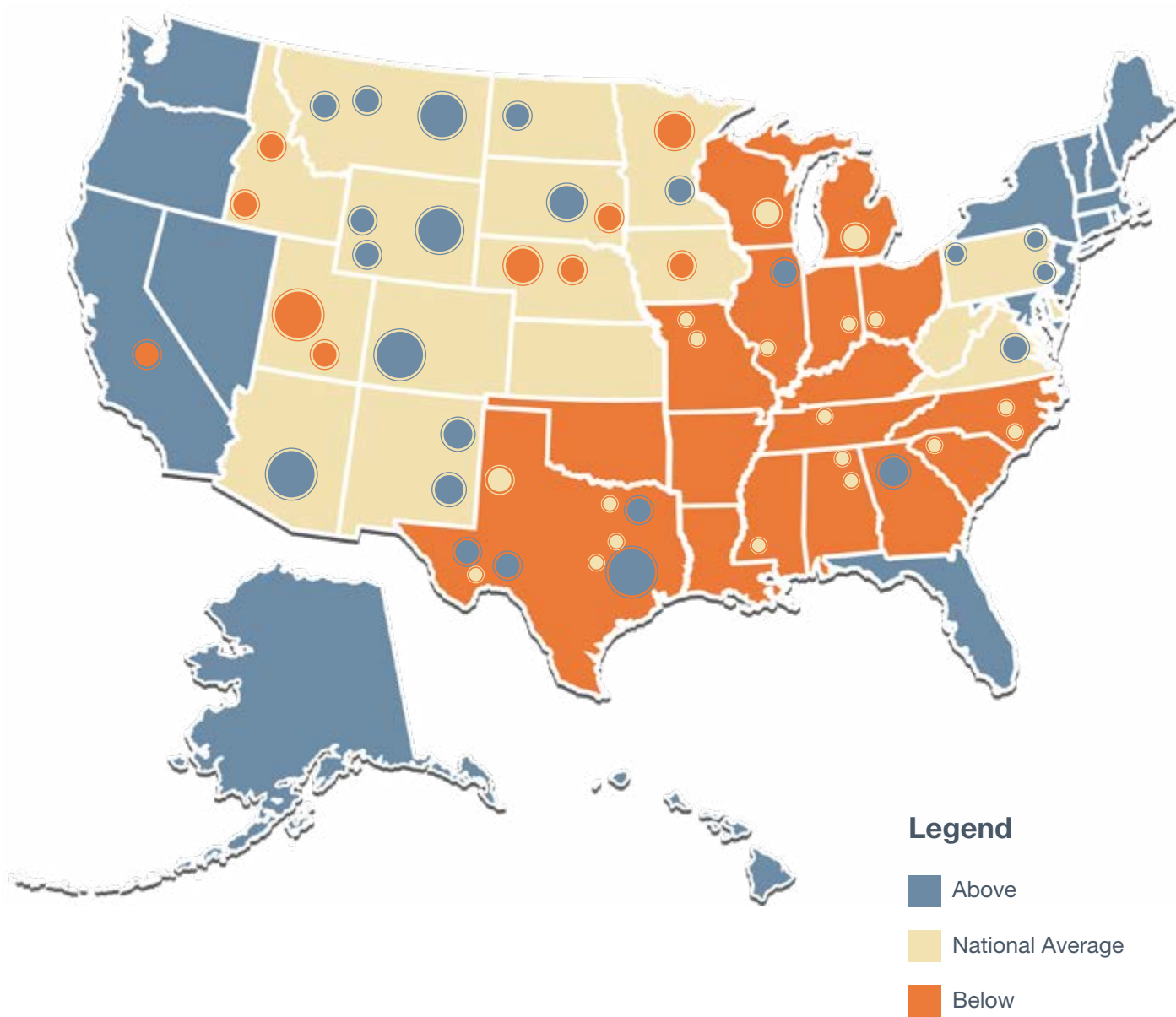
# Sales & Business Development

Job Title	Salary	Total Compensation	Details
<b>Sales</b>			
Regional Sales Manager	\$85,000 - 105,000	\$135,000 - 175,000	\$ \$ \$
Sr. Account Executive	\$65,000 - 85,000	\$95,000 - 135,000	\$ \$ \$
B2B, Technology Sales Executive	\$125,000 - 150,000	\$250,000 - 400,000	\$ \$ \$ \$
Inside Sales Manager	\$80,000 - 105,000	\$115,000 - 160,000	\$ \$ \$
Inside Sales Representative	\$65,000 - 70,000	\$100,000+	\$
Enterprise Sales Executive	\$110,000 - 150,000	\$175,000 - 250,000	\$ \$ \$ \$
VP of Sales	\$150,000 - 200,000	\$250,000 - 350,000	\$ \$ \$ \$
Head of Sales	\$195,000 - 250,000	\$325,000 - 400,000	\$ \$ \$ \$ \$
Director of Sales	\$125,000 - 150,000	\$200,000 - 275,000	\$ \$ \$
B2B Sales, Mid-Market	\$80,000 - 115,000	\$160,000 - 240,000	\$ \$ \$
SVP of Enterprise Sales	\$210,000 - 250,000	\$350,000 - 425,000	\$ \$ \$
TM Officer (I-III)	\$90,000 - 130,000	\$120,000 - 180,000	\$
<b>Account/Relationship Management</b>			
ISO Support Manager	\$90,000 - 165,000	\$140,000 - 225,000	\$ \$
Enterprise Account Mgr	\$110,000 - 150,000	\$175,000 - 250,000	\$ \$
<b>Business Development</b>			
Director, Business Development	\$140,000 - 175,000	\$210,000 - 250,000	\$ \$
Strategic Alliance Manager	\$115,000 - 145,000	\$175,000 - 210,000	\$ \$
Strategic Account Manager	\$115,000 - 140,000	\$165,000 - 190,000	\$ \$
VP, Business Development	\$150,000 - 205,000	\$235,000 - 310,000	\$ \$ \$
Customer Success Manager	\$85,000 - 115,000	\$125,000 - 155,000	\$ \$
VP of Client Partnerships	\$150,000 - 175,000	\$195,000 - 235,000	\$ \$ \$
SVP of Partnerships, B2B	\$200,000 - 250,000	\$325,000 - 400,000	\$ \$ \$ \$ \$
Dir/VP of Issuing Partnerships	\$185,000 - 225,000	\$280,000 - 350,000	\$ \$ \$ \$

## Legend

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

# Average National Salaries



At Impact Payments Recruiting, our recruiters leverage deep industry expertise to source top talent. This translates to highly accurate salary data, often used as a benchmark by others in the field.



# Marketing, Product & Engineering

Job Title	Salary	Total Compensation	Details
<b>Marketing</b>			
Marketing Automation Manager	\$95,000 - 130,000	\$105,000 - 150,000	\$
Product Marketing Manager	\$120,000 - 155,000	\$135,000 - 175,000	\$
Demand Generation Manager	\$100,000 - 135,000	\$110,000 - 145,000	\$
Director, Marketing Operations	\$130,000 - 160,000	\$155,000 - 165,000	\$
Content Delivery Director	\$120,000 - 150,000	\$140,000 - 180,000	\$
SEO Manager	\$80,000 - 110,000	\$90,000 - 115,000	\$
VP of Growth	\$175,000 - 210,000	\$190,000 - 235,000	\$ \$
<b>Product</b>			
Sr. Product Manager	\$120,000 - 145,000	\$144,000 - 174,000	\$
Product Manager	\$140,000 - 170,000	\$168,000 - 204,000	\$
VP/Director of Product	\$175,000 - 200,000	\$205,000 - 250,000	\$
SVP of Product	\$200,000 - 250,000	\$240,000 - 310,000	\$ \$ \$
<b>Engineering</b>			
Sr. Software Engineer	\$125,000 - 150,000	\$135,000 - 160,000	\$ \$
Database Architect	\$120,000 - 160,000	\$115,000 - 170,000	\$ \$
AI Data Scientist	\$105,000 - 130,000	\$120,000 - 140,000	\$ \$
UI Software Engineer	\$105,000 - 135,000	\$105,000 - 135,000	\$ \$
Sales Engineer	\$140,000 - 175,000	\$200,000 - 250,000	\$ \$

## Legend

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

# Legal Compliance & Loss Prevention

Job Title	Salary	Total Compensation	Details
<b>Legal</b>			
Attorney	\$120,000 - 155,000	\$150,000 - 185,000	\$
General Counsel	\$160,000 - 235,000	\$225,000 - 75,000	\$ \$ \$
<b>Compliance / Loss Prevention</b>			
VP, Loss Prevention	\$150,000 - 200,000	\$175,000 - 225,000	\$ \$ \$
Manager of Loss Prevention	\$75,000 - 105,000	\$90,000 - 125,000	\$
Underwriter	\$55,000 - 75,000	\$55,000 - 75,000	\$
Risk Analyst	\$55,000 - 75,000	\$55,000 - 75,000	\$
Compliance Officer	\$120,000 - 145,000	\$125,000 - 150,000	\$ \$ \$
Head of Global Investigations	\$145,000 - 175,000	\$165,000 - 195,000	\$ \$ \$
AVP, Collections Risk	\$75,000 - 100,000	\$80,000 - 115,000	\$ \$
Director, Underwriting/Compliance	\$115,000 - 150,000	\$135,000 - 165,000	\$ \$ \$
Chief Compliance Officer	\$220,000 - 255,000	\$255,000 - 310,000	\$ \$ \$ \$

## Our Sectors



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

ACQUIRING



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.

RISK/FRAUD



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

PAYMENTS








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

ECOMMERCE

# eCommerce/SaaS

Job Title	Salary	Total Compensation	Details
<b>Marketing</b>			
eCommerce Marketing Mgr	\$100,000 - 130,000	\$110,000 - 140,000	\$
Category Marketing Mgr - DTC	\$90,000 - 150,000	\$110,000 - 195,000	\$
Resale Manager	\$90,000 - 150,000	\$100,000 - 165,000	\$
Head of Growth	\$125,000 - 150,000	\$150,000 - 165,000	\$
Sr. Paid Growth Lead	\$130,000 - 175,000	\$130,000 - 175,000	\$

## Legend

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

**BLOCKCHAIN**

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

**FINTECH**

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

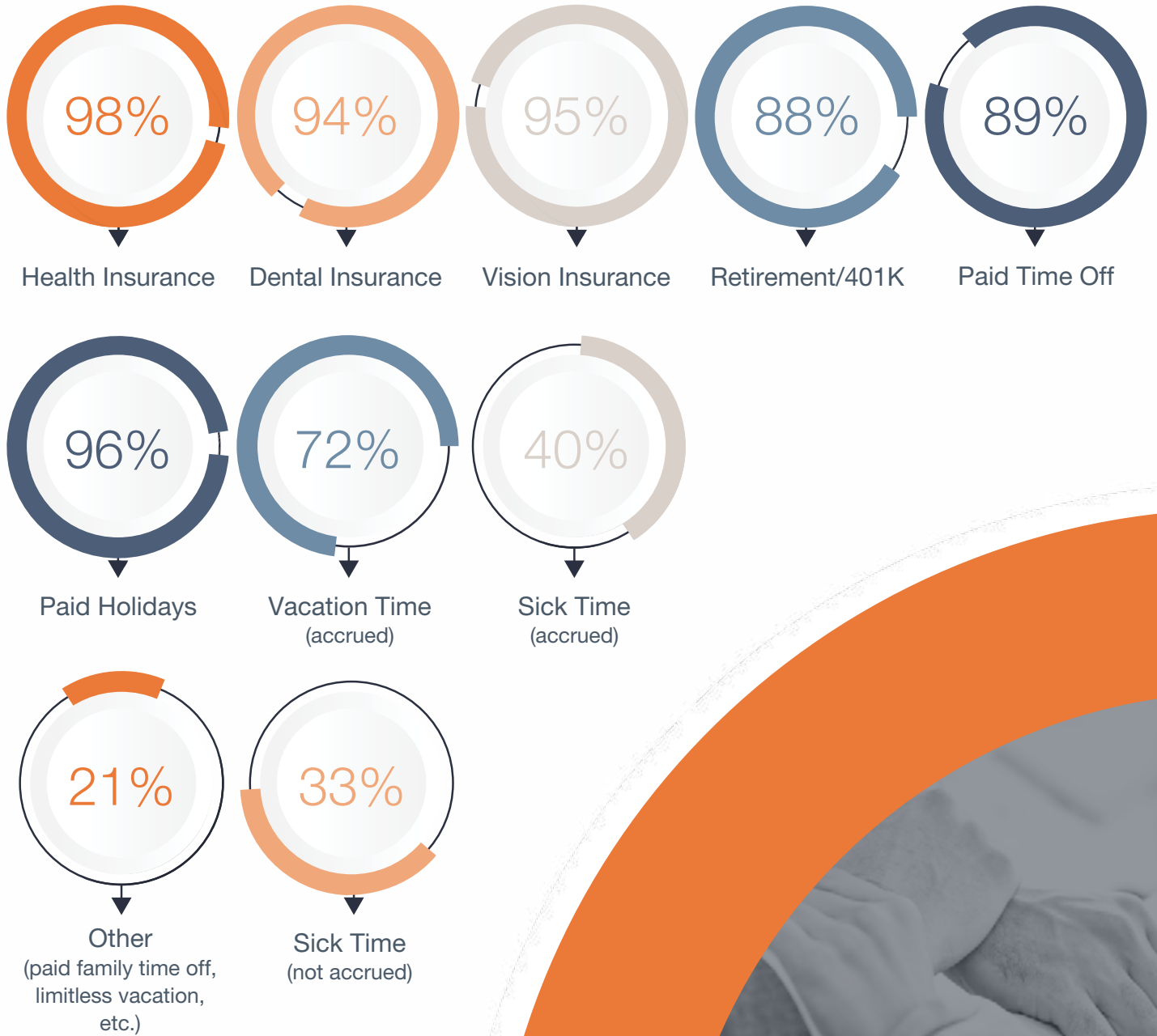
**MARKETING**

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

**GIFT CARDS**

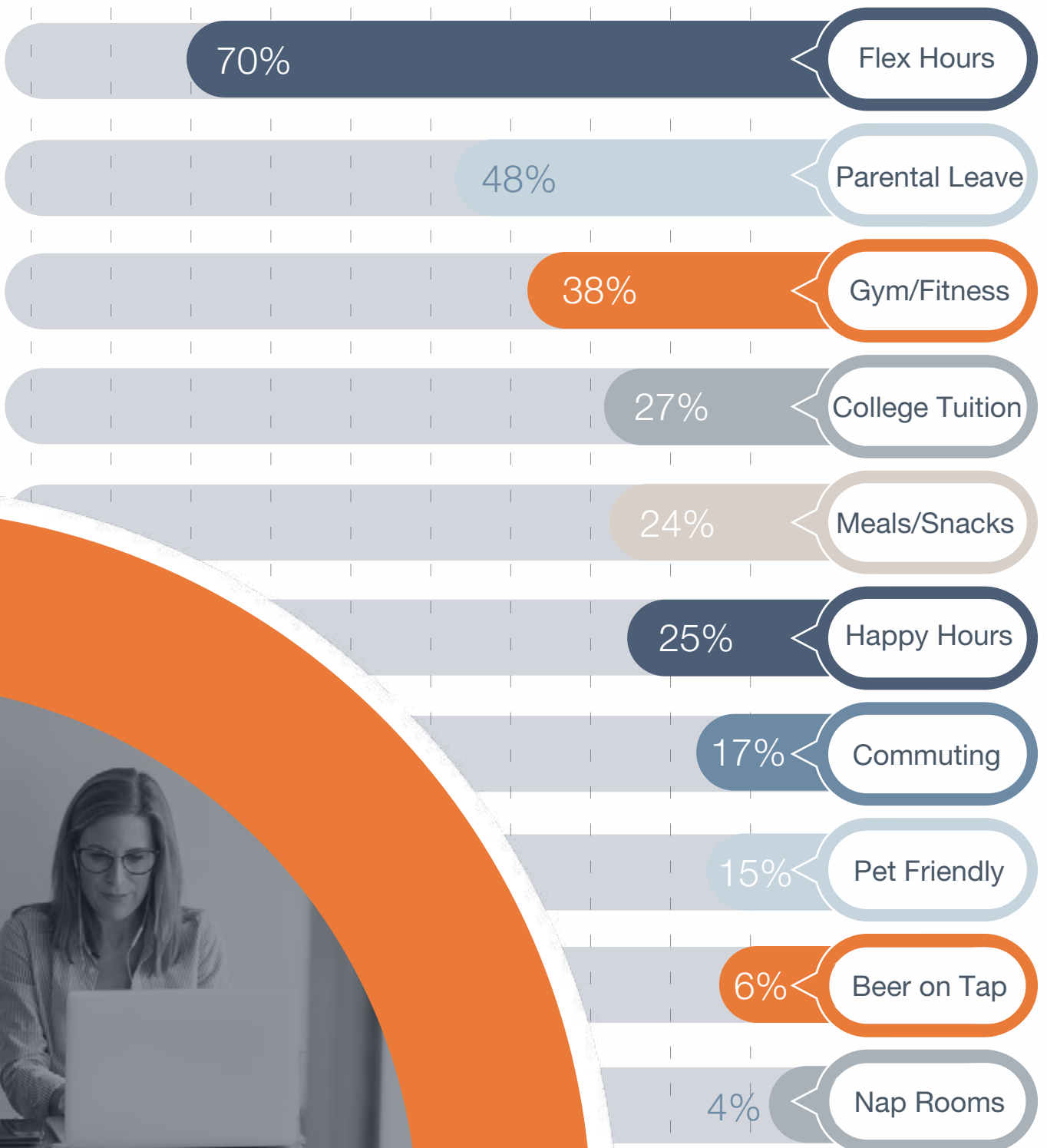
# Employee Benefits

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.



# Employee Perks

Beyond traditional benefits, perks are a growing battleground for attracting top talent. Here's a glimpse into some of the most popular offerings companies are using to stand out:

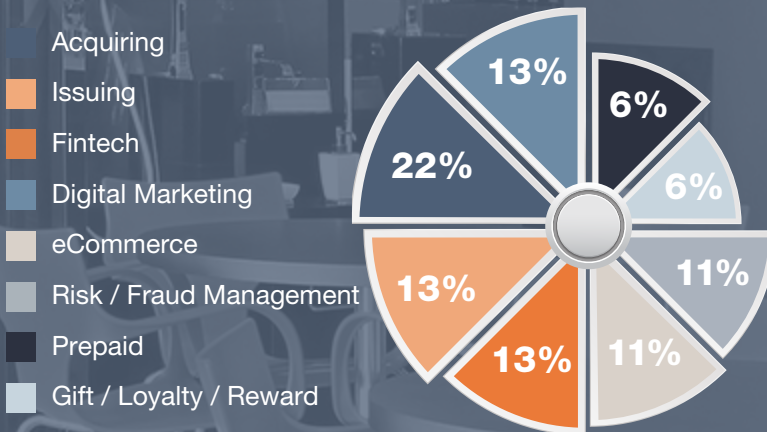


# About Us

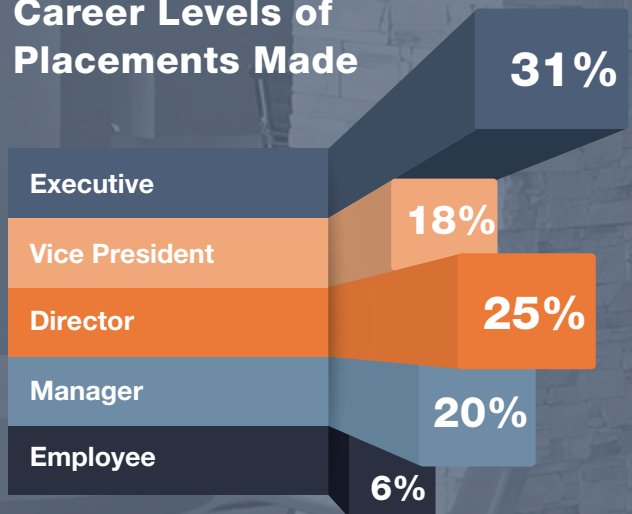
Impact Payments Recruiting has been powering payments innovation for over 20 years:

- **Trusted Partner:** We've placed top talent in senior roles at the industry's fastest-growing payments companies for over two decades.
- **Unmatched Expertise:** Our consultants boast a combined 100+ years of experience across payments, cards, fintech, and e-commerce.
- **National Presence:** With offices in Dallas, Minneapolis, Washington D.C., and San Diego, we connect the best talent with leading organizations nationwide.

## Segments of Placements Made



## Career Levels of Placements Made



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