

# DIGITAL REPUBLIC

Market Leader in Data Driven Digital Recruitment

**July 2023 Salary Guide - US Edition**



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Welcome to Digital Republic Talent's July 2023 Salary Guide, here is what you can expect to find:



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Providing an overview of the salary guide and explaining the data collection process for accurate market analysis.



## Directors Comments, Market Overview & Employee Insights

In-depth analysis of industry trends and expert insights. Including work places incentives and attracting talent.



## Cloud Computing

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.



## Data Science

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.



## Digital Analytics

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.



## Programmatic

The lower quartile, median, and upper quartile annual salary range and average hourly contract rate for New York, Los Angeles, San Francisco, Chicago, & Austin.



# SALARY GUIDE INTRODUCTION

***Welcome to Digital Republic Talent's July 2023 Salary Guide.***

It has been six months since our last salary guide, and we are excited to present an updated overview of average salaries for the most common job titles in the following markets: Cloud Computing, Data Science, Digital Analytics, and Programmatic. Discover our comprehensive data collection process in the methodology section, providing accurate and up-to-date salary information

For this edition, we focused on the following cities during our data collection: New York, Los Angeles, San Francisco, Chicago, and Austin.

In addition to average annual salary figures and average hourly contract rate, we provide an analysis of hiring trends and valuable insights into popular workplace topics such as hybrid working, interview processes, and the most sought-after incentives.

By utilizing these resources, we aim to provide you with the most accurate and up-to-date salary information in the industry. We hope that this guide proves valuable in your understanding of the current market landscape and assists you in making informed decisions regarding compensation.



# SALARY GUIDE METHODOLOGY

Our methodology involved surveys, internal analysis, online sources, and data consolidation to ensure accurate salary insights. This page provides an overview of our data collection and analysis process for a reliable salary guide.



## Independent Survey

We conducted an independent survey that reached out to individuals across the United Kingdom and the United States. This survey allowed us to gather valuable data on salary trends and preferences directly from the workforce, ensuring a diverse and representative sample.



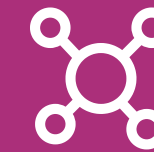
## Internal Analysis

We leveraged our expertise and resources at DRT to analyze all our placements and screens. This internal analysis provided us with real-world data on the salaries offered and accepted by candidates, giving us insights into the current market rates.



## Online Source Analysis

We conducted a thorough analysis of various online sources, including job boards and recruitment websites. By examining roles advertised and their associated compensation, we gained a broader understanding of salary trends and industry benchmarks.



## Data Consolidation

We meticulously compiled and consolidated the data obtained from the survey, internal analysis, and online sources. This involved organizing and categorizing the salary information based on job titles and geographic locations, allowing us to present comprehensive and accurate salary ranges.



# SALARY GUIDE DIRECTORS COMMENTS

*RICHARD MANSO, MANAGING DIRECTOR*

As always, I would like to express my gratitude to the operations and sales teams who played a crucial role in compiling this Salary Guide. I would also like to extend my appreciation to the 5,000 industry practitioners across the UK, US, and mainland Europe who shared their expertise and perspective, making this undertaking possible. Since our December 2022 Salary Guide, we have witnessed significant changes in the job landscape. Our team has diligently collected and analyzed data, closely monitoring shifts in salaries, market trends, and emerging job roles. We are excited to present you with the most up-to-date information and insights, empowering you to make informed decisions in this dynamic employment market.

Wage inflation is becoming increasingly prevalent in the Cloud and Data Science markets, as well as in the workplace overall. It is evident that employees and employers are feeling the pressure. However, it is important to note that this inflation is not solely due to post-Covid factors or economic conditions. There are specific challenges within the digital economy that contribute to upward price pressures. These include a lack of long-term workforce planning by governments, a lack of regulation and quality control expertise (such as credible certifications within data science or digital analytics), and the proliferation of technologies like CDP and AI, which drive up demand, costs, and shift focus away from core areas.

We are also witnessing a shift towards lower funnel conversions and a greater emphasis on revenue-generating activities within marketing teams, driven by constrained budgets and heightened expectations.

This has led to increased demand in certain areas, such as Optimization and Personalization, resulting in some pricing pressures. Additionally, as expectations rise, we anticipate more layoffs in this space throughout 2023.

We recognize that a job encompasses much more than just a salary. That's why we conducted a series of comprehensive questionnaires, engaging with our market place to delve into their key priorities and challenges. Through these conversations, we uncovered a range of significant topics that resonated with employers and employees alike. From work-life balance and flexible working patterns to stress management, mental health, diversity, and wage inflation, these areas sparked meaningful discussions and reflections among both cohorts.

Our surveys have revealed that despite the global challenges we face, the levels of expectation among employees remains high. This is a crucial insight for employers to consider as they shape their employer brands, design benefits packages, and develop effective career management programs. The evolving job market demands an understanding of the ever-growing expectations of employees, and it is essential to align these factors to attract and retain top talent.

In summary, the technology sector remains volatile, impacting digital marketing. However, we continue to see significant investments in marketing talent, which is positive for candidates with the right skill set. For employers, this means the competition to identify and attract talent will remain fierce in certain areas.





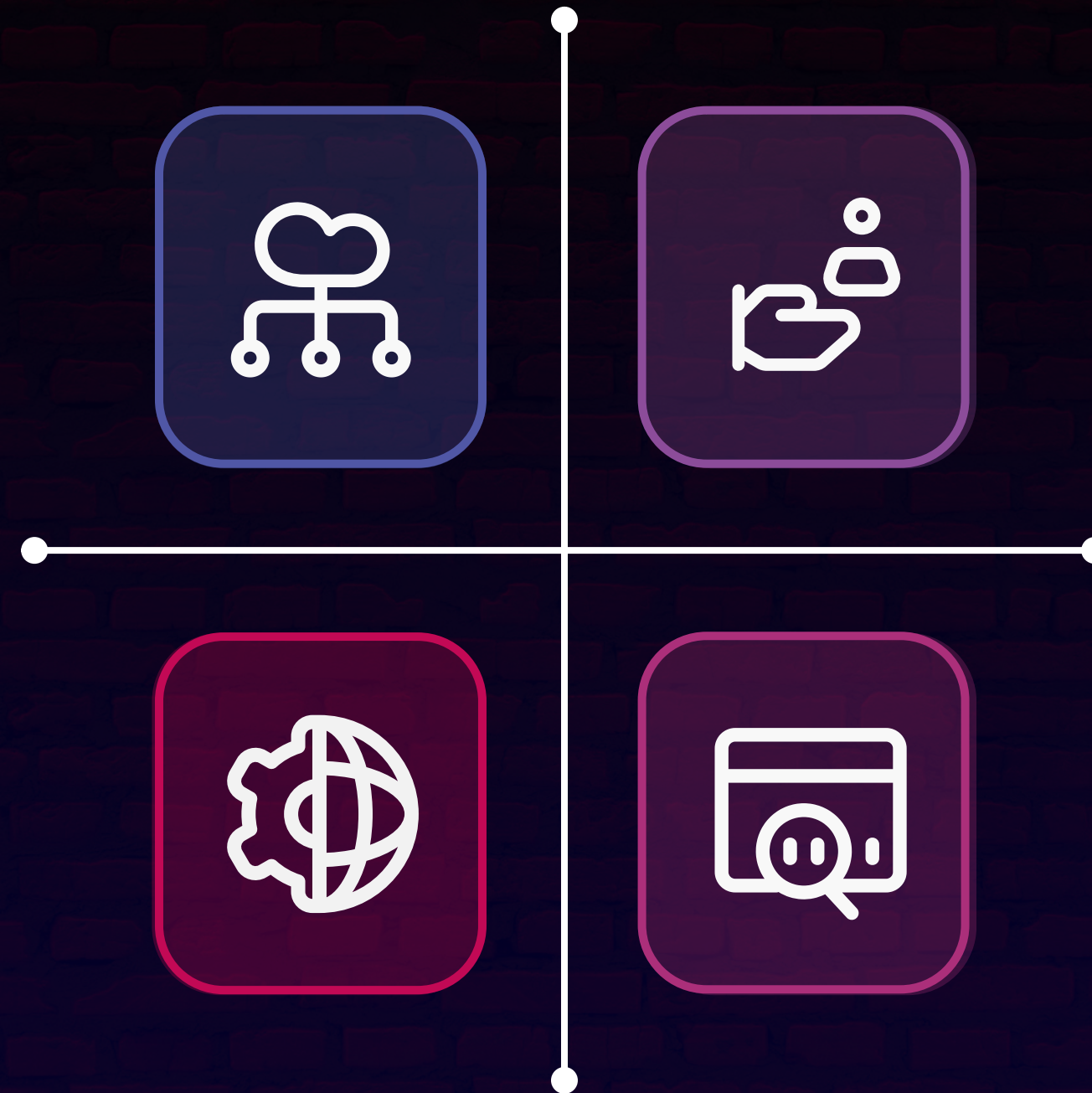
# SALARY GUIDE MARKETS OVERVIEW

## Cloud Computing

The adoption of cloud technologies continues to soar, driven by its scalability, flexibility, and cost-effectiveness. Hybrid cloud solutions gained momentum, offering a blend of public and private cloud environments to meet diverse business needs. The rise of edge computing has also been notable, enabling real-time processing and reducing latency for applications and devices at the network's edge.

## Data Science

Data science has continued to evolve with a focus on AI and machine learning. Advanced algorithms and models are being developed to extract valuable insights from vast datasets, enabling businesses to make data-driven decisions. Ethical considerations and responsible AI practices have gained prominence, emphasizing the importance of transparency, fairness, and accountability in data science applications.



## Digital Analytics

The field of digital analytics has seen advancements in tracking and analyzing customer behavior across various digital channels. Privacy regulations, such as the evolving data protection laws, have necessitated a more responsible and privacy-centric approach to data collection and analysis. Personalization and customer segmentation techniques have improved, enabling businesses to deliver tailored experiences and optimize marketing strategies.

## Programmatic

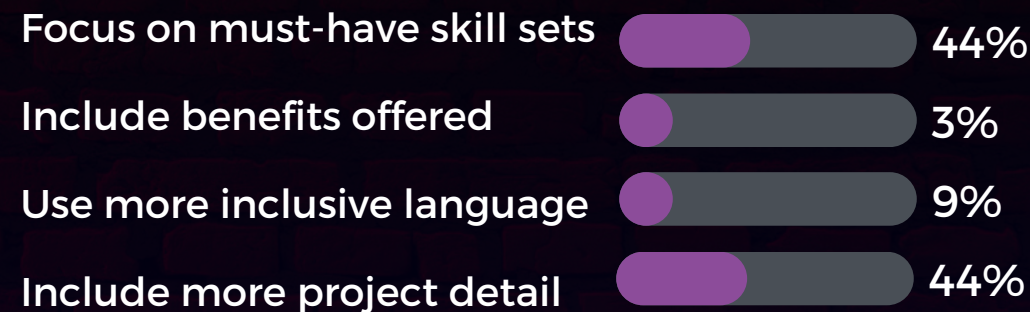
Programmatic advertising continues to transform the digital advertising landscape. Artificial intelligence and automation have enhanced targeting capabilities, optimizing ad placements and reaching relevant audiences. Privacy-focused initiatives and the increasing demand for transparency have influenced the industry, leading to enhanced data privacy practices and stricter regulations.



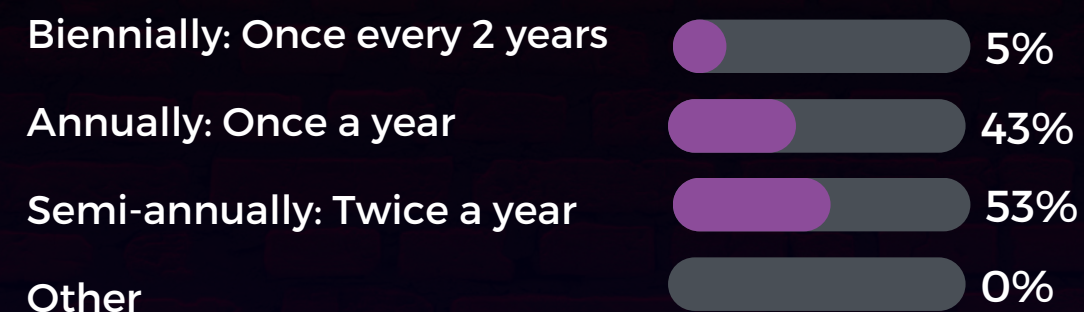
# EMPLOYEE INSIGHTS ATTRACTING TALENT

## Enhancing Hiring Practices, Salary Reviews, & Performance Assessments

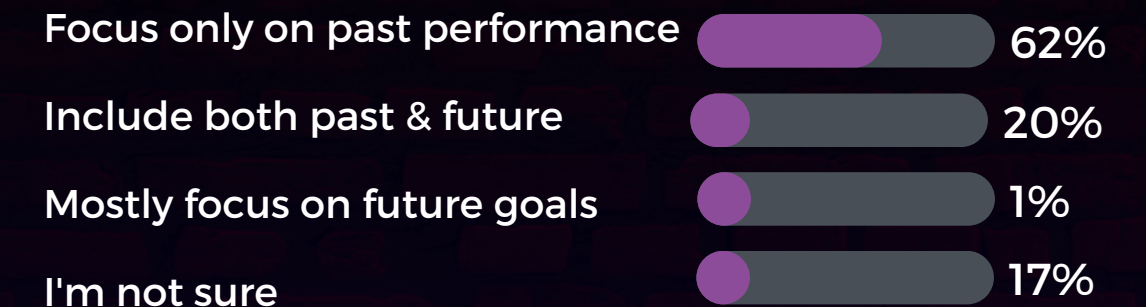
### How can companies improve the way they write job descriptions?



### How often do you believe employees should receive salary reviews?



### Should performance reviews solely focus on past performance or also include future goal setting?



Throughout the course of 2023, we conducted a series of polls to gather valuable insights from professionals like you. Let's dive into the results and discover the collective perspectives on various topics and industry trends. When crafting job descriptions, respondents emphasized the importance of highlighting must-have skill sets (44%) and including more project details (44%) to provide a clear understanding of role expectations. Additionally, a smaller percentage (9%) indicated the need for using more inclusive language. These findings emphasize the significance of emphasizing skills and project insights to attract qualified candidates.

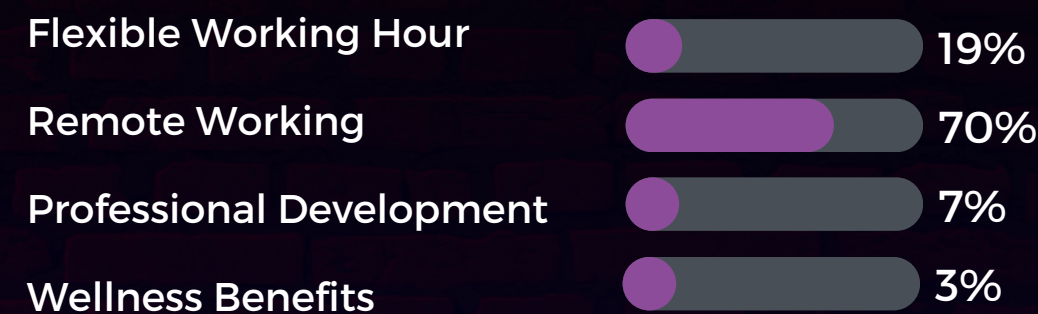
In terms of salary reviews, a majority of respondents (53%) preferred semi-annual evaluations, closely followed by an annual review cycle (43%). This suggests that employees desire regular salary assessments and adjustments to stay motivated and financially rewarded. The data also revealed a preference for incorporating both past and future aspects (44%) in performance reviews, highlighting the importance of recognizing achievements while discussing aspirations and growth opportunities. These insights provide guidance for organizations to optimize their hiring processes, salary review strategies, and performance assessment frameworks, ultimately creating a more effective and engaging work environment.



# EMPLOYEE INSIGHTS WORKPLACE INCENTIVES

*Exploring Work Preferences, Optimum CV Length, & Motivation Factors in Today's Market*

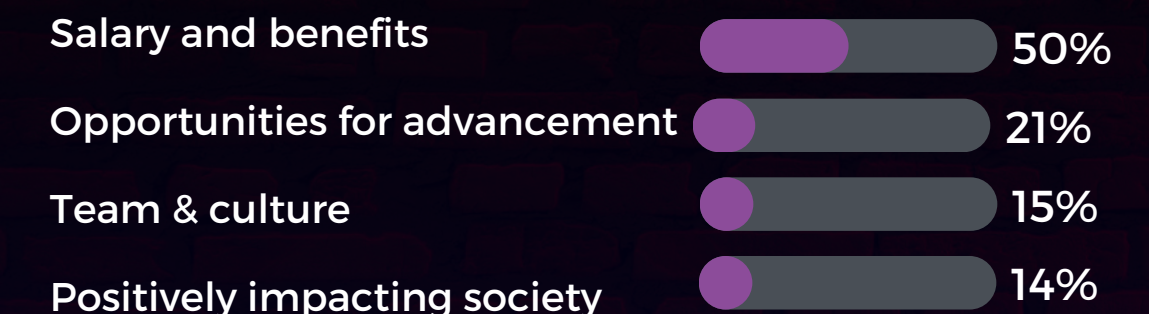
## What's the biggest perk your company can provide?



## What's your take on the optimum length of a CV/Resume?



## What motivates you most in your job?



In a series of recent polls, employees shared their insights, providing a comprehensive view of what they are seeking in the current job market. When asked about their work preferences, remote working emerged as the most sought-after perk, with 70% of respondents expressing a strong desire for flexible work arrangements. This signifies the growing importance of workplace flexibility and the desire for a better work-life balance. Additionally, the poll results reveal that the majority (55%) believe that a 2-page CV/Resume is the optimum length, followed by 35% favouring a 1-page format. A small percentage (6%) opt for a 3-page length,

Moreover, the polls revealed that employees find motivation primarily through salary and benefits (50%), followed by opportunities for advancement and a supportive team and culture (22% each). A smaller segment (5%) indicated that positively impacting society motivates them. These findings underscore the need for organizations to prioritize flexible work options, transparent salary review processes, competitive compensation packages, growth opportunities, and a positive work environment to attract and retain top talent and foster employee satisfaction and motivation.



# SALARY GUIDE **DATA SCIENCE**



# DATA SCIENCE NEW YORK 2023

## PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$100,667	\$125,736	\$166,333
Senior Data Scientist	\$106,000	\$140,579	\$162,500
Data Science Manager	\$115,000	\$158,737	\$177,000
Head of Data Science	\$165,100	\$190,071	\$210,000
Data Analyst (Python/SQL)	\$90,000	\$102,725	\$165,500
Advanced Analytics Manager	\$103,000	\$128,200	\$176,000
Machine Learning Engineer	\$109,000	\$132,582	\$162,200
Data Science Director	\$175,033	\$206,837	\$223,000
VP of Data Science	\$190,800	\$229,780	\$275,000
Chief Data Scientist	\$219,498	\$240,456	\$300,997

*Annual Base Salary - \$ (USD) - New York, United States*



# DATA SCIENCE LOS ANGELES 2023

## PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$97,667	\$124,121	\$146,333
Senior Data Scientist	\$111,500	\$135,405	\$155,500
Data Science Manager	\$107,000	\$139,834	\$162,000
Head of Data Science	\$155,000	\$183,650	\$201,000
Data Analyst (Python/SQL)	\$82,000	\$96,760	\$123,000
Advanced Analytics Manager	\$95,000	\$121,815	\$155,000
Machine Learning Engineer	\$101,000	\$124,101	\$151,000
Data Science Director	\$165,000	\$196,234	\$215,000
VP of Data Science	\$188,000	\$215,250	\$263,000
Chief Data Scientist	\$199,439	\$232,232	\$283,111

*Annual Base Salary - \$ (USD) - Los Angeles, United States*



# DATA SCIENCE SAN FRANCISCO 2023

## PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$106,000	\$142,634	\$184,333
Senior Data Scientist	\$124,500	\$154,357	\$179,000
Data Science Manager	\$138,000	\$168,920	\$184,000
Head of Data Science	\$165,000	\$174,977	\$217,000
Data Analyst (Python/SQL)	\$89,500	\$108,835	\$137,500
Advanced Analytics Manager	\$113,000	\$142,389	\$174,000
Machine Learning Engineer	\$114,000	\$138,872	\$175,000
Data Science Director	\$190,598	\$214,024	\$235,000
VP of Data Science	\$205,078	\$242,230	\$289,994
Chief Data Scientist	\$239,478	\$293,145	\$320,339

Annual Base Salary - \$ (USD) - San Francisco, United States



# DATA SCIENCE CHICAGO 2023

## PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$85,387	\$118,030	\$144,000
Senior Data Scientist	\$120,500	\$150,831	\$167,500
Data Science Manager	\$137,000	\$140,942	\$160,000
Head of Data Science	\$156,000	\$161,819	\$185,000
Data Analyst (Python/SQL)	\$74,000	\$93,903	\$120,500
Advanced Analytics Manager	\$115,000	\$131,056	\$157,000
Machine Learning Engineer	\$101,000	\$121,798	\$154,000
Data Science Director	\$150,000	\$171,089	\$185,000
VP of Data Science	\$163,299	\$181,567	\$220,092
Chief Data Scientist	\$179,993	\$202,222	\$254,000

*Annual Base Salary - \$ (USD) - Chicago, United States*



# DATA SCIENCE AUSTIN

2023

## PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$79,333	\$114,780	\$139,666
Senior Data Scientist	\$116,000	\$145,300	\$163,000
Data Science Manager	\$129,000	\$134,071	\$155,000
Head of Data Science	\$150,000	\$164,296	\$175,000
Data Analyst (Python/SQL)	\$69,500	\$91,919	\$115,500
Analytics Manager	\$109,000	\$124,580	\$146,000
Machine Learning Engineer	\$100,000	\$120,465	\$142,000
Data Science Director	\$145,000	\$161,500	\$175,000
VP of Data Science	\$155,404	\$175,001	\$202,956
Chief Data Scientist	\$169,334	\$192,993	\$232,000

Annual Base Salary - \$ (USD) - Austin, United States



# DATA SCIENCE CONTRACT 2023

## CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Job Title	Low	Average	High
Data Scientist	\$70	\$80	\$90
Senior Data Scientist	\$80	\$90	\$100
Data Science Manager	\$90	\$100	\$125
Head of Data Science	\$100	\$125	\$140
Data Analyst (Python/SQL)	\$70	\$80	\$90
Advanced Analytics Manager	\$90	\$100	\$125
Machine Learning Engineer	\$100	\$120	\$140
Data Science Director	\$110	\$130	\$155
Consultant	\$150	\$170	\$190

*The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned job titles in the United States. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate hourly rate for contract employment, such as specific location, the scope of responsibilities, level of expertise, and market demand.*



# SALARY GUIDE **DIGITAL ANALYTICS**



# DIGITAL ANALYTICS NEW YORK 2023

## PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$85,000	\$105,781	\$140,000
Analytics Engineer	\$95,000	\$120,201	\$169,500
Analytics Developer	\$87,000	\$102,063	\$149,000
Analytics Manager	\$104,000	\$127,203	\$157,500
Senior Analytics Manager	\$133,000	\$163,767	\$205,000
Head of Analytics	\$150,954	\$165,623	\$287,000
Director of Analytics/Insight	\$155,000	\$214,799	\$357,000

*Annual Base Salary - \$ (USD) - New York, United States*



# DIGITAL ANALYTICS LOS ANGELES 2023

## PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$80,000	\$93,575	\$137,000
Analytics Engineer	\$86,000	\$117,478	\$158,500
Analytics Developer	\$74,000	\$96,873	\$165,000
Analytics Manager	\$96,500	\$124,210	\$159,500
Senior Analytics Manager	\$116,000	\$145,100	\$181,000
Head of Analytics	\$157,000	\$179,345	\$221,000
Director of Analytics/Insight	\$165,000	\$185,894	\$304,000

*Annual Base Salary - \$ (USD) - Los Angeles, United States*



# DIGITAL ANALYTICS SAN FRANCISCO 2023

## PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$95,000	\$120,956	\$155,000
Analytics Engineer	\$108,000	\$140,223	\$192,500
Analytics Developer	\$104,000	\$125,000	\$165,000
Analytics Manager	\$125,500	\$142,292	\$176,000
Senior Analytics Manager	\$134,000	\$164,442	\$205,000
Head of Analytics	\$153,000	\$177,195	\$238,000
Director of Analytics/Insight	\$190,000	\$227,087	\$365,000

*Annual Base Salary - \$ (USD) - San Francisco, United States*



# DIGITAL ANALYTICS CHICAGO 2023

## PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$78,000	\$85,644	\$120,000
Analytics Engineer	\$90,500	\$122,362	\$173,000
Analytics Developer	\$101,000	\$105,449	\$159,000
Analytics Manager	\$97,500	\$124,037	\$180,000
Senior Analytics Manager	\$134,000	\$164,795	\$211,000
Head of Analytics	\$146,000	\$166,258	\$235,000
Director of Analytics/Insight	\$180,000	\$215,695	\$361,000

*Annual Base Salary - \$ (USD) - Chicago, United States*



# DIGITAL ANALYTICS AUSTIN 2023

## PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$74,000	\$81,762	\$115,000
Analytics Engineer	\$94,000	\$120,945	\$173,000
Analytics Developer	\$85,000	\$106,405	\$147,000
Analytics Manager	\$110,456	\$122,807	\$183,000
Senior Analytics Manager	\$126,000	\$155,783	\$195,000
Head of Analytics	\$136,000	\$159,326	\$225,000
Director of Analytics/Insight	\$144,001	\$171,074	\$247,000

*Annual Base Salary - \$ (USD) - Austin, United States*



# DIGITAL ANALYTICS CONTRACT 2023

## CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Job Title	Low	Average	High
Digital/Web Analyst	\$50	\$75	\$90
Analytics Engineer	\$75	\$90	\$100
Analytics Developer	\$90	\$100	\$120
Analytics Manager	\$100	\$115	\$130
Senior Analytics Manager	\$110	\$125	\$140
Head of Analytics	\$120	\$135	\$155
Director of Analytics/Insight	\$130	\$145	\$165

*The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned job titles in the United States. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate hourly rate for contract employment, such as specific location, the scope of responsibilities, level of expertise, and market demand.*



# SALARY GUIDE **CLOUD COMPUTING**



# CLOUD COMPUTING NEW YORK 2023

## PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$143,000	\$152,745	\$199,000
Cloud Engineer	\$119,000	\$142,039	\$183,000
Lead Cloud Architect	\$154,000	\$181,569	\$192,000
Lead Cloud Engineer	\$154,000	\$181,562	\$191,000
DevOps Engineer	\$116,989	\$124,223	\$163,000
Site Reliability Engineer	\$110,000	\$145,476	\$177,000
Director of Data Engineering	\$163,000	\$184,000	\$235,000
VP of Data Engineering	\$189,000	\$223,400	\$266,000
Chief Technology Officer	\$250,010	\$305,190	\$337,000

*Annual Base Salary - \$ (USD) - New York, United States*



# CLOUD COMPUTING LOS ANGELES 2023

## PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$131,000	\$146,646	\$186,000
Cloud Engineer	\$111,000	\$132,201	\$174,000
Lead Cloud Architect	\$144,000	\$162,372	\$182,000
Lead Cloud Engineer	\$142,000	\$161,097	\$178,000
DevOps Engineer	\$110,000	\$120,543	\$152,000
Site Reliability Engineer	\$106,000	\$137,571	\$169,000
Director of Data Engineering	\$153,000	\$171,000	\$215,000
VP of Data Engineering	\$177,000	\$218,000	\$241,000
Chief Technology Officer	\$270,000	\$295,000	\$317,000

*Annual Base Salary - \$ (USD) - Los Angeles, United States*



# CLOUD COMPUTING SAN FRANCISCO 2023

## PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$153,000	\$167,659	\$208,000
Cloud Engineer	\$123,000	\$148,636	\$190,000
Lead Cloud Architect	\$164,000	\$186,575	\$205,000
Lead Cloud Engineer	\$165,000	\$198,194	\$201,000
DevOps Engineer	\$120,000	\$131,909	\$170,000
Site Reliability Engineer	\$116,000	\$150,830	\$181,000
Director of Data Engineering	\$183,000	\$198,726	\$257,000
VP of Data Engineering	\$199,000	\$232,000	\$274,000
Chief Technology Officer	\$286,000	\$313,000	\$356,000

*Annual Base Salary - \$ (USD) - San Francisco, United States*



# CLOUD COMPUTING CHICAGO 2023

## PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$141,000	\$179,038	\$236,000
Cloud Engineer	\$110,000	\$122,039	\$184,000
Lead Cloud Architect	\$143,000	\$167,083	\$186,000
Lead Cloud Engineer	\$112,000	\$140,939	\$186,000
DevOps Engineer	\$105,000	\$114,812	\$134,000
Site Reliability Engineer	\$104,000	\$125,529	\$154,000
Director of Data Engineering	\$153,588	\$165,019	\$215,000
VP of Data Engineering	\$166,000	\$192,815	\$202,000
Chief Technology Officer	\$201,000	\$240,877	\$303,177

*Annual Base Salary - \$ (USD) - Chicago, United States*



# CLOUD COMPUTING AUSTIN 2023

## PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$136,000	\$169,560	\$207,000
Cloud Engineer	\$103,000	\$111,941	\$164,000
Lead Cloud Architect	\$141,000	\$168,114	\$184,000
Lead Cloud Engineer	\$140,000	\$167,000	\$182,001
DevOps Engineer	\$101,000	\$108,219	\$134,000
Site Reliability Engineer	\$98,000	\$122,273	\$155,000
Director of Data Engineering	\$149,000	\$161,275	\$211,000
VP of Data Engineering	\$156,000	\$191,000	\$206,000
Chief Technology Officer	\$199,108	\$243,543	\$300,000

*Annual Base Salary - \$ (USD) - Austin, United States*



# CLOUD COMPUTING CONTRACT 2023

## CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Job Title	Low	Average	High
Cloud Architect	\$80	\$115	\$120
Cloud Engineer	\$70	\$100	\$110
Lead Cloud Architect	\$100	\$130	\$150
Lead Cloud Engineer	\$100	\$130	\$150
DevOps Engineer	\$80	\$90	\$100
Site Reliability Engineer	\$80	\$90	\$100
Director of Data Engineering	\$120	\$160	\$190

*The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned job titles in the United States. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate hourly rate for contract employment, such as specific location, the scope of responsibilities, level of expertise, and market demand.*



# SALARY GUIDE **PROGRAMMATIC**



# PROGRAMMATIC NEW YORK 2023

## PERMANENT - AVERAGE ANNUAL SALARY - NEW YORK, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$80,000	\$90,000	\$100,000
Programmatic Manager	\$85,000	\$100,000	\$115,000
Programmatic Associate Director	\$105,000	\$125,000	\$140,000
Programmatic Account Manager	\$75,000	\$98,790	\$126,000
Programmatic Account Executive	\$80,000	\$100,000	\$130,000
Director of Programmatic	\$130,000	\$150,000	\$180,000
VP of Programmatic	\$150,000	\$180,000	\$220,000
Chief Revenue Officer	\$200,000	\$270,000	\$404,000

*Annual Base Salary - \$ (USD) - New York, United States*



# PROGRAMMATIC LOS ANGELES 2023

## PERMANENT - AVERAGE ANNUAL SALARY - LOS ANGELES, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$82,000	\$86,000	\$90,000
Programmatic Manager	\$90,000	\$110,000	\$115,000
Programmatic Associate Director	\$100,000	\$120,000	\$135,000
Programmatic Account Manager	\$75,000	\$100,000	\$113,400
Programmatic Account Executive	\$85,000	\$90,000	\$117,000
Director of Programmatic	\$117,000	\$135,000	\$162,000
VP of Programmatic	\$135,000	\$162,000	\$198,000
Chief Revenue Officer	\$180,000	\$243,000	\$363,600

*Annual Base Salary - \$ (USD) - Los Angeles, United States*



# PROGRAMMATIC SAN FRANCISCO 2023

## PERMANENT - AVERAGE ANNUAL SALARY - SAN FRANCISCO, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$85,000	\$92,000	\$105,000
Programmatic Manager	\$95,000	\$115,000	\$125,000
Programmatic Associate Director	\$110,000	\$130,000	\$156,000
Programmatic Account Manager	\$80,000	\$105,000	\$126,000
Programmatic Account Executive	\$90,000	\$100,000	\$130,000
Director of Programmatic	\$140,000	\$160,000	\$190,000
VP of Programmatic	\$160,000	\$190,000	\$230,000
Chief Revenue Officer	\$250,000	\$300,000	\$430,000

*Annual Base Salary - \$ (USD) - San Francisco, United States*



# PROGRAMMATIC CHICAGO 2023

## PERMANENT - AVERAGE ANNUAL SALARY - CHICAGO, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$80,000	\$92,000	\$100,000
Programmatic Manager	\$85,000	\$92,000	\$105,000
Programmatic Associate Director	\$92,150	\$104,500	\$114,000
Programmatic Account Manager	\$65,000	\$76,000	\$104,500
Programmatic Account Executive	\$75,000	\$90,250	\$114,000
Director of Programmatic	\$125,000	\$140,000	\$150,000
VP of Programmatic	\$150,000	\$171,000	\$190,000
Chief Revenue Officer	\$190,000	\$237,500	\$332,500

*Annual Base Salary - \$ (USD) - Chicago, United States*



# PROGRAMMATIC AUSTIN 2023

## PERMANENT - AVERAGE ANNUAL SALARY - AUSTIN, UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$50,000	\$70,000	\$80,000
Programmatic Manager	\$80,000	\$90,000	\$100,000
Programmatic Associate Director	\$97,000	\$110,000	\$120,000
Programmatic Account Manager	\$65,000	\$80,000	\$110,000
Programmatic Account Executive	\$65,000	\$95,000	\$120,000
Director of Programmatic	\$120,000	\$140,000	\$160,000
VP of Programmatic	\$130,000	\$180,000	\$200,000
Chief Revenue Officer	\$200,000	\$250,000	\$350,000

*Annual Base Salary - \$ (USD) - Austin, United States*



# PROGRAMMATIC CONTRACT

2023

## CONTRACT - AVERAGE HOURLY RATE - UNITED STATES

Job Title	Low	Average	High
Programmatic Trader	\$50	\$60	\$80
Programmatic Manager	\$65	\$75	\$95
Programmatic Associate Director	\$80	\$90	\$110
Programmatic Account Manager	\$70	\$85	\$110
Programmatic Account Executive	\$50	\$60	\$80
Director of Programmatic	\$100	\$125	\$145
VP of Programmatic	\$120	\$130	\$160

The following estimates are rough ranges for hourly rates in USD (\$) for the mentioned job titles in the United States. These figures serve as a general guide, and it's important to consider various factors when determining the appropriate hourly rate for contract employment, such as specific location, the scope of responsibilities, level of expertise, and market demand.



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We hope you've found our July 2023 Salary Guide useful. Should you require any further information, please feel free to contact us via any of the channels listed.

If you are interested in a new role or hire, contact our friendly team who are fully equipped with market intel. Visit our Advice Hub on our website for various resources to support your job seeking and hiring needs.

For further information on our products and services, or if you have any questions on the content of our Salary Guide, please contact us at [info@digitalrepublictalent.com](mailto:info@digitalrepublictalent.com)

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