

CONSUMER BRAND

# salary report 2021

beer, wine,

& spirits

POWERED BY *ForceBrands*



# about ForceBrands

For over a decade, ForceBrands has played a pivotal role in identifying and placing game-changing talent for the most innovative consumer brands in food, beverage, beauty, cannabis, pet, and consumer tech.

We provide the highest level of Executive Search support for C-suite, executive-level roles, and board of director placements; direct hire for senior manager to vice president-level positions; and a job board marketplace to directly connect to the largest network of consumer brand professionals. Our elite, carefully-curated team is trained to understand the skill sets and roles required to drive success in companies of all sizes from high-growth emerging and mid-market brands to global strategics.

## IN THIS REPORT



# beer, wine, & spirits

The fair market salary data in this report was compiled from internal recruiting placement information between May 1, 2020 and September 1, 2021.

Compensation data reflects select positions and bonus averages and is not a complete list of all salaries and compensation available.

## TOP DMAS

New York	Boston	St. Louis	Miami/Ft. Lauderdale
Los Angeles	Atlanta	San Diego	Minneapolis/St. Paul
Chicago	Phoenix	Baltimore	Dallas/Ft. Worth
Philadelphia	Detroit	Tampa	Raleigh/Durham
San Francisco	Denver	Charlotte	Portland, OR
Houston	Seattle	Cleveland	Sacramento



# re-start your engines

The year 2020 had companies pumping the brakes when the pandemic hit — strategic plans, expenses, headcount, and compensation seemingly came to a halt. In 2021, job market reporting suggests that things are changing rapidly with companies getting creative through virtual onboarding and embracing remote-work life to attract high quality candidates. With hiring demand ticking up as 2021 progresses and the vaccine reopening the world, companies are evaluating different growth strategies. Employees who have been cautious to switch jobs mid-pandemic may feel more inclined to transition from their current employer in exchange for higher compensation from a competitor. For confident candidates, the green means, “Go!”

## who gets paid what

Compensate. Retain. Plan. We’ve curated the salaries of the most in demand roles by functional area so that you can build offers that attract, secure, and keep high performers and outmaneuver the competition.



## c-suite salaries

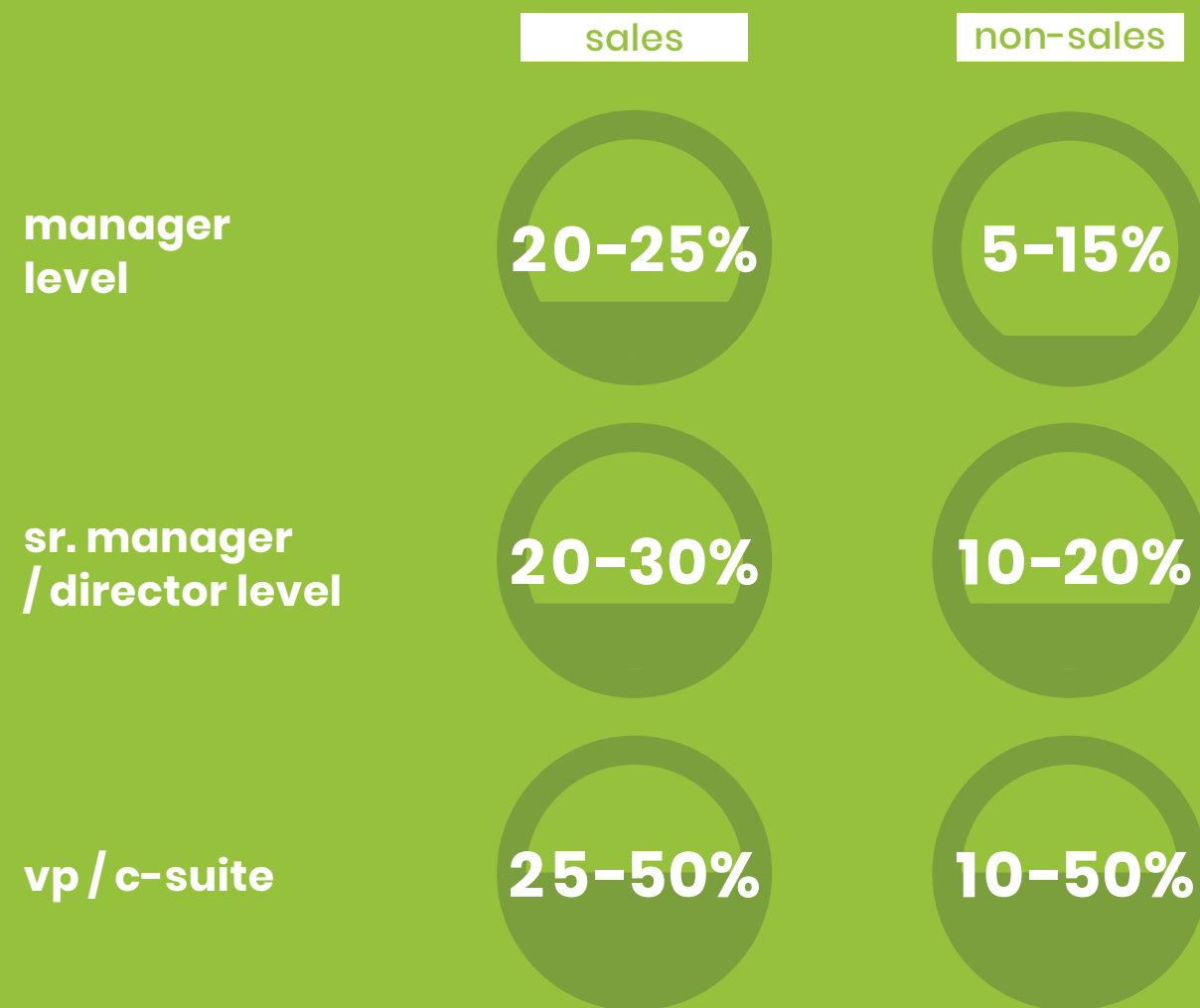
C-SUITE	LOW*	HIGH*
CCO	\$225,000	\$250,000
CEO/GM	\$200,000	\$400,000
CFO	\$250,000	\$275,000
CHRO	\$200,000	\$300,000
CMO	\$200,000	\$300,000
COO	\$200,000	\$300,000
CRO	\$200,000	\$300,000
CSO	\$200,000	\$300,000
President	\$275,000	\$400,000



# bonuses are back



Annual bonuses for beer, wine, and spirits.



Arrow denotes largest year-over-year increase for titles in each sector.

# hr & admin salaries

## DIRECTOR-LEVEL & ABOVE

	LOW*	HIGH*
CPO/CHRO	\$200,000	\$300,000
VP of HR/Head of People	\$150,000	\$175,000
DE&I Leader	\$120,000	\$180,000
Director of People & Culture	\$130,000	\$160,000
Director of Training	\$120,000	\$150,000
HR Director	\$130,000	\$160,000

## MID-LEVEL & JUNIOR POSITIONS

	LOW*	HIGH*
Associate HR Manager	\$50,000	\$70,000
Executive/Personal Assistant	\$100,000	\$125,000
HR Manager	\$80,000	\$120,000
Training Manager	\$65,000	\$90,000

## BONUS

Manager • 5-10%

Sr. Manager / Director • 10-20%

VP • 10-20%

C-Suite • 30-50%



= YoY Increase    \*Base Salary



# marketing & e-commerce

DIRECTOR-LEVEL & ABOVE	LOW*	HIGH*	BONUS
CMO	\$200,000	\$300,000	30%+
VP of Digital & E-Commerce	\$200,000	\$250,000	20-25%
VP of Growth	\$175,000	\$225,000	20-25%
VP of Marketing	\$175,000	\$250,000	20-25%
Art Director	\$120,000	\$160,000	15-20%
Brand Director	\$150,000	\$175,000	15-20%
Digital Marketing Director	\$150,000	\$175,000	15-20%
Director, D2C Performance Marketing	\$160,000	\$180,000	15-20%
Director of E-Commerce Marketing	\$160,000	\$180,000	15-20%
Director of Marketing	\$160,000	\$190,000	15-20%
Director of Trade Marketing	\$175,000	\$250,000	15-20%
Field Marketing Director	\$130,000	\$165,000	15-20%
Global Director, Communications	\$200,000	\$250,000	15-20%
Product Development Director	\$130,000	\$175,000	15-20%

MID-LEVEL & JUNIOR POSITIONS	LOW*	HIGH*
Brand Ambassador	\$70,000	\$90,000
Brand Manager	\$125,000	\$140,000
Creative Project Manager	\$70,000	\$90,000
Digital Content Manager	\$100,000	\$115,000
Digital Marketing Manager	\$100,000	\$130,000
Digital Shopper Marketing Manager	\$100,000	\$130,000
E-Comm/Growth Marketing Manager	\$100,000	\$130,000
Events and Promotions Manager	\$100,000	\$120,000
Field Marketing Manager	\$80,000	\$120,000
Graphic Designer	\$70,000	\$100,000
PR Manager	\$80,000	\$120,000
Product Development Manager	\$110,000	\$135,000
Product Innovation Scientist/Chemist	\$110,000	\$135,000
Senior Brand Manager	\$130,000	\$160,000
Senior Trade Marketing Manager	\$120,000	\$150,000
Social Media Specialist	\$80,000	\$100,000
Trade Marketing Manager	\$115,000	\$135,000

## BONUS

Manager • 10-15%   Sr. Manager / Director • 15-20%   VP • 20-25%   C-Suite • 30-50%

= YoY Increase   \*Base Salary



# operations salaries

DIRECTOR-LEVEL & ABOVE	LOW*	HIGH*
COO	\$200,000	\$300,000
VP of Operations	\$160,000	 \$200,000
VP/Head of Production	\$175,000	\$200,000
VP of Supply Chain	\$175,000	\$200,000
Director of HS&E	\$190,000	\$200,000
Director of Operations	\$140,000	\$165,000
Director of Product Development	\$150,000	\$175,000
Director of Quality	\$150,000	\$175,000
Head Brewer	\$85,000	\$150,000
Master Distiller	\$85,000	\$110,000

MID-LEVEL & JUNIOR POSITIONS	LOW*	HIGH*
Demand Planning Manager	\$110,000	\$130,000
Inventory Manager	\$80,000	\$100,000
Operations Manager	\$70,000	\$100,000
Procurement Manager	\$80,000	\$100,000
QA Manager – RTD	\$100,000	\$130,000
R&D/Innovation Consultant	\$100,000	\$110,000
R&D Manager	\$95,000	 \$130,000
Senior Supply Chain Manager	\$110,000	\$130,000
Supply Chain Manager	\$75,000	\$100,000
Wholesale Logistics Manager	\$100,000	\$115,000

## BONUS

Manager • 10–15%	Sr. Manager / Director • 15–20%	VP • 15–20%	C–Suite • 30–50%
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 = YoY Increase    \*Base Salary

# sales salaries

DIRECTOR-LEVEL & ABOVE	LOW*	HIGH*
CSO	\$200,000	\$300,000
Regional VP	\$165,000	\$175,000
VP of National Accounts	\$175,000	\$210,000
VP of Sales	\$180,000	\$235,000
Director of National Accounts	\$150,000	\$180,000
Director of National Accounts, On-Premise	\$130,000	\$165,000
Director of Sales	\$140,000	<div>⬆️</div> \$175,000
General Manager	\$200,000	\$300,000

MID-LEVEL & JUNIOR POSITIONS	LOW*	HIGH*
Area Sales Manager (ASM)	\$80,000	\$110,000
Chain Sales Manager	\$140,000	\$160,000
Field Sales Representative	\$70,000	\$85,000
Key Account Manager	\$100,000	\$130,000
Market Manager	\$90,000	\$115,000
Regional Sales Manager	\$120,000	\$150,000
Sales Manager	\$100,000	\$115,000
Senior Market Manager	\$100,000	\$150,000
State Manager	\$110,000	\$130,000

## BONUS

Manager • 20–25%	Sr. Manager / Director • 20–30%	VP • 25–50%	C–Suite • 30–50%
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⬆️ = YoY Increase

\*Base Salary

# finance salaries

## DIRECTOR-LEVEL & ABOVE

	LOW*	HIGH*
CFO	\$200,000	 \$300,000
VP of Finance	\$175,000	 \$225,000
Controller	\$120,000	 \$165,000
Director of Business Analytics	\$100,000	\$150,000
Director of Commercial Finance	\$130,000	\$165,000
Director of Finance	\$150,000	\$170,000
Director of FP&A	\$130,000	\$165,000

## MID-LEVEL & JUNIOR POSITIONS

	LOW*	HIGH*
Accountant	\$80,000	\$150,000
AP/AR Manager	\$50,000	\$80,000
Business Insights & Analytics	\$80,000	\$130,000
Commercial Analytics Manager	\$75,000	\$84,000
Commercial Finance Manager	\$90,000	\$120,000
FP&A Manager	\$100,000	\$140,000
Pricing Manager	\$110,000	\$120,000

## BONUS

Manager • 10–15%	Sr. Manager / Director • 15–20%	VP • 15–20%	C–Suite • 30–50%
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 = YoY Increase    \*Base Salary





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