

2024 MarTech Salary and Career Survey



2024 MarTech Salary and Career Survey

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About the Salary and Career Survey

2023 was a tumultuous year for those at the intersection of marketing and technology.

Businesses — especially those in technology and media — cut both jobs and spending. Some blame over-hiring during the COVID-19 pandemic, while others blame higher interest rates or corporate greed.

To be clear, it remains a good time to be a martech professional. Salaries remain lucrative compared to many other professions. Job satisfaction is, overall, quite high.

But a year like 2023 will leave its bruises. They are evident in this year's survey, which shows an increase in marketers' and martech professionals' dissatisfaction with their current roles. The fight for resources and the need to prove the effectiveness of existing investments also comes through loud and clear in the 2024 survey.

This report includes key findings from the 2024 MarTech Salary and Career Survey, a joint project of MarTech.org and chiefmartec.com. Industry pioneer and chiefmartec.com editor Scott Brinker provides commentary to the findings throughout.

We made one change in the 2024 report compared to previous years. Salary data in the 2024 report uses median salaries instead of average salaries. We made this change to lessen the impact of outliers in the salary data.

We also asked those who participated in the survey if they'd like to be interviewed. Their responses are interwoven into the pages of the report.

Data were collected and analyzed in four segments:

- Overall responses from North America and Western Europe.
- Comparison of those who identified their role as director and higher (director+) versus management and staff.
- Comparison of those who identified themselves in one of two marketing technologist archetypes: Marketers or Maestros. (Two other archetypes — Modelers and Makers — were selected by too few respondents for this report to draw any meaningful conclusions about their compensation, roles or job satisfaction.)
- Comparison of responses from women compared to men.

We hope you find this report useful and welcome any comments or suggestions you may have to improve the next version of this report.

Best regards,



Mike Pastore
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MarTech
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Takeaways

TL;DR of key findings

\$128,643



The **median salary** of those surveyed. Responses from individuals in North America and Western Europe were included.

2.25X

Senior managers make **more than two times** more than staff.

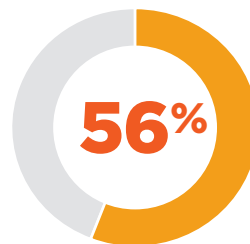
\$130,000



Median salary of respondents with **10 or more years** of experience.



The amount of time it takes for **martech professionals** to **double their salary**.



Said **employee churn** increased in the past year.



of those working at brands identified themselves as **digital/e-commerce marketers**, up from 33% last year.

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Marketing operations remains a more specialized skill than general marketing, and the market clearly values it more.

A trend I'm increasingly seeing is more IT involvement in martech stacks, as companies adopt more business-wide platforms for data and automation, or even multi-department suites/clouds.

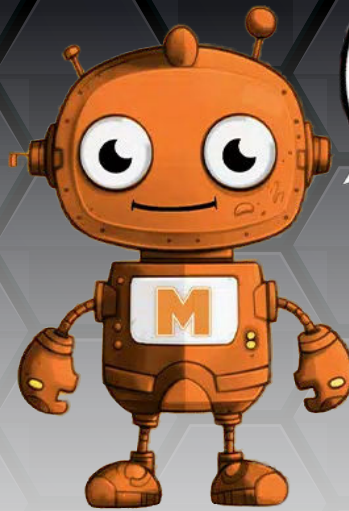
Maestros still have an enormous role to play in such an environment, but it's more operations than architecture.

As Mike said, 2023 was a rough year. :-)

Director+ vs. Managers/staff	Men vs. Women	Marketers vs. Maestros
<ul style="list-style-type: none"> • \$163,395 median salary of director+ roles compared to manager/staff roles, where the median is \$94,818. • Nearly one-third of director+ roles and manager/staff roles were promoted in the previous 12 months. <p>Director+ roles were significantly more likely to be responsible for:</p> <ul style="list-style-type: none"> ◦ Training and supporting marketing staff using martech ◦ Architecting the overall marketing stack of all marketing technology products used ◦ Paying for marketing technology products from a budget (partially or fully) ◦ Integrating marketing technology products with non-marketing systems ◦ Negotiating business terms for purchasing marketing technology products <ul style="list-style-type: none"> • Spreadsheets are the tool respondents report using most; 71% of director+ and 75% of managers/staff reported using them more than 10 hours a week. • BI tools were used by 34% of director+ roles, 2x the percentage of manager/staff roles that use BI tools. 	<div style="text-align: center;"> <p>35%</p> </div> <ul style="list-style-type: none"> • Men earn 35% more than women. <div style="text-align: center;"> <p>5%</p> </div> <ul style="list-style-type: none"> • Women in director+ roles earn 5% more than men. <div style="text-align: center;"> <p>27%</p> </div> <ul style="list-style-type: none"> • 27% of male managers and staff report some degree of dissatisfaction with their role. • Compared to men, women are more likely to prioritize: <ul style="list-style-type: none"> ◦ Income growth ◦ Improved work-life balance ◦ Productivity ◦ Promotions ◦ Hybrid/remote flexibility <div style="text-align: center;"> </div>	<ul style="list-style-type: none"> • The median salary of maestros is \$130,000, compared to \$100,000 for marketers. • The pace of promotions slowed, according to both marketers and maestros. • 66% of maestros said they were responsible for architecting the overall martech stack. • 81% of marketers say they are involved with designing, running, optimizing and testing campaigns. • Both maestros and marketers report spending time working in spreadsheets, CRM/CDPs and marketing automation platforms. • Marketers report more use of web, mobile and marketing analytics tools • Maestros spend more time with project management tools • Both marketers and maestros report higher levels of dissatisfaction with their current roles compared to last year.

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Methodology and terms

We surveyed 305 marketers between December 2023 and February 2024; 297 of those provided salary information. Invitations to take the survey were amplified on MarTech and chiefmartec.com.

Nearly 63% (191) respondents live in North America; 16% (50) live in Western Europe. The conclusions in this report are limited to responses from those individuals only. Other regions were excluded due to the limited number of respondents.

The survey had more than 20 questions related to career roles, salary, technology, job satisfaction and challenges/frustrations. Respondents were given the opportunity to reveal their age and gender. Additionally, some individuals agreed to be interviewed for this report. Their stories are included in callouts.

Terms used in this report:

Director+: Individuals who identified themselves as senior vice president or C-level, vice president, senior director or director.

Salaries: Total annual compensation including bonuses as reported by respondents from North America and Western Europe.

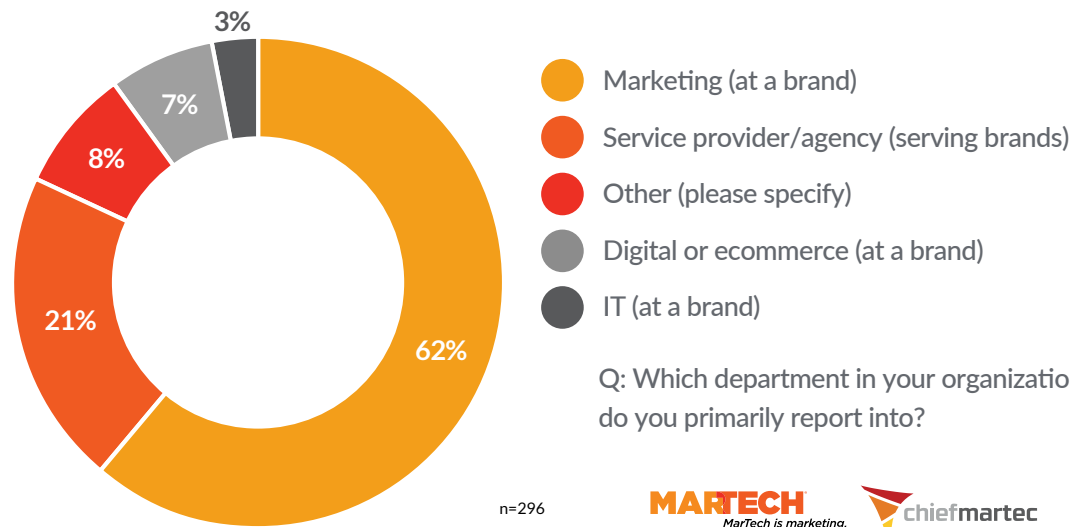


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Who are these professionals?

The survey respondents provided a nuanced description of their identities. Respondents overwhelmingly worked at brands. Nearly three-in-four said they worked at a brand either in marketing, digital or ecommerce, or in IT. The remainder worked for an agency or consulting firm (see Figure 1).

Figure 1: Nearly 2/3 report to the marketing department at a brand



Do they increasingly see themselves as marketers?

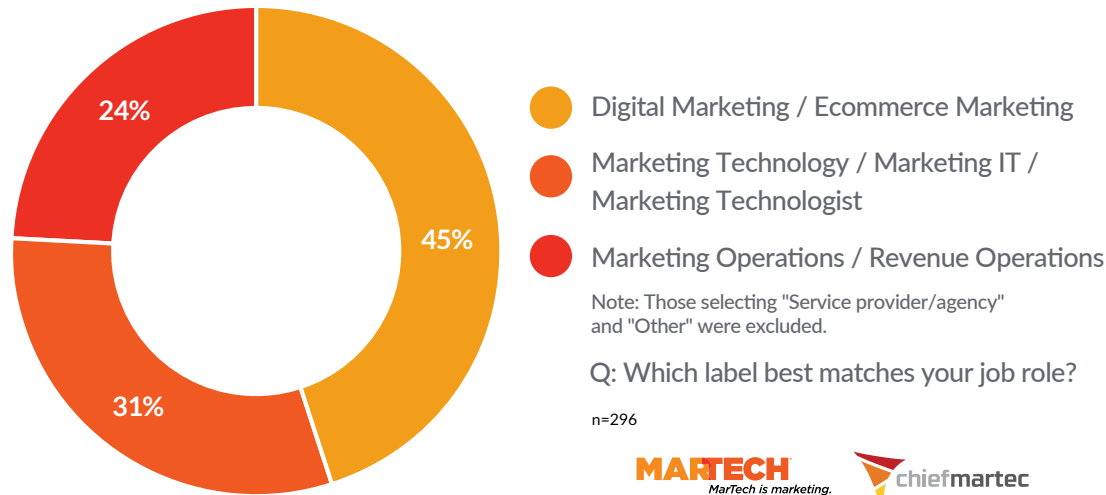
Compared to the previous year, more of the survey respondents working for brands identified themselves as digital/ecommerce marketers (45% in 2024 vs. 33% in 2023), while fewer identified as marketing technologists (37% in 2023 vs. 31% in 2024) (see Figure 2).

There was also a decrease in respondents identifying themselves as marketing operations or revenue operations (30% in 2023 vs 24% in 2024).



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Figure 2: More than half of those at brands view their roles as assisting marketing

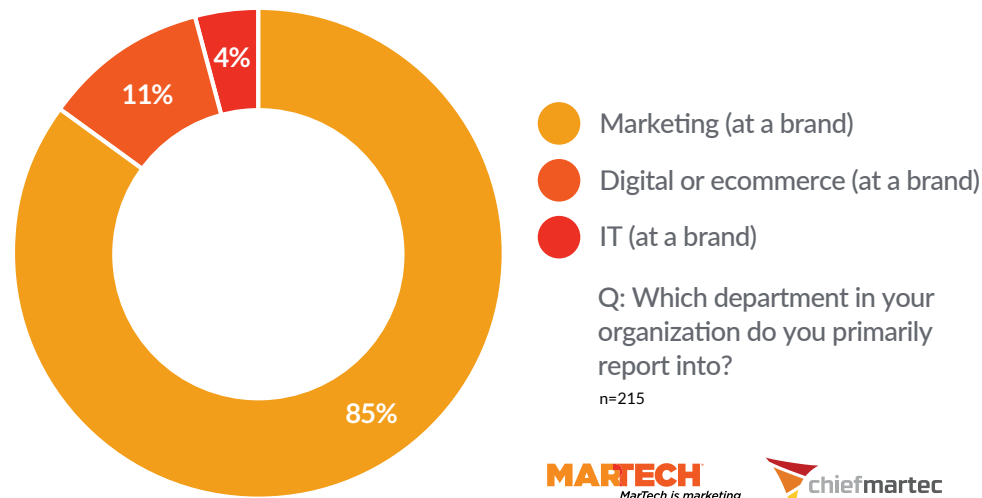


“  Where do marketers and marketing operations people report? Marketing! :-)
But increasingly, there's more active collaboration with IT for many of them.

This data bears watching in the years ahead. Is the continued infusion of technology into marketing leading to a blending of marketing technology and more traditional marketing roles? Time will tell.

One finding that remained consistent from 2023 to 2024 is respondents primarily reporting into marketing, **not into IT** (see Figure 3).

Figure 3: Less than 5% working at brands reported to IT



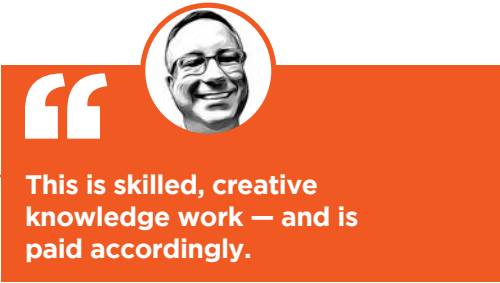
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Marketing technology professional salaries

The 2023 Salary & Career Survey analyzed salary data using averages. In 2024, in an effort to give less weight to statistical outliers, the survey data uses median salaries

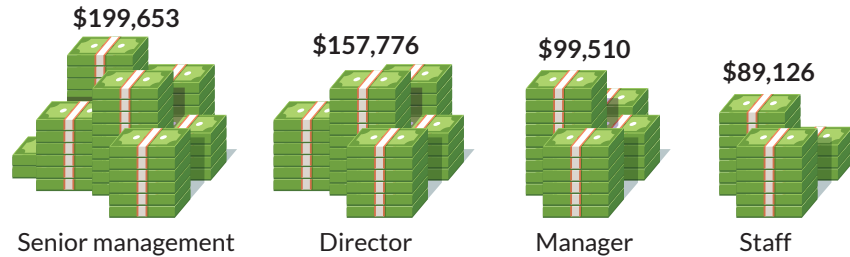
The median salary of marketing technology professionals in the survey was **\$128,643** (see Figure 4).

Senior managers make more than twice as much as staff roles. The pay gap between staff and manager roles shrank from 2023 to 2024 – from 1.16 times to 1.12 times the median staff salary (see Figure 5).



“ This is skilled, creative knowledge work — and is paid accordingly. ”

Figure 4: Median salaries range from \$100,000 to \$200,000

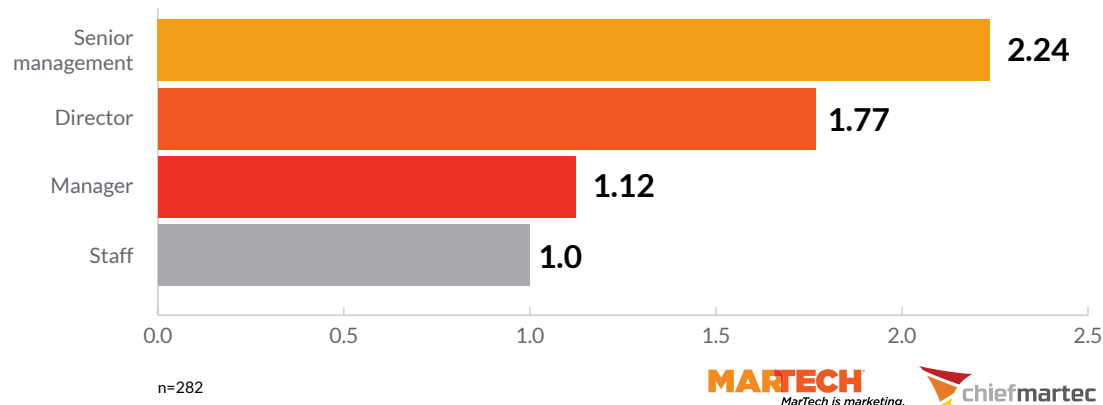


Q: What is your current total annual compensation, including salary and bonuses, in U.S. dollars?

n=282



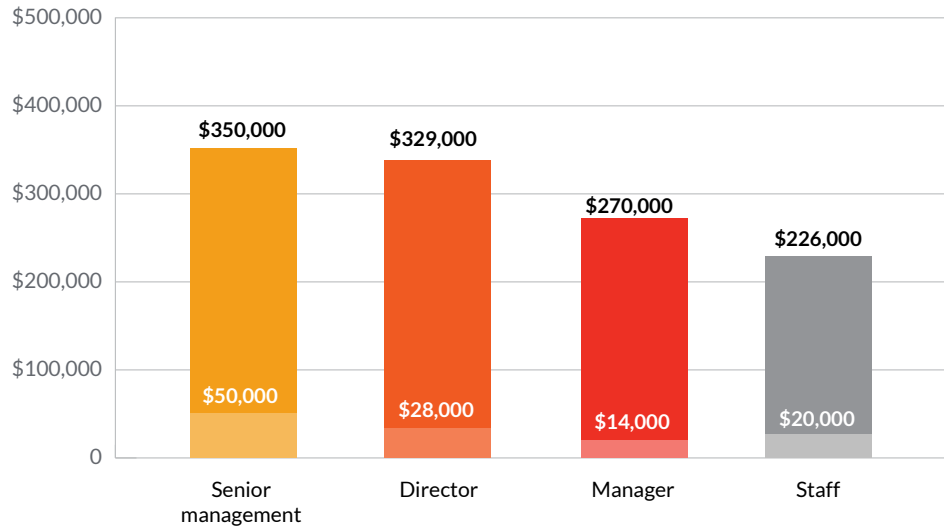
Figure 5: Senior managers make 2.24 more than staff



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As we saw in 2023, salaries continue to vary greatly within roles (see Figure 6). The highest staff salary was more than 10x higher than the lowest staff salary. There was a \$300,000 difference between the high and low senior management salaries.

Figure 6: Salaries vary greatly within roles

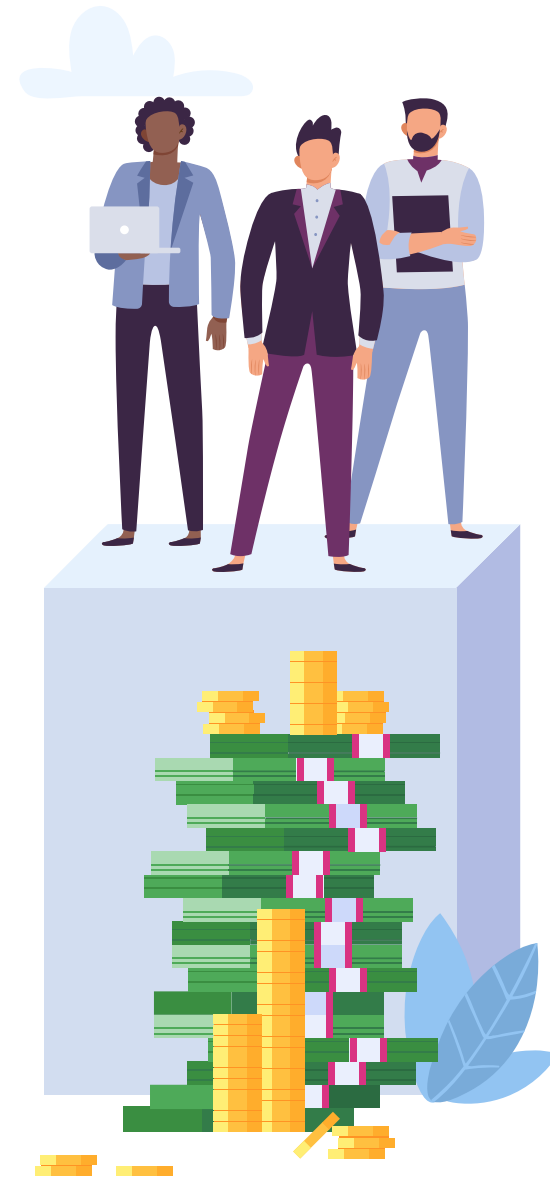


n=282



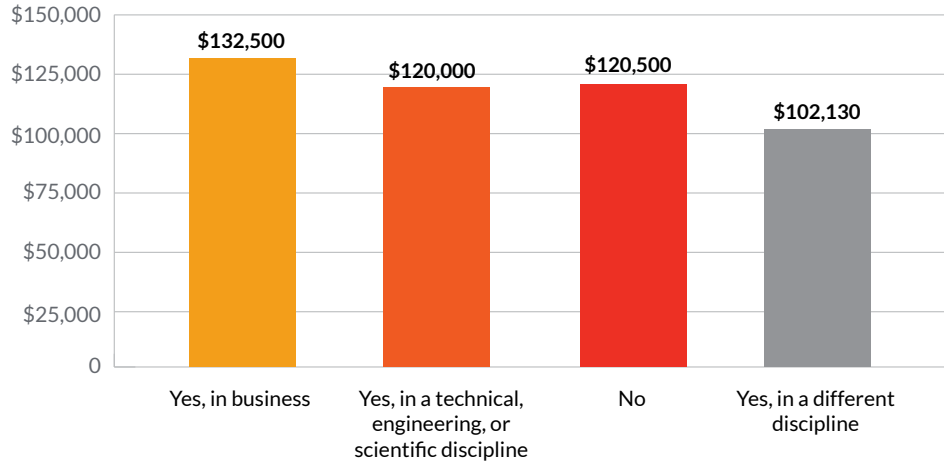
In 2023, the survey found that having a graduate degree had no significant impact on earnings. The data from 2024 tells a different story.

Graduate degrees in business, or in a technical, scientific or engineering field, do positively impact earnings (see Figure 7). That is not the case for graduate degrees in other fields, however, where there is little difference between those with and without graduate degrees.



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Figure 7: Median salaries of those with graduate degrees in business and technology are higher than others



Q: Do you have a graduate degree?

n=296



Undergraduate degrees have a modest impact on salaries. Respondents who reported having an undergraduate degree report a salary 10% higher than those without an undergrad degree (see Figure 8).

Figure 8: Median salaries of those with undergrad degrees are about 10% higher than those without them



Q: Do you have an undergraduate degree?

n=296



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Big companies still pay more

More than half of the marketing technology professionals surveyed work for companies with 500 or more employees (see Figure 9).

Professionals working for large companies report earning **more money than their colleagues at smaller firms**. The median salary for respondents at businesses with more than 10,000 employees was \$130,000 (see Figure 10).



“

If you're a smaller firm in need of martech talent, consider the other benefits you can offer that larger companies may be at a disadvantage to provide. More flexible working arrangements. More opportunity to influence that broader company strategy. More agility to get things done faster and easier with fewer approvals, committees, and meetings.

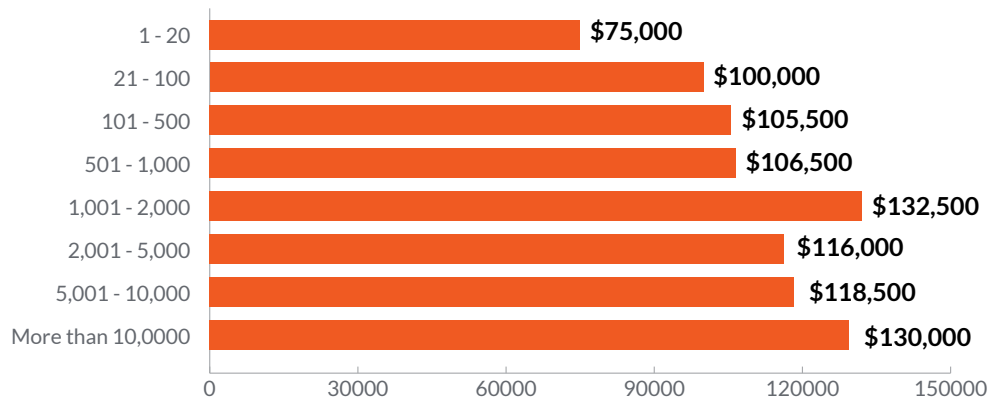
Figure 9: More than half work at companies with more than 500 employees

Employees	
1 - 20	11%
21 - 100	16%
101 - 500	22%
501 - 1,000	9%
1,001 - 2,000	6%
2,001 - 5,000	10%
5,001 - 10,000	7%
More than 10,000	20%

n=350



Figure 10: Respondents working for large companies earn more



Q: How many people are employed worldwide at the company or organization where you currently work?

n=296

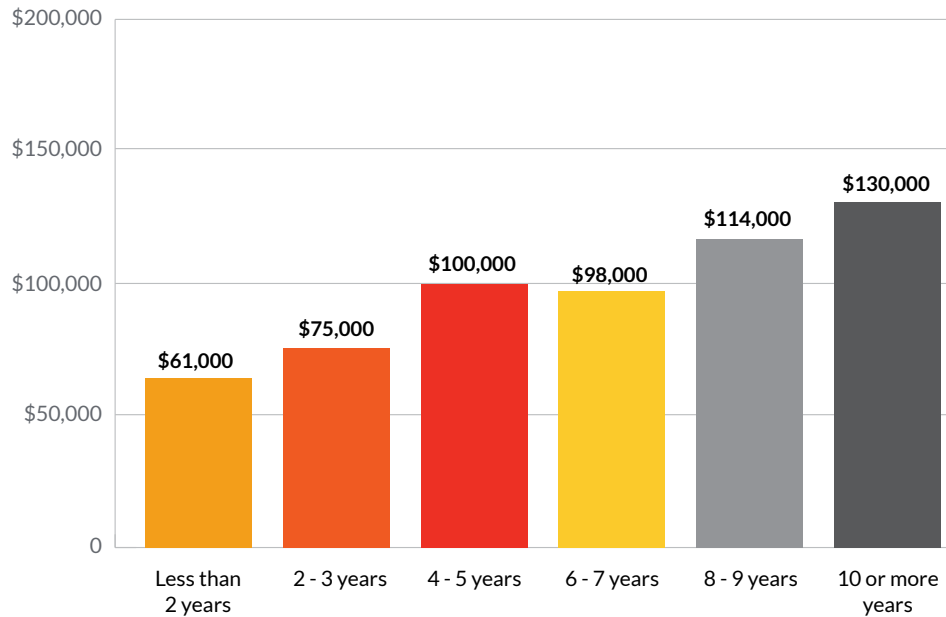


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Want to double your salary? It takes about 10 years

Experience pays off for marketing technology professionals. **Respondents with 10 or more years of experience** report a median salary of \$130,000 (see Figure 11), but it likely took those senior marketers a decade to reach their current salary. It takes about 10 years to double your salary, according to the survey results.

Figure 11: Compensation increases with seniority



n=296



More experienced martech pros get paid more money. Good, but kind of what you'd expect.

What's worth celebrating for a moment is that there are now quite a few martech professionals out there who have 10 or more years experience in the field.

I think back to when the MarTech Conference was launched 10 years ago and the cohort of early martech pioneers who joined us. They're now the seasoned leaders of the space.



2024 MarTech Salary and Career Survey

Nearly one-third said most of the employee churn was involuntary

In 2023, we asked survey respondents if they noticed an increase in employee churn and whether they would classify that churn as a “moderate” or “significant” increase.

For 2024, given the attention on cost reductions and layoffs, respondents were asked to note if the churn they witnessed was “voluntary” (e.g., people leaving for another role) or “involuntary” (e.g., a layoff or dismissal).

More than half of the marketing technology professionals said churn increased in the last year. **Nearly one-third classified most of the churn as “involuntary”** (see Figure 12).

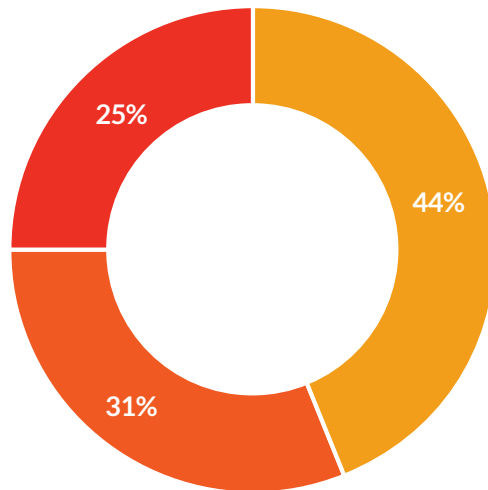


“

If you were personally subject to “involuntary churn” — yikes, talk about a euphemism — our heart goes out to you. We know it’s a stressful thing to go through.

Hopefully you’ve found a new role by now. But if not, don’t give up. Your talents are in demand in the market at large, and we expect that demand will continue to grow. We’re rooting for you.

Figure 12: More than half said employee churn increased in the last year



- No
- Yes, and most of the churn was involuntary (e.g., layoffs)
- Yes, and most of the churn was voluntary (e.g., people leaving for new positions)

Q: Have you noticed an increase in churn in your marketing organization in the past year?

n=296



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Director+ & managers/staff

This section compares responses from individuals who said their roles were director and above – which included: director, senior director, vice president or C-level/owner – and those who said they were managers or staff.

In addition to salaries, this section will focus on the different tasks people at these levels perform and the rewards/challenges they face.

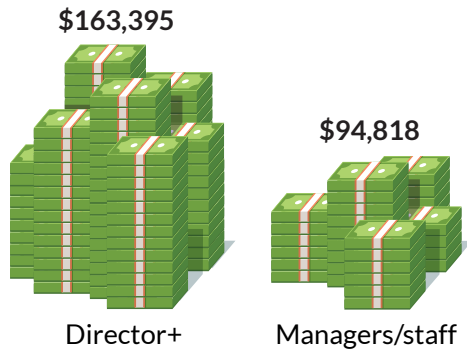
Director+ earned 1.7 times as much as managers and staff

Unsurprisingly, director+ roles earn nearly twice as much as managers and staff (see Figure 13).

Those director+ salaries come with experience. More than two-thirds of director+ respondents said they have eight years of experience or more (see Figure 14). At the other end of the scale, only 20% of director+ professionals said they had five years of experience or less.



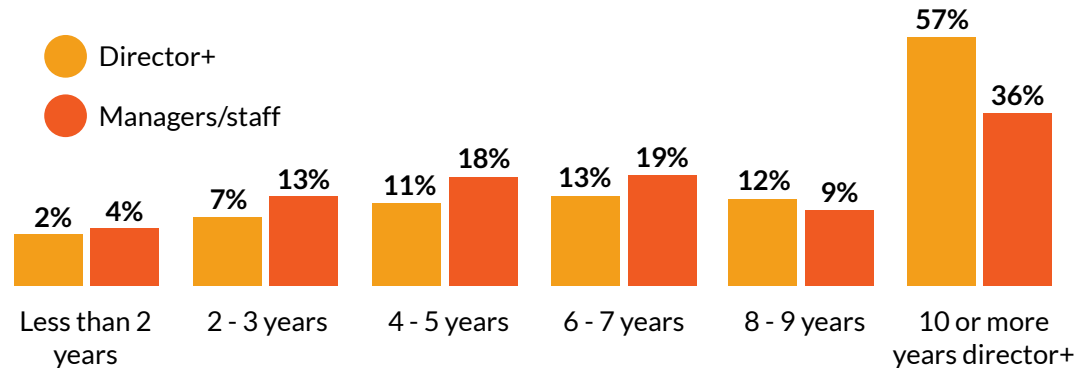
Figure 13: Director+ earned 1.7x more than managers/staff



n=296



Figure 14: 67% of director+ and 45% of managers/staff have more than 7 years experience



n=282





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Promotions were common in the past year

One-in-three marketing technology professionals surveyed said they were promoted in the last 12 months, a finding that was nearly equal among director+ (32%) and managers and staff (30%).

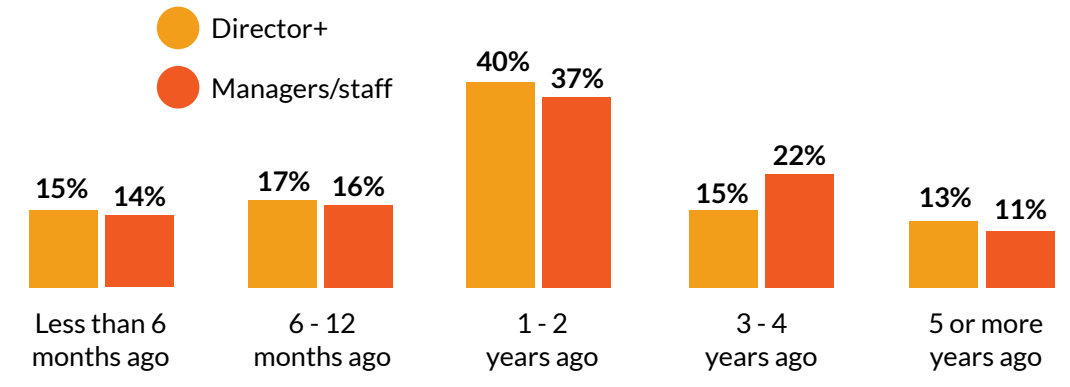
Extend the timeframe out to two years, and nearly three-quarters of director+ respondents say they received a promotion, while the same can be said for two-thirds of manager and staff respondents (see Figure 15).



“

Remarkable given how difficult 2023 was for so many companies. This is a testament to the value of these roles.

Figure 15: 1-in-3 were promoted in the last 12 months



n=282



What are martech professionals responsible for?

Director+ and manager/staff-level respondents reported being responsible for many similar tasks (see Figure 16). Their responsibilities differ most when it comes to tasks related to managing people and technology.

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Director+ roles were significantly more likely to be responsible for the following tasks:

- Train and support marketing staff on using marketing technology products.
- Architecting the overall marketing stack of all marketing technology products used.
- Paying for marketing technology products from a budget (partially or fully).
- Integrating marketing technology products with non-marketing systems.
- Negotiating business terms for purchasing marketing technology products.



“

Quintessential marketing operations!

Figure 16: Martech professional responsibilities by role

	Director+	Managers/Staff
Research and recommend new marketing technology products	84%	61%
Design and manage internal workflows and processes	79%	69%
Train and support marketing staff on using marketing technology products	69%	55%
Approve or veto purchase of marketing technology products	66%	24%
Design, run, and optimize/test marketing campaigns	66%	61%
Operate marketing technology products as an administrator	63%	57%
Pay for marketing technology products from a budget (partially or fully)	62%	25%
Integrate marketing technology products with each other	62%	58%
Architect the overall marketing stack of all marketing technology products used	61%	34%
Integrate marketing technology products with non-marketing systems	59%	39%
Negotiate business terms for purchasing marketing technology products	58%	20%
Identify and sundown outdated or unused marketing technology products	57%	34%
Monitor data quality within marketing technology products	55%	52%
Monitor performance and other SLAs of marketing technology products used	54%	39%
Identify and consolidate multiple instances of same or similar marketing technology products	49%	36%
Perform technical reviews of marketing technology products	48%	36%
Develop websites, web apps, and/or mobile apps	40%	25%
Perform data privacy and compliance reviews of marketing technology products	39%	28%
Customize marketing technology products with software development	35%	20%
Build analytical models and perform data science analysis	34%	20%
Perform security reviews of marketing technology products	22%	10%
Build and maintain data warehouses/data lakes	13%	10%
Q: How many people are employed worldwide at the company or organization where you currently work?	n=116	n=166

We've been acquiring companies, so there's been a lot of job consolidation because of redundancy but we're not cutting positions because of budget. I've seen a lot more people posting on LinkedIn asking about leads on jobs, though.

— Brett Carpenter
Marketing Operations Specialist
Trakstar



2024 MarTech Salary and Career Survey

Most martech professionals use similar tools, regardless of their roles

The survey asked both director+ roles and manager/staff to identify applications they use more than 10 hours per week.

→ **Spreadsheets are the tool respondents report using most**; 71% of director+ and 75% of managers/staff reported using them for more than 10 hours per week (see Figure 17). Most of the applications were used similarly by both groups.

Director+ used one type of application significantly more frequently than managers/staff: business intelligence. BI tools were used by 34% of director+ martech professionals, which is twice the percentage of manager/staff roles that cited BI tools.



The OG martech tool remains on top. For all the specialized software in our martech stacks, nothing beats spreadsheets for their immense flexibility in analyzing data and organizing a wide variety of operational tasks.

Figure 17: Applications used

	Director+	Managers/Staff
Spreadsheets (e.g., Excel, Google Sheets, Airtable, etc.)	71%	75%
Project management (e.g., Workfront, Asana, Jira, Wrike, Basecamp, etc.)	62%	59%
Marketing automation/campaign management	59%	56%
CRM or customer data platforms (CDP)	57%	46%
Web, mobile, and marketing analytics	43%	43%
Content management/web experience management	35%	40%
Business intelligence (e.g., Looker, Tableau, SAS, Sisense, etc.)	34%	17%
Workflow/business automation (e.g., Zapier, Workato, Kissflow, Pipefy, other BPM or RPA tools, etc.)	15%	13%
Web or app development (i.e., developer tools)	6%	7%
Q: Which marketing technology tools, if any, do you spend at least 10 hours a week working in? (check all that apply)	n=116	n=166



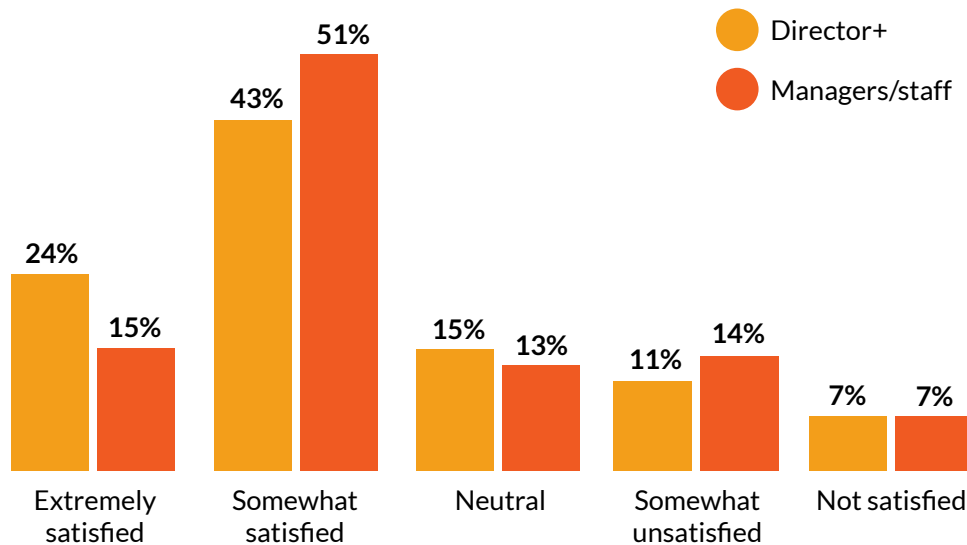
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Martech professionals are less satisfied with their roles than they were last year

Both director+ roles and manager/staff roles report **a fairly high level of satisfaction with their current roles**. Two-thirds of director roles say they are “extremely” or “somewhat” satisfied with their roles, as do 66% of manager/staff respondents (see Figure 18).

But the 2024 survey also found a rise in martech professionals who report being unsatisfied with their current roles. Managers/staff roles indicating they were “somewhat unsatisfied” or “not satisfied” increased to 21% in 2024, up from 12% in 2023. Directors increased to 18% in 2024, versus 13% in 2023.

Figure 18: Satisfaction with current roles

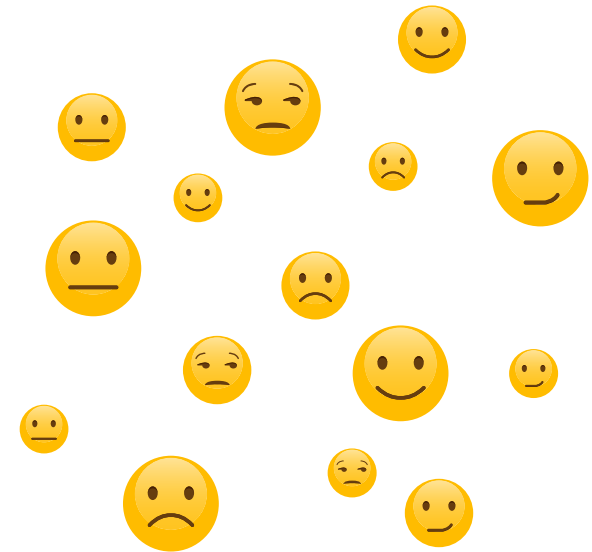


Q: How satisfied are you in your current role?

n=282



The macro environment is hard right now. But work in martech is an area of tremendous innovation and opportunity. It's great to see so many professionals in the field who, despite the challenges of 2023, are still happy with their work.



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Both director and manager/staff roles find it rewarding when they can demonstrate a martech solutions' positive impact on the business (see Figure 19).

Where the rewards of the job differ most between the two groups is in managing a team and solving technical issues. Director roles prefer managing more than staff do — 64% vs. 23%. And more managers/staff prefer solving technical issues (42% favor it) than directors (29%).

Figure 19: Rewarding part of job

	Director+	Managers/staff
Managing a team — hiring, training, supervision, development, and retention	64%	23%
Demonstrating/proving a positive impact on the business from martech	53%	55%
Supporting other people in marketing who need to use marketing technology	50%	54%
Keeping up with changes in marketing and martech	44%	43%
Working across departmental boundaries, such as with IT or sales	39%	37%
Solving technical issues with martech software	29%	42%
Managing up/explaining martech to senior executives and stakeholders	27%	19%
Securing sufficient resources — time, talent, and money — for work to be done	16%	8%
Managing martech vendor relationships	16%	13%

Q: What are the most REWARDING elements of your job? (check all that apply)

n=282



Resources seem to be in short supply for martech professionals

The top challenge cited by both director and manager/staff roles in 2024 was “securing sufficient resources,” which includes time, talent and budget (see Figure 20). In a year marked by budget cuts and headcount reductions, this is not an unexpected finding.

The number of martech professionals at the director level and higher citing “securing sufficient resources” as a top challenge increased to 65% of respondents in 2024, up from 53% in 2023; managers/staff answered 48% in 2024, compared to 38% in 2023.

Forty-four percent of both directors and manager/staff professionals said “demonstrating/proving a positive impact on the business from martech” was the most challenging or frustrating part of their job. These numbers are up from 32% for director-level roles and 35% for manager/staff roles in 2023. It’s not hard to imagine a connection here. Marketers at every level need to demonstrate a positive impact for their tools today. And without proving impact, they’re unlikely to get the resources they need to do the work.



Directors should take joy in seeing their teams succeed (64%). But it’s great to see that directors, managers, and staff collectively derive joy from demonstrating a positive impact on the business from martech.

Belt-tightening has come to martech, as it has for all departments over the past year. It won’t be easy. But reflecting back on the joy of proving positive business impact, we have faith that many martech pros will rise to this challenge.

The hardest things are often the most rewarding when they’re achieved. (Sorry, that probably sounds a little too much like a fortune cookie. But it’s true.)

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Figure 20: “Securing sufficient resources” the most significant challenge

	Director+	Managers/staff
Securing sufficient resources – time, talent, and money – for work to be done	65%	48%
Demonstrating/proving a positive impact on the business from martech	44%	44%
Keeping up with changes in marketing and martech	41%	37%
Managing up/explaining martech to senior executives and stakeholders	39%	41%
Working across departmental boundaries, such as with IT or sales	38%	45%
Managing a team – hiring, training, supervision, development, and retention	25%	6%
Solving technical issues with martech software	20%	23%
Supporting other people in marketing who need to use marketing technology	16%	19%
Managing martech vendor relationships	9%	8%

Q: What are the most CHALLENGING or FRUSTRATING elements of your job? (check all that apply)

n=282



Show me the money...

...but there's more to life than just lucre.

Director roles prioritize income growth, mentoring and stress reduction

A new question in the 2024 survey asked martech professionals about their personal career priorities (see Figure 21). Income growth, the ability to mentor and advise others and decreasing work-related stress were the most common goals of those with director+ roles.

Nearly half said increasing their hybrid/remote work flexibility was a low priority, while 28% said earning a promotion was low on their list of personal career priorities.



Figure 21: Income growth, mentoring and reducing stress were priorities for director+

Director+	High	Moderate	Low
Grow my income	59%	35%	5%
Act as a mentor/adviser to others	53%	40%	7%
Decrease my work-related stress	53%	40%	8%
Be more productive at work	49%	44%	7%
Improve my work-life balance	40%	45%	16%
Earn a promotion	30%	41%	28%
Increase my hybrid/remote work flexibility	26%	26%	48%

Q: Please rank the following personal career priorities based on their importance to you.

n=116



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Manager and staff professionals also cited income growth as their top personal career goal (see Figure 22). But they were more likely than director roles to make earning a promotion a high priority. Manager and staff were less interested in making mentoring and advising others a high priority when compared to directors.

Figure 22: Financial goals were top priorities for managers/staff

Director+	High	Moderate	Low
Grow my income	73%	25%	2%
Earn a promotion	57%	31%	12%
Decrease my work-related stress	46%	35%	19%
Be more productive at work	44%	48%	8%
Improve my work-life balance	43%	36%	20%
Increase my hybrid/remote work flexibility	34%	26%	40%
Act as a mentor/adviser to others	33%	44%	23%

Q: Please rank the following personal career priorities based on their importance to you.

n=166



Job satisfaction

I like that every day's a little bit of a challenge. I get to kind of work with campaigns and to work with cities all across the country and really getting to understand the demographics of everywhere.

Turnover

Out of the three advertising-related companies I've worked with, this is probably the first where people really stay for a while. Since I've been here – I've only been here for 8 months – only one person has left, and that's because she decided to move on to a different phase in her career.

Interesting observation

In the wake of the cookies going away and Meta really decreasing their ability to target things, a lot of vendors have reached out to us lately that claim they can target audiences very specifically, very easily. So that's really grown the market for people that claim they can target certain audiences, [but] we've seen zero returns so far on the three different companies that we've worked with.

– Sarah Jeffrey
Lead Generation Specialist
White Glove

2024 MarTech Salary and Career Survey

Women & men

It continues to be a disappointment, but men in marketing technology continue to earn significantly more than women. While it's tempting to compare the 2024 results to the 2023 survey, which found the gender pay gap was 24%, it's important to remember the 2024 survey used median salary data while 2023 used averages.

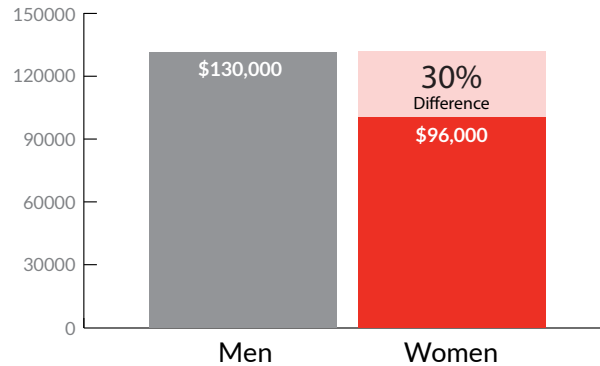
Regardless of how you slice the data, the 2024 results show a **35% pay gap between men and women** (see Figure 23).

In 2023, men and women in director+ roles were nearly at parity in their salaries. Remembering again that median salary data was used in 2024, it was a pleasant surprise to see that women in director+ roles are now out-earning men by 5% (see Figure 24).



“ Companies that allow gaps like this to persist are short-sighted. Talent will move to where it is appreciated. Fix it or face the consequences. ”

Figure 23: Men earn 35% more than women



Q: Median of What is your current total annual compensation, including salary and bonuses, in U.S. dollars?

n=284



Figure 24: Surprise! Director+ women earned 5% more than men

	Women	Men	Difference
Director+	\$160,000	\$153,000	5%
Manager/Staff	\$80,000	\$110,000	-27%

Q: Median of What is your current total annual compensation, including salary and bonuses, in U.S. dollars?

n=271



2024 MarTech Salary and Career Survey

Men and women both get satisfaction from their current roles

Overall, both women and men express satisfaction with their current roles, with at least 60 percent saying they are “extremely” or “somewhat” satisfied across roles and genders (see Figure 25).

Male managers and staff were the most likely to be dissatisfied with their current role, with 27% saying they were “somewhat unsatisfied” or “not satisfied.”

Figure 25: Women/men are similarly satisfied with their current roles

	Extremely satisfied	Somewhat satisfied	Neutral	Somewhat unsatisfied	Not satisfied
Men director+	20%	49%	15%	5%	10%
Women director+	28%	37%	13%	19%	4%
Men manager/staff	17%	43%	13%	17%	10%
Women manager/staff	15%	57%	13%	10%	4%

Q: How satisfied are you in your current role?

n=306



Women are more likely than men to make income growth, improved work-life balance, productivity, promotions and hybrid/remote flexibility high priorities for their personal career goals (see Figure 26).

Men are more likely to make mentoring and advising a high priority than are women (53% vs. 31%).

Figure 26: Growing income, getting promoted top career priorities for women

	Men			Women		
	High priority	Moderate priority	Low priority	High priority	Moderate priority	Low priority
Grow my income	62%	32%	7%	75%	25%	1%
Act as a mentor/adviser to others	53%	33%	14%	31%	51%	18%
Decrease my work-related stress	51%	37%	11%	47%	37%	16%
Be more productive at work	46%	49%	5%	47%	43%	11%
Improve my work-life balance	42%	41%	16%	43%	37%	21%
Earn a promotion	37%	39%	24%	54%	32%	14%
Increase my hybrid/remote work flexibility	29%	25%	46%	30%	25%	45%

Note: Some categories may add up to more than 100% due to rounding.

Q: Please rank the following personal career priorities based on their importance to you.

n=282



Job satisfaction

Finding out what the customer wants. It's like cooking, you have certain ingredients to make the dish. So you add a bit of online, a bit of social, bit of content. You mix it together and then you get a brand, and then you add some media and then you you build your empire.

About AI

Every software tool is upgrading with the AI. It allows marketers to do things they might not have known how to do, like 'Oh, I can do sales. I can create content, and it's a copywriter.' I think big companies will get smaller because of this, but as a marketer of one, you can be the whole marketing department with the right kind of tools if you have the money.

– Huub Rulkens

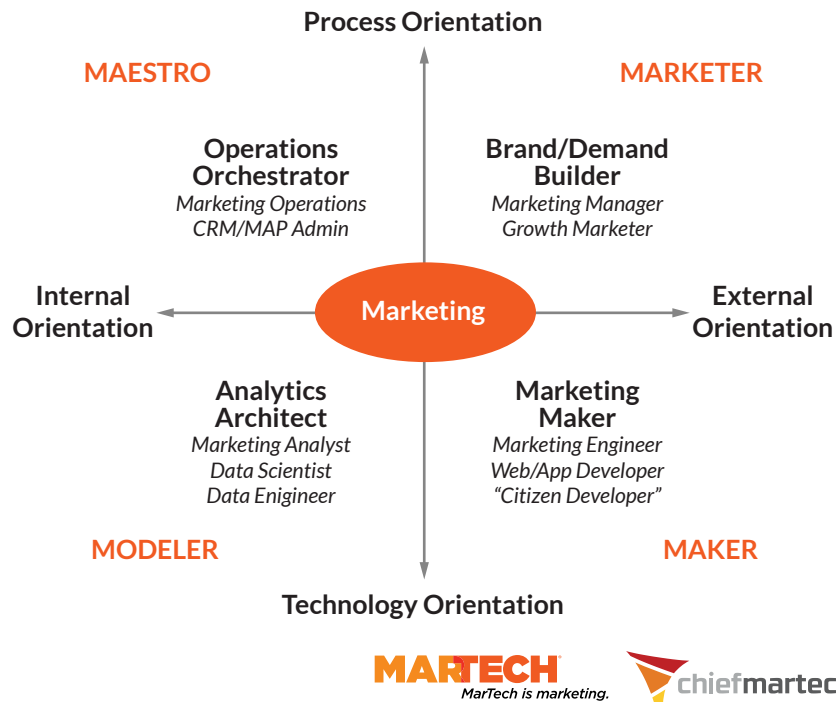
Freelance digital marketer with 13 years of experience, currently working with Land van ons, a non-profit organization that purchases agricultural land to restore biodiversity. Rotterdam, Netherlands

Marketers & maestros

Scott and the MarTech editors created these archetypes in 2020 to better understand the various hats today's tech-enabled marketers wear. The resulting "Four Quadrants" broke those roles into the following four categories (see Figure 27).

- Marketers: Focused on building campaigns and marketing programs.
- Maestros: The operators orchestrating the technology powering those campaigns.
- Modelers: The data scientists who analyze and predict based on performance.
- Makers: The creative geniuses who build amazing experiences leveraging technology.

Figure 27: Marketing technology archetypes



On job availability

I've seen in the email space a lot more email opportunities now than there were even four years ago. I remember when I was looking for email jobs before moving to this company, it was few and far between. Now it feels like there's a huge boom of email stuff, but maybe not as many people to fill those roles.

In the digital marketing landscape as a whole, I see a lot of digital marketing people but not enough jobs. I have a friend who's been trying to find a job for two years now, and it has just been no after no after no. It seems there are just so many people and younger people that are getting into the space that it's kind of diluting it.

On wage discrepancy between men and women

At my company, it's very formulaic, and it takes out a lot of those gender issues. So it makes it very easy for you to get a raise and stay within an appropriate market amount because we have set ranges for salaries for each goal. It's a lot more experience-based and based on the number of years.

My very first job I was only making, at the time \$40,000 a year, and I had a counterpart who was doing something very similar and was making \$60,000. I ended up leaving the company because they wouldn't give me a raise, regardless of how much work I did.

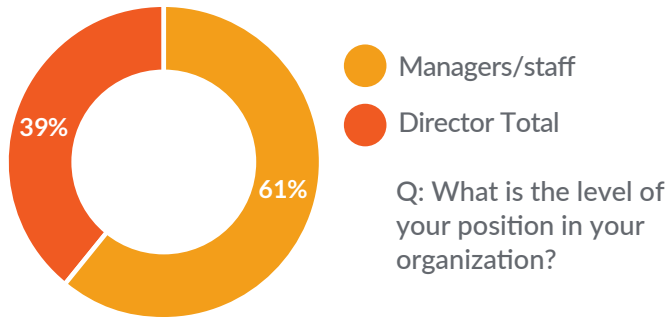
– Morgan Boerum
Senior Email Marketing Strategist, Channel Strategy
Ferguson Enterprises

2024 MarTech Salary and Career Survey

This section compares responses between those who identified as “marketers” in our survey and those who said they were “maestros.” Responses from “modelers” and “makers” were too few to include.

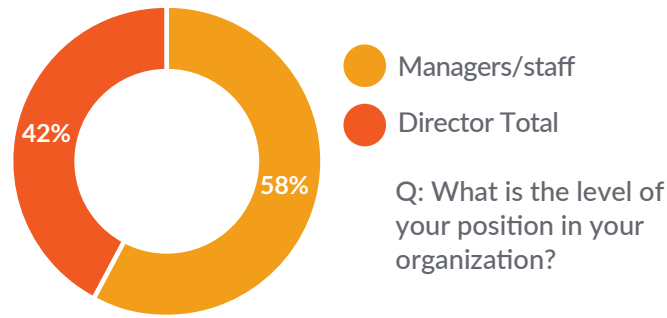
The biggest disparity between marketers and maestros comes with seniority, where 61% of manager and staff martech professionals identify as marketers and 39% identify as maestros (see Figures 28-31).

Figure 28: Marketers by seniority



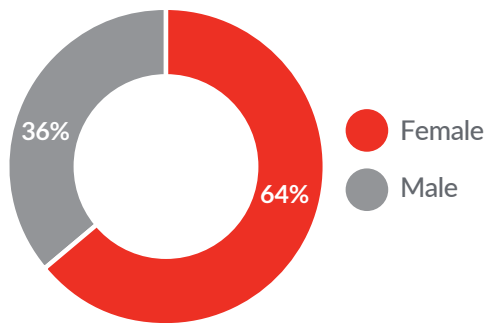
n=144 **MARTECH** *MarTech is marketing.* **chiefmartec**

Figure 29: Maestros by seniority



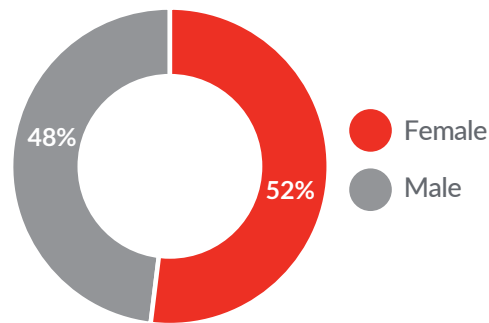
n=111 **MARTECH** *MarTech is marketing.* **chiefmartec**

Figure 30: Marketers men/women



n=147 **MARTECH** *MarTech is marketing.* **chiefmartec**

Figure 31: Maestros men/women



n=111 **MARTECH** *MarTech is marketing.* **chiefmartec**



2024 MarTech Salary and Career Survey

Maestros earn more than marketers

The median salary of the martech professionals that identified as **maestros is \$30,000 higher per year** than those that identified themselves as marketers (see Figure 32).



Noted earlier, but just to re-emphasize: this is clear evidence of the value of marketing operations talent.

Figure 32: Median salaries maestros vs. marketers

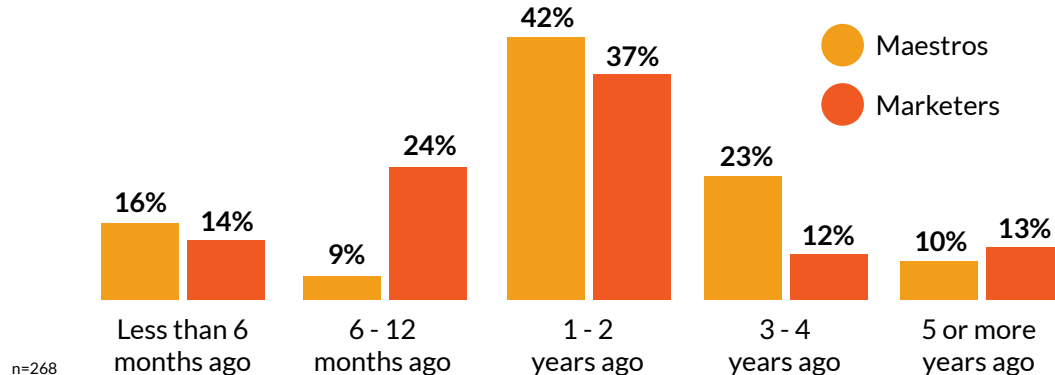


The pace of promotions slowed for both marketers and maestros

In the 2023 survey, 80% of marketers and maestros reported they were promoted in the previous two years. In 2024, the pace of promotions slowed. In the 2024 survey, 67% of marketers and maestros report being promoted in the last two years (see Figure 33).

In the past year, 25% of maestros and 38% of marketers say they were promoted.

Figure 33: Promotions



Q: When was the last time you received a promotion, either at your current organization or by switching jobs from a different organization?



2024 MarTech Salary and Career Survey

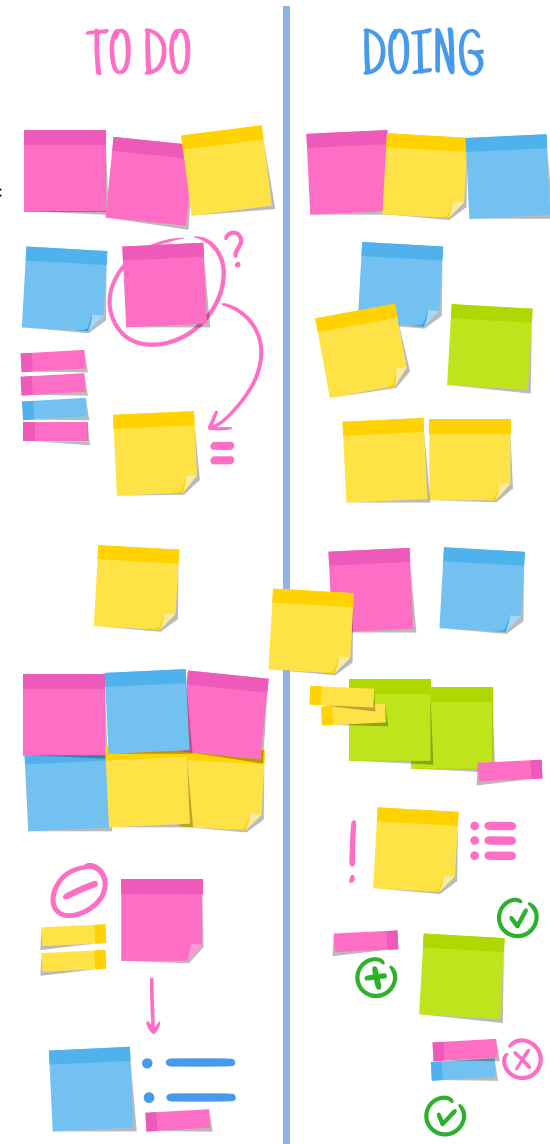
Maestros spend more time with the tech stack, while marketers work more on campaigns

Among the biggest disparities in the responsibilities of marketers and maestros is their involvement with campaigns. Designing, running, optimizing and testing campaigns was cited by 81% of marketers and only 42% of maestros.

Nearly two-thirds (66%) of maestros said they were responsible for architecting the overall martech stack, compared to just 26% of marketers (see Figure 34).

Figure 34: Marketer and maestro responsibilities

	Marketers	Maestros
Design, run and optimize/test marketing campaigns	81%	78%
Design and manage internal workflows and processes	70%	78%
Research and recommend new marketing technology products	66%	72%
Operate marketing technology products as an administrator	56%	70%
Train and support marketing staff on using marketing technology products	55%	66%
Integrate marketing technology products with each other	48%	66%
Monitor data quality within marketing technology products	46%	63%
Monitor performance and other SLAs of marketing technology products used	40%	60%
Approve or veto purchase of marketing technology products	37%	58%
Develop websites, web apps and/or mobile apps	35%	56%
Pay for marketing technology products from a budget (partially or fully)	35%	55%
Identify and sundown outdated or unused marketing technology products	32%	52%
Integrate marketing technology products with non-marketing systems	32%	47%
Identify/consolidate multiple instances of same or similar marketing technology products	30%	47%
Perform technical reviews of marketing technology products	29%	45%
Negotiate business terms for purchasing marketing technology products	28%	42%
Build analytical models and perform data science analysis	26%	41%
Architect the overall stack of all marketing technology products used	26%	35%
Perform data privacy/compliance reviews of marketing technology products	25%	22%
Customize marketing technology products with software development	16%	22%
Perform security reviews of marketing technology products	10%	20%
Build and maintain data warehouses/data lakes	8%	12%
Q: Please rank the following personal career priorities based on their importance to you.	n=153	n=116



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2024 MarTech Salary and Career Survey

Marketers spend more time with analytics; maestros spend more time with project management

Both maestros and marketers report spending time working in spreadsheets, CRM/CDPs and marketing automation platforms (see Figure 35).

Marketers report more use of web, mobile and marketing analytics tools (52%) compared to maestros (34%). Maestros spend more time with project management tools (66%) than marketers (56%).

Figure 35: Applications used

	Marketers	Maestros
Spreadsheets (e.g., Excel, Google Sheets, Airtable, etc.)	81%	67%
Marketing automation/campaign management	65%	66%
Project management (e.g., Workfront, Asana, Jira, Wrike, Basecamp, etc.)	56%	56%
CRM or customer data platforms (CDP)	52%	55%
Web, mobile, and marketing analytics	44%	34%
Content management/web experience management	43%	26%
Business intelligence (e.g., Looker, Tableau, SAS, Sisense, etc.)	24%	24%
Workflow/business automation (e.g., Zapier, Workato, Kissflow, Pipefy, other BPM or RPA tools, etc.)	10%	18%
Web or app development (i.e., developer tools)	8%	4%
Q: Which marketing technology tools, if any, do you spend at least 10 hours a week working in? (check all that apply)	n=153	n=115



2024 MarTech Salary and Career Survey

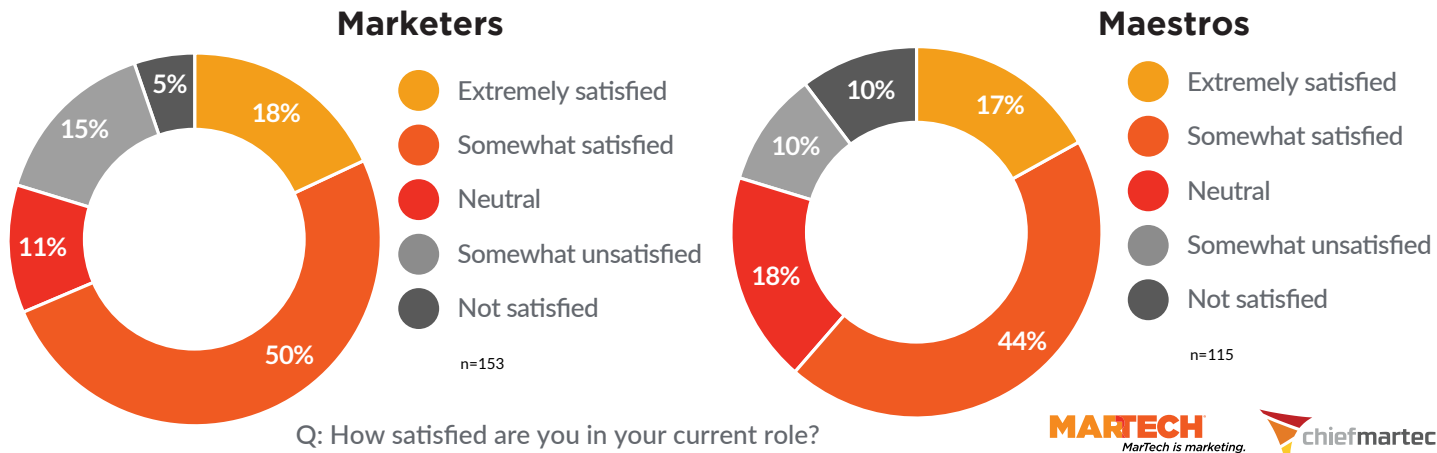
Dissatisfaction rises for both marketers and maestros

In the 2023 survey, 13% of marketers and 10% of maestros reported they were “somewhat unsatisfied” or “not satisfied” with their current role.

In the 2024 survey, more marketers (20%) reported they were “somewhat unsatisfied” or “not satisfied.” Among maestros, the numbers expressing dissatisfaction rose to 20% (see Figure 36). The percentage of maestros who said they were “not satisfied” with their current role doubled from 2023 to 2025, from 5% to 10%.



Figure 36: Job satisfaction



2024 MarTech Salary and Career Survey

Marketers find change and supporting others rewarding; maestros like solving tech issues

Beyond demonstrating a positive impact on the business from martech, marketers and maestros find distinct aspects of their jobs rewarding (see Figure 37). For marketers, supporting other people who use marketing technology was favored by 44% (32% of maestros), while keeping up with change in the marketing industry was identified as rewarding by 38% (15% for maestros).

More maestros (47%) than marketers (28%) found solving technical issues rewarding.

Figure 37: What marketers/maestros find rewarding

	Marketers	Maestros
Demonstrating/proving a positive impact on the business from martech	54%	54%
Supporting other people in marketing who need to use marketing technology	44%	47%
Keeping up with changes in marketing and martech	38%	45%
Managing a team – hiring, training, supervision, development, and retention	37%	41%
Working across departmental boundaries, such as with IT or sales	32%	32%
Solving technical issues with martech software	28%	27%
Managing up/explaining martech to senior executives and stakeholders	16%	19%
Securing sufficient resources – time, talent, and money – for work to be done	14%	15%
Managing martech vendor relationships	14%	9%
Q: What are the most challenging or frustrating elements of your job? (check all that apply)		

n=153



2024 MarTech Salary and Career Survey

Proving the impact of martech falls on maestros over marketers

Both marketers and maestros say securing sufficient resources is their most pressing challenge (see Figure 38).

Among maestros, demonstrating/proving a positive impact on the business from martech was cited by 53% of respondents, compared to 27% of marketers. Defending martech investments seems to be falling primarily on maestros.

Figure 38: Securing resources the top challenge for maestros and marketers

	Marketers	Maestros
Securing sufficient resources – time, talent, and money – for work to be done	52%	53%
Working across departmental boundaries, such as with IT or sales	41%	53%
Managing up/explaining martech to senior executives and stakeholders	33%	47%
Demonstrating/proving a positive impact on the business from martech	27%	46%
Solving technical issues with martech software	20%	37%
Supporting other people in marketing who need to use marketing technology	16%	26%
Managing a team – hiring, training, supervision, development, and retention	14%	22%
Keeping up with changes in marketing and martech	12%	13%
Managing martech vendor relationships	8%	10%

Q: Please rank the following personal career priorities based on their importance to you.

n=115



2024 MarTech Salary and Career Survey

Beyond income, maestros prioritize stress relief and mentoring

Both marketers and maestros prioritize income growth when it comes to personal career goals (see Figure 39).

Maestros are more likely to place a high priority on decreasing work-related stress (a high priority for 54% of maestros and 46% of marketers). Maestros also place a high priority on mentoring and advising others (49%, compared to 36% for marketers).

Figure 39: Career priorities for marketers & maestros

	Marketer			Maestros		
	High priority	Moderate priority	Low priority	High priority	Moderate priority	Low priority
Grow my income	69%	29%	2%	68%	28%	4%
Be more productive at work	48%	42%	9%	54%	33%	13%
Decrease my work-related stress	46%	41%	14%	49%	43%	9%
Earn a promotion	46%	37%	18%	47%	31%	22%
Improve my work-life balance	44%	38%	18%	42%	51%	7%
Act as a mentor/adviser to others	36%	41%	23%	42%	41%	17%
Increase my hybrid/remote work flexibility	33%	24%	43%	29%	28%	43%

Q: Please rank the following personal career priorities based on their importance to you.

n=282

