ANCHOR
TALENT & ADVISORY

Irish GTM Salary Survey

Sales, Customer Success, RevOps & Marketing benchmarks — Irish SaaS & tech, 2026

Sales Leadership

BASE + VARIABLE = OTE

ROLE	LOW	AVERAGE	HIGH
Chief Revenue Officer / SVP Sales	€250k OTE €150k base + €100k var	€400k OTE €200k base + €200k var	€500k OTE €250k base + €250k var
VP Sales	€200k OTE €120k base + €80k var	€250k OTE €150k base + €100k var	€400k OTE €200k base + €200k var
Sales Director	€170k OTE €100k base + €70k var	€230k OTE €130k base + €100k var	€280k OTE €150k base + €130k var
Manager – Account Executives	€150k OTE €90k base + €60k var	€180k OTE €100k base + €80k var	€220k OTE €120k base + €100k var
Manager – Sales Development	€120k OTE €80k base + €40k var	€150k OTE €90k base + €60k var	€170k OTE €100k base + €70k var
Manager – Account Management	€150k OTE €90k base + €60k var	€170k OTE €100k base + €70k var	€200k OTE €120k base + €80k var

Sales – Individual Contributor

BASE + VARIABLE = OTE

ROLE	LOW	AVERAGE	HIGH
Enterprise Account Executive	€160k–170k OTE €80k–85k base + €80k–85k var	€180k–190k OTE €90k–95k base + €90k–95k var	€200k–240k OTE €100k–120k base + €100k–120k var
Mid Market Account Executive	€140k–150k OTE €70k–75k base + €70k–75k var	€160k–170k OTE €80k–85k base + €80k–85k var	€180k OTE €90k base + €90k var
Account Executive – SMB	€90k OTE €50k base + €40k var	€120k–130k OTE €60k–65k base + €60k–65k var	€140k OTE €70k base + €70k var
Business Development Executive	€50k OTE €35k base + €15k var	€65k OTE €45k base + €20k var	€70k–80k OTE €50k–55k base + €20k–25k var
Enterprise Account Manager	€160k–170k OTE €80k–85k base + €80k–85k var	€180k–190k OTE €90k–95k base + €90k–95k var	€200k–240k OTE €100k–120k base + €100k–120k var
Mid Market Account Manager	€140k–150k OTE €70k–75k base + €70k–75k var	€160k–170k OTE €80k–85k base + €80k–85k var	€180k OTE €90k base + €90k var
Account Manager	€90k OTE €50k base + €40k var	€120k–130k OTE €60k–65k base + €60k–65k var	€140k OTE €70k base + €70k var
Partner Manager	€85k	€100k	€130k

Customer Success

BASE + VARIABLE = OTE

ROLE	LOW	AVERAGE	HIGH
Customer Success Lead / Head	€120k OTE €80k base + €40k var	€150k OTE €100k base + €50k var	€180k OTE €120k base + €60k var
Customer Success Manager	€75k OTE €50k base + €25k var	€100k–105k OTE €70k–75k base + €30k var	€130k–150k OTE €80k–100k base + €50k var

RevOps & Sales Engineering

BASE + VARIABLE = OTE

ROLE	LOW	AVERAGE	HIGH
Revenue Operations Manager	€75k	€100k	€135k
Sales Engineer	€90k OTE €70k base + €20k var	€115k OTE €85k base + €30k var	€140k OTE €100k base + €40k var

Marketing

BASE SALARY (NO STANDARD VARIABLE COMPONENT)

ROLE	LOW	AVERAGE	HIGH
Chief Marketing Officer	€150k	€200k	€250k+
VP of Marketing	€100k	€150k	€200k
Marketing Director	€80k	€100k	€125k
Marketing Manager	€60k	€80k	€100k
Product Marketing Manager	€70k	€85k	€110k
Senior Marketing Executive	€50k	€60k	€65k
Marketing Executive	€40k	€50k	€60k