

CONSUMER BRANDS

# SALARY & MARKET TRENDS

2025

BEER

WINE

SPIRITS



An inside look at the salaries of the most in-demand beer, wine, and spirits roles; insider job market commentary; and trends in compensation.

POWERED BY *Force*

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# *Force* SALARY & MARKET TRENDS

Securing top talent hinges on competitive compensation offers. Our latest salary insights empower your talent strategy by providing detailed salary data for the most sought-after roles, organized by functional area.

We have curated information that will help position your company as the employer of choice, renowned for competitive compensation and an enviable workplace.

Dive into the salary and job market data now to better attract and nurture exceptional talent.



# THE DETAILS

## RESEARCH

The fair market salary data in this report was compiled from internal recruiting placements made over the past year across major hiring markets (e.g. New York City and Los Angeles), as well as publicly available resources in the United States.



If you would like to adjust the salaries in this report for your specific metro area, please visit the U.S. Bureau of Labor Statistics: [bls.gov/bls/blswage.htm](https://bls.gov/bls/blswage.htm).

## BASE SALARY

The salaries presented are averages for the listed positions and do not include any additional variable compensation that individuals may receive as part of their employment.

All salaries were rounded to the nearest 500 for simplicity.



## SALARY CALCULATOR

The numbers listed in this report are based on companies that generate 21-50M revenue, however ForceBrands most often supports companies in the \$50-500M range. To find the average salary for titles at your sized company, please use the following conversion chart:

COMPANY REVENUE	SALARY MULTIPLIER
\$0-10M	X 0.96
\$11-20M	X 0.98
\$21-50M	X 1.00
\$51-100M	X 1.08
\$101-500M	X 1.10
\$500M+	X 1.13

### EXAMPLE :

If you are a Chief Marketing Officer for a \$500M+ company, multiply the listed salary of \$379,000 by 1.13 to get your salary of \$428,270.

COMPANY REVENUE	SALARY MULTIPLIER	ADJUSTED CMO SALARY
\$500M+	\$379,000 X 1.13	= \$428,270

# THE TRENDS



# THE RESULTS ARE IN



## *Force* CONSUMER BRAND TALENT COMPENSATION SURVEY

Our consumer Brand Talent Compensation Survey explores how **raises, bonuses, and overall pay satisfaction shape workplace dynamics.**

The findings reveal a strong link between compensation strategy and key factors like employee engagement, loyalty, and retention. If you're an employer, you'll learn that **competitive pay is crucial to keeping top talent.** And if you're a professional navigating your career, you may recognize how compensation directly impacts your employment satisfaction and career decisions.

Whether you're managing a team or planning your next career move, our research offers valuable insights into the powerful role compensation plays in today's workplace.

# THE TRENDS

## COMPENSATION

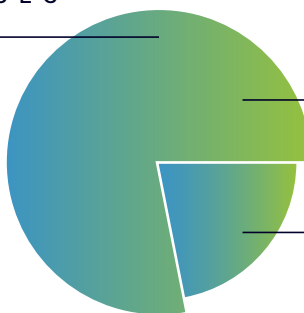
### COMPENSATION IS UP!

Salaries and bonuses are on the rise! Over 60% of professionals got a raise last year, with most coming from annual increases rather than job changes. While many received bonuses, more than half would prefer a bigger base salary instead.

#### SALARY INCREASES

**62%**

reported a salary increase in the last year



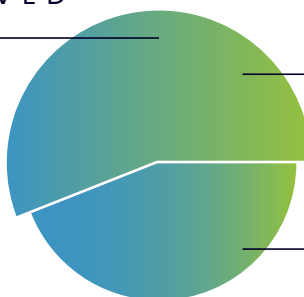
**78%** of increases were due to annual raises

**22%** of increases were due to a job move

#### BONUSES RECEIVED

**64%**

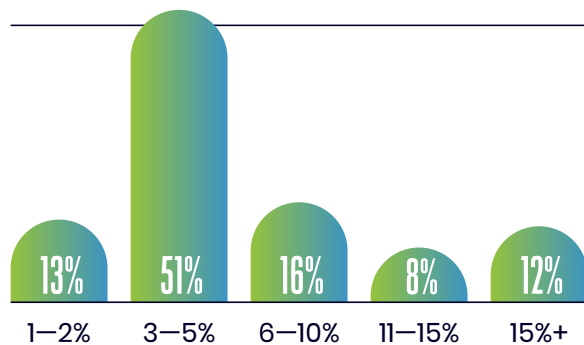
received a bonus in the last year



**56%** of bonus recipients prefer to skip the bonus and receive a higher base salary

**44%** prefer bonuses

#### ACTUAL RAISE RANGES



#### 2025 EXPECTATIONS

Over one-third of employees are hoping for a 6%+ boost next year

# THE TRENDS

## COMPENSATION

### ROLLING THE COMPENSATION DICE

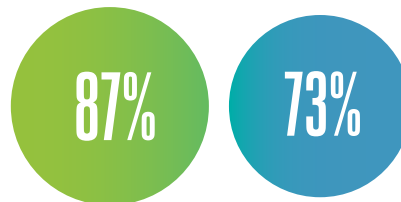
Compensation satisfaction impacts workplace dynamics for the better. Satisfied employees are more engaged, loyal, and believe their pay is fair. In contrast, dissatisfaction doubles the likelihood of talent quitting, highlighting the crucial role compensation plays in employee retention.

#### COMPENSATION SATISFACTION

We asked employees about their general attitudes and behavior when it came to work. Then, we looked at how compensation satisfaction impacts those beliefs.



#### Engaged at work



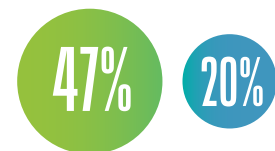
#### Loyal to their employer



#### Believe compensation is set fair at their company



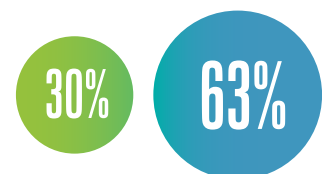
#### Believe their employer is transparent about compensation



Compared to their satisfied peers, employees who are not happy with their compensation...

- Are more disengaged at work
- Are twice as likely to leave their employer within the year
- Don't believe compensation is fair and transparent at their company

#### Likely to switch employers in the next 12 months





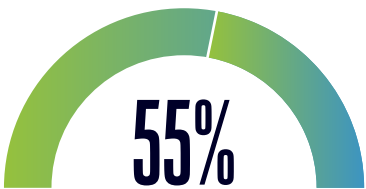
# THE TRENDS COMPENSATION

## HOW PAY SHAPES TRUST, LOYALTY & ENGAGEMENT AT WORK

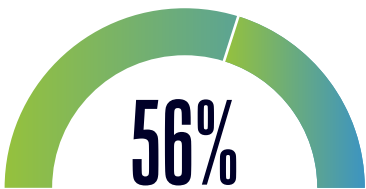
When asked directly, most employees reported that their compensation significantly influences their loyalty, engagement, and trust in their employer.

Interestingly, fewer respondents felt that compensation affected their loyalty to their manager, suggesting that employees see compensation decisions as largely separate.

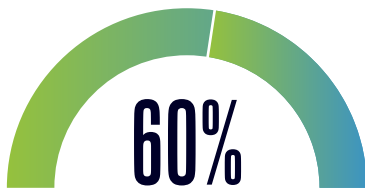
Loyalty to their employer



Engagement at work



Trust in their employer



**ONLY 4 IN 10**

said compensation influenced their loyalty to their manager

## IT'S GOOD TO BE AN EXECUTIVE: RAISE RANGES BY ORGANIZATION LEVEL

Executives are winning the raise game, with nearly half enjoying raises above 5%.

**2X**



Executives received twice as many raises above 5% as employees at the non-managerial level

	1—2%	3—5%	6—10%	11—15%	>15%	TOTAL ABOVE 5%
C-SUITE or EXECUTIVE	6%	45%	25%	11%	13%	49%
SENIOR MANAGER or DIRECTOR	13%	50%	16%	9%	12%	37%
MANAGER	17%	54%	12%	4%	14%	30%
NON-MANAGERIAL	19%	57%	11%	8%	5%	24%

# THE TRENDS

## COMPENSATION

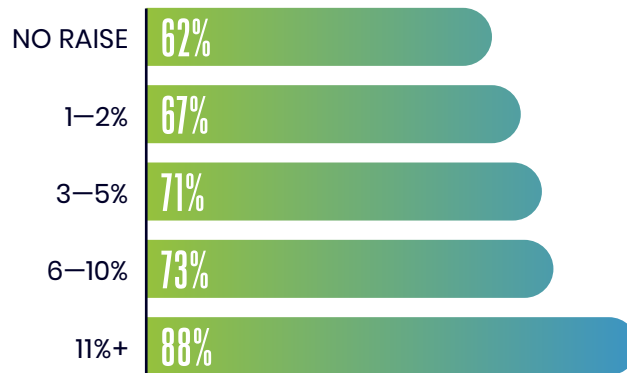
### RAISE RANGE/WORKPLACE MINDSET CORRELATION

Higher raises mean happier employees! Those who received 6%+ raises are more likely to express a positive workplace outlook.

On the flip side, minimal or no raises lead to employer mistrust and a stronger desire to find new opportunities

#### LOYALTY

I am loyal to my employer



#### RAISES MOVE THE LOYALTY NEEDLE

Pay for a bump now, or potentially face the significantly higher cost of replacing, onboarding, and training a new person.

#### WANDERLUST

I am likely to switch employers in the next year



#### EMPLOYERS TAKE NOTE!

Wanderlust is slashed by half when employees receive raises 6% or higher.

### THE RIPPLE EFFECT OF INADEQUATE RAISES

Small or no raises trigger a chain reaction, highlighting how crucial regular, fair compensation is for maintaining talent happiness and loyalty. Those receiving the lowest or no raises are the most likely to:



- ➔ 1 Distrust company fairness
- ➔ 2 Doubt compensation transparency
- ➔ 3 Consider leaving their employer within the next year

# THE TRENDS

## COMPENSATION

### GREENER PASTURES ARE CALLING & I MUST GO

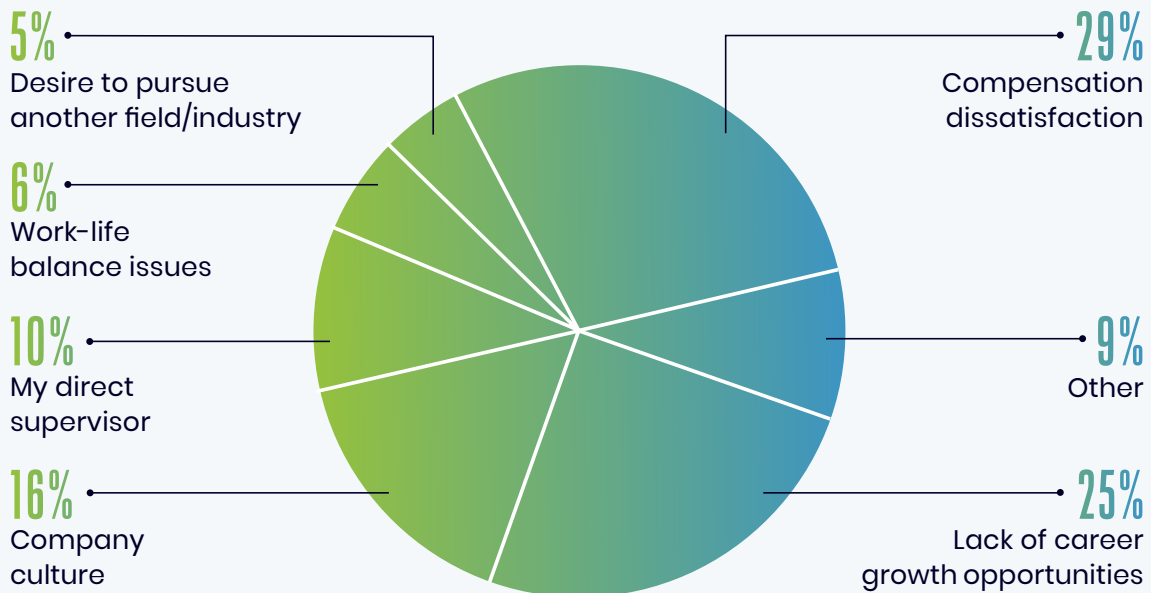
Compensation dissatisfaction and lack of career growth drive employee turnover, significantly outweighing factors like company culture and management. Employers must focus on both competitive pay and clear career advancement opportunities to effectively retain their talent.

**4 IN 10**

respondents plan to switch jobs in the next year

**2/3**

of employees planning to flee in the next year are middle managers seeking to grow their wallets and careers



### THE HIGH-STAKES GAME OF EXECUTIVE RETENTION

For executives, compensation is the top reason for leaving, followed by who they report to—making leadership relationships more critical than professional growth (which is the second leading reason for the broader workforce). Interestingly, for executives and non-execs, company culture ranks third, highlighting its consistent importance across all levels of the organization.

### TOP REASONS FOR EXECUTIVE FLIGHT

- 1 COMPENSATION DISSATISFACTION
- 2 DIRECT SUPERVISOR
- 3 COMPANY CULTURE

# THE SALARIES



# C-SUITE

## C-SUITE (15+ YEARS EXPERIENCE)

LOW\*

HIGH\*

President

\$325,000

\$450,000

Chief Executive Officer

\$312,500

\$425,000

Chief Commercial Officer

\$270,500

\$379,000

Chief Financial Officer

\$297,500

\$390,000

Chief Marketing Officer

\$243,500

\$379,000

Chief of Staff

\$270,500

\$341,000

Chief Operations Officer

\$243,500

\$379,000

Chief People Office / Chief Human Resources Officer

\$235,000

\$353,000

Chief Revenue Officer

\$235,000

\$375,000

Chief Sales Officer

\$270,500

\$379,000

BONUS

| 30 – 50 %

# SALES

## DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)

LOW\*

HIGH\*

SVP of Sales	\$238,500	\$325,000
VP of Sales	\$212,500	\$277,500
Regional VP	\$179,000	\$216,500
VP of National Accounts	\$195,000	\$260,000
Director of National Accounts, Off-Premise	\$176,500	\$212,500
Director of National Accounts, On-Premise	\$162,500	\$206,000
Director of Sales	\$164,500	\$207,000
General Manager	\$236,000	\$353,000
National Sales Manager	\$195,000	\$217,000

BONUS

| DIRECTOR 25 – 30 %

| VP 30 – 50 %

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Area Sales Manager (ASM)	\$94,500	\$129,000
Chain Sales Manager	\$108,500	\$146,500
Field Sales Representative	\$82,500	\$99,500
Key Account Manager	\$108,500	\$146,500
Market Manager	\$106,000	\$135,500
Regional Sales Manager	\$142,000	\$176,500
Sales Manager	\$118,000	\$135,500
Senior Market Manager	\$117,000	\$162,500
State Manager	\$130,000	\$162,500

BONUS

| 20 – 30 %

\* BASE SALARY

# OPERATIONS

## DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)

	LOW*	HIGH*
VP of Operations	\$188,500	\$235,000
VP / Head of Production	\$207,000	\$233,000
VP of Supply Chain	\$206,000	\$238,500
Director of Health Safety & Environment	\$224,500	\$235,000
Director of Operations	\$164,500	\$194,000
Director of Product Development	\$176,500	\$206,000
Director of Quality	\$176,500	\$207,000
Head Brewer	\$108,500	\$216,500
Head of Winery Production	\$162,500	\$244,000
Master Distiller	\$108,500	\$189,500

**BONUS** | DIRECTOR 15 – 20 % | VP 20 – 30 %

## MANAGER (5-7 YEARS EXPERIENCE)

	LOW*	HIGH*
Demand Planning Manager	\$129,000	\$153,000
Control State Director	\$98,000	\$140,000
Inventory Manager	\$94,500	\$130,000
Operations Manager	\$82,500	\$117,000
Procurement Manager	\$94,500	\$117,000
Quality Assurance Manager	\$118,000	\$154,000
Research & Development Manager	\$111,500	\$153,000
Senior Supply Chain Manager	\$130,000	\$151,500
Supply Chain Manager	\$89,000	\$117,000
Wholesale Logistics Manager	\$118,000	\$135,500

**BONUS** | 15 – 20 %

\* BASE SALARY

# MARKETING

DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)	LOW*	HIGH*
VP Digital & E-Commerce	\$236,500	\$295,500
VP of Field Marketing	\$176,500	\$260,500
VP of Growth	\$207,000	\$266,000
VP of Innovation	\$178,000	\$282,000
VP of Marketing	\$207,000	\$295,500
VP of Trade Marketing	\$142,000	\$189,500
Art Director	\$177,000	\$207,500
Director of D2C Performance Marketing	\$183,000	\$273,500
Director of Digital Marketing	\$189,000	\$212,500
Director of E-Commerce Marketing	\$189,000	\$213,000
Director of Field Marketing	\$163,000	\$195,500
Director of Global Communications	\$235,500	\$295,000
Director of Global PR	\$163,000	\$233,500
Director of Innovation	\$153,000	\$206,000
Director of Trade Marketing	\$206,000	\$295,000
Performance Marketing	\$189,000	\$224,500

BONUS | DIRECTOR 15–20% | VP 20–30%



# MARKETING (CONT.)

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Brand Ambassador	\$72,000	\$104,500
Brand Manager	\$147,500	\$166,000
Category Manager	\$108,500	\$141,000
Creative Project Manager	\$82,500	\$106,500
Digital Content Manager	\$118,500	\$135,500
Digital Marketing Manager	\$117,000	\$153,000
E-Commerce / Growth Marketing Manager	\$94,500	\$141,000
Events & Partnerships Manager	\$117,000	\$154,000
Field Marketing Manager	\$117,000	\$142,000
Graphic Designer	\$82,500	\$117,000
Performance Marketing Manager	\$130,000	\$173,500
PR Manager	\$94,500	\$142,000
Product Development Manager	\$129,000	\$159,500
Senior Brand Manager	\$154,000	\$189,000
Shopper Marketing Manager	\$118,500	\$153,000
Social Media Manager	\$94,500	\$117,500
Trade Marketing Manager	\$135,500	\$159,500

BONUS | 15 – 20 %

# HUMAN RESOURCES / ADMIN

DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)	LOW*	HIGH*
VP of Human Resources / Head of People	\$177,000	\$207,000
VP of Talent Acquisition	\$173,500	\$227,500
Director of Human Resources	\$154,000	\$188,500
Director of People & Culture	\$153,000	\$189,000
Director of Talent Acquisition	\$128,000	\$162,500
Director of Training	\$141,000	\$177,000
Diversity Equity & Inclusion Leader	\$141,000	\$212,500
Head of Talent Acquisition	\$130,000	\$195,000

**BONUS** | DIRECTOR 15 – 20 % | VP 30 – 40 %

MANAGER (5-7 YEARS EXPERIENCE)	LOW*	HIGH*
Associate Human Resources Manager	\$58,500	\$82,500
Executive / Personal Assistant	\$117,000	\$147,500
Human Resources Business Partner	\$107,500	\$152,000
Human Resources Manager	\$94,500	\$141,000
Talent Acquisition Coordinator	\$63,000	\$78,000
Talent Acquisition Manager	\$114,000	\$152,000
Training Manager	\$77,000	\$106,500

**BONUS** | 10 – 15 %

\* BASE SALARY

# FINANCE

## DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)

	LOW*	HIGH*
VP of Finance	\$206,000	\$266,000
Director of Business Analytics	\$117,000	\$177,000
Director of Commercial Finance	\$154,000	\$195,500
Director of Finance	\$177,000	\$201,000
Director of Financial Planning & Analytics	\$153,000	\$194,500
Controller	\$142,000	\$194,500

**BONUS** | DIRECTOR 25 – 30 % | VP 25 – 40 %

## MANAGER (5-7 YEARS EXPERIENCE)

	LOW*	HIGH*
Accountant	\$94,500	\$146,500
Accounts Payable / Accounts Receivable Manager	\$58,500	\$94,500
Business Insights & Analytics	\$94,500	\$153,000
Commercial Analytics Manager	\$88,000	\$141,000
Commercial Finance Manager	\$106,500	\$141,000
Finance Manager	\$108,500	\$146,500
Financial Planning & Analysis	\$117,000	\$165,000
Pricing Manager	\$129,000	\$142,000

**BONUS** | 15 – 25 %

\* BASE SALARY

# INSIDER MARKET COMMENTARY

& CONCLUSIONS





# IN 2024, THE BEVERAGE ALCOHOL INDUSTRY SAW A SURGE

in demand for strategic sales leadership roles and marketing. Key positions like Chief Commercial Officers and Chief Marketing officers underscored a shift in commercial sales and digital strategies as companies aimed to scale volume. As we approach 2025, compensation has stabilized, yet competitive offers remain crucial to attract dynamic leaders capable of driving ambitious growth. While remote work remains popular we found that many companies moved to a hybrid model with a focus on more days in office than not. Relocation for leadership roles is mainly encouraged to enhance strategic decision-making.

– RACHEL DOUECK



## MEET OUR EXPERT: RACHEL DOUECK

As the Senior Director of Client Strategy, Rachel specializes in working with high growth companies from burgeoning startups to PE/VC-backed enterprises and publicly traded corporations to identify their unique hiring needs. She works across the consumer industry with a focus in beverage and has helped scale companies with her organizational design expertise and thoughtful approach to connecting best-in-class leaders with companies.

In addition to her deep industry experience and passion for it, Rachel holds a WSET Level 2 certification. She's also an active member of Women of The Vine & Spirits, an association where she leads the HR Professionals Group.

Contact Rachel  
rachel@forcebrands.com

# IN CONCLUSION: RECALIBRATE

## WHAT EMPLOYERS CAN DO TO MITIGATE TOP TALENT FLIGHT

To keep your best employees, focus on competitive salaries, clear career paths, a strong company culture, and effective management:

- Accept the importance of competitive salary structures and conduct regular market comparisons to ensure compensation packages attract and retain talent. Adjust as needed.
- Examine company culture through a satisfaction and retention lens and identify gaps in values alignment, inclusivity, recognition programs, and team dynamics.
- Assess how leaders are trained and developed as effective management can significantly influence employee satisfaction and retention.
- Evaluate current career development approach and augment with improved career pathing (with aspirational milestones), mentorship or shadowing assignments, and continuous learning opportunities.
- Invest in management and interpersonal skills development across all hierarchical levels — harmonious reporting relationships mitigate flight risk from entry-level to executive.

## ABOUT *Force*

ForceBrands is the preferred strategic talent partner for consumer brands. Our suite of hiring solutions — Executive Search, Professional Recruitment, and Consumer Brand Job Board — offers a consultative experience designed to connect high growth companies with executive leaders and top-tier consumer brand professionals.

ForceBrands has been pivotal in identifying and placing transformative talent for the most innovative brands across the food, beverage, beauty, cannabis, pet, and consumer tech sectors.



Our specialized focus, extensive network, team of functional experts, and dedication to customer happiness keep ForceBrands at the industry's forefront, driving the success of our clients. We hope the insights from this report will guide your unique hiring journey. For further assistance in developing your talent and leadership strategy, reach out to us.

We look forward to collaborating with you.

[HELLO@FORCEBRANDS.COM](mailto:HELLO@FORCEBRANDS.COM)

