

CONSUMER BRANDS

# SALARY & MARKET TRENDS

2025

## CANNABIS

An inside look at the salaries of the most in-demand cannabis 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).

## 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

## 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.

### EXAMPLE:

If you are a Chief Marketing Officer for a \$500M+ company, multiply the listed salary of \$352,000 by 1.13 to get your salary of \$397,760.

COMPANY REVENUE	SALARY MULTIPLIER	ADJUSTED CMO SALARY
\$500M+	\$352,000 X 1.13	= \$397,760

# 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

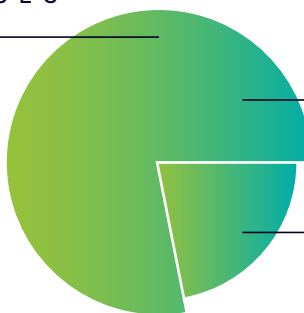
### COMPENSATION IS UP!

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%**

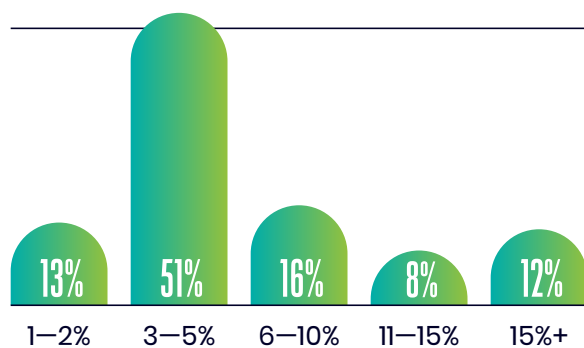
received a bonus in the last year



**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

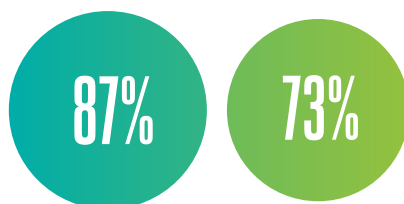
Compensation satisfaction impacts workplace dynamics for the better. Satisfied employees are more engaged, loyal, and believe their pay is fair. In contrast, dissatisfaction doubles the likelihood of talent quitting, highlighting the crucial role compensation plays in employee retention.

#### COMPENSATION SATISFACTION

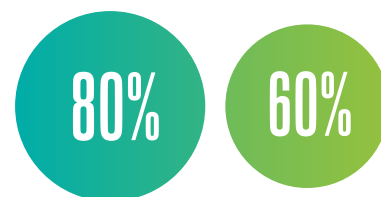
We asked employees about their general attitudes and behavior when it came to work. Then, we looked at how compensation satisfaction impacts those beliefs.



#### Engaged at work



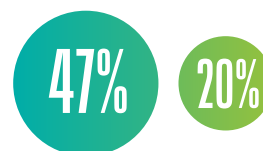
#### Loyal to their employer



#### 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

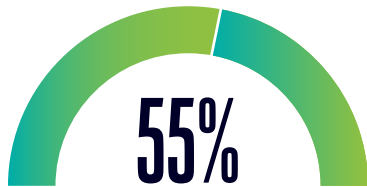
## COMPENSATION

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

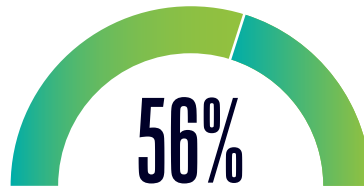
When asked directly, most employees reported that their compensation significantly influences their loyalty, engagement, and trust in their employer.

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

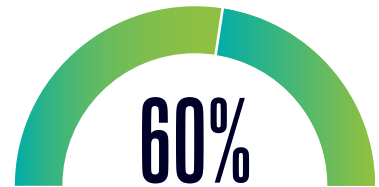
Loyalty to their employer



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

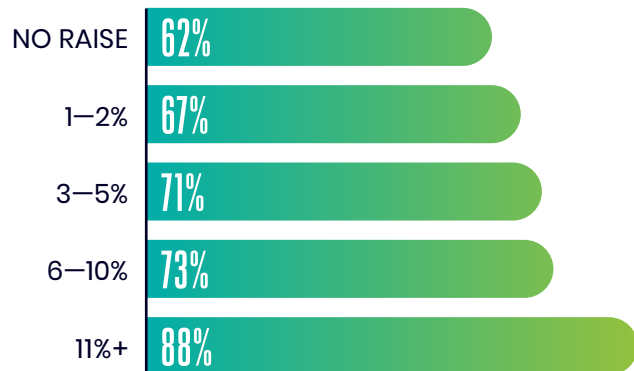
### RAISE RANGE/WORKPLACE MINDSET CORRELATION

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

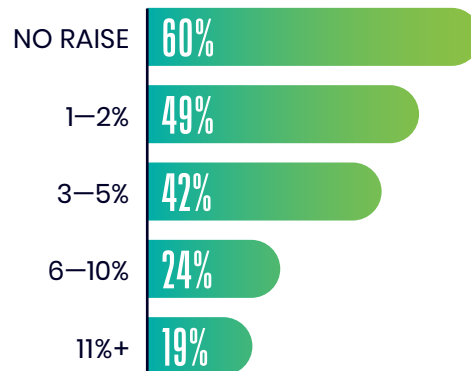


#### RAISES MOVE THE LOYALTY NEEDLE

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

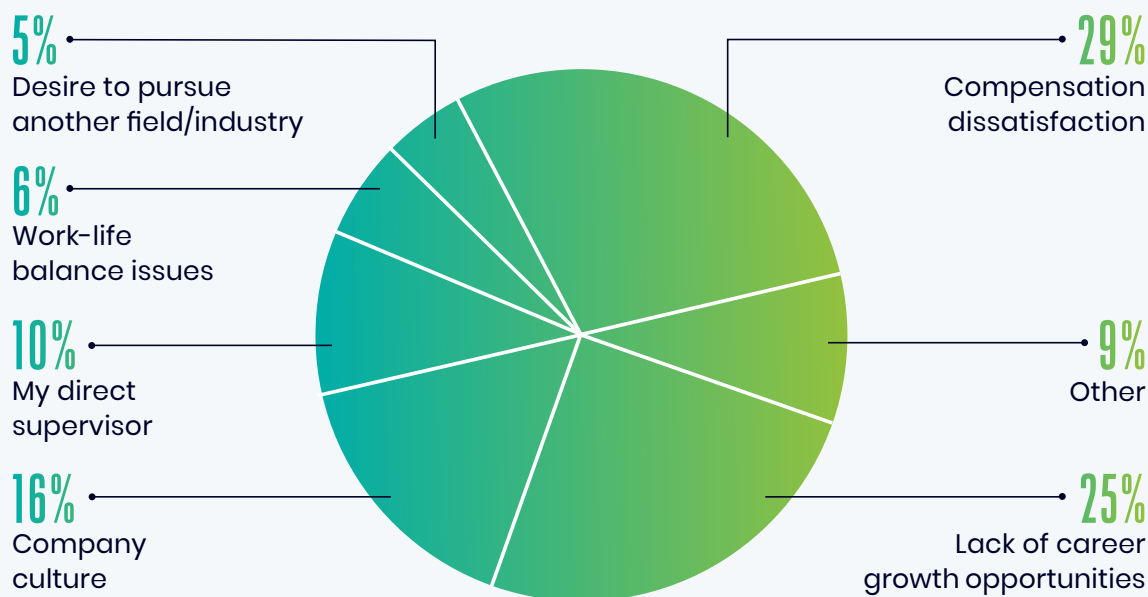
Compensation dissatisfaction and lack of career growth drive employee turnover, significantly outweighing factors like company culture and management. Employers must focus on both competitive pay and clear career advancement opportunities to effectively retain their talent.

**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\*

Chief Executive Officer	\$271,000	\$400,000
Chief Financial Officer	\$259,000	\$390,000
Chief Human Resources Officer	\$265,500	\$295,000
Chief Marketing Officer	\$217,000	\$352,000
Chief Operations Officer	\$230,000	\$377,000
Chief Revenue Officer	\$235,000	\$353,500
Chief Scientist	\$155,000	\$224,500
General Manager	\$206,000	\$324,000
Master Grower	\$111,500	\$219,000
President	\$235,000	\$383,500

\* BASE SALARY

# SALES

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

LOW\*

HIGH\*

VP of Business Development / Sales

\$195,000

\$259,000

VP of Partnerships

\$189,500

\$244,000

Director of Partnerships

\$119,000

\$195,000

Director of Sales

\$129,000

\$224,500

BONUS

| DIRECTOR 20 – 30 %

| VP 25 – 50 %

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

B2B Sales Manager

\$94,500

\$171,000

Business Development Representative

\$59,500

\$81,500

Key Account Manager / Account Executive

\$92,000

\$162,500

Sales Operations Manager

\$89,000

\$135,500

Regional Sales Manager

\$125,000

\$150,000

Area Sales Manager

\$82,000

\$120,000

BONUS

| 15 – 25 %

\* BASE SALARY

# MARKETING

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

LOW\*

HIGH\*

VP of Marketing

\$189,500

\$271,000

Senior Director of Marketing

\$151,500

\$195,000

Director of Experiential Marketing

\$141,000

\$189,500

Director of Marketing

\$141,000

\$179,000

Director of Trade Marketing

\$119,000

\$157,000

BONUS

| DIRECTOR 10 – 30 %

| VP 25 % +

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Brand Manager

\$126,000

\$188,500

Digital Marketing Manager

\$106,000

\$153,000

Influencer Manager

\$92,000

\$124,500

Merchandising Manager

\$75,000

\$86,500

Social Media Marketing Manager

\$81,500

\$124,500

BONUS

| 5 – 10 %

\* BASE SALARY

# OPERATIONS

DIRECTOR & ABOVE ( 7-10 YEARS & 11+ YEARS EXPERIENCE )	LOW*	HIGH*
VP of Customer Experience	\$202,500	\$229,500
VP of Fulfillment	\$188,500	\$223,000
VP of Manufacturing	\$184,000	\$238,500
VP of Operations	\$200,500	\$235,000
VP of Quality	\$178,500	\$224,000
VP of Retail Operations	\$135,500	\$190,500
VP of Supply Chain	\$161,500	\$233,000
Director of Cultivation	\$129,000	\$176,500
Director of Operations	\$142,000	\$175,500
Director of Quality (Quality Assurance / Quality Control)	\$152,500	\$188,500
Director of Supply Chain	\$160,500	\$233,000
General Manager (Dispensary Front of House)	\$63,000	\$99,500

BONUS | DIRECTOR 10 – 30 % | VP 25 % +

MANAGER (5-7 YEARS EXPERIENCE)	LOW*	HIGH*
Cannabis Compliance Manager	\$90,000	\$108,500
Operations Manager	\$77,000	\$99,500
Production Manager	\$63,000	\$97,500
Logistics Coordinator	\$46,500	\$60,500

BONUS | 5 – 10 %

\* BASE SALARY



# OPERATIONS (CONTINUED)

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Production Supervisor

\$46,500

\$73,500

Quality Manager

\$99,500

\$142,000

Supply Chain Manager

\$107,000

\$141,000

BONUS | 5 – 10 %

# E-COMMERCE

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

LOW\*

HIGH\*

VP of E-Commerce

\$189,500

\$270,500

VP of Fulfillment

\$188,500

\$235,500

Director of E-Commerce

\$159,000

\$189,500

BONUS | DIRECTOR 10 – 30 % | VP 25 % +

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

E-Commerce Manager

\$106,000

\$140,500

Growth Hacker

\$135,500

\$182,000

Website Asset Manager

\$94,000

\$123,500

BONUS | 5 – 10 %

\* BASE SALARY

# FINANCE

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

LOW\*

HIGH\*

VP of Finance

\$206,000

\$265,500

Director of Accounting

\$119,000

\$157,000

Director of Finance

\$134,500

\$178,500

Controller

\$136,500

\$191,500

BONUS

| DIRECTOR 10 – 30 %

| VP 25 % +

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Accountant

\$74,500

\$90,000

Accounting Manager

\$103,000

\$161,500

Accounts Receivable Lead

\$58,500

\$94,000

Financial Analyst

\$84,500

\$129,000

Financial Planning & Analysis

\$117,000

\$164,500

Tax Accountant

\$87,500

\$130,000

BONUS

| 5 – 10 %

\* BASE SALARY

# HUMAN RESOURCES, ADMINISTRATION, LEGAL & COMPLIANCE

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

LOW\*

HIGH\*

VP of Human Resources / People Operations

\$182,000

\$259,000

Director of Compliance

\$147,500

\$222,000

General Council

\$155,000

\$282,500

BONUS

| DIRECTOR 10-30%

| VP 25%+

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Executive Assistant

\$59,500

\$82,500

Human Resources Generalist

\$69,500

\$90,000

Human Resources Manager

\$118,000

\$147,500

Legal Assistant

\$77,000

\$106,000

Recruiter

\$86,500

\$108,500

BONUS

| 5-10%

\* BASE SALARY

# INSIDER MARKET COMMENTARY

& CONCLUSIONS





# TO ATTRACT TOP TALENT IN 2025

cannabis companies need to step outside the industry bubble and align their compensation with more established sectors. Position yourself not as a 'cannabis' company but as a competitor within the broader business landscape. It's about more than just salary — it's the entire package, from flexible work options to a strong growth story. You get what you pay for and high performers won't settle for less.

– ERIC ROSEN



## MEET OUR EXPERT: ERIC ROSEN

Eric is a Client Strategist responsible for business development across ForceBrands' cannabis and beverage alcohol divisions. He consults with clients to help them achieve growth goals through strategic leadership hires, organizational design, and venture capital support.

Eric brings 17 years of experience to ForceBrands consulting with thousands of SMB, mid-market, and Fortune 500 companies across sales, marketing, branding, and growth strategy. Most recently, Eric worked at Purple City Genetics and Dark Heart Nursery in Northern California, and at Adobe and Omnicom prior to joining the cannabis industry.

Contact Eric  
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# 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)

