



SALARY SURVEY

Product Marketing.

Autumn 2026 Salary Benchmarks

Junior, mid-level, senior and VP salary bands across the UK, Europe and US — plus what's pushing product marketing pay up, and who's being left behind.

Six months on from our previous report, there's still a strong argument that product marketing is having a moment. There's a near 9% rise year-on-year in product marketing roles coming onto the market, and nearly 6% of product marketers now report directly to the CEO — what Gartner calls the upstreaming of the product marketing function.

9%

year-on-year rise in product marketing roles coming to market

\$300bn

went into startups in Q1 2026 alone — up 150% year-on-year

6%

of product marketers now report directly to the CEO

Two forces are behind the boom. The rise of AI startups is creating a need for product-market understanding internally and further upstream, and customers are turning to AI to understand products — eliminating elements of demand generation and making product the primary go-to-market motion. That twin pressure is pushing salaries up, with talent pools stretched and product marketers increasingly aware of their own value.

0–3 YEARS

Junior product marketing

Junior roles span 0–3 years, but also cover people transitioning in from adjacent roles like content, sales enablement or customer success. Job descriptions at this level are focused on execution and support: competitive analysis, positioning and messaging support, launch-planning assistance, marketing collateral and gathering customer feedback.

£38k–£52k

UK junior salary range (average £44,000)

**€36k–
€52k**

Europe junior salary range (average €43,000)

**\$75k–
\$110k**

US junior salary range (average \$92,000)

Startup hotspots — San Francisco, Berlin, Austin, London — and Fortune 500 employers pull junior salaries up; fully remote roles typically sit 5–10% lower than hybrid or on-site equivalents. There's a general downward trend in junior openings, too: our data shows a 6.7% year-on-year drop, reflecting a broader preference among employers for hiring experienced talent over training it up.

4–7 YEARS

Mid-level: Product Marketing Managers

The mid-level data reflects the "pure" PMM band — roughly 4–7 years' experience, though we increasingly see PMMs doing senior-level work without the title to match.

£48k–£69k

UK PMM salary range (average
£58,000)

**€58k–
€80k**

Europe PMM salary range
(average €66,000)

**\$108k–
\$145k**

US PMM salary range (average
\$124,000)

Industry pedigree is increasingly specified in requirements, narrowing the talent pool further and pushing salaries up for candidates who have it. France and Spain tend to sit at the lower end of the European range.

7+ YEARS

Senior product marketers

Senior-level data covers 7+ years' experience across PMM, Senior PMM and Product Marketing Lead titles.

£70k–£96k

UK senior salary range (average
£84,000)

**€85k–
€112k**

Europe senior salary range
(average €96,000)

**\$155k–
\$235k**

US senior salary range (average
\$178,000)

San Francisco in particular is pulling the blended US number up, with some senior salaries topping \$320,000; the European number is pulled up by Germany and the Netherlands.

Average product marketing salary by seniority (£, UK)

UK averages at each level, from the salary bands in this report

Junior

£44,000

PMM (mid-level)

£58,000

Senior

£84,000

Director / VP

£96,000

Source: Example Recruitment research

Average product marketing salary by seniority (\$, US)

US averages at each level, from the salary bands in this report

Junior

\$92,000

PMM (mid-level)

\$124,000

Senior

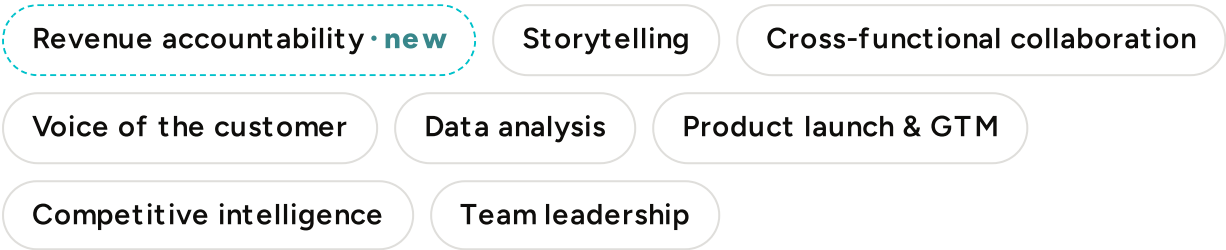
\$178,000

Director / VP

\$215,000

Source: Example Recruitment research

Within mid-to-senior product marketing, we're seeing a growing lean towards revenue accountability alongside the traditional skillset: storytelling, cross-functional collaboration, incorporating the voice of the customer, data analysis, product launch and GTM experience, competitive intelligence and team leadership.



//

Roles at this level now regularly attract hundreds of applicants — and around 80% are eliminated at the screening-questions stage alone, on location or lack of relevant product marketing experience.

LEADING THE FUNCTION

Director / VP of Product Marketing

£78k–
£128k

UK Director/VP salary range
(average £96,000)

€98k–
€130k

Europe Director/VP salary range
(average €110,000)

\$180k–
\$327k

US Director/VP salary range
(average \$215,000)

The vast majority of VPs have 10+ years' experience across multiple companies and industries, and most roles at this level require leaders who've either built a product marketing function from scratch or scaled an existing one. Series D–F companies typically sit at the top of the range, with equity grants for Directors worth \$100k–\$300k over a four-year vesting period at growth-stage companies. We're also seeing structural change: a 34.8% year-on-year increase in C-level product marketing positions, and a 17% year-on-year increase in Director/VP roles, as product marketing distinguishes itself from RevOps and starts reporting directly into the CEO.

Leadership openings are climbing fast

Year-on-year increase in product marketing positions

C-level positions

34.8%

Director / VP roles

17%

Meanwhile, junior openings are down 6.7% year-on-year. Source: Example Recruitment research

THE DRAWBRIDGE

The pathways problem

One of the most worrying findings in this research is the decline in entry-level product marketing roles alongside a significant increase in mid-to-senior openings — the drawbridge is being pulled up. Economic conditions on both sides of the Atlantic have made employers more risk-averse, prioritising immediate revenue contribution over talent they can develop. AI may be compounding this: we're seeing estimates of around 40% time savings for mid-level product marketers using AI tools for competitive intelligence and admin — tasks that used to form part of a junior product marketer's training pathway.

“This is storing up a problem for future years. The future of product marketing may well currently be sitting in adjacent roles: content, sales enablement, demand generation, marketing analytics.”

WHAT'S NEXT

Outlook for 2026–2027

Mid-to-senior product marketing roles are thriving, but the hiring practices of the last two years are frustrating hiring managers, who now have to adapt to restricted talent pools or

loosen their criteria to fill crucial roles. That could change if a predicted "AI bubble" bursts and a wave of AI-startup product marketers is released onto the market — but for now, enhanced requirements for revenue accountability and data skills keep narrowing the field.

The \$300bn of startup funding in Q1 2026 has pushed urgency onto finding product-market fit, and in many cases a founding product marketer is now the first marketing hire at a startup. Headcount is being tied tightly to milestones rather than hired freely — a lag from the recent funding squeeze. The capital is there to hire properly, but the worry of an AI bubble bursting hangs over the market: if it happens, expect the candidate side to loosen quickly.



Example Recruitment — marketing-led headhunters for SaaS and FinTech startups and scaleups in New York and London.

Read the live report and get in touch at theexample.co/reports/product-marketing-salary-benchmarks-autumn-2026