

# The Product Club

**Great people, behind great Products**



The Product Club is the UK's  
first dedicated Product  
Management recruitment  
agency.

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We work with many of the most exciting  
and fast growing scale ups across the  
world. We have surveyed hundreds of  
Product companies and Product  
Managers in London and compiled a  
survey of our insights.





# Sector overview

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The Product function is evolving and constantly presenting new challenges. Product teams are the nucleus of tech scale ups and as a result there are some interesting insights...

- 65% male, 35% female
- 64% Product Managers, 36% Directors, VPs and Chiefs
- Over half have tried to negotiate their salary, more than half of whom were successful
- 42% feel they should be paid more
- 20% are unsure what market rate is





# Salary Benchmarks 2020



	Starting Salary	Max Salary	Average Salary
Junior Product Manager	£25,000	£35,000	£30,000
Product Manager	£40,000	£60,000	£50,000
Senior Product Manager	£55,000	£65,000	£60,000
Product Lead	£60,000	£80,000	£70,000
Head of Product	£70,000	£90,000	£80,000
VP / Director Product	£90,000	£120,000	£105,000



# Day Rate Benchmarks 2020



	Starting Rate	Max Rate	Average Rate
Product Manager	£400	£500	£550
Senior Product Manager	£500	£700	£600
Product Lead	£550	£800	£675
Head of Product	£700	£900	£800
VP / Director Product	£700	£1,000	£850



# Summary

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The salaries within Product ebb and flow depending on a number of external factors. The key to paying and negotiating a fair salary is to understand all of the moving parts including training, progression, transparency, market rate, flexibility and whatever else is important to the candidate.

Nowadays the contract market for Product is booming which is driving salaries up in order to retain strong candidates. That being said many candidates will prefer the security and ownership of a permanent role, so be sure to find out everything you can regarding their situation and concerns.





We would love to welcome  
you to the club and help  
build your next Product  
team...

