

The Product Club



Great people, behind great Products

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

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

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

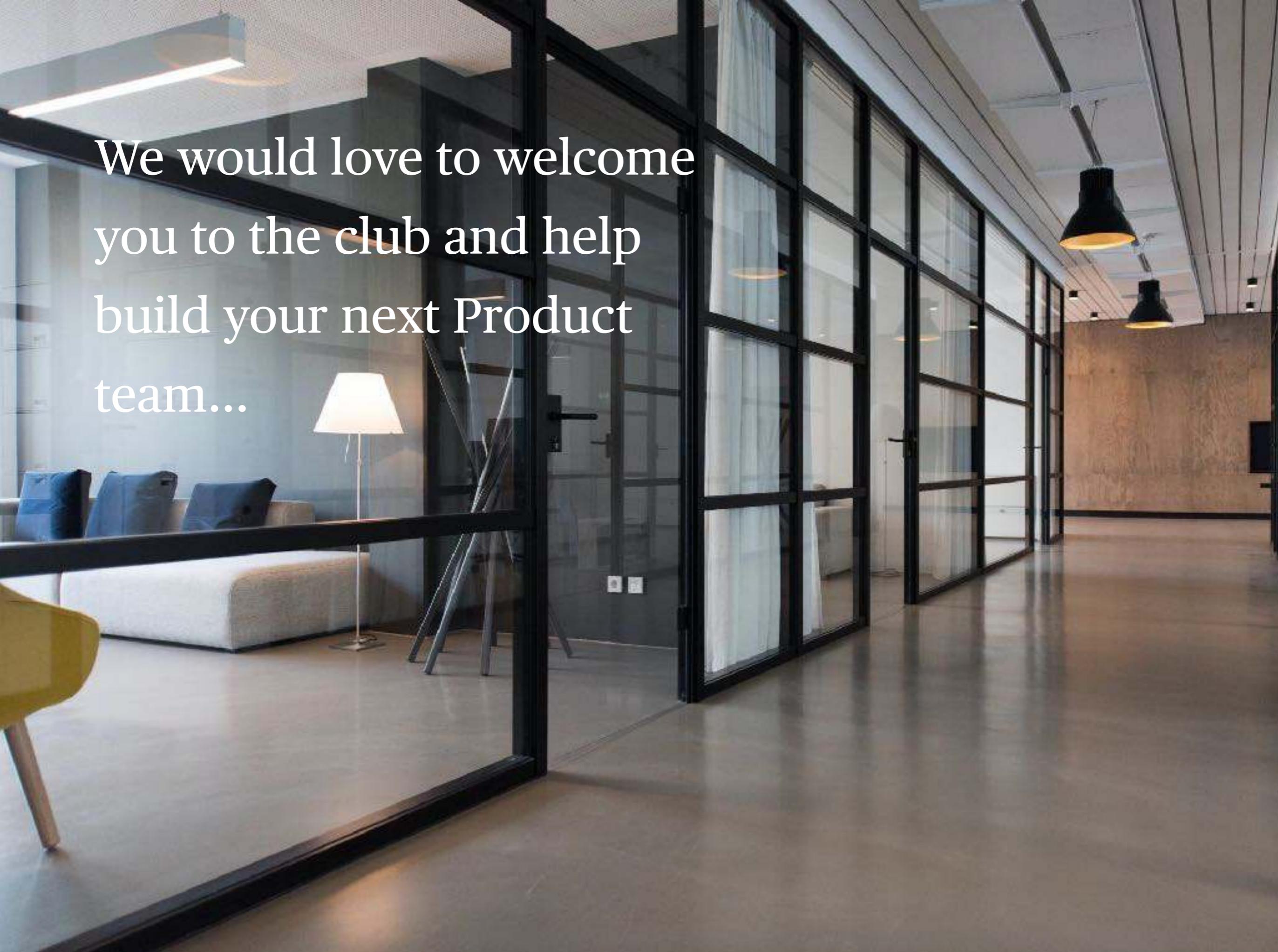
Summary



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.



A modern office hallway with glass-walled rooms and a lounge area. The hallway is brightly lit with pendant lights. The lounge area features a white sofa with blue cushions, a floor lamp, and a yellow chair. The text "We would love to welcome you to the club and help build your next Product team..." is overlaid on the image.

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