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**CHINA**  
SALES & MARKETING  
SALARY SURVEY & GUIDE 2019

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## INTRODUCTION

The Aquis Search China Sales & Marketing Salary Survey & Guide 2019 details salary information and recruiting trends in the business sectors we cover. Our information has been researched and collated with the help of our clients and candidates and from our working knowledge of the marketplace. Aquis Search consultants have extensive expertise in their practice area and the information reported is based on telephone interviews with hiring managers, HR professionals and in-house recruiters as well as data extracted from our own database and internal research resources.

As with all reports that detail salary information and trends, we represent the mainstream view and we recognise there will be individual situations that fall outside the data published. This survey is therefore a guide to general movement in the sector. Please contact us for further information or for clarification on any of the compensation trends detailed in this report.



## MARKET OVERVIEW

In 2018 the industrial sector in China was characterised by a series of high-profile mergers & acquisitions (M&A), a general slowdown in growth when compared with previous years, as well as multinationals looking for cost effective ways to inorganically grow their stake in the region. Multinational organisations have been boosted by the strict enforcement of China’s environmental protection law that has resulted in high polluting companies being shut down, thus easing competition. Consequently, hiring for senior management including sales and marketing professionals has been lower than we have seen for several years with more professionals available for a smaller pool of businesses.

“ WE EXPECT MERIT-BASED PAY RISES IN 2019 WILL BE AROUND 5% - 7% FOR THOSE IN TRADITIONAL MANUFACTURERS ”

We expect merit-based pay rises in 2019 will be around 5% - 7% for those in traditional manufacturers, based on average financial performance results across the industry in 2018. Salary increases of around 20% could be paid to compensate sales and marketing professionals making a lateral move, leaving the comfort and security of their current role, but the lack of demand in the sector means that these professionals will need to show a clear differentiation in skillset compared with others competing for similar roles.

## OUTLOOK

The development of a green economy has been a focus for China over recent months, coupled with a preferential policy towards Industry 4.0 related companies to develop intelligent manufacturing to enhance the competitiveness of “Made in China” and “Created in China” initiatives developed by the government.

“ OVER THE NEXT FEW YEARS THERE WILL BE AN EMPHASIS ON ‘ECONOMY BOOSTERS’ FOR DOMESTIC ENTERPRISES BEFORE FOREIGN ”

The “Made in China 2025” initiative – the latest plan to drive wealth creation - brings equal opportunities to foreign and domestic enterprises and will strengthen the role of the market in general, but inevitably over the next few years there will be an emphasis on ‘economy boosters’ for domestic enterprises before foreign. In order to yield better results, large organisations will continue to undertake comprehensive restructuring programmes, especially in the wake of prolific M&A activity, with small to mid-sized firms being managed by investment companies with a view to targeting potential buyers in the capital market.

From a business-to-consumer market the emphasis on investment will focus less on big multinational corporations and more towards the smaller and medium-sized businesses, which will inevitably have a knock-on effect for hiring volumes. Therefore, sales and marketing roles will be less

### Sales & Marketing Salary Ranges

Years of Experience	Role	Annual Salary (RMB)
18+	Sales VP	2.5M - 3.5M
10 - 15	Sales Director	900,000 - 1.5M
15+	Marketing VP	1.8M - 2.5M
10 - 15	Marketing Director	800,000 - 1.5M
10 - 15	China Sales Manager	700,000 - 1M
18 - 25+	General Manager	1.6M - 2.5M

frequent in larger organisations, although M&A activity will have some impact on job market fluidity as some larger businesses look to reduce headcount. However, the increased uncertainty will mean that businesses will be looking to pay more to attract or retain talent as risk of leaving a role with job security in an uncertain market become clear.

This could result in salary rises of up to 25% to encourage a successful professional to make a move. In the business-to-business market, demand will be tighter for roles in marketing, but sales and product sales professionals will find it easier to transition in to a new position.

Marketing professionals will be in high demand by domestic companies. Domestic companies are driving ambitious overseas expansion plans, and are seeking seasoned professionals, offering more attractive packages than has been seen in previous years. Salary structure is typically a fixed annual salary plus stock options and this will not change dramatically in 2019.

In sales, firms in traditional industries are looking to improve on performance efficiency of their sales people and most employers are looking for candidates with strong new

business development skills to drive business growth at a corporate strategy level.

“ BUSINESS DEVELOPMENT CANDIDATES WITH A BACKGROUND IN VARIOUS VERTICAL MARKETS WILL BE SOUGHT AFTER.. ”

Business development candidates with a background in various vertical markets will be sought after by firms in traditional industries that are looking for a more dynamic professional with the ability to “think outside of the box”. Experienced business development roles can command salary packages 10% higher than the equivalent level in account management.

The general machinery and components industry, artificial intelligence (AI), electronics manufacturers and semiconductor companies have demonstrated they are particularly keen to tap into this more creative talent pool. AI firms are finding it hard to find talent with the right experience and so salary rises of 25% to 30% could be seen for the new hires as we move through 2019.



### ABOUT AQUIS SEARCH

Aquis Search is a regional leader for corporate governance and control functions executive search and recruitment services. Our geographical coverage extends beyond our office locations and we handle search assignments in numerous Asian countries.

Our clients are members of a global network of prestigious financial institutions, leading UK & US law firms and many of the largest companies within the Fortune 500. Professional integrity is the key value on which our client relationships are built, and the majority of our business is the result of personal referral. This is testament to the high level of professionalism for which we are known.

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