Introduction

While the Consumer Packaged Goods industry has always been focused around getting products into consumers' hands, specific roles and the experience necessary to be successful in those roles have evolved over the years. In this guide, you will learn about the most in-demand CPG positions, industry hiring practices, and necessary qualifications that align with current salary trends.

While there are many factors in the compensation equation (bonus, stock, benefits, car allowance, etc.), this salary guide allows you to position your organization to attract high-performing candidates with the specific experience needed to succeed in their roles and benefit your team.

Meet the Team

Jenn Britton has more than 16 years of CPG experience, holding roles like Vice President of Business Development and National Account Manager. She has worked for companies such as Colgate Palmolive, Crayola, and Bristol-Meyers Squibb, calling on top retailers including Target, Best Buy, and SuperValu. Jenn’s years of experience coupled with Versique’s 350+ years of executive search and consulting experience create the perfect blend of industry knowledge and strong recruiting expertise.

James Schneider has a proven track record of providing thought leadership and collaborative partnerships to each of his clients. With more than 15 years of CPG experience, he has held roles including National Accounts Director, National Account Manager, and Category Manager, calling on large retailers like Target, Best Buy, and SuperValu. While working with brands like Energizer, Calphalon, and Goody, he successfully built strong customer relationships and strategies. His CPG expertise coupled with Versique’s executive search and consulting experience align to deliver optimal solutions for his clients and candidates.

Kate Bock is a relationship-driven professional who specializes in finding top talent for consumer product roles nationwide. In her recruiting career, she has built connections with professionals at every experience level and truly listens to each candidate’s needs. Kate supports Versique’s top recruiters and works to constantly improve recruiting processes. Her approach to working with hiring managers and executives facilitates a seamless hiring process and partnership. With an impressive ability to understand and match up personality and culture, Kate strives to create a phenomenal hiring experience for both candidates and clients.
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The CPG Salary Guide is a comprehensive resource for hiring trends and compensation information across the country. This guide includes salary ranges and role descriptions for both traditional and niche CPG positions.

The information in this salary guide is collected from hundreds of candidates within our database who have been profiled for potential roles, dozens of CPG placements, personal industry experience, and a recently conducted questionnaire. Based on information gathered over the past 12 months, this salary guide is the most comprehensive, as well as the most current.

Understanding the current hiring outlook and latest salary trends is critical to your organization’s ability to attract and retain top talent. This salary guide will help you attract the best CPG talent the market has to offer and will boost your competitive advantage by ensuring you are aligned with industry standards.
While consumer behavior will shift and markets are intrinsically variable, the need for strong consumer product talent remains consistent. The shift in consumer products trends is focused on retailer needs, online growth, buying behaviors, and data analytics. It’s important to understand the roles, qualifications, and salary ranges that align with these market trends, whether you are looking for top talent or for your next role.

As the needs of retailers and consumers change, CPG companies must also adjust. Retailers demand more specialization in products, rigorous analysis of shopper and consumer data, and an understanding of the growth in online shopping and the omni-channel world. These trends make the need for specialized qualifications in category, retailer, and data knowledge even more important. CPG companies need talented, cross-functional individuals who can sell, market, and deliver insights to win.

The consumer products industry is one of the largest in North America and, as its success proves, it is here to stay. The CPG market overall is quite competitive, due to high market saturation and low consumer switching costs. While the existence of consumers is a constant, evolving roles mean new hiring challenges for CPG companies. Having worked with and for large CPG companies, our team has a talent for quickly identifying those factors that make a company highly competitive in the marketplace.
Consumer product manufacturers are facing a number of hiring challenges in today's market. One concern is the slow, or even negative, growth in disposable income for consumers buying products. Another challenge is that consumer attitudes towards products and brands change as more product choices enter the marketplace. In response, companies must dramatically shift their product distribution and communication strategy. These shifts in the market call for organizations to reevaluate their approach to the hiring process, emphasizing the new roles required to meet changing industry needs. Simultaneously, these trends challenge the way CPG companies manage their brands and categories.

CPG companies shouldn’t dismiss traditional selling and category roles, but rather look at hiring individuals with knowledge and/or experience that will foster continued growth during periods of change. These expanded roles focus on ecommerce, consumer insights, logistics, and packaging.

In addition to changing hiring strategies, companies must survey the growth of distribution channels, which include retailers, grocery, online, warehouse clubs, and subscription systems. Examining these systems allows for a better understanding of the consumer and their shopping habits. For instance, consumers increasingly seek out “better for you” products that also give back to their communities. This boom in consumers shopping locally is just one example of the increased need for reliable consumer insight on the industry side.

In the face of these challenges, it is critical to build strong teams that can combat industry changes. Make sure your team has the skills to work cross-functionally to meet consumer needs as new talent and ideas come into the organization. The information included in this salary guide will better prepare you and bring clarity to both traditional and trending roles in the marketplace.
Overview of Salaries & Roles

**Note:** The roles detailed in this guide are separated by industry category. Roles with duplicate titles are differentiated by the industry sector under which they are included, explaining any difference in salary range. CPG salaries are generally determined by the market a particular role serves, so salary ranges are applicable nationwide.

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<th>Role</th>
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<tr>
<td><strong>Account Management/Sales</strong></td>
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<td>Account Manager</td>
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<td>Sr. Business Analyst</td>
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Account Management/Sales Salaries & Role Descriptions

**VP, Sales**

$120,000 - $200,000

The VP of Sales has 7-10+ years of experience and leads strategic planning for the sales team. The VP sets the channel strategy for each product category and drives sales through the various distribution channels to achieve sustainable and profitable company growth. A VP not only sets strategy, but is actively involved in strategy implementation. To be successful in this role, an individual should be able to effectively communicate with the operations, marketing, finance, and sales teams. Additionally, the VP has extensive external communications with customers and the customer teams. A VP has the autonomy to make decisions and implement plans that align with corporate goals and annual plans defined by senior leadership.

**Director of Sales**

$110,000 - $180,000

A Director of Sales has 7-10 years of experience and is able to drive revenue growth and build core business. This individual manages the sales team as they acquire new business and further penetrate existing customer markets to improve overall revenue, profitability, effectiveness, and customer satisfaction. The Director of Sales establishes and manages strategy and process to achieve desired results. The person in this role is responsible for leading and developing their team and should have proven leadership skills and the ability to drive superior team performance. This individual needs the ability to work independently and effectively delegate, manage time, set priorities, and instill accountability in the team.

**Team Lead**

$100,000 - $160,000

A Team Lead has 7+ years of CPG selling experience, including experience supervising and managing a team. This role requires industry P&L experience and a certain level of financial acumen as they manage team, trade, and promotional budgets. The ability to do category and competitive pricing analysis is a necessity. Additionally, someone in this role should have a strong ability to lead team members who do SKU analysis, inventory turn, sales, etc. The Team Lead is responsible for leading and motivating members of their team as they sell into specific retailers.
Business Development Manager
$100,000 - $140,000

A Business Development Manager has 7+ years of selling experience with a minimum of 3 years leading individual contributors. This individual leads the sales team and may report to the Team Lead or VP of Sales. This role exists primarily on large CPG teams where business units are large enough and need a leader to drive corporate and team strategy for the sales teams. The Business Development Manager role is a multi-faceted, field selling position responsible for overall management of a designated sales section. This person collaborates with the Team Lead to develop and implement strategies and business plans that reach sales and volume targets. Business Development Managers also develop team expertise in areas such as product knowledge and technical support.

National Account Manager
$88,000 - $130,000

The National Account Manager has 5-7+ years of selling and retailer experience and is responsible for driving cross-functional teams to achieve success within accounts. This individual identifies opportunities for profitable growth within assigned accounts and oversees development and successful selling, while building productive and profitable relationships with retailer teams. The National Account Manager is responsible for volume and profit targets within each account, analyzing customer/competition situations, and generating specific plans that will achieve objectives. They should have the ability to manage budgets, forecasts, promotional planning, and pricing. The National Account Manager educates customers about the business review process to help them find cost-effective ways to build business. This role must be able to work both individually and in conjunction with sales, marketing, business planning, and logistics teams.

Regional/Key Account Manager
$65,000 - $90,000

The Regional Account Manager has 5-7 years of consumer products experience or other relevant sales/marketing experience. A Regional Account Manager is responsible for growing top-line sales and net revenues within key accounts or regions. This person effectively develops and executes pricing, promotional, and merchandising strategies that meet or exceed profitability objectives. A Regional Account Manager often manages broker partners or merchandisers for key retail partners. They also assist in developing and executing overall company strategies that align with retailer needs while building strong relationships. This individual assists the broker, or other merchandising partners, with sales plans and trade promotion analysis, while communicating opportunities and challenges with assigned retailers.
Account Management/Sales Salaries & Role Descriptions cont.

**Account Manager**
$45,000 - $75,000

An Account Manager has a minimum of 2-3 years of selling experience. This individual is responsible for learning about their accounts, specific products, the industry, and their company’s business practices. Account Managers influence customer decisions in critical business areas by using conceptual selling techniques and data-based presentations. Account Managers help design business plans that will achieve brand volume and share objectives, as well as retailer programs that build the business. This role requires analytical thinking, problem solving, and excellent communication skills.

**Sr. Business Analyst**
$70,000 - $107,000

The Sr. Business Analyst has 3-5+ years of experience working with sales numbers and retailers. This person partners with customer teams, finance managers, and account executives to deliver category share and payout analysis for category business units. The Sr. Business Analyst provides analysis on lift and return on investment (ROI) with recommendations for future strategies. They leverage data across multiple businesses and are responsible for delivering routine analysis, standardized reporting, category reviews, and new item tracking to both the sales team and retailer.

**Business Analyst**
$55,000 - $75,000

The Business Analyst works with the sales team to assist in decision making for trade analysis, share analysis, team reporting, and ad hoc requests. The Business Analyst has the capacity and flexibility to support the sales teams and fill retailer needs. This individual supports the team with weekly and monthly reporting for syndicated data sources. The Analyst also works to simplify reports and build processes identifying key insights to share with the team.
**VP, Category Management**

$120,000 - $180,000

A VP, Category Manager typically has 10-12 years of experience. They are a member of the company’s senior management team and are responsible for setting the category management vision, mission, overall strategy, and long-range plans. The VP, Category Management provides leadership and development to the Category Management team, both internally and externally. This position also leads the overall Category Management annual plan and budget, along with category/sales programming, and pricing strategies. This leader is responsible for leading the team to explore, recommend, and implement new processes for growth and in-store innovations. This role ultimately has accountability for category roles, assortment planning, pricing, promotion, and merchandising.

**Category Director**

$110,000 - $165,000

The Category Director oversees all of the category management resources and the category teams. Typically, someone in this role has 7-10 years of experience. This position has involvement in setting category strategies and retailer objectives. The Category Director is responsible for overall project management of transformational platforms for assigned categories. They manage category scope, reach, risks, costs, and resourcing of key initiatives. Additionally, this individual supports the overall category growth agenda through timely analysis and reporting of key metrics, delivery of growth, sustainability, profitability, and other defined targets.
Sr. Category Development Manager
$105,000 - $148,000
The Sr. Category Development Manager has 5-7 years of experience and increased managerial responsibility. Typically, this position works internally with sales and marketing to incorporate category expertise into company deliverables. A Sr. Category Development Manager should understand how to use data to convey trends and drive decision making. This individual is the in-store expert and leader in merchandising, pricing, management, and sales of a certain category. Category Managers typically report to this role. A Sr. Category Development Manager builds and maintains long-term relationships with customer buying teams, working with Buyers and Sr. Buyers to deliver actionable objective insights and lead the joint business plan process. The Sr. Category Development Manager supports the Category Managers as they support the retailer’s needs.

Category Manager
$75,000 - $110,000
A Category Manager has 3-5 years of experience and is responsible for all traditional category management deliverables. This individual should understand how to use data that conveys trends and drives decision making. A Category Manager is the expert on their assigned retailer and has a deep understanding of merchandising, pricing, management, and sales. Category Analysts typically report to Category Managers, depending on the size of the company. A Category Manager builds and maintains long-term relationships with customer buying teams by maintaining frequent contact, delivering actionable objective insights, and leading the joint business plan process. They also manage and support analytics on key sales initiatives including category development and execution.

Category Analyst
$63,000 - $79,000
A Category Analyst has a basic understanding of the CPG industry and 1-3 years of experience. They are responsible for mining and analyzing data from retailer specific systems, syndicated/panel data, and space planning programs. Category Analysts work collaboratively with other analysts to assemble presentations or planograms to support the category management team. This role assists in the customer category review process on annual, quarterly, and period basis, providing support on customer initiatives.
Marketing Salaries & Role Descriptions

VP, Marketing
$120,000 - $180,000
A VP, Marketing position requires 10-12 years of experience. This person typically has a traditional marketing background, working a majority of their career within the CPG industry. This position may have full responsibility for the development, implementation, and management of the strategic plan as it relates to marketing a product or category. The VP of Marketing will lead and manage the marketing team’s strategies as they implement marketing initiatives that could include trade shows, websites, sales materials, as well as any other advertising.

Director of Brand Marketing
$115,000 - $160,000
The Brand Marketing Director typically has 7-10 years of experience. They are in charge of the overall development and execution of integrated marketing plans including advertising, social media, direct and event marketing, sales materials, public relations, and promotional campaigns targeted at retailers and consumers. The person in this role should have a proven ability to develop brand and marketing strategies and effectively communicate recommendations to executive management.

Brand Manager
$95,000 - $130,000
A Brand Manager will have 5+ years of experience with relevant exposure to marketing and brand development. Brand Managers focus on creating a lasting impression among consumers and improving product sales and market share. This role monitors market trends and oversees advertising and marketing activities to ensure the right message is delivered for each product or service. Individuals in this role need to have strong analytical skills and be data driven, as well as be able to work cross functionally. Brand Managers tend to be highly creative and have knowledge of the full marketing mix.

Associate Marketing Manager
$80,000 - $110,000
The Associate Marketing Manager has 3-5 years of experience. They are responsible for some development and execution of the strategic and integrated marketing plans. Typically this role also works on digital and social media activation. This role assists in development of annual marketing plans including consumer strategy, creative, local program development, and national sales/channel meeting presentations.

Project Coordinator
$60,000 - $85,000
The Project Coordinator has 1-3 years of experience and is primarily executional. It is considered an entry-level role that helps drive projects through the analysis of project costs, resource allocation, tracking meeting minutes, and other metrics to ensure project goals are on track and within scope.
Shopper Marketing Salaries & Role Descriptions

**Director of Shopper Marketing**

$115,000 - $160,000

A Director of Shopper Marketing has 8-10 years of experience and is in charge of the entire shopper marketing team. This person is the knowledge expert for all shopper marketing in the organization. They are in charge of the annual and long-term shopper marketing plan, both internally and externally. They lead retailer-specific shopper marketing teams as they play a key role in collaborating with the brand to drive connectivity between the national brand strategies and the retailer to maximize sales and profits.

**Shopper Insights Manager**

$92,000 - $130,000

A Shopper Insights Manager has 4-8 years of experience. This individual is the expert on running consumer analysis and using multiple data sources/research to connect the brand to the retailer’s shopper. This role is generally in charge of developing, managing, and executing shopper insight learning plans across all brands. A Shopper Insights Manager will create and plan category leadership solutions that deliver profitable sales growth for customers. This role blends shopper analytics and primary shopper research into a compelling business opportunity and works in partnership with customer teams.

**Customer Marketing Manager**

$82,000 - $100,000

Customer Marketing Managers have 2-4 years of experience. They are responsible for leading teams through the entire process of a marketing campaign. The Customer Marketing Manager is usually responsible for translating shopper-based insights to customer-specific activation programs. This person is responsible for driving brand performance with customers by serving as a liaison between the marketing and sales teams, with accountability for ensuring the sales team is set up for success with key customers.
Director of Supply Chain
$125,000 - $175,000

A Supply Chain Director has 7-10 years of experience and a background in forecasting, merchandising, or planning for a CPG company. This position is responsible for leading the development of logistical capacity planning, inventory planning, and new product support solutions. Additionally, this role ensures efficient use of manufacturing facilities, optimized inventory levels, high customer service levels, and timely strategic capital decisions. This person coordinates the supply chain, replenishment, logistics, and product supply expertise for assigned categories - for both company and customer.

CPFR Manager
$105,000 - $150,000

A CPFR Manager has 4-6 years of experience with knowledge in forecasting, merchandising, or planning for a CPG company. The main responsibility of this role is to manage the delivery of internal and external reporting including forecast predictability, root cause analysis, and scorecarding, often at a specific retailer. They lead cross-functional coordination (internal/external) to develop and implement improved CPFR strategies for the company. This role also uses available data to manage the impact of promotions on planning forecasts and share recommendations.

Logistics/Demand Planning Manager
$90,000 - $120,000

A Demand Planning Manager has 5-7 years of experience and a background in forecasting, analytics, and planning for a CPG company. This role is responsible for all forecasting activities associated with customers and products including creating and maintaining demand forecast models for their customers. This position also supports broader supply chain projects, reviews historical sales trends, researches demand drivers, prepares forecast data, develops statistical forecast models, evaluates results, and leads S&OP meetings.
Finance Manager
$85,000 - $120,000

A Finance Manager has 5-7 years of experience, typically in a sales or finance role working for a CPG company. Their educational background is generally in accounting, economics, or finance. The primary responsibility of this role is to provide financial leadership to their assigned retailer. They work with their sales team to manage and control promotional dollars, provide input to financial forecasts, drive trade optimization, minimize deductions, participate in account planning processes, and contribute to customer profitability.

Supply Chain Manager
$69,000 - $103,000

A Supply Chain Manager has 3-5 years of experience with a background in production or planning for a CPG company. The primary responsibilities for this position include improving scorecard metrics like In-Stocks, Out of Stocks, Fill Rate, On Time Ship, and EDI compliance, while building strong relationships with customers. This role provides supply chain leadership and support to projects that will lead to profitable incremental sales volume. It also provides supply chain, replenishment, logistics, and product supply expertise in assigned categories - for both company and customers.

CPFR Analyst
$55,000 - $75,000

A CPFR Analyst has 2-4 years of experience working with data analytics in forecasting, merchandising, or planning for a CPG company. The main responsibility of this role is to deliver internal and external reporting including forecast predictability, root cause analysis, and scorecarding. This position also uses available data to determine the impact of promotions on planning forecasts and put forward recommendations.

Merchandise Planning Analyst
$50,000 - $65,000

A Merchandise Planning Analyst has 2-4 years of experience with a background as a merchandise specialist or in planning for a CPG company. The main responsibility of this role is to achieve optimal inventory levels, drive sales and profitability, and use analysis of trends to support business objectives and make strategic recommendations. Negotiation, financial, analytical, inventory management, and communication are all essential skills.
VP, Retail
$135,000 - $175,000
A VP, Retail has 12-15 years of experience and a good understanding of consumer and company strategy. The Vice President is responsible for the articulation and execution of core financial plan initiatives. This position provides leadership and is responsible for creating business strategies. This individual is responsible for implementing the company’s mission and core values while ensuring that the team is motivated and focused on exceeding the company’s financial objectives.

The individual in this role demonstrates an inherent passion for the company with an exceptional knowledge of current relevant retail trends and industry outlook. They have experience in building strong relationships throughout the organization that are effective, transparent, and open for the purpose of achieving company-wide performance goals. The position requires strong financial acumen with significant retail experience and demonstrated success leading and growing a global, omni-channel, multi-store retail organization.

Retail Director
$120,000 - $160,000
A Retail Director has 10-12 years of experience and a background in leadership, buying, and planning. This position typically reports to the Vice President and is responsible for directing all operations and staff, providing leadership, and managing departments while implementing business strategies. The Retail Director plays a critical role in developing company strategies, marketing plans, and vendor partnerships in order to hit company sales targets while staying true to the strategic vision of the company.

Retail Sr. Buyer
$105,000 - $150,000
A Retail Sr. Buyer has 8-10 years of experience and a background in buying, planning, merchandising, sourcing, or business analysis. Those who succeed in this role have a strong ability to negotiate, think strategically, and maintain strong business relationships with vendors and internal partners. A Senior Buyer will work closely with their team, director, and VP-level supervisor to ensure they have expert-level knowledge of their business in order to make long-term, strategic decisions.
Retail Buyer
$85,000 - $140,000

A Retail Buyer has 5-7 years of experience and a background in planning, merchandising, sourcing, or business analysis. This individual plays a critical role in developing business strategies, marketing plans, and merchandise assortments to drive profitable sales in their assigned categories. They need to maintain financial profitability by meeting and exceeding margin and sales targets, seeking out new products, and negotiating pricing with suppliers. A strong ability to negotiate, think strategically, and maintain strong business relationships with vendors and internal partners is a must.

Retail Product Manager
$75,000 - $125,000

A Retail Product Manager has 3-5 years of experience with a background in merchandising, and business analysis. To succeed in this role, an individual needs strong negotiation, vendor management, analytical, and financial skills. This person plays a critical role in developing business strategies, sourcing, and partnering with vendors/factories to deliver high-quality, innovative merchandise to the customer. This role requires a “need for speed” attitude towards lead time reduction, supply chain, and cost negotiation, as well as the ability to think strategically.

Retail Business Analyst
$55,000 - $85,000

A Retail Business Analyst has 2-4 years of experience and a previous background in planning or as a merchandise specialist. The main responsibilities include analyzing sales trends, forecasting with manufacturers, and managing inventory levels. This role uses analytics to collaborate with both internal and external partners to ensure distribution of product to all stores and drive sales. Those who are successful in this role have good negotiation, financial, analytical, inventory management, and communication skills.

Store/General Manager
$50,000 - $100,000

A Store/General Manager has 2-4 years of experience supervising people in a retail setting and usually has a previous background in the CPG industry. Their primary responsibility is to drive growth through the successful implementation of merchandising, sales, and marketing strategies. Store/General Managers must have effective communication, administrative, management, and customer service skills. It is also important that someone in this role have strong problem solving, decision making, financial, and quantitative analysis skills.
Leadership Salaries & Role Descriptions

Sr. Vice President (HQ)
$175,000 - $300,000

The Sr. Vice President has 10+ years of experience in consumer products sales, with at least 5 years of experience in a management role. The SVP leads and provides oversight for all sales activities. This role reports to the President or CEO and interacts with the Board of Directors.

The principal focus of this role is to develop and drive a world-class sales organization by leveraging best practices, leading sales and marketing of products, and utilizing superior recruiting and team leadership skills to support the company’s strong organic growth, M&A, and customer success plans.

The SVP works with company leadership to establish sales growth plans and investment/go-to-market capacity requirements. They establish sales objectives by forecasting and developing annual sales quotas and implement best practices, processes, and programs to maximize productivity and minimize sales friction. This role requires someone who can adapt as needed to current supply and demand, changing trends, economic indicators, and competitors in order to make strategic recommendations.

Regional Vice President (HQ)
$150,000 - $240,000

The Regional Vice President has 5+ years of experience in CPG, along with 4+ years of experience leading a regional or large-scale merchandising organization. The Regional VP reports to the Senior Vice President and is responsible for the overall strategy and management of the retail execution team. This position is responsible for the financial and operational management of assigned regions including revenue and gross profit goal achievement, business strategy development and execution, growth facilitation, team development, and client relationship management. This position establishes and maintains a strong relationship with retailers, President, and Vice President. The responsibilities of this position include operations, sales, and finance for the business unit.
VP, Sales (HQ)
$140,000 - $190,000

The Vice President of Sales has 7-10+ years of experience and leads strategic planning for sales teams. The VP sets the strategy for each product category and drives sales through the various channels of distribution to achieve sustainable and profitable company growth. This role drives revenue growth by managing the sales team as they acquire new business and further penetrate existing customers to improve overall revenue, profitability, effectiveness, and customer satisfaction.

A VP is actively involved in strategy implementation with the sales team. This role should communicate effectively with operations, marketing, finance, and sales teams. Additionally, the VP has extensive external communications with customers and customer teams. A VP has the autonomy to make decisions and implement plans that align with corporate goals and annual plans defined by the leadership team.

Team Lead/Director (HQ)
$130,000 - $180,000

A Team Lead/Director has 7-10 years of experience. This individual should have the proven leadership skills necessary to effectively establish and manage strategy and process. They need strong industry knowledge to support the retailer, as well as internal and external partners as they implement insights for effective sell through. They should be comfortable working independently, delegating, managing time, setting priorities, and instilling accountability for the team. A Team Lead/Director needs P&L experience and a certain level of financial acumen as they manage team, trade, and promotional budgets. Category and competitive pricing analysis experience is a necessity, along with the ability to lead team members who do SKU analysis, manage inventory turn, sales, etc. The person in this role will lead and motivate others as they sell into specific retailers.

Director of Sales (HQ)
$100,000 - $140,000

The Sales Director has a minimum of 8-10 years of experience in sales and management/strategic development within the CPG industry. This position provides overall leadership for the organization by ensuring sales results, profit growth, brand integrity, effective communication, innovative thinking, and expansion/change management to implement key initiatives.

Key areas of focus include training and development, performance management, consumer incentives, generating programs, sales strategies, and forecasting for sales teams. Responsibilities of this role include building and maintaining strong relationships with key partners throughout the organization, maximizing support, and driving brand standards and strategic objectives.
Leadership Salaries & Role Descriptions cont.

General Manager (HQ)
$100,000 - $200,000

A General Manager has 5+ years of industry experience within sales, marketing, and leadership. This individual should demonstrate skills in budgeting and financial analysis, strategic planning, and accounting principles, while executing best business practices. This individual needs excellent verbal and written communication skills. Additionally, someone in this role should have a proven track record of using strong decision-making and organizational skills to build strong relationships in their work with cross-functional teams.

The General Manager leads a team or region to implement company objectives and provide customers with effective service, all while working towards a maximum margin of profit. The person in this role establishes and implements short-term goals that are consistent with the company’s long-term growth objectives.

VP, Sales & Marketing (HQ)
$100,000 - $160,000

A Vice President of Sales and Marketing should have a minimum of 10 + years product management and sales experience and a successful track record of designing, building, and launching new products, as well as scaling existing products. The VP drives the sales and marketing product lifecycle from initial ideation through development, all the way to launch. This individual should have strong strategic thinking skills, a passion for product development, and a proven background in developing new products and growing existing products for profitable sales.

The VP maximizes the company’s ability to work cross-functionally, providing differentiated solutions that leverage marketing and sales needs. Being a VP of Sales and Marketing requires an engaging, innovative, and collaborative leadership approach. An individual in this role should have both a strategic mindset and the ability to be detail-oriented and cultivate ideas into marketable products.
About Versique

Versique is one of the largest talent acquisition firms in the Midwest, and specializes in both consulting and permanent placement. The firm’s team has more than 350 years of combined experience.

The recruiting and consulting team specializes in the following practice areas: information technology, human resources, digital marketing, engineering/operations, finance/accounting, sales, CPG (consumer packaged goods), and executive retained search. Versique also has an internal digital marketing agency that specializes in SEO, PPC, inbound marketing, and more.

Versique has filled thousands of positions and its network of connections is one of the strongest in the industry. We create amazing connections.

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