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SALESFORCE SALARY SURVEY RESULTS 2024-25

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FOREWORD

In a year plagued by budget restrictions, headcount reductions, and a lack of customer investment, understanding the financial impact on the wider Salesforce community has never been more important.

As the Founder of Cloudway Talent, a Talent Partner dedicated to Salesforce, I hear the varied perspectives of hundreds of people from all over the world every month. The general mood is not great. However, this feeling is directed at the lack of new projects and end-customer spending rather than the salaries people are receiving. That's not to say that exceptional work is not being done, but many of us feel that we have more to give.

Salaries in the Salesforce ecosystem have been one of the worst-kept secrets in IT. Salesforce professionals can expect a 25% higher salary than other IT enthusiasts working in competing technologies (such as SAP, ServiceNow, or Microsoft). This is largely due to the lack of talent and extreme interest of private equity and investment firms.

In late 2020, the job market in Salesforce went crazy, the likes of which I have never seen in my 11 years of experience in IT recruitment. The war for talent compelled Salesforce partners to offer eye-watering salary hikes to keep up with customer demand. A 30% pay rise was standard for anyone who changed jobs between 2020 and 2022. Even at the junior level, it was not uncommon for someone with two years of experience to be offered a "senior" title and a $150,000 basic salary! I fear we may not see the likes of this again, and the respondents agree with 87% of those surveyed saying they are finding the job market tougher this year.

The report makes for interesting reading. Salaries have remained flat in many areas, with new offers not reflecting the cost-of-living increases seen all over the world. Rising inflation and interest rates may lead you to believe your salary does not stretch as far as it once did – and you are probably right.

Since the beginning of 2024, we have seen more patient and considered hiring strategies. Companies are beginning to make specific investments in niche products in the catalog or invest in great people when they need them. This is also reflected in the financial offers being made.

Most of the areas that have seen increases above 5% are some of the more niche products, for example CPQ Consultants. With the rising prominence of RLM solutions (Revenue Cloud), the demand for CPQ skills has increased. It's no surprise that the fewer competing candidates, the higher the price!

The data contained in this survey is not available via any other source. The SF Ben team has given us a unique and valuable insight into the financial realities and opportunities in the ecosystem. If you are thinking of specializing in a new product, pushing for your next promotion, or even relocating, this guide will be a crucial source of information.

Lastly, if you're going to use the report to leverage a pay rise and decide to send it to your manager, please don't CC Ben in the email...

Matt Hafford, Director of Cloudway Talent

INTRODUCTION

We are thrilled to announce, what we believe, is the largest Salesforce salary survey ever. This report includes the results from over 3,500 respondents, hailing from 95 countries across 20 industries. Our goal with these results is to provide complete transparency into Salesforce roles and their average salaries by country – as well as additional insights such as bonuses and the current Salesforce job market.

These results also offer us some insight into how Salesforce professionals can increase their salary, either by looking for a promotion, changing roles, gaining additional experience, or moving industries. This data can be used to an even greater advantage by drilling down into individual countries, as often what works for one market, may not work for another.

We've launched our inaugural survey at an interesting time; layoffs are rife across the technology industry and Salesforce hasn't been immune to the macroeconomic headwinds. This is in complete contrast to 2021 and 2022, which saw huge demand for Salesforce professionals, with salaries reaching their highest levels ever, as companies competed over candidates.

Although technology news headlines generally aren't too positive at the moment, it's not all doom and gloom – the Salesforce job market is still a very lucrative and well-paid industry with a good future outlook.

Whilst companies are indeed paying less than they were in the boom years of 2021 and 2022 (see "Current Job Market" section), salaries are still holding up fairly well.

As this survey has focussed not only on salary data but many other data points, we can get a full picture of what the demographic makeup of the ecosystem looks like. For example, although there is a lot of chatter around returning to the office, the majority of people still work remotely, with under 10% of people actually working from the office full-time.

It's also interesting to see which year professionals joined the Salesforce ecosystem. In the "About the Salesforce Ecosystem" section, we can see a measurable impact from when Salesforce launched Trailhead and the trailblazer movement that spurred thousands of professionals to switch careers and land lucrative tech jobs. But we can also see how the proportion of new entrants landing jobs in the past two years has dropped, signaling that the supply versus demand for entry-level professionals is somewhat of a challenge.

However you use this data, I hope that it helps you find a clear direction for your career, and supports your chosen career path to enable both your personal and professional goals in life.

Ben McCarthy, Founder and CEO of SF Ben

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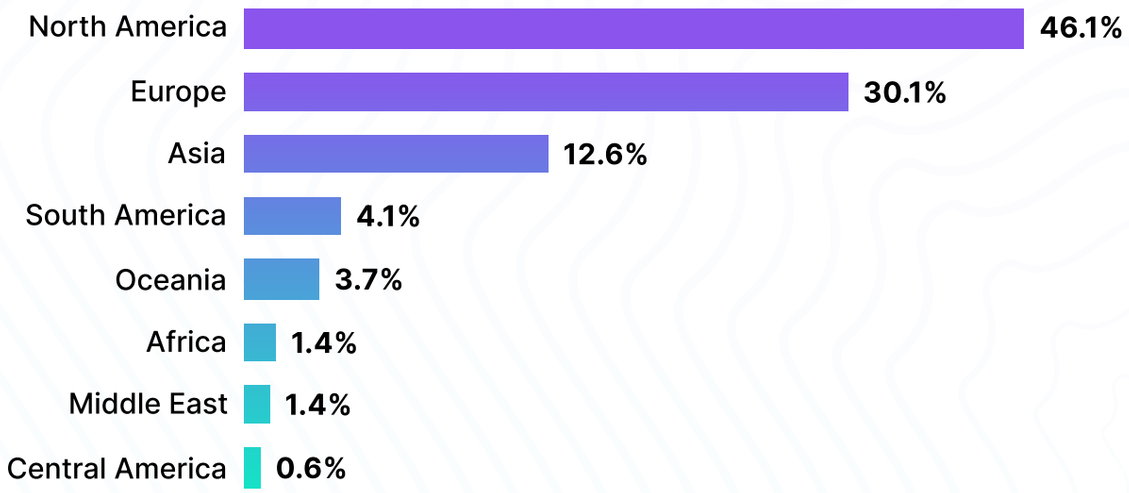
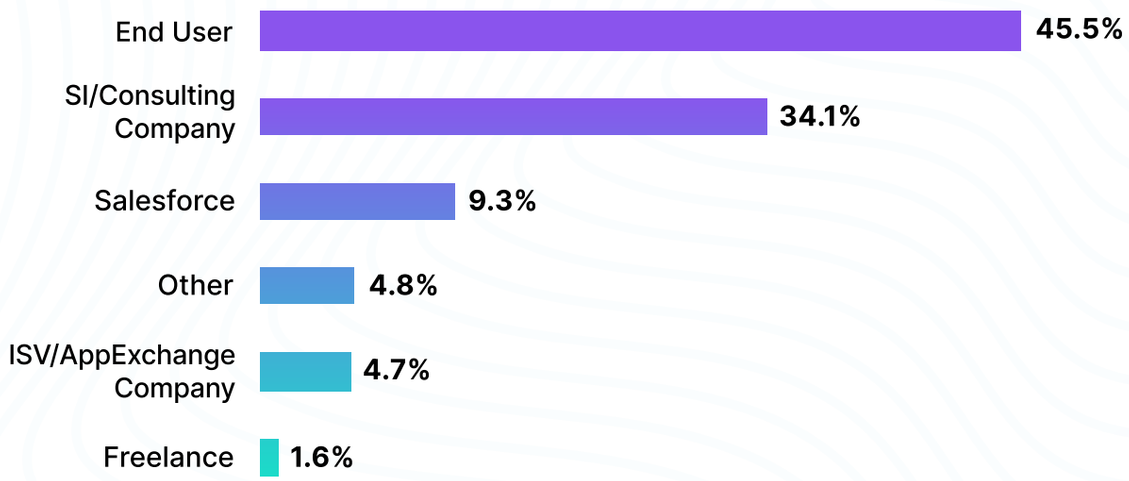
About the Salesforce Ecosystem

The vast majority of respondents were based in the US (**42%**), followed by India (**11%**), UK (**10%**), Canada (**4%**), Germany (**3%**), and Australia (**3%**).

Respondent Location Region

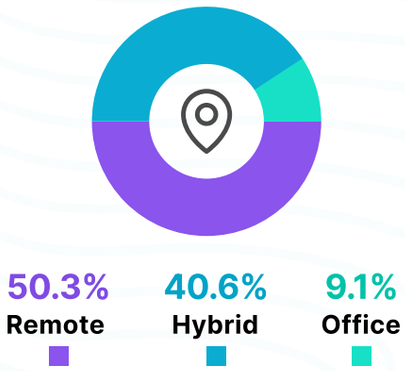


Type of Company

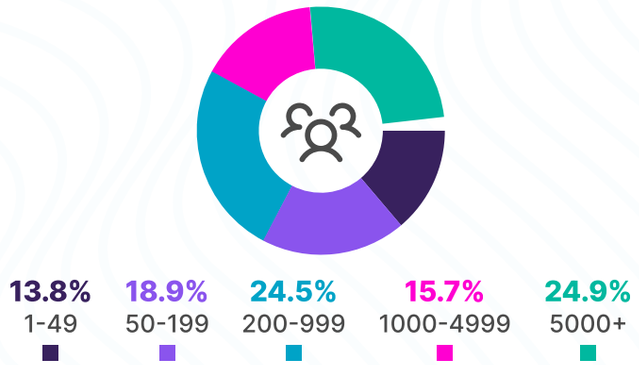


You are much more likely to be a hybrid worker if you work for a company above 1,000 employees. Those under 200 are much more likely to work in the office.

Job Location

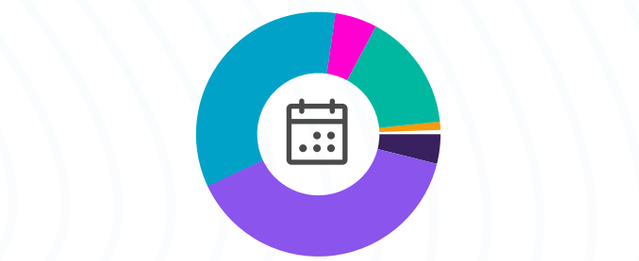


People in the Company

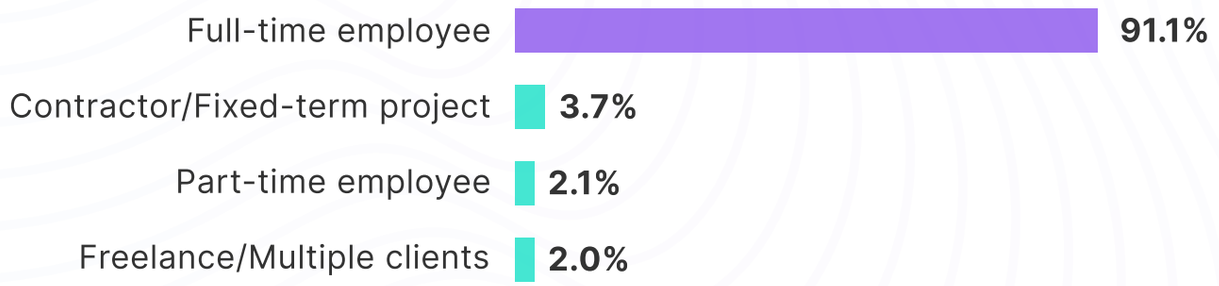


Gender

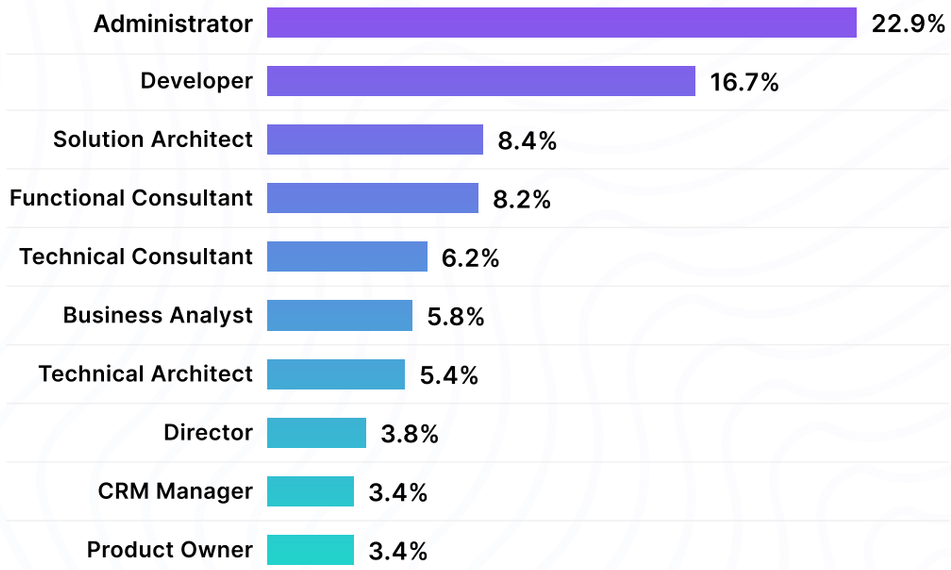
Age Range



Contract Type



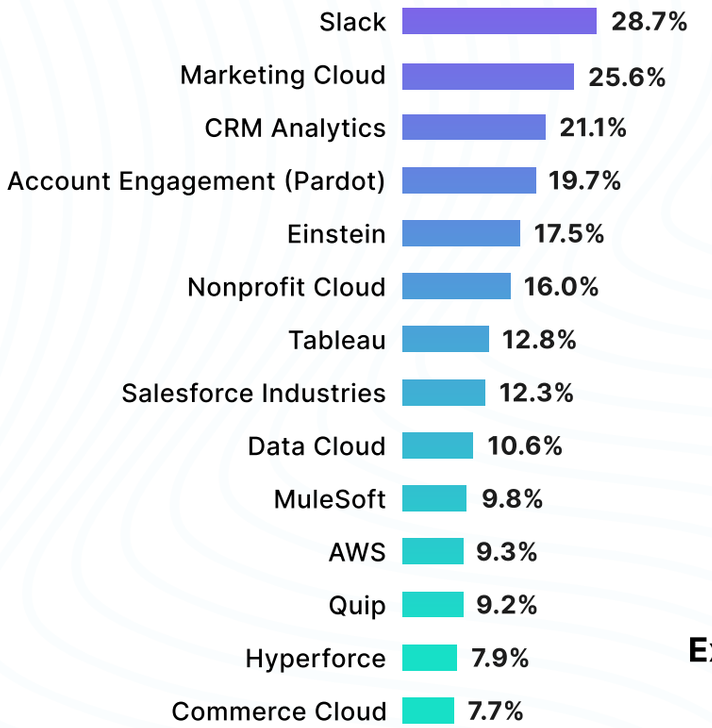
Top 10 Roles in Salesforce Ecosystem



Admins, Developers, and Business Analysts are the top roles with 1-3 Salesforce certifications. However, people with a high number of Salesforce certifications (7+) tend to be Solution Engineers, Technical Architects, and Developers. These people have also shown to be in the Salesforce ecosystem longer and in more senior roles.

Which of these services do you have experience with?

% respondents with experience



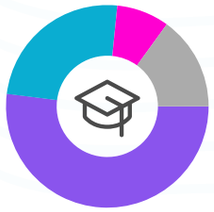
Sales Cloud
86.3%

Service Cloud
74.5%

Experience Cloud
51.2%

80% of people in the Salesforce ecosystem have a form of college degree.

Highest Level of Education

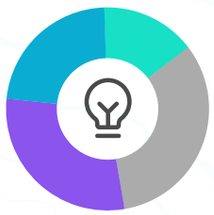


- 52.0% Bachelor's degree
- 24.6% Master's degree
- 8.4% High school graduate
- 15% Other

Level of Expertise

- 44.4% Senior — 5+ years
- 32.5% Intermediate — 3-5 years
- 12.2% Junior — less than 2 years
- 10.5% Director — management

What field is your degree in?



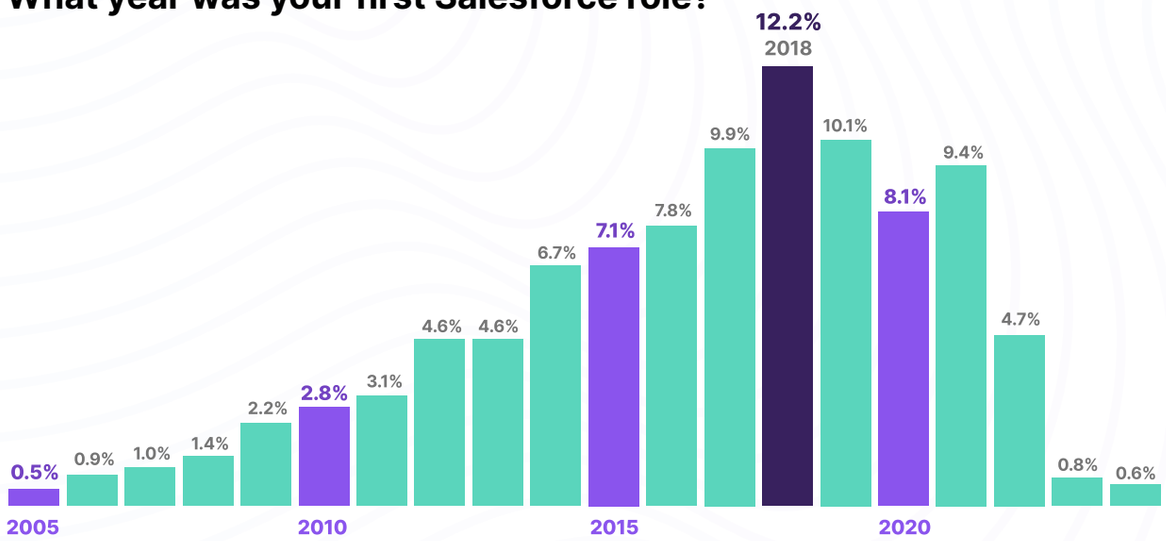
- 29.2% Computer Science
- 22.9% Business Administration
- 15.1% Engineering
- 32.8% Other

Salesforce Certifications

- 43.9% 1-3
- 22.7% 4-6
- 9.7% 7-9
- 5.0% 10-12
- 5.7% 13+
- 12.7% None

66% of respondents have been in the Salesforce ecosystem between 3-10 years and mostly fall within intermediate to senior levels.

What year was your first Salesforce role?

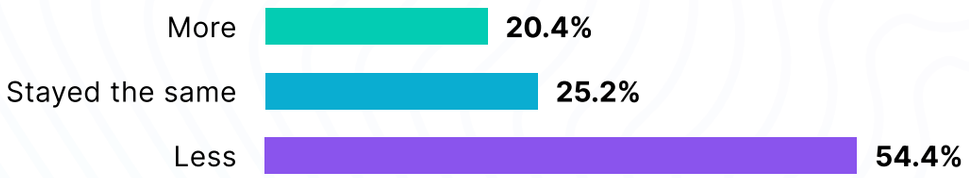


Current Job Market

Of the 3,500+ respondents asked if they had been searching for a role in the past 18 months, 56% answered yes. We assume this is much higher than usual due to the unfortunate turbulence in the technology industry, which has included a high number of layoffs.

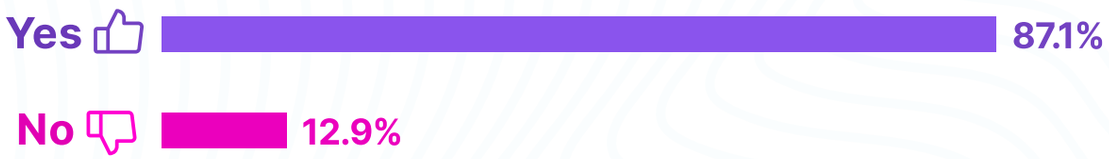
This section includes specific questions that were asked to those who have been looking for a job in the last 18 months...

Have there been more or less opportunities within your role?



54.4% of people have said that there have been fewer opportunities within their roles, **20.4%** said there have been more, and **25.2%** said it has stayed the same.

Would you say the market has been more challenging than previous years?



Juniors are understandably finding the market more challenging, but all levels of seniority are feeling the pinch.

	Junior less than 2 years	Intermediate 2-5 years	Senior 5+ years	Director management
Yes	91.5%	86.8%	86.3%	86.2%
No	8.5%	13.2%	13.7%	13.8%

Many people believe salaries in the Salesforce ecosystem have decreased, but opinions are actually evenly split. There are some discrepancies amongst roles, and generally, more senior salaries have been reduced.

Have salaries decreased, increased or stayed the same?

Whilst job opportunities and salary by country look similar for most regions, Asia is the standout region where the job market seems to be stronger. This may be a result of the weaker economy, with more companies looking to outsource their work.

Have salaries decreased, increased or stayed the same?

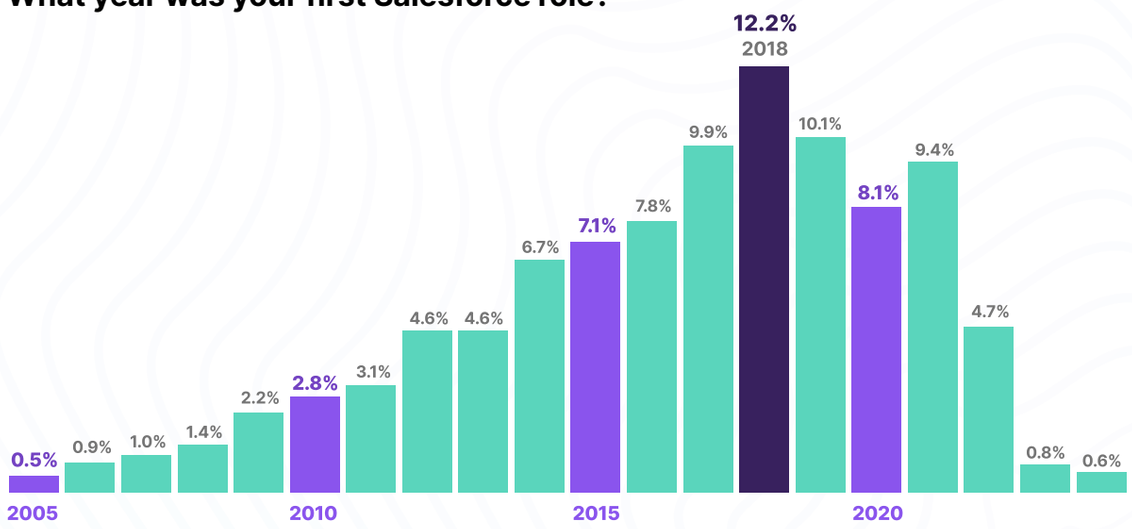
	Increased	Stayed the same	Decreased
Africa	16.0%	56.0%	28.0%
Asia	46.0%	33.6%	20.4%
Central America	14.3%	28.6%	57.1%
Europe	31.2%	37.2%	31.6%
Middle East	22.2%	55.6%	22.2%
North America	28.7%	28.5%	42.8%
Oceania	15.7%	41.2%	43.1%
South America	27.3%	40.9%	31.8%

Have there been more or less opportunities within your role?

	More	Stayed the same	Less
Africa	20.0%	23.3%	56.7%
Asia	35.7%	15.9%	48.4%
Central America	20.0%	30.0%	50.0%
Europe	15.9%	25.6%	58.5%
Middle East	17.2%	27.6%	55.2%
North America	18.4%	27.6%	53.7%
Oceania	14.8%	27.9%	57.4%
South America	22.3%	26.6%	51.1%

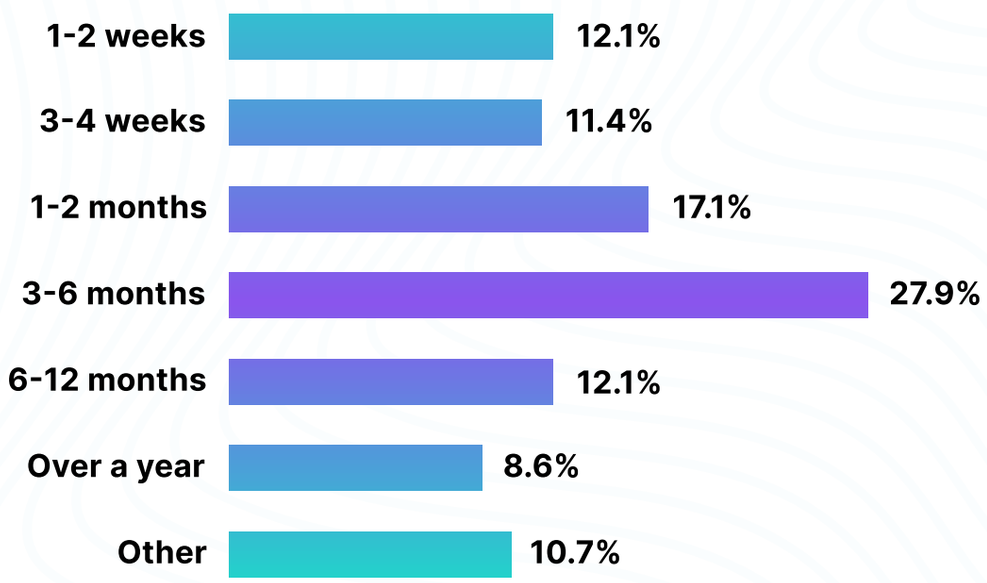
This chart shows when Salesforce professionals joined the ecosystem. It's particularly interesting to see the potential impact the release of Trailhead had in 2014, with Salesforce adding tens of billions to their revenue number through to 2022, and then the subsequent impact of layoffs and a lack of growth in the ecosystem.

What year was your first Salesforce role?



The challenges in the current job market are also reflected in how long it takes for people to find a role. Almost **40%** of the respondents who have looked for a job in the past 18 months said that it took them between three months to over one year to find their current role. The most common is roughly 3-6 months at **26.4%** of respondents.

How long did it take you to find your current role?



Other includes: Transitioned Internally, Hired Through College and Not Applicable

A common trend that Salesforce professionals are seeing is a reduction in salaries from the post-covid boom. When we compare the salaries of those who have been looking and landed a job in the past 18 months to those who landed a job before this period, we can see that there has been a slight reduction in salaries in most roles. However, as is to be expected, some roles have increased in salary.

Title	Avg. Annual Salary	Avg. Annual Salary - last 18 months	Change
Technical Delivery	$100,437	$85,837	**-14.54%**
Marketing Cloud Consultant	$80,387	$68,775	**-14.45%**
RevOps	$97,157	$90,733	**-6.61%**
Customer Success	$94,421	$89,070	**-5.67%**
Business Analyst	$88,076	$83,955	**-4.68%**
Developer	$79,937	$76,691	**-4.06%**
Technical Consultant	$79,725	$76,542	**-3.99%**
Administrator	$84,570	$81,233	**-3.95%**
Solution Engineer	$122,338	$118,193	**-3.39%**
CRM Manager	$102,024	$99,023	**-2.94%**
Technical Architect	$138,676	$137,330	**-0.97%**
Product Owner	$112,494	$111,747	**-0.66%**
Functional Consultant	$90,206	$90,026	**-0.20%**
Project Manager	$79,893	$80,789	**1.12%**
Program Manager	$117,748	$119,845	**1.78%**
Pardot Admin	$77,997	$80,729	**3.50%**
Director	$151,733	$163,946	**8.05%**
CPQ Consultant	$111,322	$122,885	**10.39%**
Customer Support	$54,754	$63,132	**15.30%**

Global Annual Salary Trends

North America

Country	Avg. Annual Salary (USD)
United States of America	$125,023
Canada	$94,858
Mexico	$48,670

South America

Country	Avg. Annual Salary (USD)
Colombia	$62,121
Chile	$60,893
Uruguay	$53,610
Argentina	$48,416
Brazil	$35,334

Asia

Country	Avg. Annual Salary (USD)
United Arab Emirates	$101,655
Singapore	$93,077
Pakistan	$91,047
Turkey	$73,538
South Korea	$72,063
Philippines	$61,194
India	$35,026
Malaysia	$28,178

Europe

Country	Avg. Annual Salary (USD)
Switzerland	$121,885
Ireland	$100,650
Denmark	$98,707
United Kingdom	$92,671
Austria	$88,643
Germany	$85,095
Albania	$83,899
Netherlands	$83,190
Poland	$81,306
Finland	$80,523
Israel	$79,247
France	$78,390
Norway	$77,451
Czechia (Czech Republic)	$77,094
Sweden	$75,070
Belgium	$72,534
Romania	$64,398
Spain	$60,433
Italy	$58,996
Portugal	$52,841
Bulgaria	$52,354
Ukraine	$47,101
Hungary	$44,551
Serbia	$31,723

Africa

Country	Avg. Annual Salary (USD)
South Africa	$54,748
Morocco	$31,375

Oceania

Country	Avg. Annual Salary (USD)
Australia	$98,933
New Zealand	$84,928

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Salary by Industry

Industry	Avg. Annual Salary (USD)
Professional Services	**$108,648**
Public Sector	**$108,218**
Healthcare	**$102,104**
Banking & Financial Services	**$100,696**
Manufacturing	**$98,836**
Technology	**$97,816**
Construction & Real Estate	**$93,371**
Education	**$92,146**
Consumer Goods	**$90,420**
Nonprofit	**$90,385**
Media & Entertainment	**$90,077**
Travel & Hospitality	**$88,837**
Energy & Utilities	**$84,267**
Automotive	**$83,948**
Agricultural	**$83,209**
Retail	**$82,610**
Communications	**$80,615**
Other Industries	**$80,442**

Salary by Age

Age	Avg. Annual Salary (USD)
18-24	**$48,079**
25-34	**$82,470**
35-44	**$102,512**
45-54	**$113,205**
55-64	**$127,053**
65+	**$123,441**

Salary by SF Certifications

Certifications	Avg. Annual Salary (USD)
None	**$84,973**
1-3	**$90,461**
4-6	**$98,599**
7-9	**$108,713**
10-12	**$109,820**
13+	**$130,785**

Salary by Company Type

Company type	Avg. Annual Salary (USD)
Freelance	**$150,106**
ISV/AppExchange Company	**$100,196**
End User	**$99,104**
Salesforce	**$95,092**
SI/Consulting Company	**$92,334**
Other	**$91,125**

On average, across the globe, people start to earn more with age (and experience). Salaries tend to increase by **200%** by the time people reach their mid-30s, which then plateaus and increases by about **12%** every decade.

People were asked whether they believe that having certifications enhances their salary, with **64.9%** agreeing with this statement (and **35.1%** disagreeing). The figures actually show a steady increase in global salaries (in USD) when obtaining more Salesforce certifications.

This figure is slightly misleading, as those who have been in the ecosystem longer will be more likely to be senior and have a higher salary.

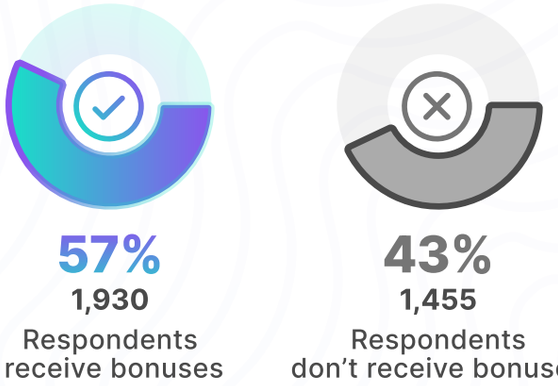
When you dive into the data, it actually shows that having more certifications as a junior or intermediate does not affect your salary. However, as a senior, it can increase the maximum salary you can earn.

"As with any technology platform, maturity in the platform will lead to commoditization of basic skills. That, in turn, will lead to depression of salaries over time. However, candidates with multi-platform skills will continue to command a premium. In addition to the above, candidates who can level UP or level DOWN their conversations will always have an advantage. Being able to speak to a CXO on the business value of the solution and a developer on their use of a certain pattern is a very rare skill and one that will always command respect and premium."

Sohail Sikora, CEO and Founder of December Technologies Inc.

Bonuses and Salary Increases

57% (1,930) of all respondents receive a bonus at their company, and the remaining **43%** (1,455) don't.



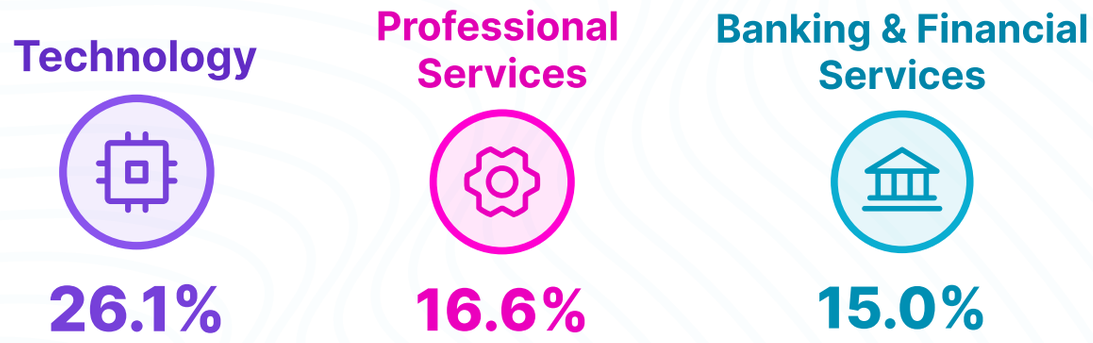
Of those bonuses, the top three types are annual, performance-based, and quarterly.

Those who received bonuses in the last year had the following levels of experience:

Juniors are much more unlikely to receive a bonus than other seniorities in the ecosystem. However, this is a great perk to look forward to and negotiate into your contract.

The percentage of bonuses received last year was a bit of a spread, but most people within the Salesforce ecosystem received between **0.1%-12%** of their annual salary.

Top three industries who received bonuses.



65.6% of respondents have received a salary raise in the past year. The majority of people have also said that they typically receive a salary increase once a year.

Approximate percentage of the salary increase.

0.1-5%	45.6%
5.1-10%	26.7%
10.1-15%	11.0%
15.1-20%	5.7%
20.1-25%	3.2%
25.1-30%	2.2%
30.1-35%	1.2%
35.1%-40%	0.9%
40.1-45%	0.7%
45.1-50%	0.7%
>50	2.2%

How often do you receive a salary increase in your current role?

Once a year	71.1%
Twice a year	3.9%
Infrequent	19.6%
Never	5.4%

Diversity, Equity, and Inclusion

After absorbing the DEI data from the Salesforce Ben Salary Survey, I was not surprised to see that we still have more work to do to move the needle for a more diverse and equitable world within tech.

That being said, I'd like to share a couple of thoughts about how we as an ecosystem can work together, to make DEI less of an issue, in our worlds.

"Life's most persistent and urgent question is,
'What are you doing for others?'"
- Dr. Martin Luther King Jr.

One way is for more companies to follow the lead of organizations like PepUp Tech, Blue Road Academy, Merivis, Tech Forward, Supermums, and the Blind Institute of Technology who don't wait for the marginalized groups to come knocking on their doors. They go out into the communities and bring them into tech. With very limited funds and resources, they've skilled up *exceptionally talented, diverse communities.*

"Try to be a rainbow in someone's cloud."
- Maya Angelou

Every organization that is lacking in diversity should see this as an opportunity to work on making their teams more inclusive. I'm not suggesting replacing your existing teams by any means, because then we'd be back where we started: without diversity. I'm hoping more teams will recognize that welcoming diversity onto your teams is not only good for your company culture but also for your bottom line.

We must be intentional in recruitment and hiring as well as development and retention. This is one reason I'm working in recruitment, to help companies in this space.

Leadership should also be partnering with organizations, like the ones I mentioned, to hire from – many of them now have exceptionally experienced, diverse alumni!

Another way is to empower your teams to share opportunities and access through mentorship, something engrained deeply in the Salesforce ecosystem. It is also a two-way development street. When your teams are mentoring and coaching, they are learning leadership skills that can't be "manufactured" in a training program – I see this firsthand with Salesforce Saturdays.

"Do your little bit of good where you are; it is those little bits of good put together that overwhelm the world."
- Archbishop Desmond Tutu

Take a look at the teams within your company. How do they stack up against these stats? How does your team compare? What are you doing personally to move the needle?

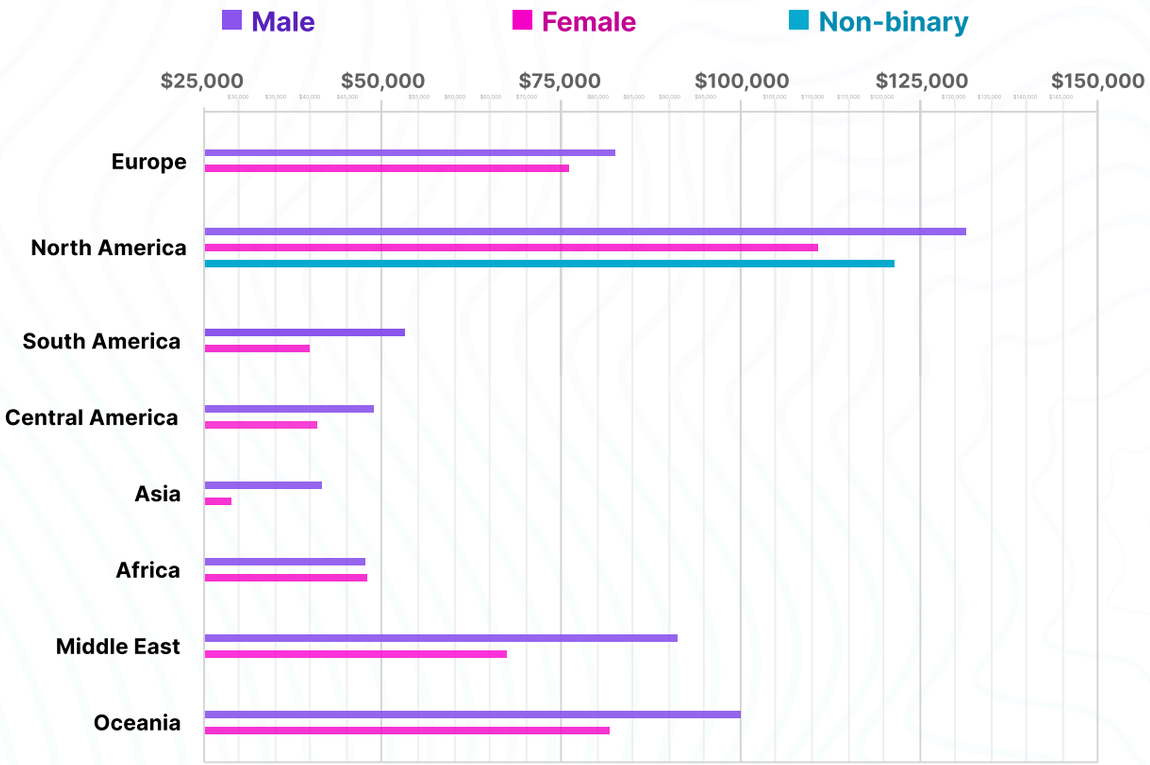
I'm excited to see how you will use this data! I'm hoping it will motivate you, like it has me, to keep doing the good work. Each and every one of us makes a difference in making our world more equitable for ALL.

"My wish for you is that you continue. Continue to be who and how you are, to astonish a mean world with your acts of kindness."
- Maya Angelou

Stephanie Herrera, PepUp Tech Co-Founder, Roc Search VP, Customer Strategy, Black Girls Code Advisor, Salesforce MVP Hall of Fame

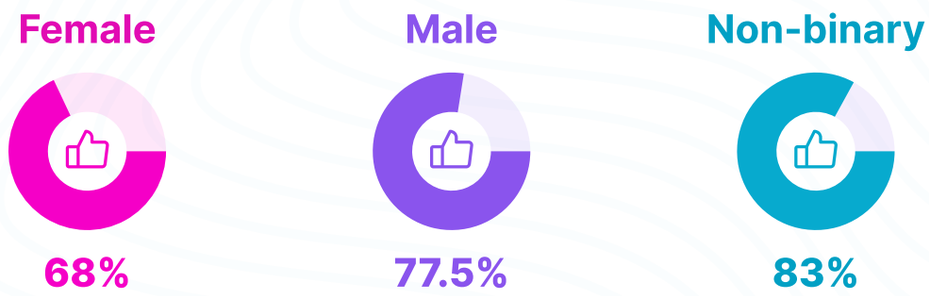
Gender

Gender vs. Continent Salaries



Do you feel that your employer promotes equal pay opportunities and rights for all employees?

by gender



Disability

11% of respondents shared that they have one (or more) of the following disabilities:

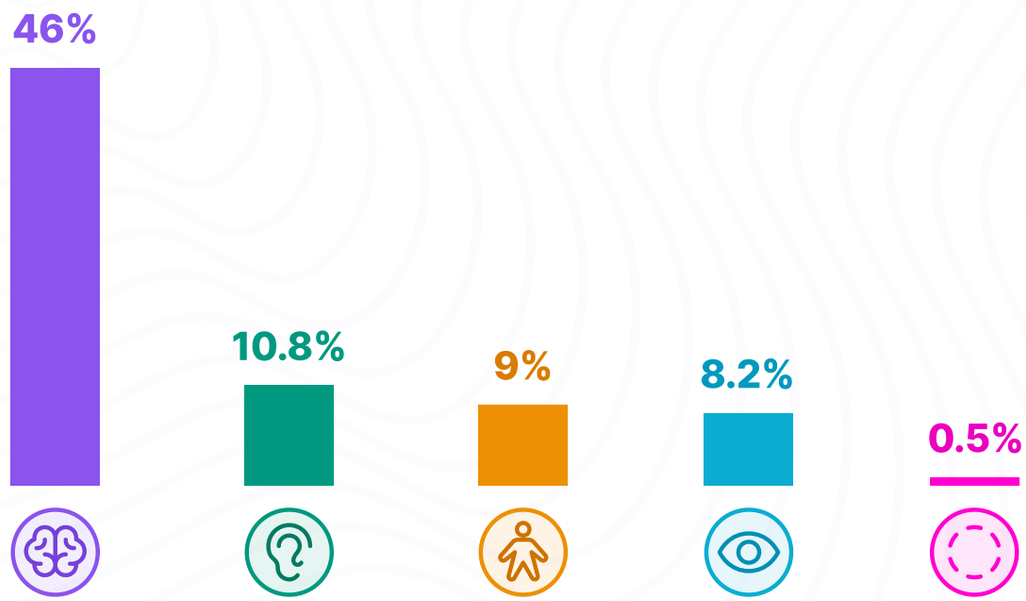
Hearing Impairment

Cognitive or Mental Health Condition

Mobility Impairment

Visual Impairment

Other

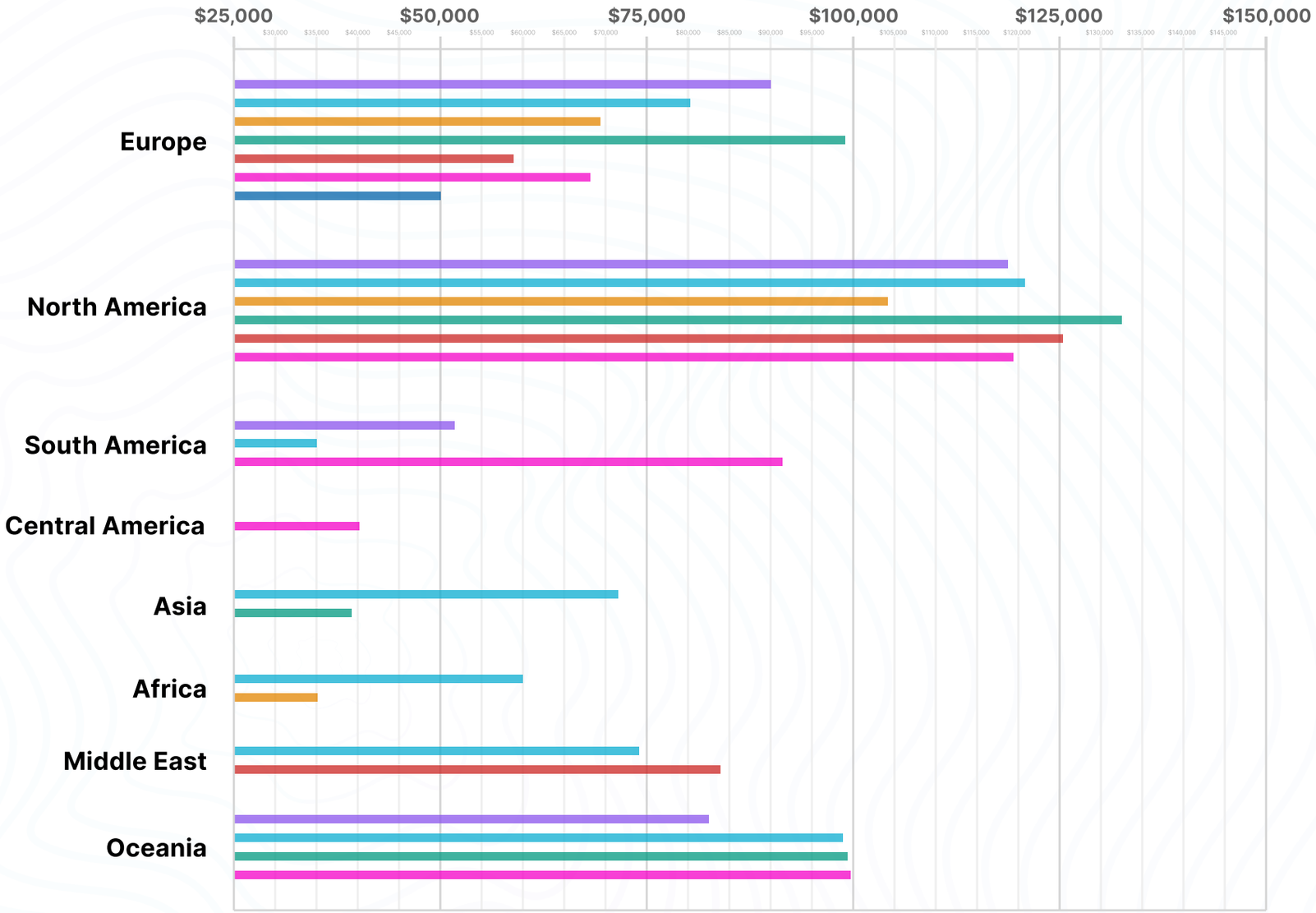


Average Salaries by Ethnicity

(Global)

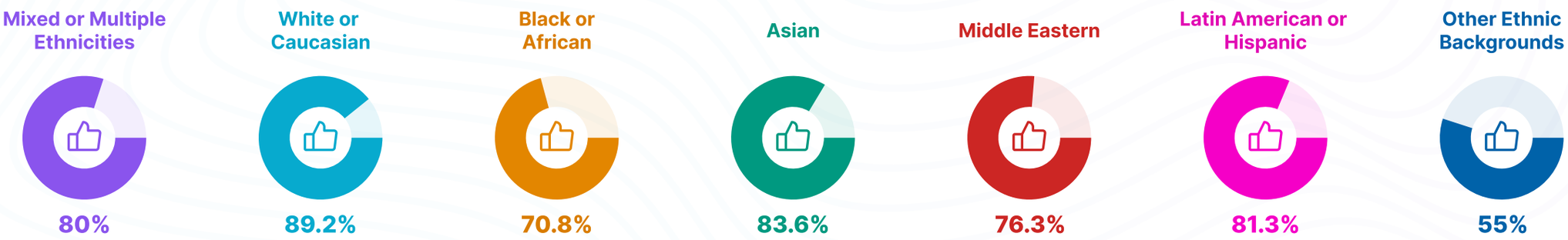
Mixed or Multiple Ethnicities	$103,670
White or Caucasian	$103,251
Black or African	$87,758
Asian	$84,012
Middle Eastern	$83,646
Latin American or Hispanic	$83,205
Other Ethnic Background	$58,104

Ethnic Background vs. Continent Salaries



Do you feel that people of all cultures and backgrounds are valued equally in your organization?

by ethnicity



SALARIES BY COUNTRY

Salesforce is a fantastic career path with an evergrowing vibrant ecosystem. This section is designed to provide transparency to the varying roles in the ecosystem, and ensure you are being paid fairly. There are many factors that may contribute to your salary, which is why we've decided to provide additional insight beyond the average salary figure. This includes a break down of salaries of each country by various factors, including industry, type of company, and gender.

Elements.cloud

UNITED STATES OF AMERICA

Top Paying Salesforce Technical Roles

DevOps Engineer
$187,000

Technical Architect
$178,000

Solution Architect
$165,000

Program Manager
$157,000

CPQ Consultant
$146,000

Salary by Industry

Industry	Local Currency	
Professional Services	USD	143,074
Technology	USD	140,651
Public Sector	USD	127,741
Financial Services	USD	126,222
Consumer Goods	USD	125,849
Engineering	USD	125,345
Healthcare	USD	125,328

Salary by SF Certifications

Salesforce Certifications	Local Currency	
None	USD	110,806
1-3	USD	115,301
4-6	USD	131,078
7-9	USD	140,248
10-12	USD	158,005
13+	USD	174,916

Salary by Employees in Company

Company Size	Local Currency	
1-49	USD	124,082
50-199	USD	111,049
200-999	USD	122,466
1000-4999	USD	123,450
5000+	USD	142,821

Salary by Age

Age	Local Currency	
18-24	USD	72,691
25-34	USD	118,796
35-44	USD	126,082
45-54	USD	131,121
55-64	USD	134,023
65+	USD	139,439

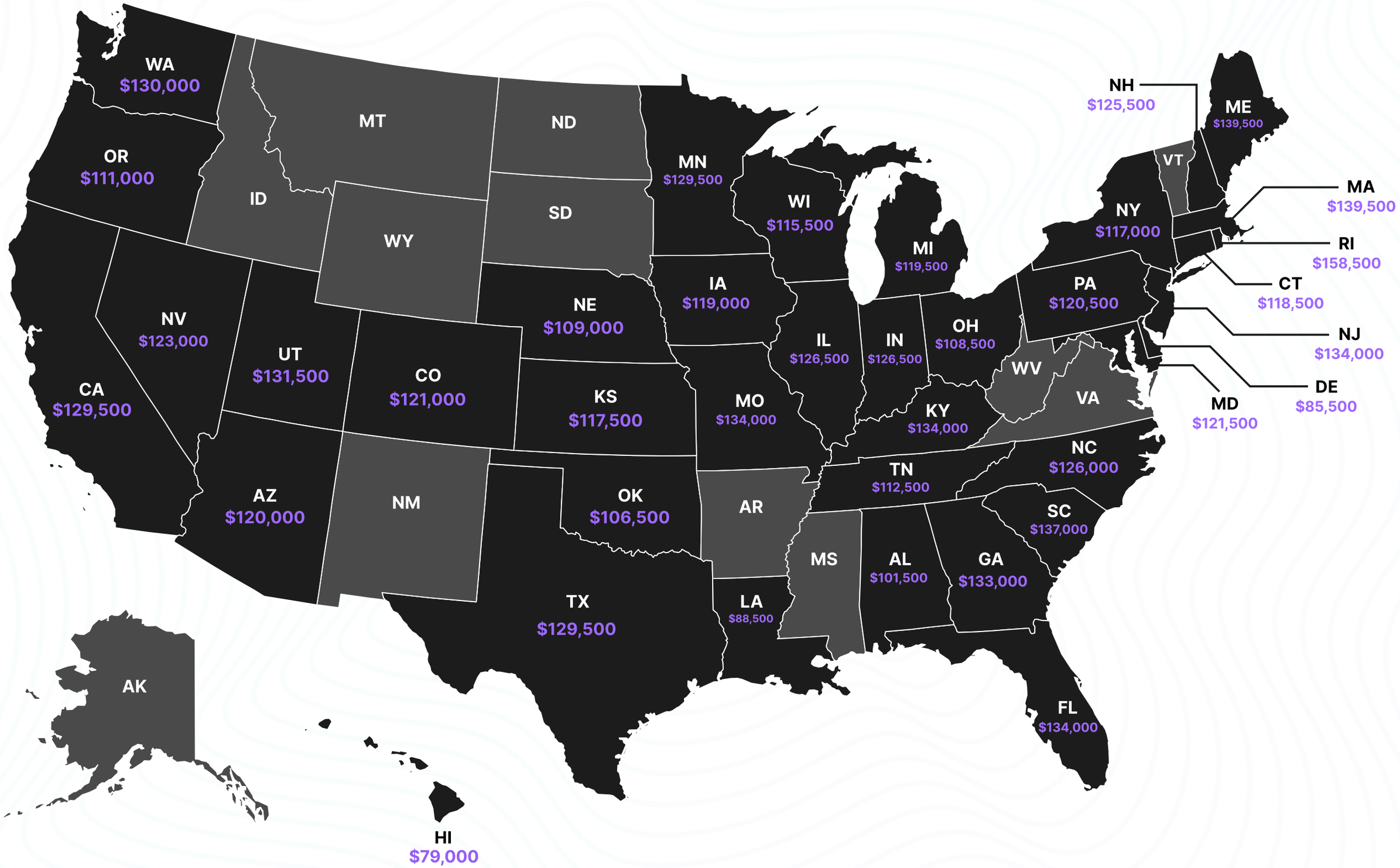
Salary by Gender

Gender	Local Currency	
Male	USD	135,295
Non-binary	USD	122,603
Female	USD	113,780

Salary by Company Type

Company Type	Local Currency	
Freelance	USD	154,278
SI/Consulting Company	USD	139,256
End User	USD	119,818
Other	USD	119,407
ISV/AppExchange Company	USD	119,295
Salesforce	USD	118,505

Average Salaries per US State



Average Salesforce Salaries in the United States of America (US$)

	Junior	Intermediate	Senior	Director
Account Engagement (Pardot) Admin	78,000	78,000	112,000	165,000
Account Engagement (Pardot) Consultant	92,000			
Account Executive		150,000		195,000
Salesforce Admin	75,000	93,000	116,000	130,000
Salesforce Business Analyst	87,000	102,000	111,000	121,000
CPQ Consultant	80,000	112,000	203,000	205,000
CRM Manager	86,000	112,000	125,000	156,000
Customer Success	78,000	115,000	124,000	169,000
Developer	78,000	110,000	166,000	206,000
DevOps Engineer			200,000	183,000
Director				145,500
Functional Consultant	74,000	106,000	162,000	137,000
Marketing Cloud Consultant	77,000	109,000	161,000	137,000
Marketing Specialist	83,000	87,000	88,000	
Marketing Cloud Admin	97,000	102,000	112,000	
Product Owner	100,000	121,000	140,000	183,000
Program Manager		123,000	132,000	199,000
Project Manager	95,000	97,000	113,000	131,000
Sales/RevOps Professional	81,000	107,000	108,000	133,000
Solution Architect		125,000	160,000	203,000
Solution Engineer	85,000	108,000	137,000	
Technical Architect	142,000	160,000	164,000	222,000
Technical Consultant	73,000	102,000	123,000	129,000
Salesforce Trainer		104,000		
QA Engineer	72,000	88,000		

INDIA

Top Paying Salesforce Technical Roles

Technical Architect

IN₹4,000,000

Solution Architect

IN₹3,700,000

Program Manager

IN₹3,700,000

Project Manager

IN₹3,500,000

CRM Manager

IN₹3,100,000

Salary by Industry

Industry	Local Currency	
Manufacturing	INR	5,949,091
Financial Services	INR	4,104,307
Technology	INR	2,759,457
Energy & Utilities	INR	2,720,000
Professional Services	INR	2,694,286
Travel & Transportation	INR	2,680,000
Healthcare	INR	2,563,316
Media & Entertainment	INR	2,529,400
Communications	INR	2,413,333
Consumer Goods	INR	2,381,667
Public Sector	INR	2,266,700
Construction & Real Estate	INR	2,255,000
Automotive	INR	2,200,000

Salary by SF Certifications

Salesforce Certifications	Local Currency	
None	INR	2,585,296
1-3	INR	2,892,743
4-6	INR	2,634,171
7-9	INR	3,316,406
10-12	INR	2,895,643
13+	INR	4,183,333

Salary by Employees in Company

Company size	Local Currency	
1-49	INR	1,923,750
50-199	INR	2,239,975
200-999	INR	3,736,279
1000-4999	INR	2,937,709
5000+	INR	2,884,644

Salary by Age

Age	Local Currency	
18-24	INR	2,278,000
25-34	INR	2,694,133
35-44	INR	4,080,996
45-54	INR	3,213,750
55-64	INR	4,000,000

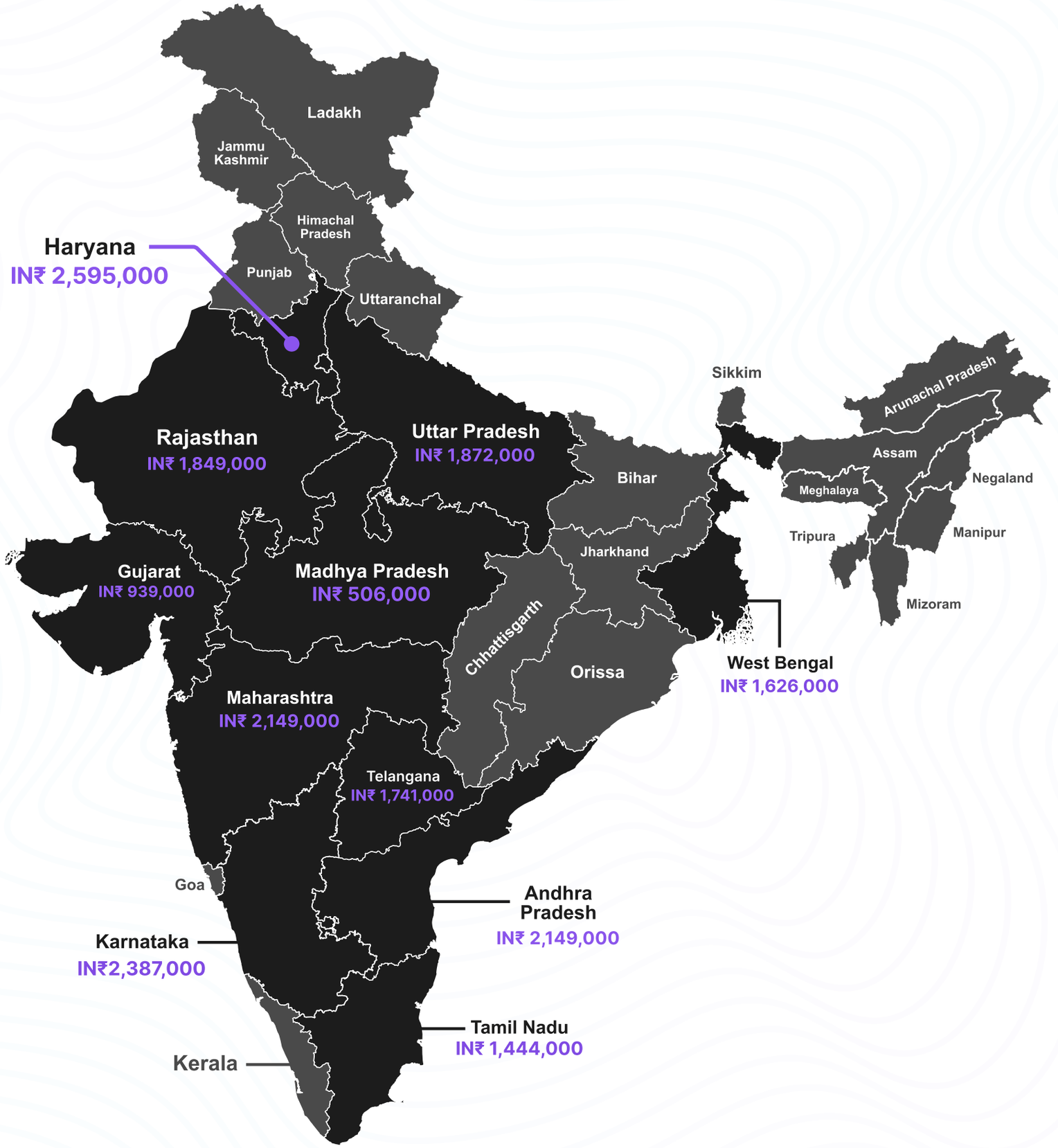
Salary by Gender

Your Gender	Local Currency	
Male	INR	3,149,882
Female	INR	2,179,328

Salary by Company Type

Company Type	Local Currency	
End User	INR	3,395,611
Salesforce	INR	3,133,848
ISV/AppExchange Company	INR	2,432,544
SI/Consulting Company	INR	2,384,565

Average Salaries per Indian State



Average Salesforce Salaries in India (IN₹)

	Junior	Intermediate	Senior	Director
Salesforce Admin	450,000	750,000	1,600,000	
Business Analyst	380,000	920,000	2,500,000	
CRM Manager			3,000,000	
Customer Success	1,650,000		3,100,000	
Developer	400,000	1,100,000	3,500,000	
Director				3,900,000
DevOps Engineer			2,500,000	
Functional Consultant		304,500		
Marketing Cloud Consultant		1,400,000	2,300,000	
Program Manager			2,100,000	4,200,000
Project Manager		2,000,000	3,400,000	4,000,000
Solution Architect			3,300,000	4,750,000
Technical Architect			4,000,000	4,000,000
Technical Consultant		1,000,000	2,300,000	
QA Engineer	1,000,000	1,200,000	1,400,000	

UNITED KINGDOM

Top Paying Salesforce Technical Roles

Technical Architect
£133,000

Solution Architect
£105,000

Project Manager
£98,000

Marketing Cloud Consultant
£85,000

Developer
£76,000

Salary by Industry

Industry	Local Currency	
Public sector	GBP	88,920
Retail	GBP	87,000
Consumer Goods	GBP	85,750
Professional Services	GBP	79,688
Technology	GBP	77,466
Financial Services	GBP	75,912
Other	GBP	74,242
Communications	GBP	70,788
Energy & Utilities	GBP	67,357
Healthcare	GBP	67,117
Nonprofit	GBP	65,535
Automotive	GBP	64,888
Education	GBP	62,953
Construction & Real Estate	GBP	60,095
Travel & Hospitality	GBP	59,703
Media & Entertainment	GBP	58,212
Manufacturing	GBP	53,429

Salary by SF Certifications

# of Salesforce Certifications	Local Currency	
None	GBP	54,873
1-3	GBP	59,110
4-6	GBP	78,097
7-9	GBP	104,876
10-12	GBP	97,056
13+	GBP	107,293

Salary by Employees in Company

Company size	Local Currency	
1-49	GBP	68,364
50-199	GBP	67,309
200-999	GBP	69,237
1000-4999	GBP	68,461
5000+	GBP	85,282

Salary by Age

Age	Local Currency	
18-24	GBP	31,320
25-34	GBP	63,379
35-44	GBP	76,032
45-54	GBP	77,266
55-64	GBP	93,657

Salary by Gender

Your Gender	Local Currency	
Male	GBP	74,685
Female	GBP	67,500

Salary by Company Type

Company type	Local Currency	
Freelance	GBP	136,250
ISV/AppExchange Company	GBP	122,822
Salesforce	GBP	110,313
SI/Consulting Company	GBP	78,143
End User	GBP	61,842
Other	GBP	55,278

Average Salesforce Salaries in the United Kingdom (£)

	Junior	Intermediate	Senior	Director
Account Engagement (Pardot) Consultant			65,000	
Salesforce Administrator	36,000	43,000	62,000	68,000
Salesforce Business Analyst	45,000	71,000	74,000	
CPQ Consultant		50,000	72,000	
CRM Manager	31,000	45,000	70,000	85,000
Developer	36,000	57,000	79,000	93,000
Director				102,000
Functional Consultant	30,000	47,000	76,000	
Marketing Cloud Consultant		55,000	83,000	106,000
Product Owner	45,000	71,000	74,000	76,000
Program Manager		51,000	83,000	
Project Manager	44,000	55,000	78,000	188,000
Sales/RevOps Professional		62,000	70,000	
Solution Architect		101,000	113,000	121,000
Solution Engineer		59,000	80,000	109,000
Technical Architect			131,000	143,000
Technical Consultant	38,000	49,000	65,000	

CANADA

Top Paying Salesforce Technical Roles

Solution Engineer
C$223,000

Program Manager
C$197,000

Solution Architect
C$182,000

Technical Architect
C$174,000

CPQ Consultant
C$158,000

Salary by Industry

Industry	Local Currency	
Technology	CAD	155,613
Professional Services	CAD	139,353
Financial Services	CAD	128,884
Nonprofit	CAD	128,873
Healthcare	CAD	127,614
Construction & Real Estate	CAD	108,250
Manufacturing	CAD	104,345
Public Sector	CAD	95,333
Education	CAD	95,000

Salary by SF Certifications

# of Salesforce Certifications	Local Currency	
None	CAD	111,079
1-3	CAD	111,619
4-6	CAD	148,071
7-9	CAD	142,685
10-12	CAD	115,214
13+	CAD	173,293

Salary by Employees in Company

Company size	Local Currency	
1-49	CAD	136,909
50-199	CAD	124,629
200-999	CAD	120,700
1000-4999	CAD	130,126
5000+	CAD	146,738

Salary by Age

Age	Local Currency	
25-34	CAD	111,141
35-44	CAD	138,926
45-54	CAD	154,316
55-64	CAD	129,400

Salary by Gender

Your Gender	Local Currency	
Male	CAD	145,259
Female	CAD	107,317

Salary by Company Type

Company Type	Local Currency	
Salesforce	CAD	171,400
SI/Consulting Company	CAD	136,524
End User	CAD	116,946
ISV/AppExchange Company	CAD	114,200

Average Salesforce Salaries in Canada (C$)

	Junior	Intermediate	Senior	Director
Account Engagement (Pardot) Consultant			118,500	
Salesforce Administrator	75,000	83,000	105,000	
Salesforce Business Analyst	85,000	100,000	103,000	
CPQ Consultant		115,000	180,000	
CRM Manager	80,000	90,000	115,000	145,000
Developer		104,000	135,000	
Director				170,000
Functional Consultant	81,000	112,000	151,000	
Product Owner		123,000	144,000	
Program Manager			183,000	
Project Manager		115,000		
Solution Architect			192,000	151,000
Technical Architect			184,000	159,000
Technical Consultant		105,000		120,000

GERMANY

Top Paying Salesforce Technical Roles

Technical Architect
112,000€

CRM Manager
97,000€

Solution Architect
87,000€

Solution Engineer
82,000€

Technical Consultant
79,000€

Salary by Industry

Industry	Local Currency	
Media & Entertainment	EUR	99,222
Manufacturing	EUR	84,462
Technology	EUR	82,458
Automotive	EUR	82,222
Financial Services	EUR	81,400
Retail	EUR	80,314
Healthcare	EUR	75,750
Professional Services	EUR	71,334
Education	EUR	58,917
Consumer Goods	EUR	56,533

Salary by SF Certifications

# of Salesforce Certifications	Local Currency	
None	EUR	64,029
1-3	EUR	69,292
4-6	EUR	75,027
7-9	EUR	75,182
10-12	EUR	85,918
13+	EUR	113,950

Salary by Employees in Company

Company size	Local Currency	
1-49	EUR	92,045
50-199	EUR	75,223
200-999	EUR	66,122
1000-4999	EUR	79,020
5000+	EUR	84,851

Salary by Age

Age	Local Currency	
18-24	EUR	47,200
25-34	EUR	71,092
35-44	EUR	85,766
45-54	EUR	96,500

Salary by Gender

Your Gender	Local Currency	
Male	EUR	81,566
Female	EUR	70,412

Salary by Company Type

Company Type	Local Currency	
Salesforce	EUR	85,800
SI/Consulting Company	EUR	76,955
End User	EUR	74,469
Other	EUR	65,833

Average Salesforce Salaries in Germany (€)

	Junior	Intermediate	Senior	Director
Salesforce Administrator	49,000	53,000	63,000	
Salesforce Business Analyst	50,000	64,000	65,000	
CRM Manager		72,000		
Developer		64,000	79,000	
Functional Consultant	47,000	68,000	82,000	
Marketing Cloud Consultant		59,000	76,000	
Product Owner		69,000	77,000	
Solution Architect		79,000	93,000	
Solution Engineer			86,000	
Technical Architect			116,000	136,000
Technical Consultant		69,000	86,000	

AUSTRALIA

Top Paying Salesforce Technical Roles

Developer
AU$214,000

CRM Manager
AU$180,000

Solution Architect
AU$175,000

Technical Architect
AU$174,000

Product Owner
AU$151,000

Salary by Industry

Industry	Local Currency	
Education	AUD	195,000
Professional Services	AUD	190,175
Financial Services	AUD	157,000
Public Sector	AUD	151,400
Manufacturing	AUD	144,631
Other	AUD	135,690
Technology	AUD	132,279
Healthcare	AUD	121,600
Nonprofit	AUD	120,875
Travel & Hospitality	AUD	110,750

Salary by SF Certifications

# of Salesforce Certifications	Local Currency	
None	AUD	113,333
1-3	AUD	136,896
4-6	AUD	149,690
7-9	AUD	165,800
10-12	AUD	183,833
13+	AUD	193,833

Salary by Employees in Company

Company size	Local Currency	
1-49	AUD	176,540
50-199	AUD	148,412
200-999	AUD	126,458
1000-4999	AUD	140,090
5000+	AUD	168,861

Salary by Age

Age	Local Currency	
25-34	AUD	142,367
35-44	AUD	153,064
45-54	AUD	141,935
55-64	AUD	191,945

Salary by Gender

Your Gender	Local Currency	
Male	AUD	159,680
Female	AUD	131,086

Salary by Company Type

Company Type	Local Currency	
Other	AUD	199,400
SI/Consulting Company	AUD	153,536
ISV/AppExchange Company	AUD	149,543
End User	AUD	140,334
Salesforce	AUD	133,333

Average Salesforce Salaries in Australia (AU$)

	Junior	Intermediate	Senior	Director
Administrator	76,000	106,000	141,000	
Business Analyst		137,000	142,000	
CRM Manager			145,000	
Developer		117,000	242,000	
Director				189,000
Functional Consultant	66,000	113,000	160,000	
Product Owner			148,000	
Solution Architect			173,000	181,000
Technical Architect			188,000	
Technical Consultant			148,000	

SPAIN

Top Paying Salesforce Technical Roles

Solution Architect

81,000€

Sales/RevOps Professional

75,000€

Technical Consultant

69,000€

Technical Architect

66,000€

Project Manager

57,000€

Salary by Industry

Industry	Local Currency	
Other	EUR	77,100
Financial Services	EUR	63,191
Manufacturing	EUR	62,100
Energy & Utilities	EUR	59,500
Professional Services	EUR	58,881
Technology	EUR	56,334
Healthcare	EUR	46,400
Education	EUR	33,000

Salary by SF Certifications

# of Salesforce Certifications	Local Currency	
None	EUR	40,907
1-3	EUR	51,477
4-6	EUR	61,380
7-9	EUR	71,656
10-12	EUR	66,480
13+	EUR	72,533

Salary by Employees in Company

Company size	Local Currency	
1-49	EUR	81,750
50-199	EUR	47,127
50-199	EUR	52,292
200-999	EUR	49,763
5000+	EUR	60,391

Salary by Age

Age	Local Currency	
25-34	EUR	53,607
35-44	EUR	52,630
45-54	EUR	70,271
55-64	EUR	50,667

Salary by Gender

Your Gender	Local Currency	
Female	EUR	57,945
Male	EUR	55,831

Salary by Company Type

Company Type	Local Currency	
Freelance	EUR	103,667
End User	EUR	58,529
Salesforce	EUR	54,929
SI/Consulting Company	EUR	53,052
ISV/AppExchange Company	EUR	37,540

Average Salesforce Salaries in Spain (€)

	Junior	Intermediate	Senior	Director
Administrator	30,000	43,000	60,000	
Business Analyst			77,000	
CRM Manager			43,000	65,000
Developer	28,000	39,000	60,000	
Director				84,000
Functional Consultant		42,000	50,000	
Marketing Cloud Consultant		36,000	51,000	
Project Manager			56,000	
Sales/Revops		56,000		
Solution Architect			61,000	
Solution Engineer		46,000	47,000	
Technical Architect			66,000	
Technical Consultant			74,000	

FRANCE

Top Paying Salesforce Technical Roles

Technical Architect
123,000€

Solution Engineer
106,000€

Solution Architect
78,000€

CRM Manager
76,000€

Marketing Cloud Consultant
65,000€

Salary by Industry

Industry	Local Currency	
Professional Services	EUR	102,107
Other	EUR	81,759
Travel & Hospitality	EUR	77,000
Retail	EUR	66,667
Education	EUR	66,150
Technology	EUR	62,178
Energy & Utilities	EUR	60,563
Healthcare	EUR	58,250
Manufacturing	EUR	51,333

Salary by Age

Age	Local Currency	
25-34	EUR	59,752
35-44	EUR	67,686
45-54	EUR	85,909

Salary by SF Certifications

# of Salesforce Certifications	Local Currency	
None	EUR	58,900
1-3	EUR	74,124
4-6	EUR	65,000
7-9	EUR	73,007
10-12	EUR	85,750
13+	EUR	83,349

Salary by Gender

Your Gender	Local Currency	
Male	EUR	75,307
Female	EUR	64,643

Salary by Company Type

Company Type	Local Currency	
Freelance	EUR	131,804
Salesforce	EUR	125,750
End User	EUR	69,951
SI/Consulting Company	EUR	63,242

Salary by Employees in Company

Company size	Local Currency	
1-49	EUR	90,508
50-199	EUR	63,814
200-999	EUR	64,988
1000-4999	EUR	67,400
5000+	EUR	79,907

Average Salesforce Salaries in France (€)

	Junior	Intermediate	Senior	Director
Administrator	49,000	62,000	83,000	
Business Analyst			60,000	
CRM Manager			71,000	
Developer	33,000	35,000	53,000	
Director				145,000
Functional Consultant		48,000	58,000	
Marketing Cloud Consultant		52,000	71,000	
Project Manger			68,000	
Solution Architect		52,000	79,000	90,000
Solution Engineer		82,000	115,000	
Technical Architect			88,750	

NETHERLANDS

Top Paying Salesforce Technical Roles

Technical Architect

101,000€

Solution Architect

84,000€

Developer

70,000€

Business Analyst

68,000€

Technical Consultant

64,000€

Salary by Industry

Industry	Local Currency	
Consumer Goods	EUR	90,667
Technology	EUR	82,295
Professional Services	EUR	79,831
Retail	EUR	78,150
Manufacturing	EUR	75,280
Financial Services	EUR	72,483
Energy & Utilities	EUR	70,333
Healthcare	EUR	70,233
Nonprofit	EUR	57,000

Salary by Age

Age	Local Currency	
25-34	EUR	71,747
35-44	EUR	84,970
45-54	EUR	69,500

Salary by SF Certifications

# of Salesforce Certifications	Local Currency	
None	EUR	106,140
1-3	EUR	66,344
4-6	EUR	70,710
7-9	EUR	75,160
10-12	EUR	90,167
13+	EUR	94,375

Salary by Gender

Your Gender	Local Currency	
Male	EUR	81,757
Female	EUR	66,531

Salary by Employees in Company

Company size	Local Currency	
1-49	EUR	70,992
50-199	EUR	60,420
200-999	EUR	70,550
1000-4999	EUR	65,750
5000+	EUR	102,611

Salary by Company Type

Company Type	Local Currency	
Salesforce	EUR	100,483
End User	EUR	77,826
SI/Consulting Company	EUR	71,135

Average Salesforce Salaries in Netherlands (€)

	Junior	Intermediate	Senior	Director
Admin		48,000	75,000	
Business Analyst		54,000	82,000	
Developer	32,000	53,000	81,000	70,000
Functional Consultant	43,000	51,000	82,000	
Solution Architect			92,000	
Solution Engineer			84,000	
Technical Architect		90,000	105,000	
Technical Consultant			72,000	

BRAZIL

Top Paying Salesforce Technical Roles

Technical Architect
R$375,000

Technical Consultant
R$313,000

Solution Engineer
R$221,600

Solution Architect
R$191,000

Developer
R$138,000

Salary by Industry

Industry	Local Currency	
Healthcare	BRL	374,162
Technology	BRL	268,842
Automotive	BRL	207,500
Financial Services	BRL	159,778
Media & Entertainment	BRL	124,250
Other	BRL	117,325
Retail	BRL	105,000
Professional Services	BRL	104,500

Salary by SF Certifications

# of Salesforce Certifications	Local Currency	
None	BRL	150,275
1-3	BRL	112,732
4-6	BRL	217,732
7-9	BRL	238,996
10-12	BRL	359,693
13+	BRL	302,750

Salary by Employees in Company

Company size	Local Currency	
50-199	BRL	133,073
200-999	BRL	131,250
1000-4999	BRL	201,299
5000+	BRL	231,674

Salary by Age

Age	Local Currency	
18-24	BRL	62,400
25-34	BRL	222,408
35-44	BRL	205,564
45-54	BRL	117,000

Salary by Gender

Your Gender	Local Currency	
Male	BRL	208,577
Female	BRL	158,700

Salary by Company Type

Company Type	Local Currency	
Salesforce	BRL	417,500
End user	BRL	194,225
SI/Consulting Company	BRL	186,101

Average Salesforce Salaries in Brazil (R$)

	Intermediate	Senior
Admin	122,000	
Business Analyst		75,000
Developer	79,000	206,000
Functional Consultant	72,000	
Solution Architect	110,000	271,000
Solution Engineer	50,000	336,000
Technical Architect		410,000
Technical Consultant		313,000

POLAND

Average Salesforce Salaries (PLN)

	Junior	Intermediate	Senior	Director
Admin	96,000			
CPQ Consultant			180,000	
Developer		85,000	343,000	
Director				674,000
Functional Consultant	72,000			
Solution Architect			356,000	274,000
Technical Architect			450,000	

NEW ZEALAND

Average Salesforce Salaries (NZ$)

	Junior	Intermediate	Senior	Director
Admin		103,000	119,000	
CPQ Consultant			145,000	
CRM Manager		157,000	168,000	187,000
Functional Consultant	93,000	126,000	152,000	
Product Owner		130,000	140,000	160,000
Solution Architect			180,000	
Technical Architect			169,000	
Technical Consultant			164,000	

ARGENTINA

Average Salesforce Salaries ($Ar)

	Junior	Intermediate	Senior
Admin	23,000,000		48,000,000
Business Analyst		43,000,000	46,000,000
Developer	13,000,000	31,000,000	86,000,000
Functional Consultant			41,000,000
Technical Consultant		22,000,000	

FINLAND

Average Salesforce Salaries (€)

	Junior	Intermediate	Senior	Director
Admin	47,000	61,000	65,000	
Developer	40,000	42,000	102,000	
Director				119,000
Solution Architect		64,000	87,000	
Solution Engineer			60,000	
Technical Consultant		53,000	60,000	

PHILIPPINES

Average Salesforce Salaries (₱)

	Junior	Intermediate	Senior
Admin	370,000	766,000	2,400,000
Developer	300,000	1,700,000	2,600,000
Technical Consultant	400,000	800,000	2,500,000
Solution Architect			2,300,000

About Salesforce Ben:

Salesforce Ben (SF Ben) is the largest independent media platform in the ecosystem, empowering every Salesforce professional – aspiring starters and seasoned specialists alike – to enjoy a more fulfilling and impactful career.

From interviews with industry experts to practical guides and hands-on tutorials, we produce trusted, accessible content to help our audience navigate the latest Salesforce news, releases, and certifications.

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About Elements.cloud:

Elements.cloud is the Change Intelligence platform that helps you accelerate your time to value from Salesforce. It enables you to manage org complexity, reduce technical debt, and improve your documentation. This allows you to make intelligent change decisions, based on a shared understanding of org configuration, dependency analysis, and documentation.

Powered by AI, it dramatically shortens the time to generate process maps, create complete user stories, and recommend solutions based on a deep understanding of your org. It brings teams together and breaks down silos of knowledge. Changes are implemented faster with confidence. Rework is reduced. User adoption soars.

Learn More

Methodology:

This report was created based on the survey responses of 3,526 Salesforce professionals located across 95 countries and working in over 20 industries. For certain questions, some responses were discounted when they did not know the answer, so the charts may not always equal 100%. Some statistics on the 'summary' pages may have slight discrepancies from the detailed data, as we only included entries for which we had sufficient data points.

Salesforce Ben retains ownership of this data. If you are a journalist or media outlet and would like to discuss these insights further, please email us at press@salesforceben.com