

The logo for NYLON Search, with 'NYLON' in a vibrant pink color and 'Search' in a clean, white sans-serif font. The background of the entire cover is a dark, muted blue-grey with a faint, high-angle photograph of a city skyline, featuring the Empire State Building as the central focal point. A solid dark grey horizontal bar is positioned above the logo.

NYLON Search

SALARY GUIDE 2025

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WELCOME TO **NYLON** Search

With over 15 years of professional recruitment experience, NYLON Search are experts in helping businesses attract, hire and retain the highest performing talent in their fields of expertise, across the Financial Services, SaaS, FinTech, Digital Media and Professional Services verticals. We partner with companies from startups to Fortune 500's, offering tailored solutions to meet the unique needs of organizations at every stage of their growth. We're committed to helping businesses build world-class teams, empowering them to thrive in competitive marketplaces. Based in NY, we serve the NY Tri-State area along with the major metropolitan hubs in the United States.

2025 presents employers with a complex hiring landscape of skills shortages, open roles, and pending projects at a time when labor pools are tight. Meanwhile, AI is transforming job roles and skills requirements. The bottleneck of pent-up demand from the slow job market in 2024 could signal an approaching hiring boom. To thrive in this environment, managers must pay salaries that meet or beat market rates, fast-track the hiring process and, even more importantly today, offer flexible arrangements such as nontraditional schedules and hybrid work options.



WHY FIRMS SHOULD AVOID EXTENDED HIRING PROCESSES

Managers often hold out for professionals who check every box. However, in a job market with more vacant positions than available workers, organizations that take too long to hire risk missing out on skilled candidates. The consequences include rising workloads for existing employees, declining morale, and stalled business growth. Firms must act decisively to secure the talent they need in this competitive environment.

Our salary guide is designed to provide clarity and actionable insights for hiring managers navigating the challenging hiring landscape of 2025.

Here's what you'll find:



Geographic Focus: The guide is based on typical salaries in major U.S. hubs, including New York Tri-State, San Francisco Bay, Los Angeles, and Chicago.



Industry Expertise: The roles and industries detailed here represent NYLON Search's areas of expertise. If you don't see a position covered, contact us for additional guidance.



Salary Ranges: Junior and senior-level salary ranges reflect average competitive salaries based on years of experience. Additional factors, such as company size, work-life balance, and incentive packages, can influence ranges.



Data Sources: This guide reflects our industry knowledge from working closely with candidates and clients daily, and incorporates market research from LinkedIn, Glassdoor, Indeed, and other benchmarking resources.



FINANCIAL SERVICES



The Banking and Financial Services sector has undergone significant transformation in recent years, and in 2025 will continue to navigate evolving demands, skill shortages and high salary expectations. The rise of digital banking, AI-driven analytics and ESG (Environmental, Social, and Governance) priorities have shifted hiring dynamics. This year, demand for roles in compliance, risk management, and digital transformation will continue to grow. Leadership positions in these areas will command competitive salaries. Retaining top talent will require offering flexible work environments, professional development opportunities, and clear career progression pathways.

73%

of financial services executives say attracting and retaining talent is their top challenge amid the digital transformation boom.
(PwC)

45%

Over 45% of financial services firms are increasing salaries to address talent shortages in compliance and risk management roles.
(Deloitte)



ROLE	JUNIOR LEVEL	SENIOR LEVEL
Banking & Corporate Lending		
Commercial Lending Analyst	65,000	80,000
Commercial Lending Manager	100,000	140,000
Corporate Banking Credit Analyst	90,000	110,000
Corporate Banking Associate / Senior	110,000	150,000
VP Credit/ Structuring/ Portfolio Management	150,000	215,000
VP Relationship Manager	150,000	215,000
Director Corporate Banking	205,000	270,000
MD Corporate Banking	250,000	350,000
Internal Auditor	85,000	110,000
Internal Audit Manager	115,000	150,000
Internal Audit VP	150,000	200,000
Asset Management / Funds / Banking		
Operations Analyst	65,000	90,000
Operations/ Trade Support Specialist	75,000	100,000
Operations Manager	80,000	120,000
Client Services Representative	60,000	75,000
Client Services Specialist	70,000	85,000
Client Services Manager	95,000	120,000
Compliance Analyst	80,000	110,000
Compliance Specialist	85,000	120,000
Compliance Manager	110,000	160,000
VP Compliance	170,000	230,000
Managing Director Compliance	210,000	260,000
Fund Accountant	80,000	110,000
Fund Accounting Manager/ Controller	120,000	180,000
VP Finance/ Accounting	170,000	250,000
CFO	250,000	350,000

SAAS & FINTECH

The SaaS and FinTech sectors have thrived, driven by advancements in cloud computing, payments technology, and AI-powered tools. This year, roles in AI automation, cybersecurity, and enterprise-level product management will be highly sought after. Salaries will reflect the competitive nature of these fields, with top professionals commanding premium pay. Companies that prioritize innovation, foster a culture of learning, and offer flexible work arrangements will succeed in attracting and retaining high-performing talent.



16%

The SaaS job market is projected to grow by 16% annually, creating increasing demand for top product and engineering professionals.
(Gartner)



60%

Over 60% of FinTech professionals rank career progression as the most important factor in staying with an employer.
(EY)





ROLE	JUNIOR LEVEL	SENIOR LEVEL
Client Services Representative	65,000	90,000
Client Services Manager	95,000	130,000
Customer Success Manager	110,000	140,000
Project Manager	140,000	200,000
Data Analyst	85,000	130,000
Business Analyst/ Software Consultant	100,000	150,000
Product Manager	140,000	170,000
VP Product Management	200,000	270,000
Chief Product Officer	250,000	350,000
Operations Manager	110,000	160,000
Operations Director	140,000	180,000
Vice President Operations	170,000	230,000
UX/UI Designer	110,000	150,000
Cloud Engineer	120,000	160,000
Machine Learning Engineer	140,000	190,000
Data Scientist	125,000	165,000
QA Engineer	130,000	160,000
QA Manager	110,000	160,000
DeVOps Engineer	120,000	160,000
DevOps Manager	140,000	200,000
Software Engineer	120,000	170,000
Lead Software Engineer	160,000	200,000
Software Architect	160,000	220,000
VP Engineering	210,000	270,000
Chief Technology Officer	250,000	350,000
Financial Controller	120,000	160,000
VP Finance	180,000	250,000



MARKETING & DIGITAL MEDIA



The Marketing and Digital Media sector is evolving rapidly, driven by changes in consumer behavior and the adoption of AI-powered tools for content creation and analytics. This year, roles in data analytics, audience engagement, and cross-platform strategy will be critical. Salaries for experienced professionals in creative and analytical roles are expected to rise. Firms that invest in upskilling their teams and creating a culture of creativity and flexibility will be best positioned to retain top talent.



of digital media companies are increasing investments in AI-driven content strategies to attract top creative talent.

(McKinsey)

25%

Professionals in digital marketing roles have seen a 25% increase in salaries over the last two years due to growing demand.

(Statista)



ROLE	JUNIOR LEVEL	SENIOR LEVEL
Digital Agency		
Account Coordinator	60,000	80,000
Account Specialist	75,000	100,000
Account Supervisor	100,000	125,000
Account Director	130,000	170,000
Vice President Digital	170,000	220,000
SVP Digital	220,000	280,000
Media Buyer/ Planner	75,000	100,000
Creative Director	130,000	180,000
Content Manager	95,000	130,000
Traffic Manager	72,000	110,000
Brand Manager	110,000	155,000
Product Analyst	80,000	105,000
Product Manager	110,000	170,000
In-House Marketing		
Marketing Coordinator	65,000	90,000
Marketing Specialist/ Supervisor	90,000	120,000
Marketing Manager	110,000	130,000
Marketing Director	140,000	180,000
Vice President of Marketing	180,000	250,000
Chief Marketing Officer	250,000	350,000
Chief Growth Officer	250,000	350,000

SALES & BUSINESS DEVELOPMENT



Sales and Business Development roles are crucial as companies focus on growth in a competitive marketplace. This year, demand for sales leaders with expertise in SaaS, FinTech, and enterprise-level solutions will remain strong, with SaaS vendors from startup to established enterprises seeking more seasoned candidates with specific technology knowledge. Tech platforms are focusing on hiring 'Unicorn Sellers' to help lock down deals. Salaries will reflect the need for experienced professionals who can deliver measurable revenue results. To retain top talent, organizations must provide robust incentive structures, career development opportunities, and flexible work arrangements.



20%

Top-performing sales professionals in SaaS command salaries 20% higher than the industry average.
(HubSpot)



40%

Over 40% of sales roles are now fully remote, with flexible policies improving retention by 25%.

(LinkedIn)



ROLE	JUNIOR LEVEL	SENIOR LEVEL
Start-up / SME companies		
Sales Development Representative	60,000	90,000
Sales Manager	90,000	125,000
Sales Director	125,000	180,000
Vice President of Sales	160,000	250,000
Chief Revenue Officer (CRO)	250,000	350,000
Client Services/ Account Manager	70,000	110,000
Large Enterprise		
Sales Development Representative	70,000	115,000
Sales Manager	110,000	140,000
Sales Director	130,000	180,000
Vice President of Sales	170,000	250,000
Senior Vice President	225,000	350,000
Chief Revenue Officer	275,000	400,000
Client Services/ Account Manager	80,000	120,000

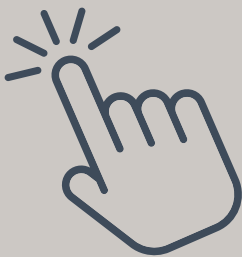
FLEXIBILITY: ESSENTIAL FOR JOB CANDIDATES

More than 80% of managers report difficulty finding candidates with the requisite skills.

Salaries remain a key draw for job seekers, but workplace flexibility has become, and remains, a paramount expectation. While some companies begin implementing Return To Office mandates, firms that prioritize hybrid work and flexible schedules have a competitive edge in

wooing skilled professionals. The way we hire and retain top talent is changing quickly. Competitive salaries and benefits still matter, but today's talent values flexibility, opportunities for career growth, upskilling, and a genuine commitment to their well-being.





At **NYLON Search**, we are dedicated to partnering with businesses to provide tailored solutions to help them build world-class teams that drive growth and success. Our deep industry knowledge and extensive network of exceptional talent empower us to deliver results that exceed expectations.

For tailored advice on your hiring strategy or to explore how **NYLON Search** can help you secure top performing talent, please get in touch.

We find the elite performers you need to make your company succeed.

Visit www.nylonsearch.com or contact us at info@nylonsearch.com to learn more.



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