



COLORADO **PRODUCT**

# 2019

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# SALARY SURVEY

An Analysis of Colorado's Product Management Salary & Compensation Landscape





# ABOUT THIS SURVEY

The purpose of this survey is to understand the compensation and role definitions of Colorado’s Product Professionals.

The Colorado Product team worked diligently to represent this data in the most accurate way possible.

To protect the anonymity of all respondents, some data has been removed or restricted in charts where small response numbers would cause individuals to be singled out. This includes some gendered responses, the categories for CPO and Product Analyst, and others as indicated throughout the survey.

To preserve statistical significance, for groups with smaller representation, data has been removed or restricted as to not create bias in interpretation. This is present with certain product job titles, Hardware vs. Software responses, and very specific categories where we had few or single responses. Specific data points that have been removed are indicated below the corresponding graph.

In some areas of the survey, respondents answered with a range (as with salary or company revenue), but for calculation purposes the mean value was used. For example, a salary of \$80k - \$89k was calculated as a single point of \$84,500 for the purpose of averaging.

Colorado Product is grateful for everyone who took the time to complete this survey, and we very much appreciate the continual support of the talented product professionals here in Colorado.

## SURVEY OVERVIEW

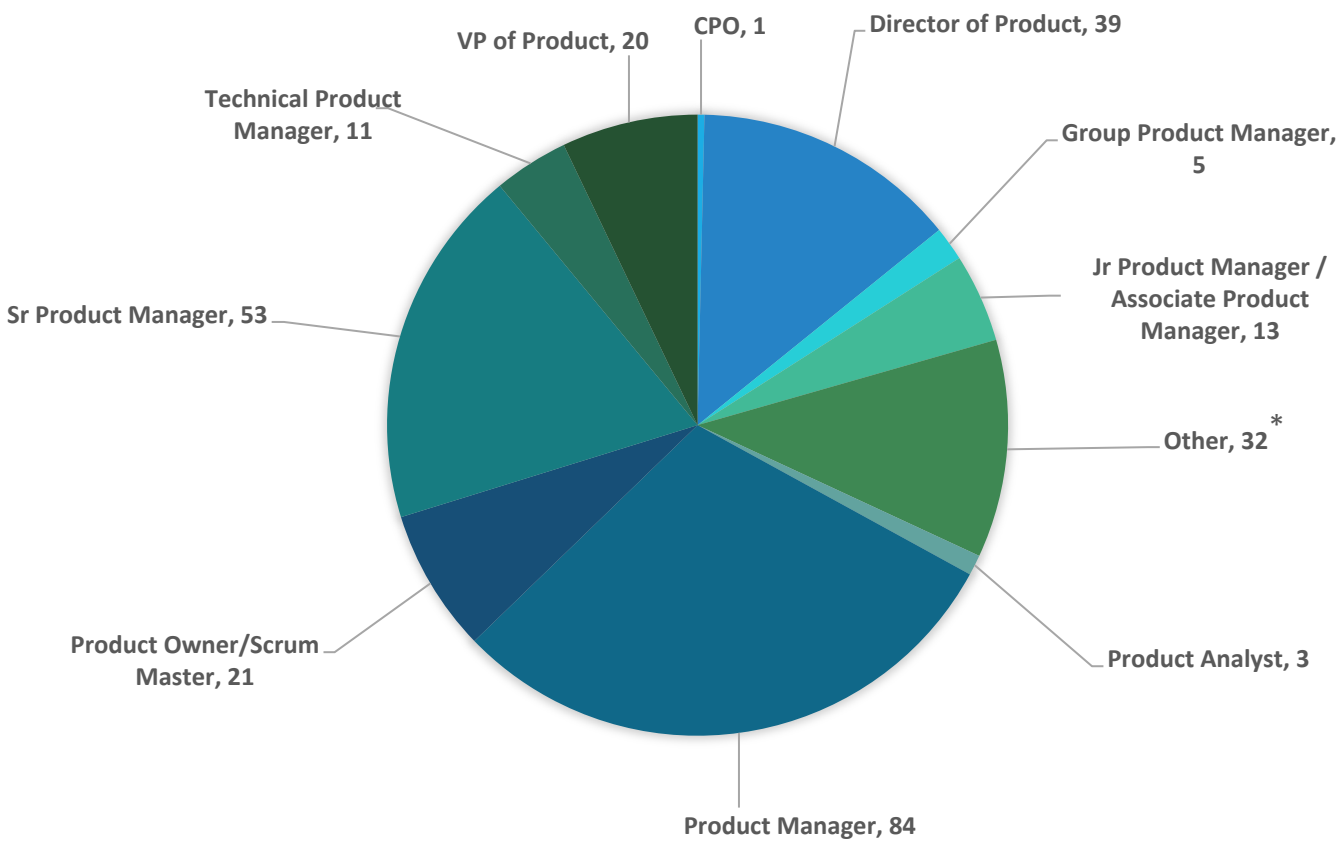
<b>Total Number of Responses:</b>	<b>282</b>
<b>Average Company ARR:</b>	<b>\$30M</b>
<b>PM Average Salary:</b>	<b>\$100,200</b>
<b>Senior PM Average Salary:</b>	<b>\$132,170</b>



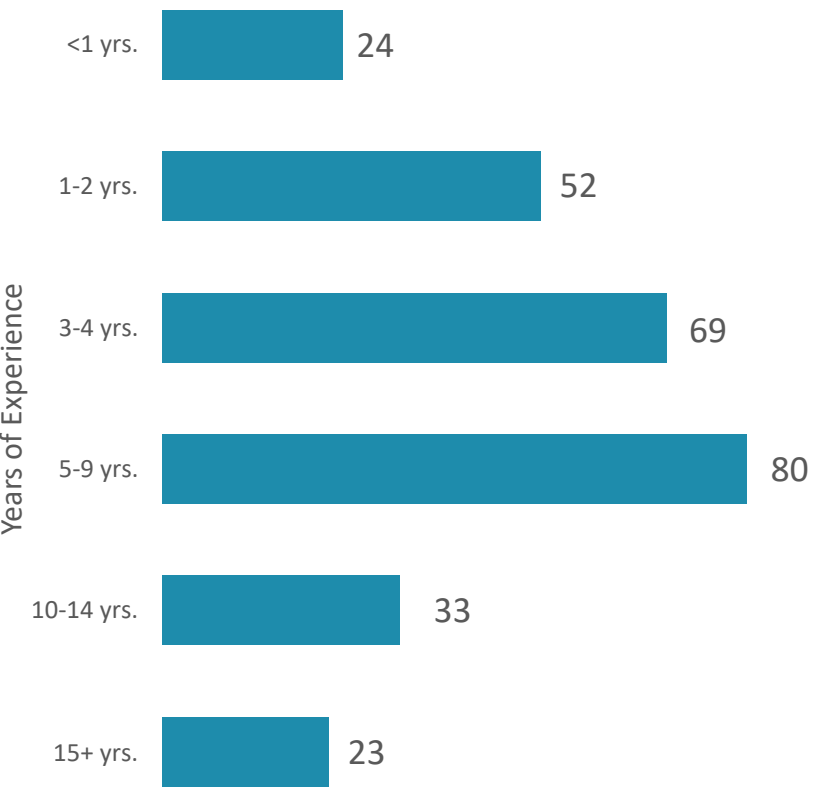
# ABOUT SURVEY RESPONDENTS

Total Number of Responses: 282

What is Your Job Title?



How Many Years of Product Experience Do You Have?



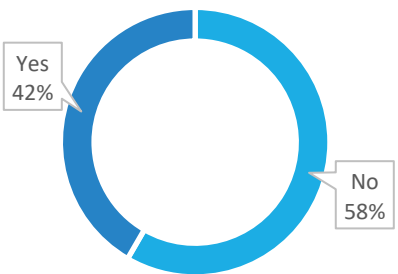
\*While not all “Other” responses can be confirmed as Product-specific roles, this data was included in the analysis throughout the deck



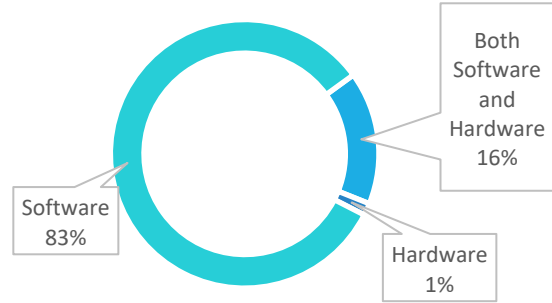
# ABOUT SURVEY RESPONDENTS

Total Number of Responses: 282

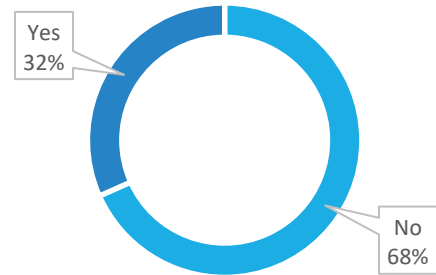
Do You Have the Ability to Code?



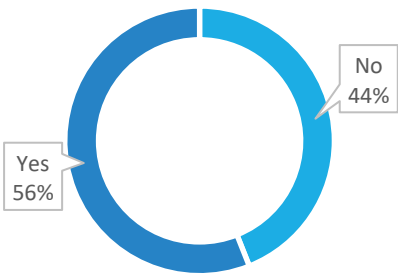
What Does Your Company Build?



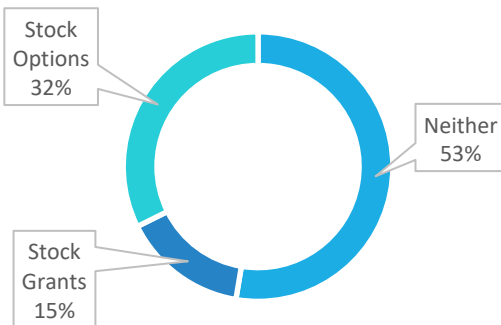
Do You Have Direct Reports?



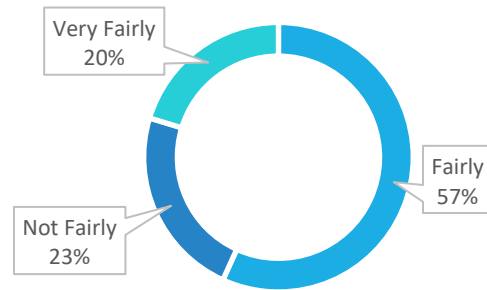
Do You Receive a Bonus?



Does Your Compensation Package Include Equity?



How Fairly Do You Believe You Are Compensated?

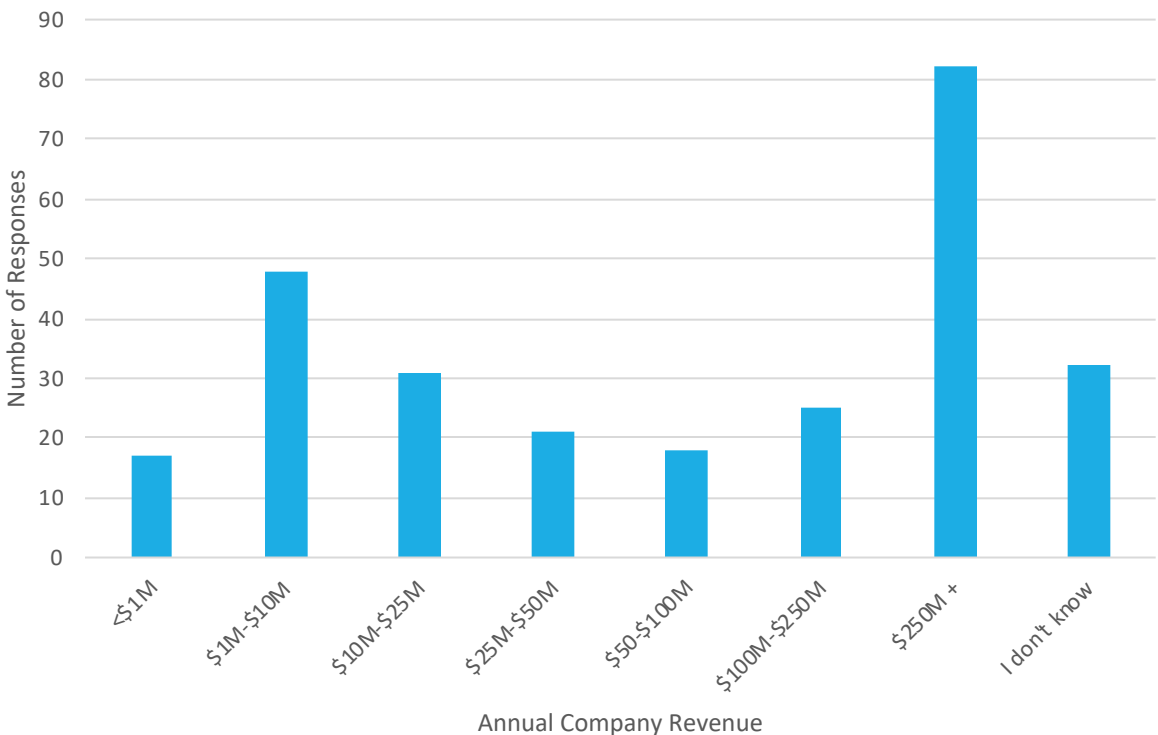




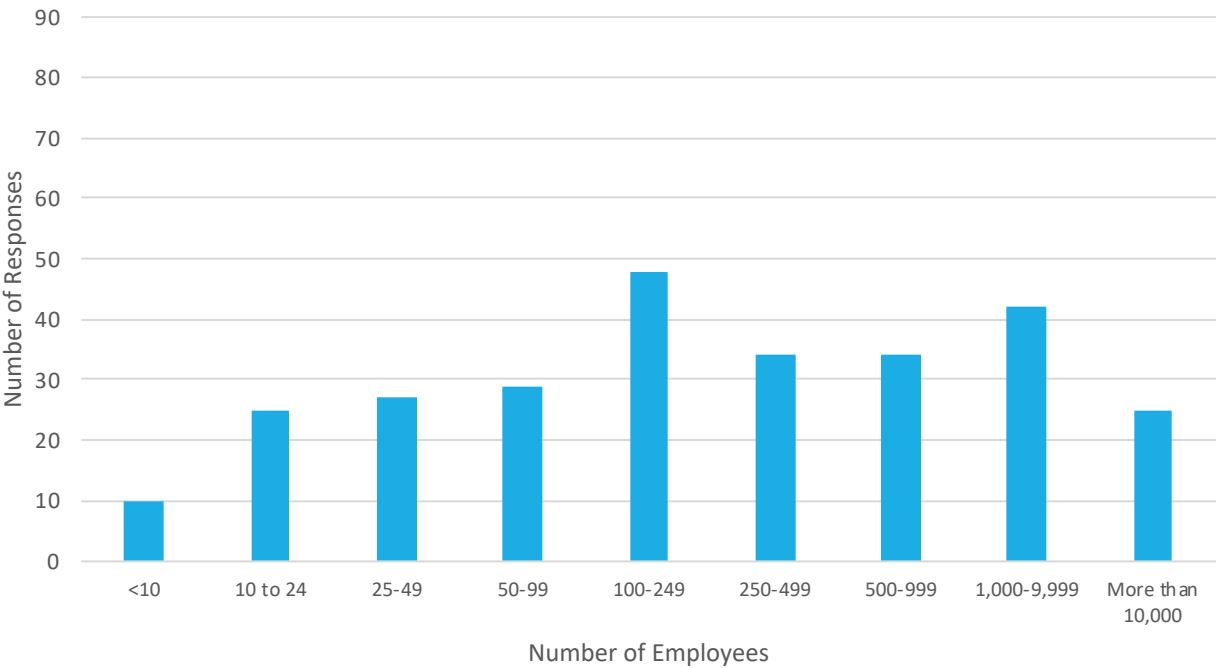
# ABOUT SURVEY RESPONDENTS

Total Number of Responses: 282

What is the Annual Revenue of Your Company?



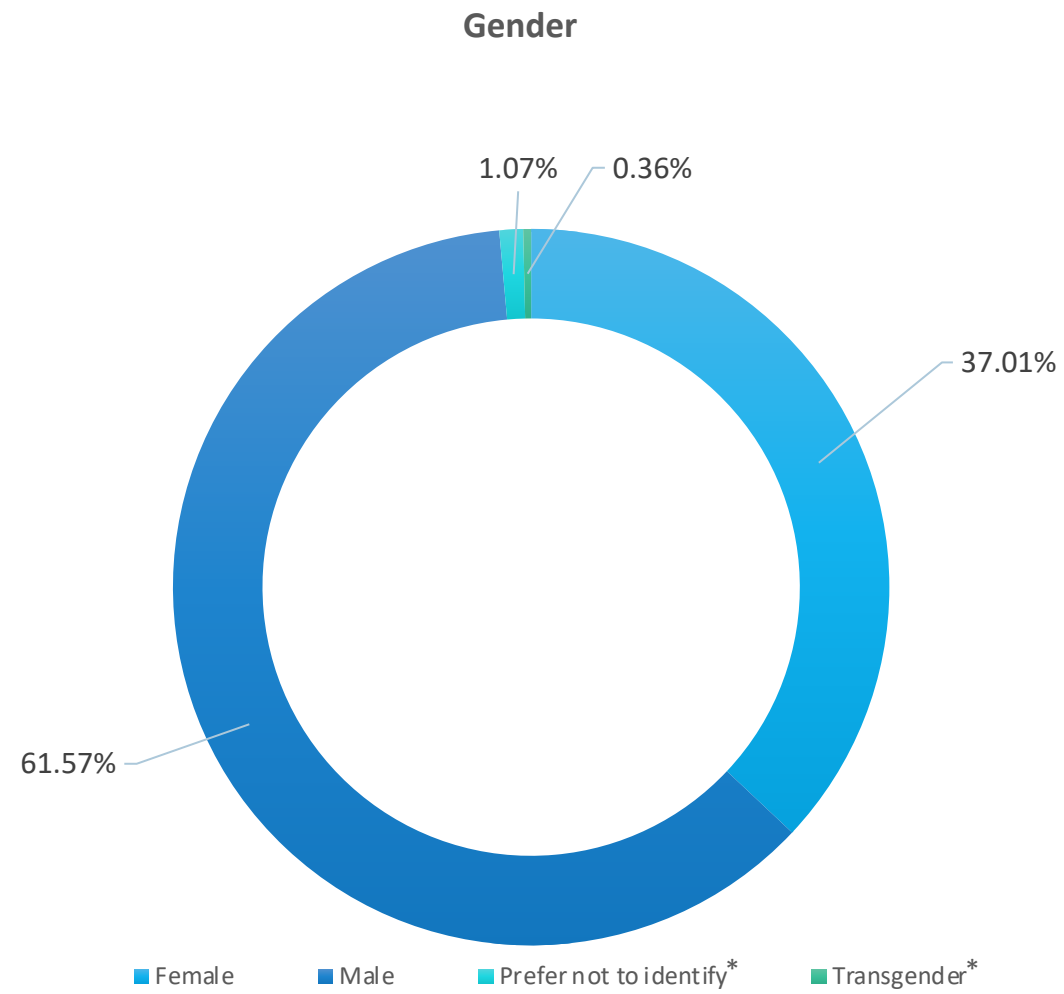
How Many Employees Work at Your Company?



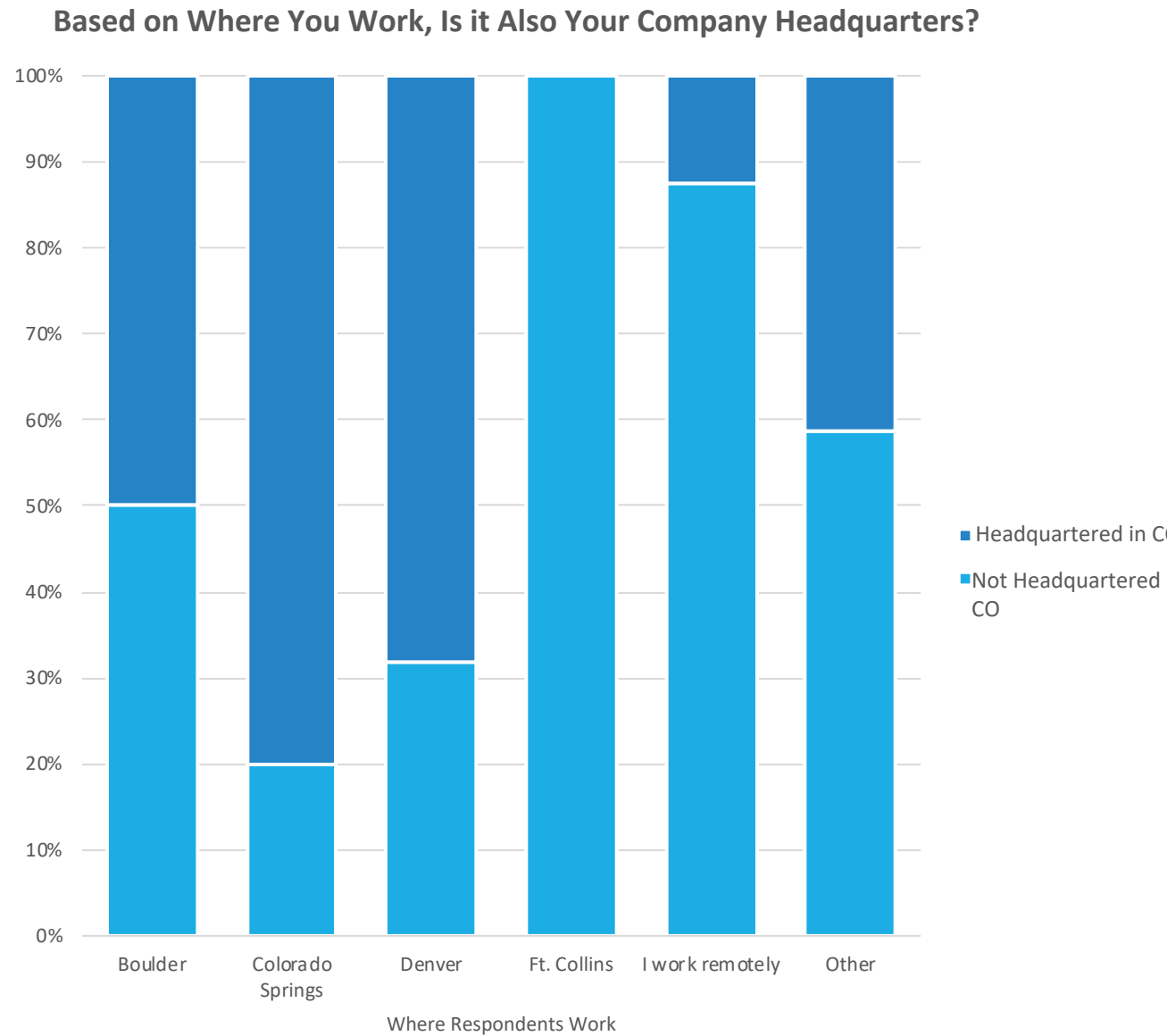


# ABOUT SURVEY RESPONDENTS

Total Number of Responses: 282



\*Due to small numbers of respondents in “Prefer not to identify” and “Transgender”, these responses have been hidden in some parts of the survey as to protect anonymity

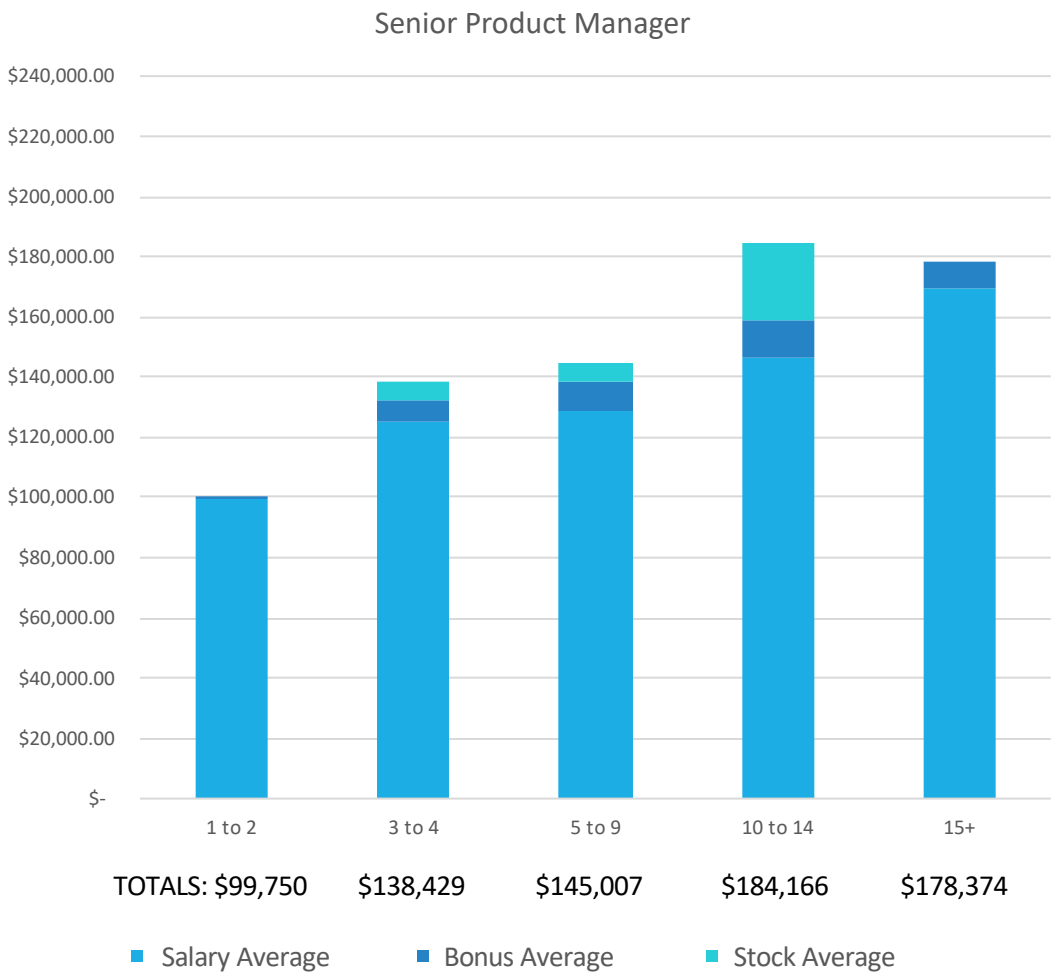
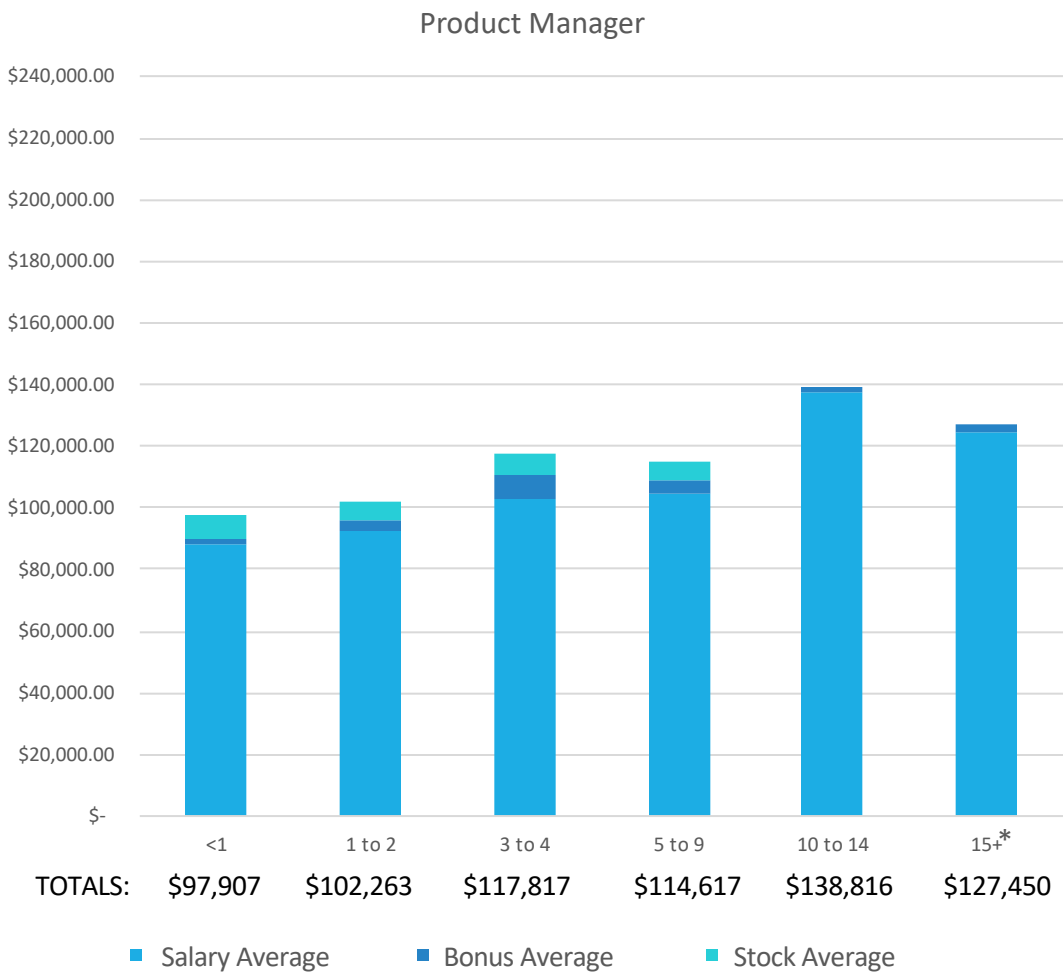


For example, if you work in Colorado Springs or Denver, you are more likely to work at your company’s headquarters than if you work in Boulder or Fort Collins



# TOTAL COMPENSATION & YEARS OF EXPERIENCE

There is a correlation between Years of Experience and higher Total Compensation



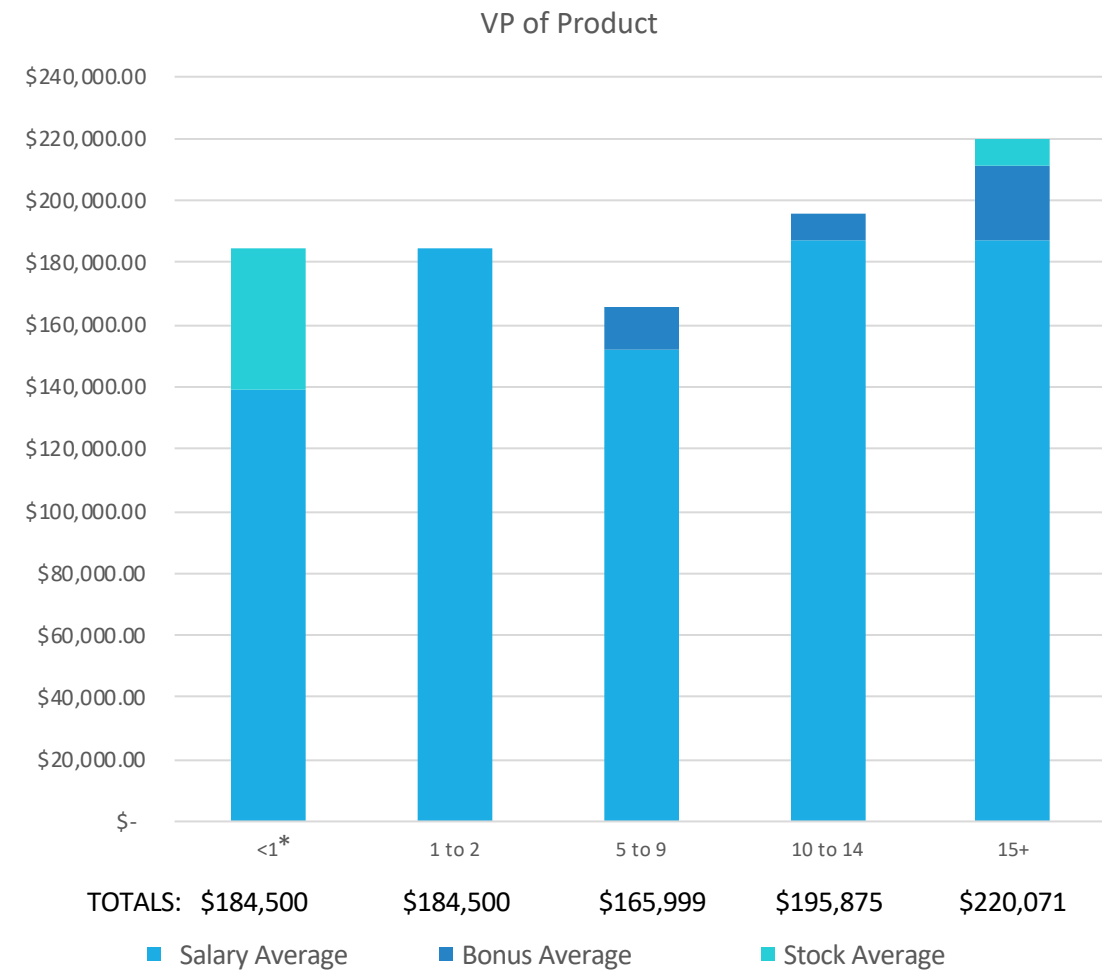
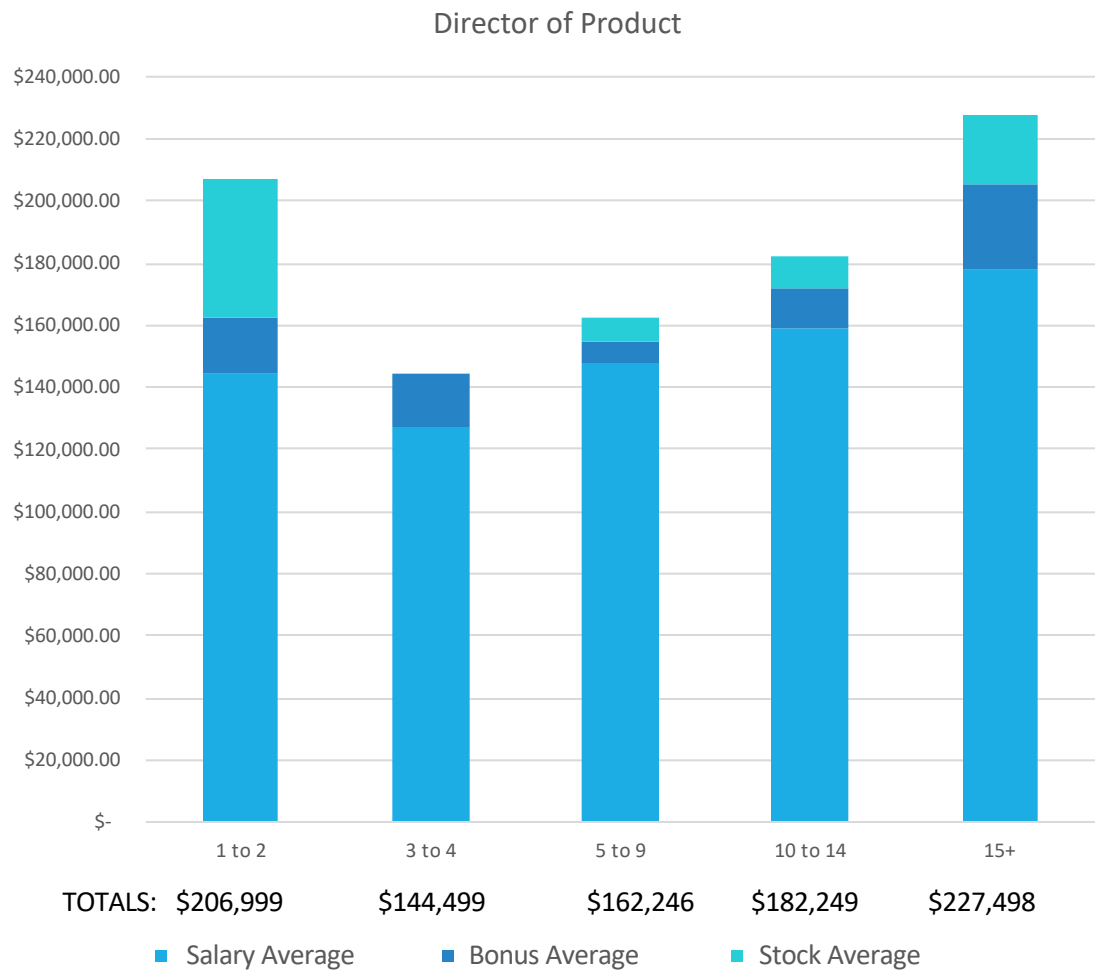
\*Small sample size





# TOTAL COMPENSATION & YEARS OF EXPERIENCE

Directors and VP-level Product professionals have a less strong correlation than Product Managers or Senior Product Managers

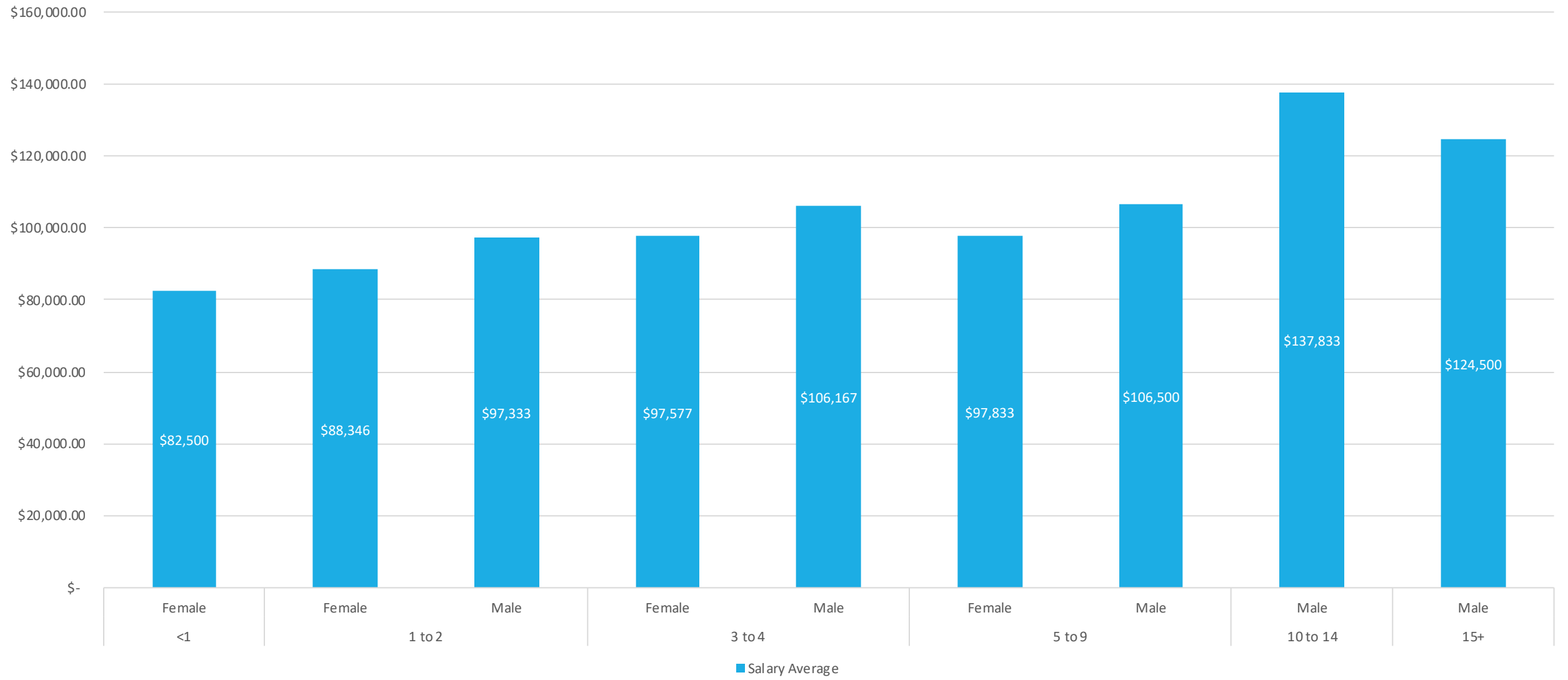


\*Small sample size



# TOTAL COMPENSATION & YEARS OF EXPERIENCE BASED ON GENDER

Female Product Managers make less money than males in the same roles with equivalent Years of Experience  
Product Manager Gender vs Total Average Compensation



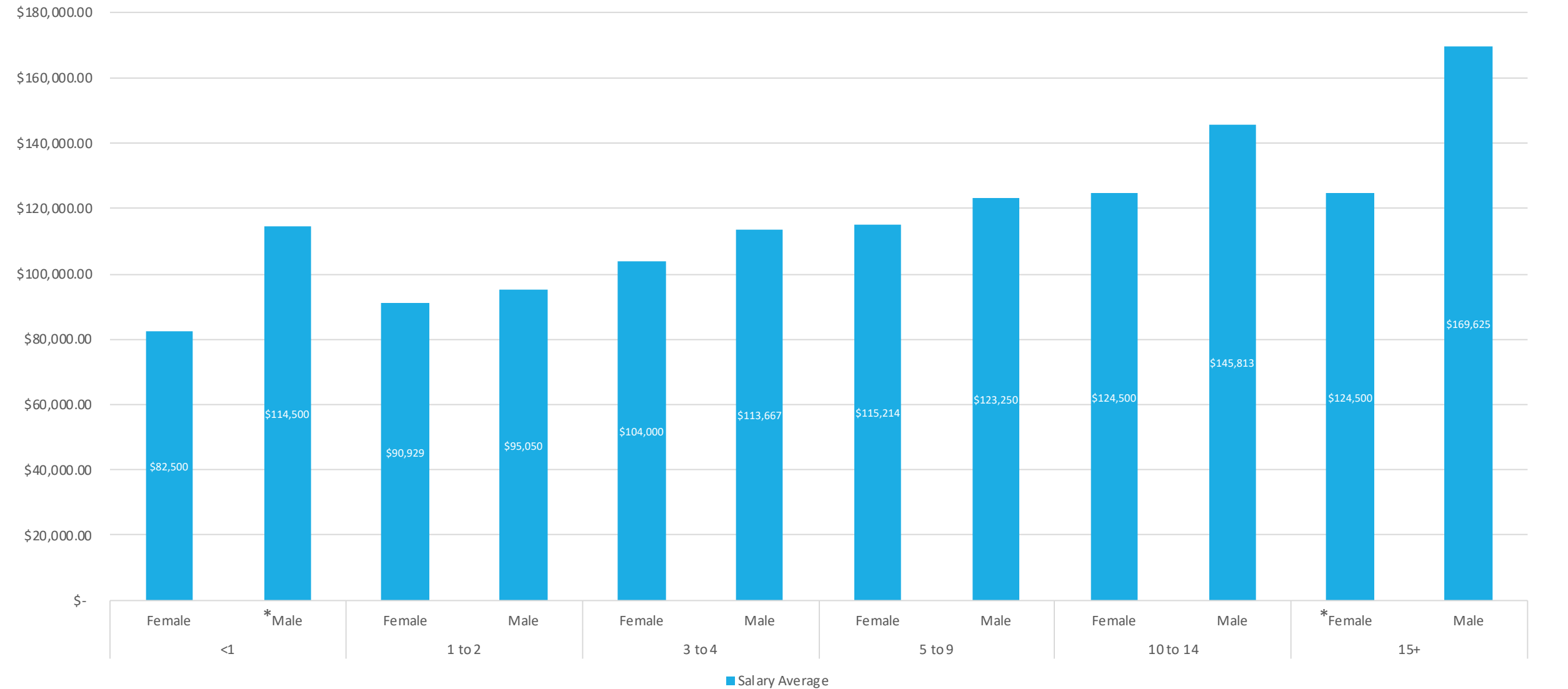
\*Categories for Male w/ <1 Years of Experience, Transgender, and Prefer Not to Identify were removed due to small sample size and respect for anonymity



# TOTAL COMPENSATION & YEARS OF EXPERIENCE

Female Senior Product Managers make less money than males in the same roles with equivalent Years of Experience

Senior Product Manager Gender vs Total Average Compensation



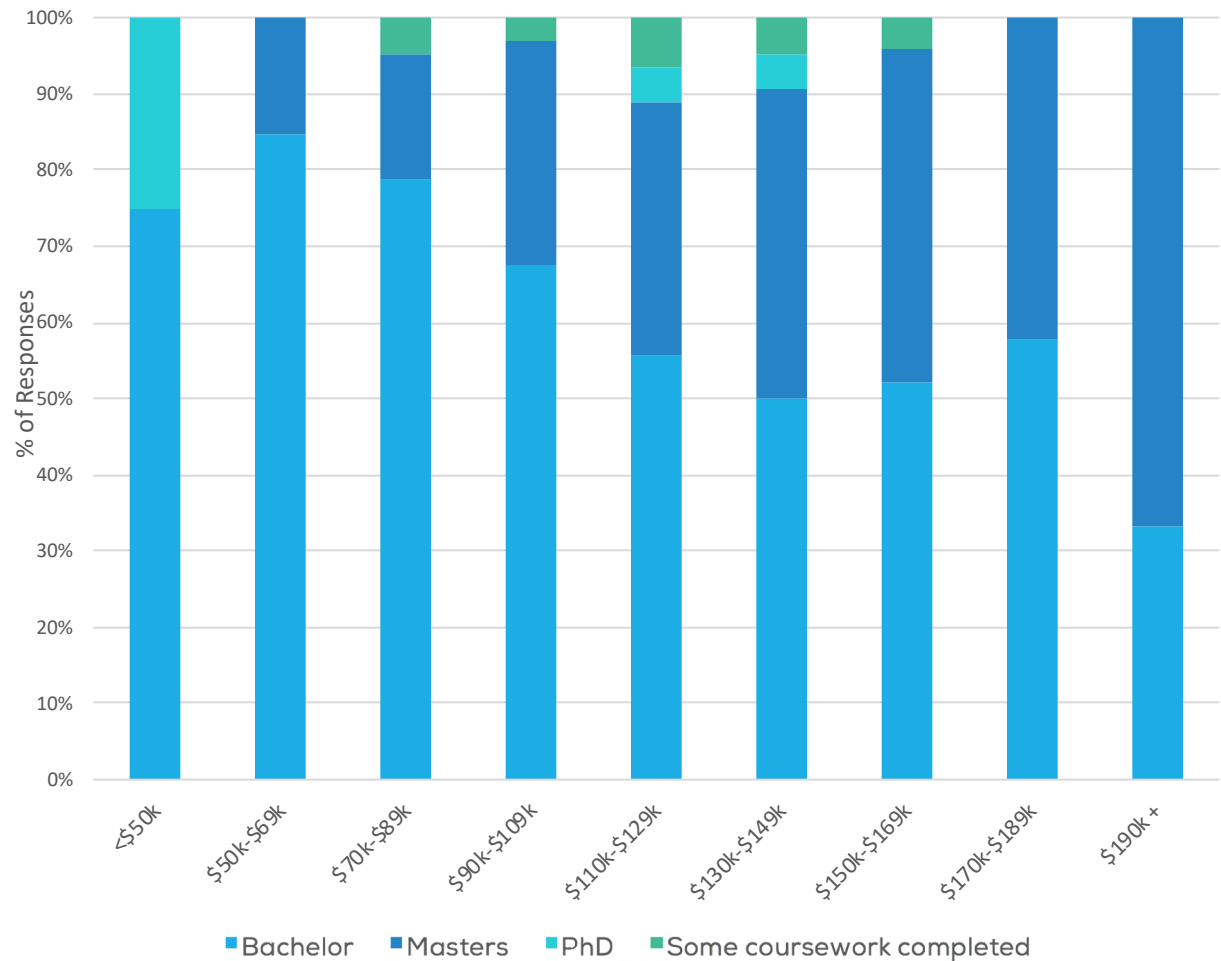
\*Categories for Transgender and Prefer Not to Identify were removed due to small sample size and respect for anonymity | Categories for Male <1 Year and Female 15+ Years have small sample sizes



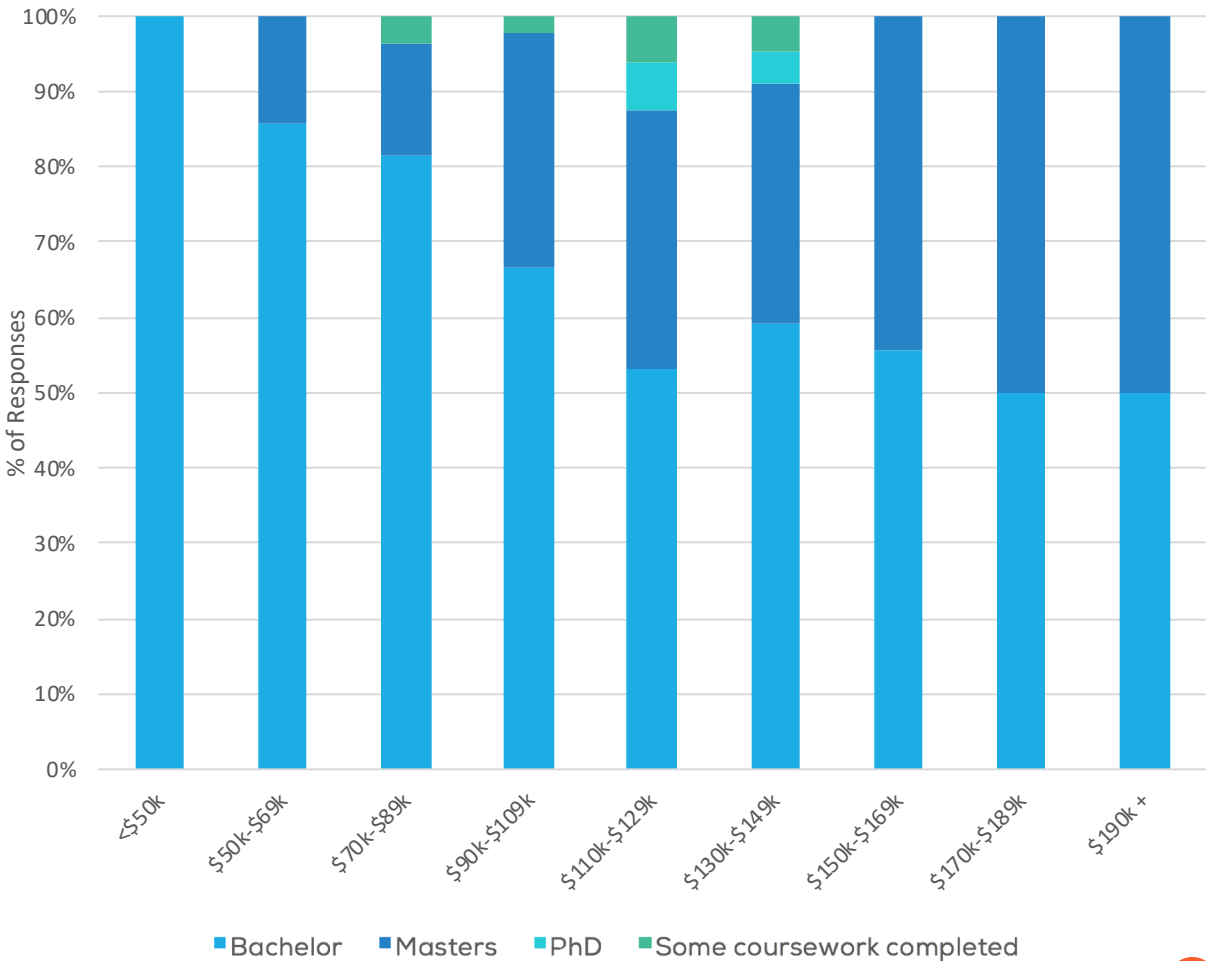
# EDUCATIONAL EFFECT ON SALARY

Those with higher level of education have higher salaries

Education vs. Salary-Based Income (All Responses)



Education vs. Salary-Based Income (Product Managers Only)

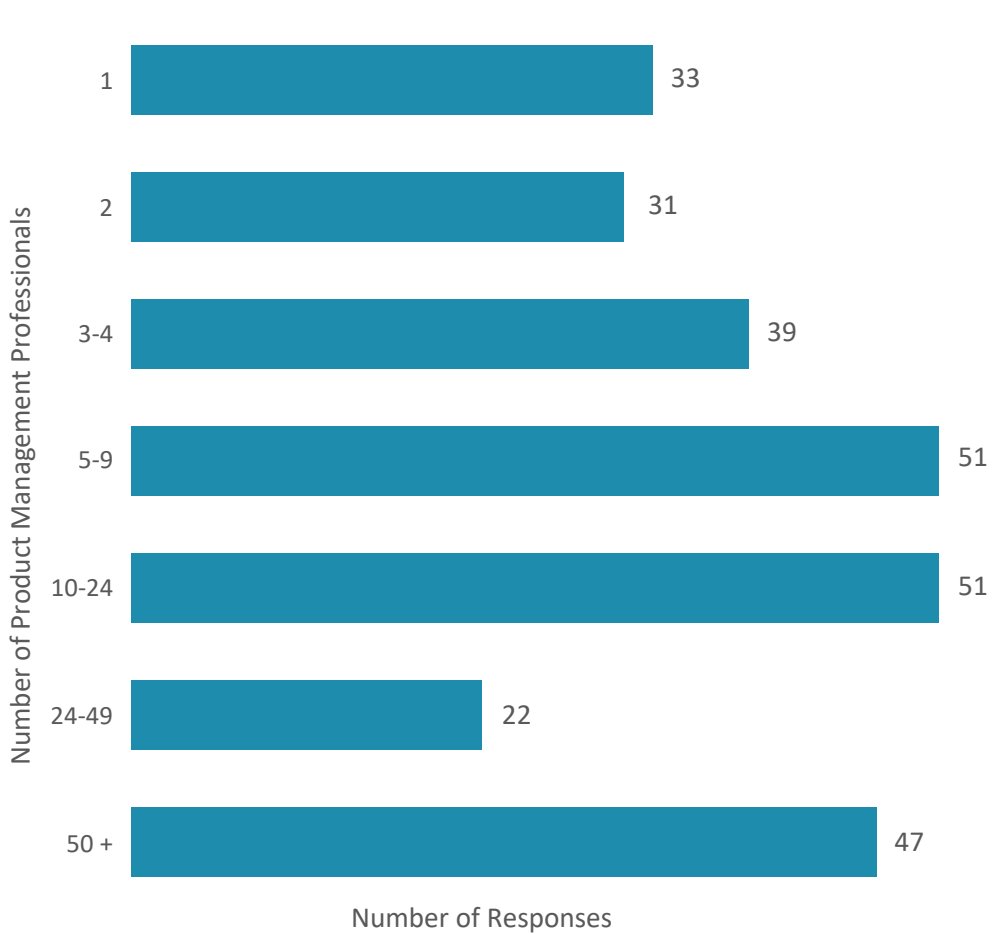




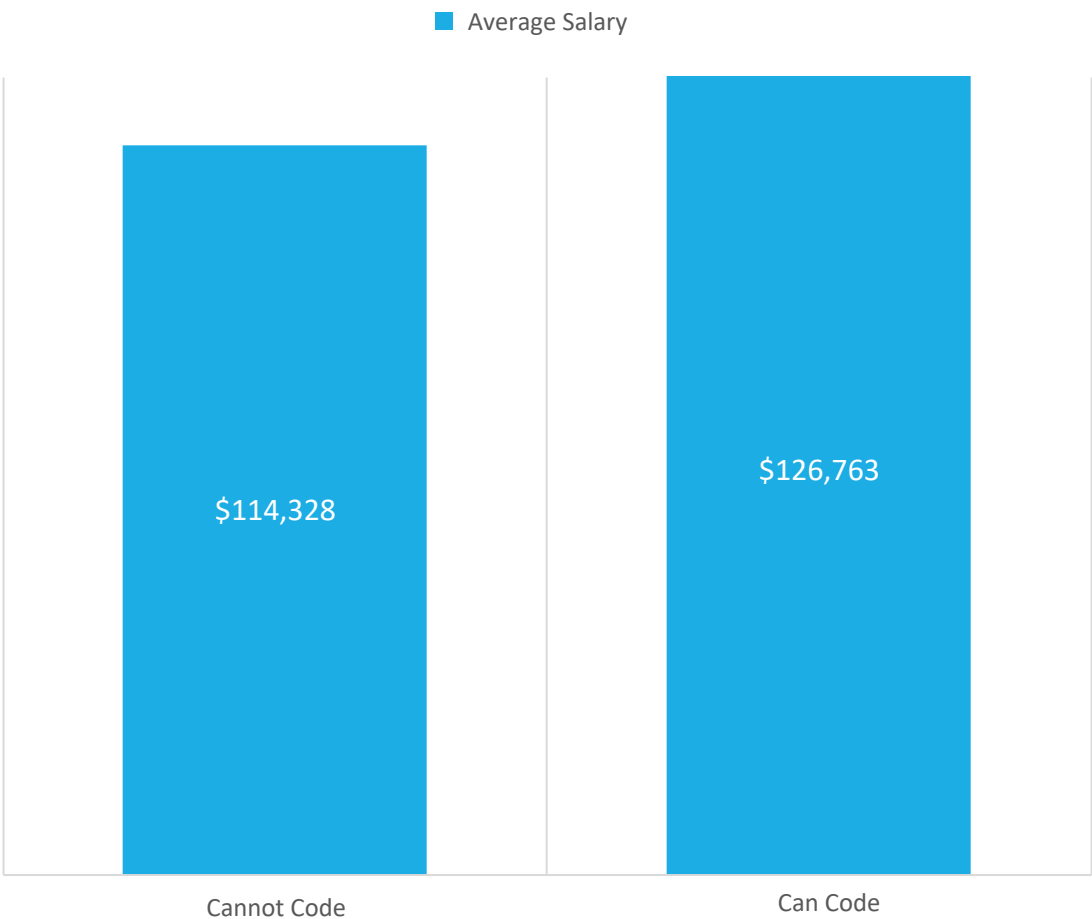
# PRODUCT MANAGERS AT COMPANIES

The number of Product Management Professionals at respondents' companies vary widely, and those who have the ability to code are paid more on average than those who do not

Number of Product Management Professionals Employed by Your Company



Ability to Code vs. Total Compensation for All Respondents

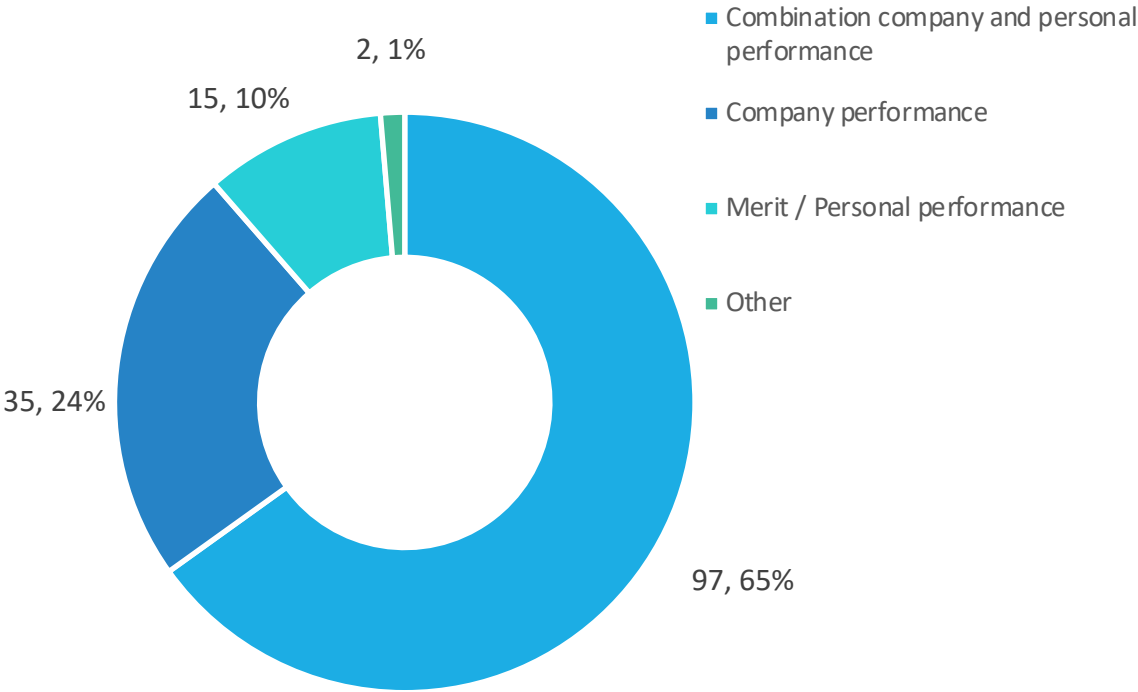




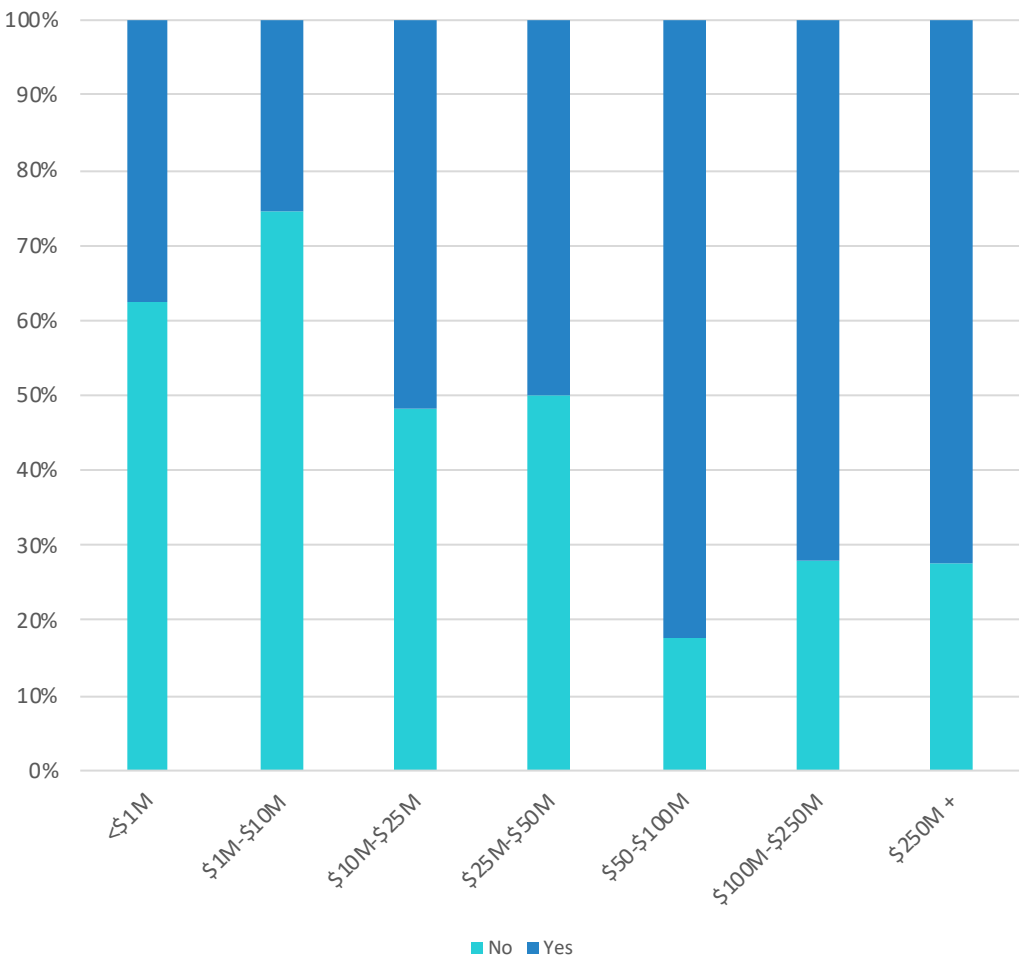
# BONUS COMPENSATION

Bonuses are most often based off of both company and personal performance, and companies with higher ARR's are more likely to give bonuses

What is your Bonus Based On?



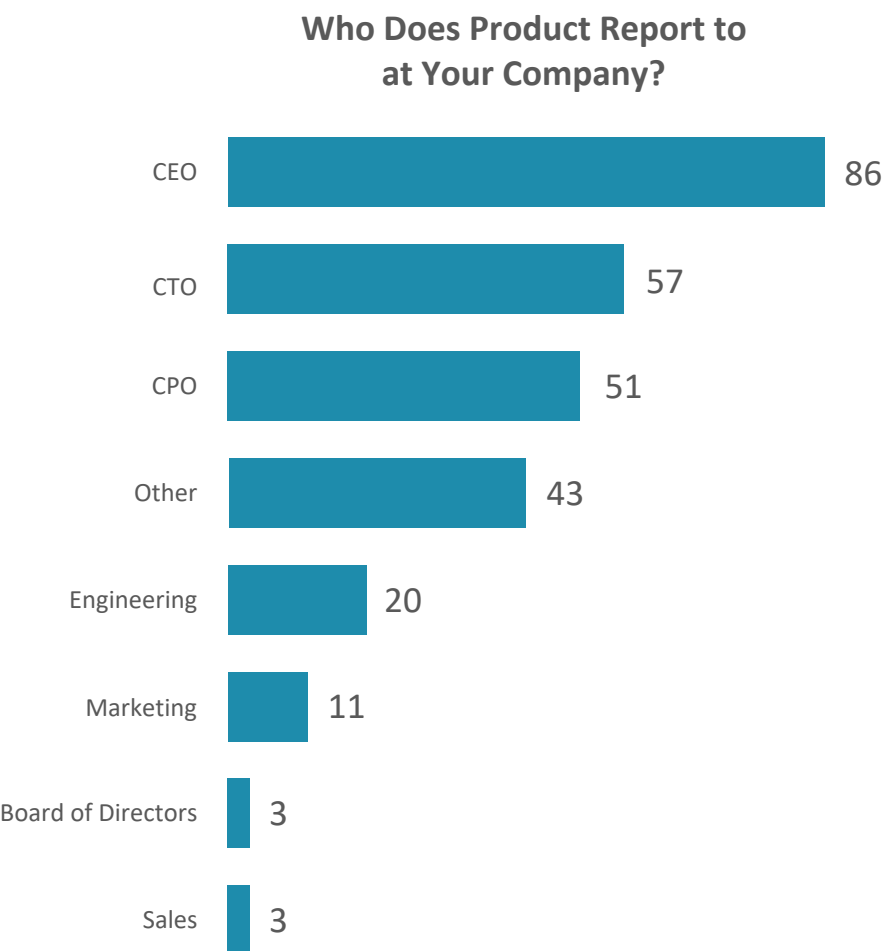
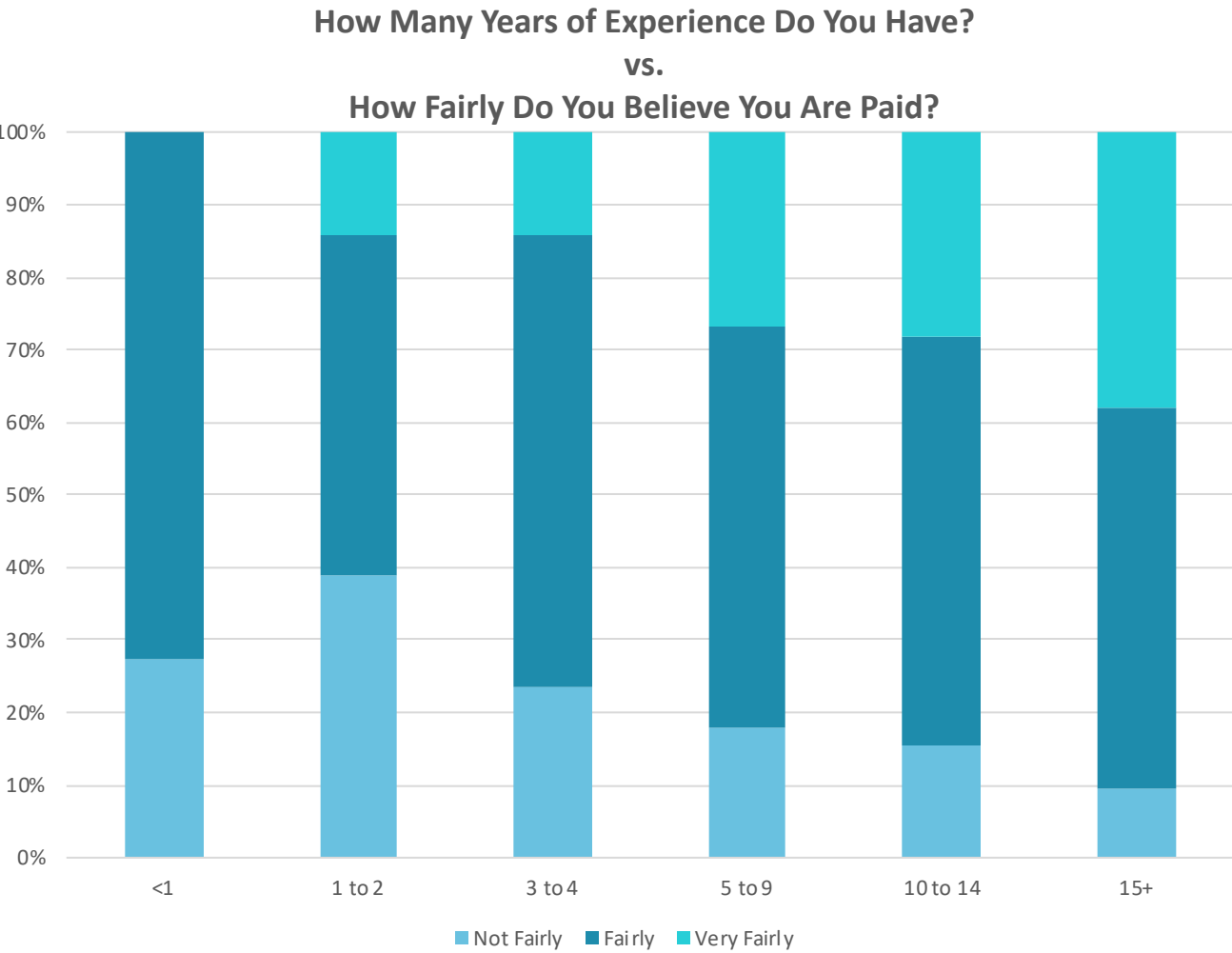
Company Annual Revenue vs. Whether a Bonus is Given





# YEARS OF EXPERIENCE AND WHO PRODUCT REPORTS TO

Respondents with more experience feel more fairly compensated, and a majority of Colorado product professionals report to a CEO or CTO role





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*Template design by Erika Bazo*