



H1 SALARY GUIDE UAE SALES & MARKETING 2017

Cooper Fitch

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CEO'S LETTER

Half Year Review of Salaries For The UAE 2017

Welcome to Cooper Fitch's half year review of the 2017 Salary Guide for the United Arab Emirates. Our salary guide covers professional (mid to senior level) jobs across the United Arab Emirates (UAE).

Cooper Fitch is a specialist recruitment firm based in the UAE offering recruitment, HR advisory services and executive search, servicing clients throughout the Middle East since 1997. We felt that with the many changing circumstances this year, we would review where salaries are at the half way point in 2017. We have also summarised our findings and share valuable insights into the region's employment and salary trends found in key sectors.

The outlook for 2017 is improving and market sentiment looks reasonably positive. As of May this year, experts from Standard Chartered Bank have predicted a slight pickup in the UAE's non-oil GDP with a 3.2% growth in 2017 from the predicted growth level of 2.6% in 2016. According to Marios Marathefis, the Chief Economist at Standard Charter Bank oil prices are currently reaching around \$50 per barrel. This means they are not high enough to be inflationary and hinder growth or low enough to lead to a deflationary spiral and a lack of investment in oil production.

Following January's prediction for 2017, the economy appears to be stabilising after a volatile period in 2015 and 2016. This has resulted in the majority of salary packages plateauing for the year as a whole which has led to a more stable job market in the Middle East.

Notable changes which have occurred have been in the Digital and Manufacturing industry in the effort to increase their contribution to the

regions GDP. The increased focus on the digital sphere was triggered by the launch of His Highness Sheikh Hamdan's Blockchain Strategy in order to cement Dubai's reputation as a global technology leader. Whereas, large investments have been made in the manufacturing industry to build more factories and increase the number of manufacturing jobs in an endeavor to increase the regions non-oil private sector GDP.

Another key development of 2017 has been the implementation of VAT in the Middle East. VAT has had a positive impact on both the technology and finance sector as it has created new VAT jobs in the Middle East. The technology sector has experienced a need for business to update their ERP systems while all industries are requiring VAT implementation specialists. Ultimately, this has furthered the demand for attracting international talent to the Middle East.

The recent dispute between Qatar and the Middle East has also created a sense of instability within the region, however, the exact impact of this incident is yet to be estimated. It is probable that this incident will negatively impact the overall profit of organisations based in Qatar and may decrease the volume of jobs in certain sectors.

In summary the outlook for 2017 remains positive. It is likely that salaries will continue to increase but rather by 2-3% as opposed to Jnaurayr's prediction of 5-6%.

Cooper Fitch specialises in recruiting for – Auditing and tax jobs, legal jobs, strategy, banking jobs and accounting jobs, sales jobs, marketing jobs, technology jobs and digital jobs, compliance jobs, supply chain jobs and manufacturing jobs, construction jobs and engineering jobs and technical sales

SALES & MARKETING

HIRING TRENDS

There have been no notable changes in salary expectations in the Sales and Marketing industry for 2017 as the industry appears to have stabilised. This has improved from the volatile market experienced in 2015 and 2016. This reflects positively on the market as the remuneration figures are still far superior to those compared to the rest of the globe.

Furthermore, companies are focusing their efforts towards a more strategic approach when it comes to new hires causing companies to conduct more thorough interviews with candidates. As a result, fewer new marketing jobs have been created and

the industry has moved towards replacing candidates who have left or been promoted. However, it is expected that the market will strengthen in September 2017.

Additionally, the recent dispute between Qatar and the rest of the Middle East has created a sense of instability within the FMCG sector and the exact impact of this incidence has yet to be estimated. It is probable that the dispute will negatively impact the net profit for the sector and may lead to a loss of sales and marketing jobs for those who conduct business in Qatar.

SALARY SURVEY FMCG

| Role | 0-3 years' experience | 3-5 years' experience | 5-8 years' experience | 8+ years' experience |
|-------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| General Manager | 40,000-55,000 | 52,000-63,000 | 60,000-75,000 | 75,000+ |
| Sales Director | 35,000-50,000 | 50,000-60,000 | 60,000-70,000 | 70,000+ |
| Country Manager | 35,000-40,000 | 40,000-50,000 | 50,000-55,000 | 55,000-60,000 |
| Regional Sales Manager | 30,000-35,000 | 35,000-40,000 | 40,000-45,000 | 45,000-55,000 |
| Area Sales Manager | 25,000-30,000 | 30,000-35,000 | 35,000-40,000 | 40,000-45,000 |
| Key Account Manager | 15,000-18,000 | 18,000-25,000 | 25,000-35,000 | 35,000-45,000 |
| Brand Manager | 15,000-18,000 | 18,000-25,000 | 25,000-35,000 | 35,000-45,000 |
| Trade Marketing Manager | 15,000-18,000 | 18,000-25,000 | 25,000-35,000 | * |
| Sales Manager | 15,000-20,000 | 20,000-25,000 | 25,000-30,000 | 30,000-40,000 |
| Sales Executive | 10,000-12,000 | 12,000-15,000 | 15,000-18,000 | * |

SALARY SURVEY HEALTHCARE

| Role | 0-3 years' experience | 3-5 years' experience | 5-8 years' experience | 8+ years' experience |
|-----------------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| Regional Commercial Director | 45,000-49,000 | 49,000-56,000 | 56,000-63,000 | 63,000+ |
| Regional Sales Director | 45,000-49,000 | 49,000-56,000 | 56,000-63,000 | 63,000+ |
| Market Access Manager | 26,000-32,000 | 32,000-41,000 | 41,000 - 48,000 | 48,000+ |
| Regional Commercial Manager | 30,000-35,000 | 35,000-41,000 | 41,000-46,000 | 46,000+ |
| Regional Sales Manager | 30,000-35,000 | 35,000-41,000 | 41,000-46,000 | 46,000+ |
| Snr. Business Development Manager | 25,000-30,000 | 30,000-35,000 | 35,000-41,000 | 41,000+ |
| Area Sales Manager | 25,000-30,000 | 30,000-34,000 | 34,000 - 39,000 | 39,000+ |
| Business Development Manager | 20,000-25,000 | 25,000-31,000 | 31,000 - 35,000 | 35,000+ |
| Key Account Manager | 17,000-21,000 | 21,000-27,000 | 27,000 - 31,000 | 31,000+ |
| Sales Representative | 17,000-22,000 | 22,000-26,000 | * | * |
| Product Specialist | 15,000-20,000 | 20,000-26,000 | * | * |

Gross salaries (AED per month)
*typically, does not exist at this level

SALARY SURVEY MARKETING & COMMUNICATIONS

| Role | 0-3 years' experience | 3-5 years' experience | 5-8 years' experience | 8+ years' experience |
|----------------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| Marketing Director | 40,000-50,000 | 55,000-65,000 | 65,000-75,000 | 75,000 + |
| Head of Corporate Communications | 45,000-55,500 | 55,500-60,000 | 60,000-75,000 | 75,000 + |
| Corporate Communications Manager | 27,000-30,000 | 30,000-35,000 | 35,000-45,000 | 45,000 + |
| CMI Manager | 20,000-25,000 | 25,000-30,000 | 30,000-42,000 | 42,000+ |
| Marketing Manager | 20,000-24,000 | 24,000-27,000 | 27,000-37,000 | * |
| Marketing Executive | 10,000-15,000 | 15,000 + | * | * |
| Digital Marketing Manager | 21,000-24,000 | 25,000-28,000 | 29,000-35,000 | 35,000+ |
| Digital Marketing Director | 36,000-41,000 | 42,000-45,000 | 46,000-50,000 | 41,000+ |

SALARY SURVEY RETAIL

| Role | 0-3 years' experience | 3-5 years' experience | 5-8 years' experience | 8+ years' experience |
|------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| General Manager | 40,000-45,000 | 45,000-50,000 | 50,000-55,000 | 55,000+ |
| Sales Director | 30,000-35,000 | 35,000-40,000 | 40,000-45,000 | 45,000+ |
| Regional Sales Manager | 25,000-32,000 | 32,000-36,000 | 36,000-42,000 | 42,000+ |
| Regional Brand Manager | 18,000-23,000 | 23,000-28,000 | 28,000-35,000 | 35,000+ |
| Key Account Manager | 12,000-18,000 | 18,000-25,000 | 25,000-32,000 | 32,000+ |
| Operations Manager | 18,000-21,000 | 21,000-24,000 | 24,000-27,000 | 27,000+ |
| Area Sales Manager | 15,000-18,000 | 18,000-22,000 | 22,000-27,000 | 27,000+ |
| Store Manager | 12,000-15,000 | 15,000-18,000 | 18,000-22,000 | 22,000+ |
| Sales Executive | 8,000-12,000 | 12,000-15,000 | 15,000-18,000 | * |
| Sales Assistant | 5,000-8,000 | 8,000-11,000 | 11,000-15,000 | * |

SALARY SURVEY TECHNICAL SALES

| Role | 0-3 years' experience | 3-5 years' experience | 5-8 years' experience | 8+ years' experience |
|----------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| Sales Director | 47,000-49,500 | 49,500-54,500 | 54,000-61,000 | 61,000+ |
| Regional Sales Manager | 25,000-33,000 | 33,000-38,000 | 38,000-42,000 | 42,000+ |
| District Manager | 25,000-30,000 | 31,000-34,000 | 34,000-39,000 | 40,000+ |
| Sales Manager | 25,000-30,000 | 30,000-35,000 | 35,000-37,000 | 37,000+ |
| Technical Sales Manager | 15,000 - 20,000 | 20,000 - 26,000 | 26,000 - 30,000 | 30,000+ |
| Sales Engineer | 12,000-16,000 | 16,000-21,000 | 21,000-28,000 | 28,000+ |
| Systems Engineer | 12,000 - 16,000 | 16,000 - 20,000 | 20,000 - 26,000 | 26,000+ |
| Technical Account Manager | 15,000 - 17,000 | 17,000 - 21,000 | 21,000 - 25,000 | 25,000+ |
| Application Sales Engineer | 9,000-13,000 | 13,000-15,000 | 15,000-18,000 | * |
| Pre-Sales Engineer | 9,000-12,000 | 12,000-15,000 | 15,000-18,000 | * |

Gross salaries (AED per month)
*typically, does not exist at this level