

AETHOS CONSULTING GROUP

DIRECTOR OF SALES (USA) COMPENSATION STUDY

PREPARED BY

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Enclosed is our Director of Sales Compensation Study, presented by AETHOS Consulting Group.

This report is designed to provide current and credible compensation trends, and it covers Director of Sales compensation information for 4- and 5-star properties across the United States. With more than 250 data points collected through our confidential survey, we received information from a diverse group of branded and independent hotel properties.

All data submitted by participants are regarded as highly confidential, and only aggregate results have been reported. AETHOS guarantees that individual data will not be disclosed under any circumstances.

Information included in this report includes base salary and annual cash bonus (actual payouts over the last twelve months). AETHOS presents the data analysis for each compensation category in standard percentile format. (A percentile is a measure of location in a distribution of numbers that defines the value below which a given percentage of the data fall.)

- **25th percentile:** The point below which 25% of the data fall. If actual pay is compared to this point, it indicates whether pay is higher or lower than 25% of the incumbents whose data have been matched to that position.
- **50th percentile (median or middle):** The point below which 50% of the data fall. If actual pay is compared to this point, it indicates whether pay is higher or lower than 50% of the incumbents whose data have been matched to that position.
- **75th percentile:** The point below which 75% of the data fall. If actual pay is compared to this point, it indicates whether pay is higher or lower than 75% of the incumbents whose data have been matched to that position.

AETHOS prefers the percentile format because it is a better reflection of real compensation levels and is less susceptible to statistical outliers.

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Nationwide Results (Director of Sales)

	25 th Percentile	50 th Percentile	75 th Percentile
Base Salary	USD \$90,500	USD \$115,000	USD \$136,000
Annual Cash Bonus	USD \$8,675	USD \$15,000	USD \$29,122
Total Cash	USD \$105,500	USD \$135,000	USD \$163,500

Source: AETHOS Consulting Group

Compensation by Room Count – Total Cash Compensation* (Director of Sales)

	25 th Percentile	50 th Percentile	75 th Percentile
Fewer than 150 Rooms	USD \$76,000	USD \$120,000	USD \$135,000
150 to 600 Rooms	USD \$109,750	USD \$136,679	USD \$160,500
600 Rooms and More	USD \$142,575	USD \$168,750	USD \$199,250

*Total cash compensation defined as base salary + annual cash bonus
Source: AETHOS Consulting Group

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Luxury Compared to First-Class Hotels – Total Cash Compensation* (Director of Sales)

	25 th Percentile	50 th Percentile	75 th Percentile
Luxury	USD \$122,500	USD \$154,000	USD \$175,375
First-Class	USD \$94,448	USD \$121,500	USD \$152,475

*Total cash compensation defined as base salary + annual cash bonus
Source: AETHOS Consulting Group

Independent Compared to Branded Hotel Properties – Total Cash Compensation* (Director of Sales)

	25 th Percentile	50 th Percentile	75 th Percentile
Independent	USD \$107,500	USD \$130,000	USD \$154,475
Branded	USD \$109,000	USD \$150,000	USD \$168,375

*Total cash compensation defined as base salary + annual cash bonus
Source: AETHOS Consulting Group

AUTHOR OF REPORT



David Mansbach, CCP, is a Managing Director at AETHOS Consulting Group. With more than two decades of involvement, practice and knowledge within the hospitality industry, his primary expertise includes executive recruitment, compensation consulting and succession planning. He is also an investor in early-stage restaurant companies and a human capital artificial intelligence technology platform. He graduated from the University of Hartford in 1991.

A frequent lecturer on industry-related issues, David has written more than 100 articles on the topics of senior-level executive recruitment, compensation strategy and succession planning initiatives.

If you have any questions and/or are looking to receive more detailed findings, please reach David Mansbach at dmansbach@aethoscg.com.