

US SaaS Salary Guide 2026

Pre-funded and funded startup benchmarks for high-tech US cities.

Updated monthly
Compensation snapshot
 SF Bay Area, NYC, Seattle, Boston and Austin.



AI, CTO, platform and data roles are moving up

Highest upward pressure where product value, security and scale are critical.



Commercial hiring remains active but selective

Premium packages remain available where revenue impact is proven.



Marketing budgets remain controlled

Pay is strongest where spend links to pipeline and conversion.

Stock market

↗ Up

Startup funding

↗ Selective up

Job growth

→ Mixed

Inflation pressure

↘ Easing

Leadership			
Role	Pre-funded	Funded	MoM
CEO / Founder CEO	\$120k to \$180k + eq	\$180k to \$280k + eq	+0.5%
COO	\$170k to \$230k + eq	\$220k to \$300k + eq	+2.5%
CFO / VP Finance	\$170k to \$230k + eq	\$220k to \$310k + eq	+3.0%
Chief of Staff	\$130k to \$180k + eq	\$160k to \$220k + eq	+1.5%
CRO	\$190k to \$250k + eq	\$240k to \$340k + eq	+3.0%
CMO	\$180k to \$240k + eq	\$220k to \$310k + eq	-0.5%
Head of People	\$150k to \$210k + eq	\$190k to \$260k + eq	+1.0%

Go to market and customer			
Role	Pre-funded	Funded	MoM
Head of Sales / VP Sales	\$170k-\$220k base / \$260k-\$350k OTE	\$200k-\$260k base / \$320k-\$420k OTE	+2.0%
Enterprise AE	\$110k-\$140k base / \$220k-\$280k OTE	\$130k-\$170k base / \$260k-\$340k OTE	+0.5%
Solutions Engineer	\$140k-\$175k base / \$180k-\$230k OTE	\$160k-\$200k base / \$210k-\$260k OTE	+3.5%
Head of Customer Success	\$150k to \$190k + bonus	\$180k to \$230k + bonus	+3.0%
VP Marketing / Head of Marketing	\$170k to \$220k + bonus	\$200k to \$260k + bonus	-1.0%
Revenue Operations Lead	\$140k to \$180k + bonus	\$170k to \$210k + bonus	+4.0%
Partnerships / Alliances	\$140k to \$180k + bonus	\$170k to \$230k + bonus	+1.5%
Product Marketing Lead	\$145k to \$185k + bonus	\$170k to \$220k + bonus	+3.0%
Customer / Tech Support Lead	\$110k to \$150k + bonus	\$130k to \$180k + bonus	0.0%
SDR / BDR Manager	\$100k to \$140k + bonus	\$120k to \$165k + bonus	+0.5%
Account Manager / Renewals	\$105k to \$145k + bonus	\$125k to \$175k + bonus	+2.0%
Implementation Lead	\$120k to \$160k + bonus	\$145k to \$190k + bonus	+2.5%
Growth Marketing Manager	\$120k to \$165k + bonus	\$145k to \$195k + bonus	0.0%

Product, tech and dev			
Role	Pre-funded	Funded	MoM
Head of Product / VP Product	\$180k to \$230k + eq	\$220k to \$280k + eq	+4.0%
Senior Product Manager	\$150k to \$195k + eq	\$175k to \$230k + eq	+2.0%
Technical Product Manager	\$160k to \$210k + eq	\$190k to \$250k + eq	+3.0%
Product Designer / UX Lead	\$135k to \$180k + eq	\$160k to \$220k + eq	+1.5%
CTO	\$210k to \$280k + eq	\$260k to \$360k + eq	+5.5%
VP Engineering	\$200k to \$260k + eq	\$250k to \$330k + eq	+5.0%
Engineering Manager	\$180k to \$220k + eq	\$210k to \$260k + eq	+1.5%
Senior Software Engineer	\$160k to \$210k + eq	\$190k to \$240k + eq	+0.5%
Full Stack Developer	\$145k to \$190k + eq	\$170k to \$225k + eq	+0.5%
Backend Developer	\$150k to \$200k + eq	\$180k to \$235k + eq	+1.5%
Frontend Developer	\$135k to \$180k + eq	\$160k to \$210k + eq	0.0%
Staff / Lead Engineer	\$190k to \$240k + eq	\$220k to \$280k + eq	+4.0%
DevOps / Platform Engineer	\$165k to \$210k + eq	\$190k to \$240k + eq	+3.0%
AI / ML Engineer	\$190k to \$250k + eq	\$230k to \$320k + eq	+7.0%
Security / AppSec Lead	\$170k to \$220k + eq	\$210k to \$270k + eq	+3.5%
Data / Analytics Engineer	\$160k to \$210k + eq	\$190k to \$250k + eq	+3.0%
Data Scientist	\$160k to \$215k + eq	\$190k to \$260k + eq	+3.5%
QA Automation Engineer	\$115k to \$155k + eq	\$135k to \$180k + eq	0.0%
Mobile Engineer	\$150k to \$200k + eq	\$180k to \$240k + eq	+1.0%

Summary: salary pressure is strongest in AI, CTO, engineering leadership, platform, security, data and product roles. Go to market hiring is active but selective, with premium compensation reserved for clear revenue impact.

Website: saasrec.com
 Contact: +44 7766 112907