



**VC Platform**  
GLOBAL COMMUNITY

2019

Global  
Compensation  
Survey

Proudly Designed by  
**KONSUS**

# SURVEY OVERVIEW AND RESPONDENTS



For the 3rd year, the VC Platform Global Community conducted a compensation survey to understand trends and industry standards of how platform roles are compensated at leading venture firms. Formed organically in 2012, the VC Platform Global Community is a peer-led independent group of 400+ members who hold platform roles at 150+ firms globally.

This survey included a broad group individuals with “platform” as the primary focus of their role, but it should be noted that each firm looks at these individuals and their responsibilities slightly differently. As part of the analysis of data, we did our best to normalize the data based on geography, seniority, fund size, individual role, functional responsibilities and level of experience, but the ultimate findings may not align with the standards of every firm.

Given the anonymity of the survey, we cannot identify exactly which firms had individuals participate in the survey. However, there were over 150 firms with individuals invited to participate including:





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2019

Global  
Compensation  
Survey

# WHO TOOK THE SURVEY?

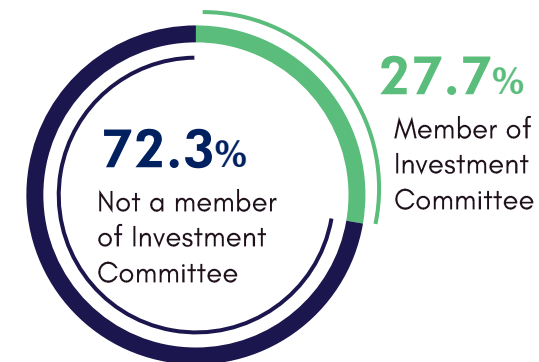
# 159

Respondents

## Gender

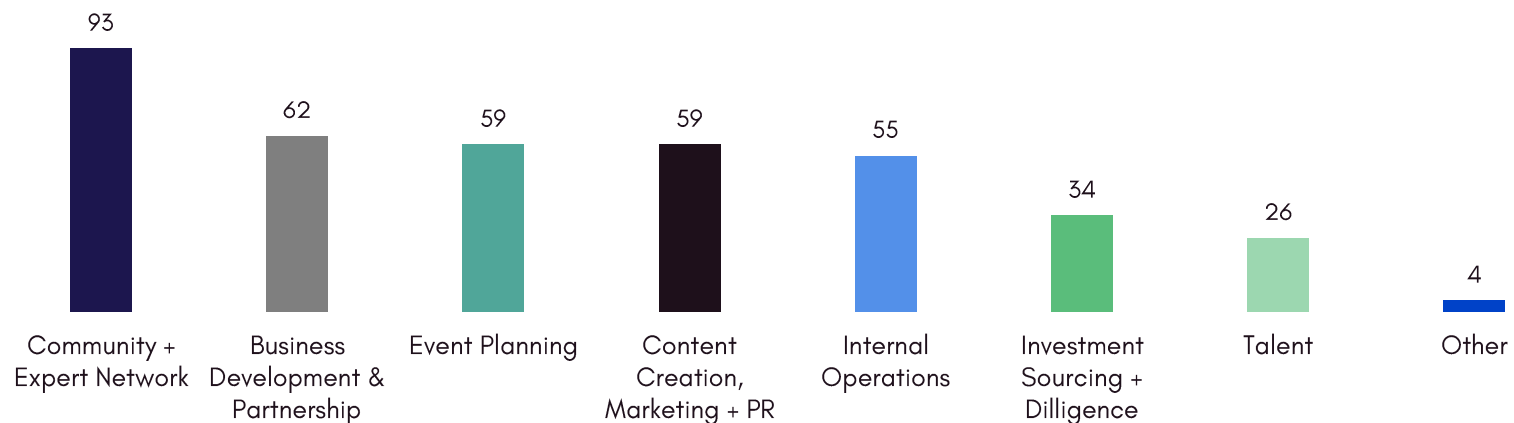


## Investment Committee Involvement



## Focusing On

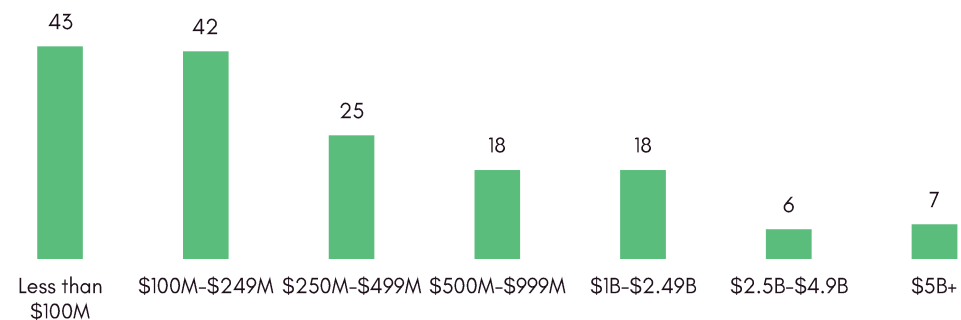
\*Respondents were allowed to select multiple focus areas



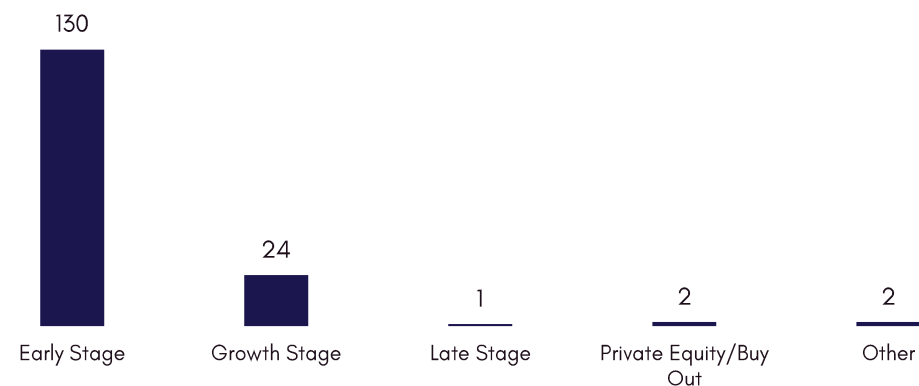


# RESPONDENTS FIRM INFORMATION

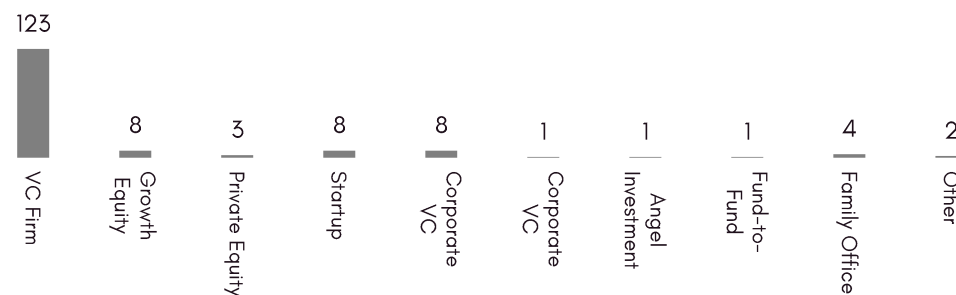
## Assets Under Management



## At What Stage Does Your Firm Primarily Invest?

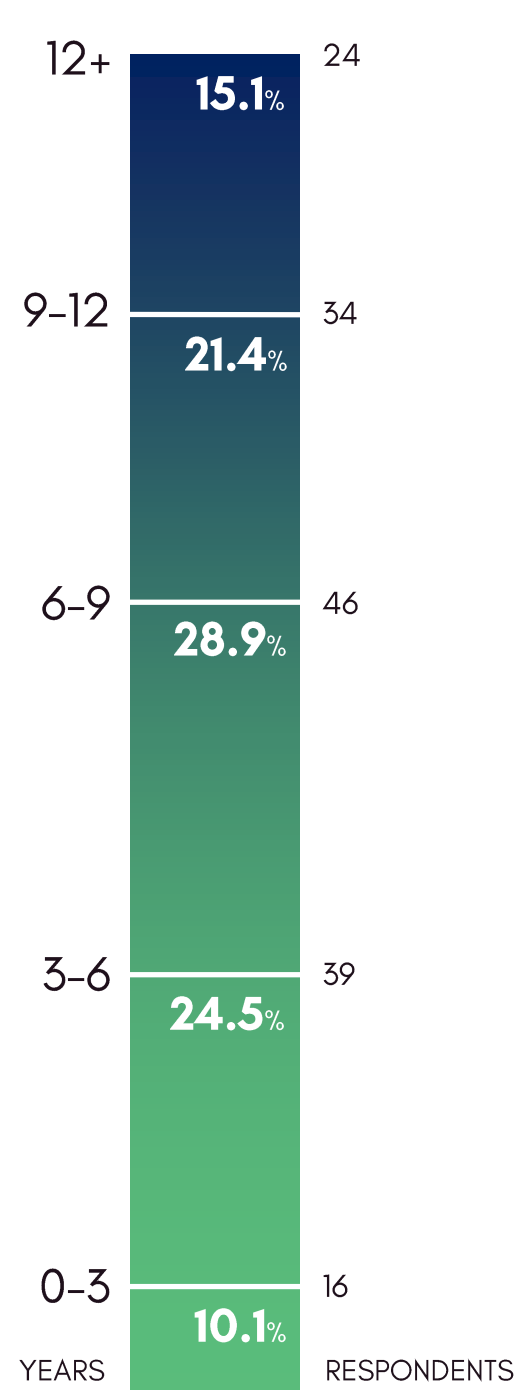


## How Would You Best Describe Your Firm?

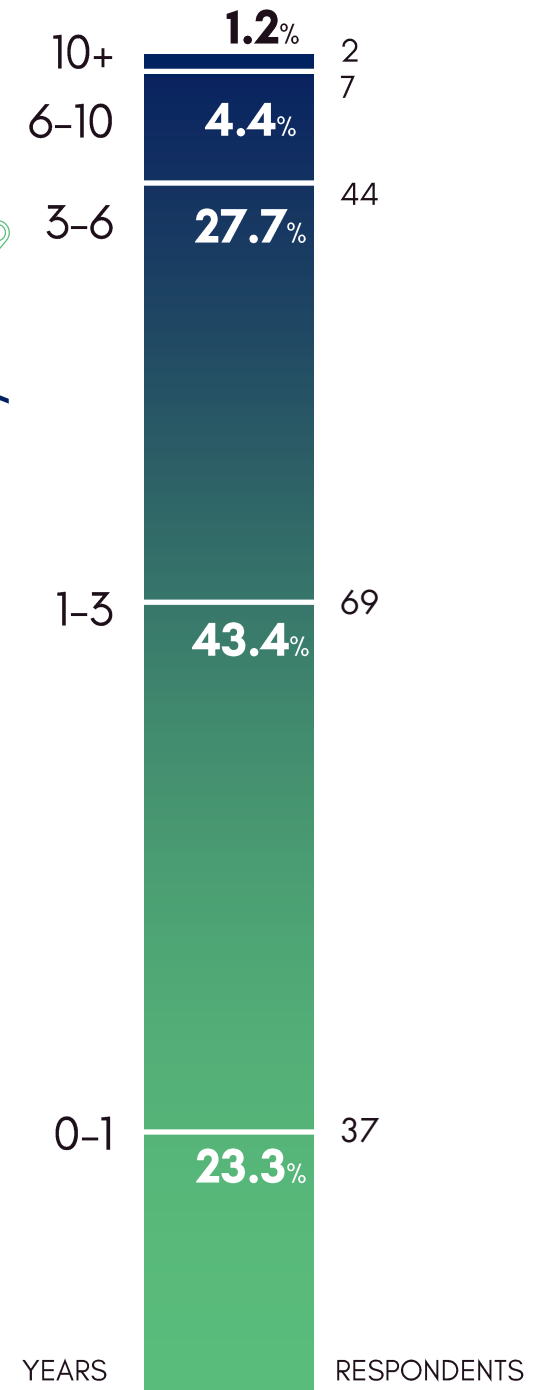




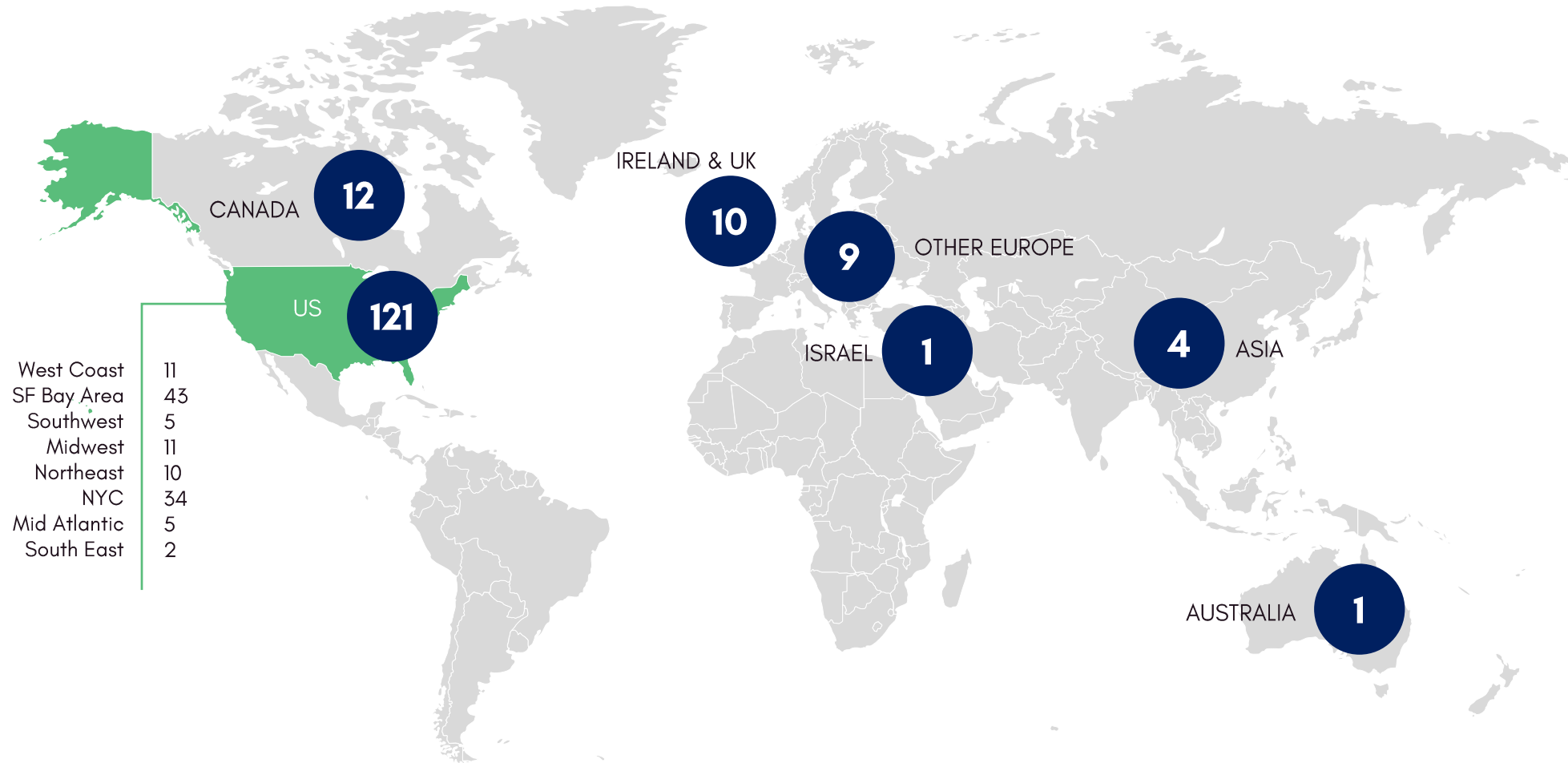
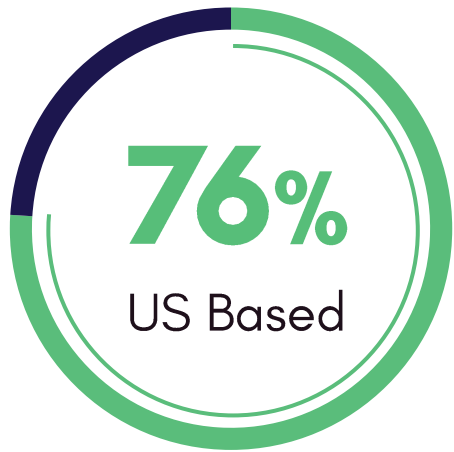
2019  
Years of  
PROFESSIONAL EXPERIENCE



2019  
Years in  
PE/VC



# RESPONDENT GEOGRAPHY







Year-over-Year  
Participation

2019

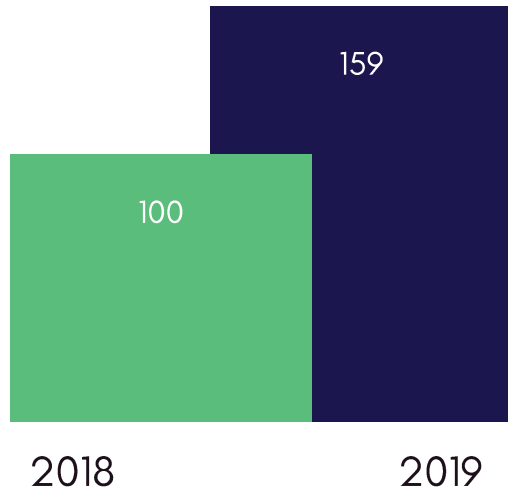
Global  
Compensation  
Survey



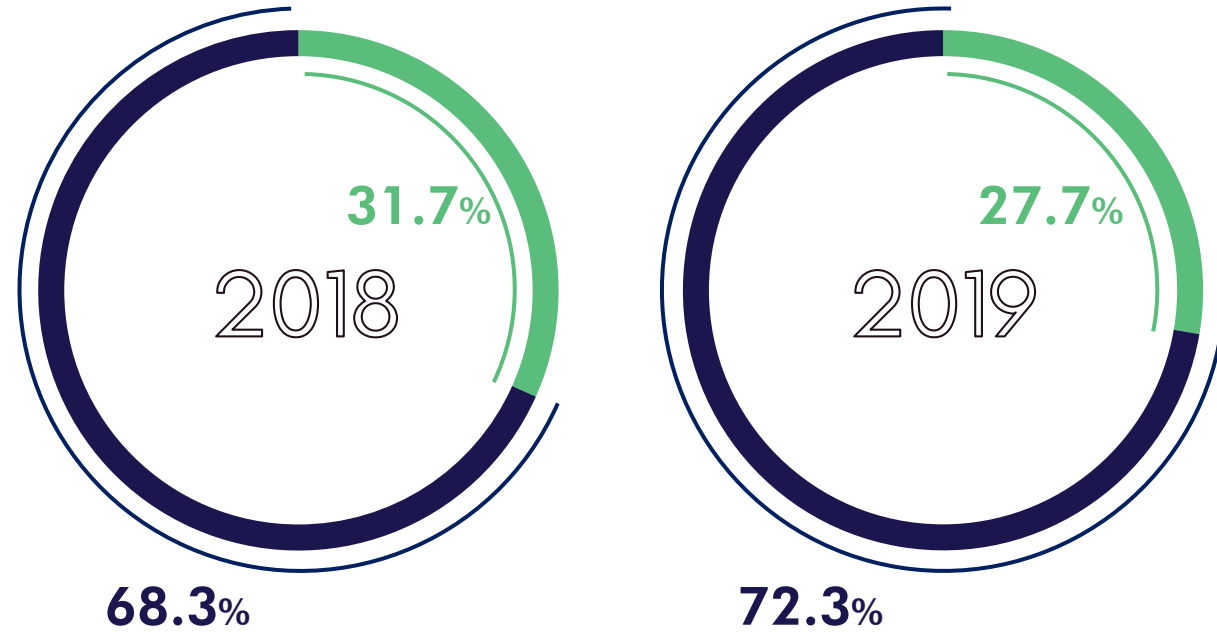


# YEAR OVER YEAR PARTICIPATION

Year over Year Survey Participation



Investment Committee Involvement

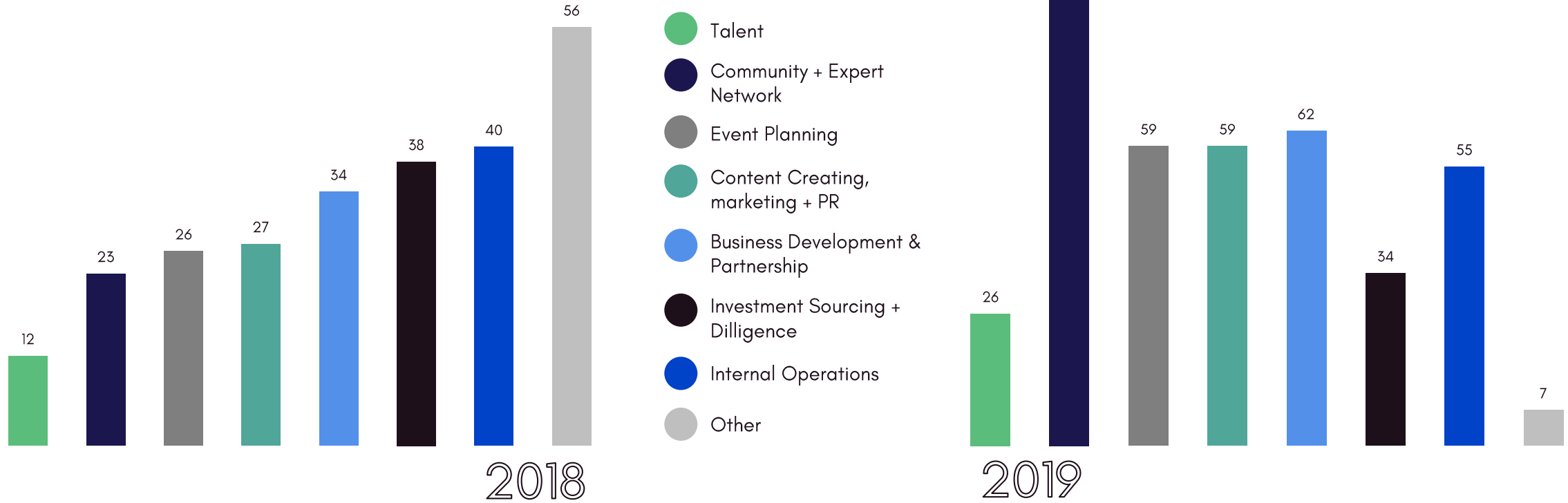


● Member of investment committee
 ● Not a member of investment committee

# YEAR OVER YEAR PARTICIPATION

## Breakdown by Role

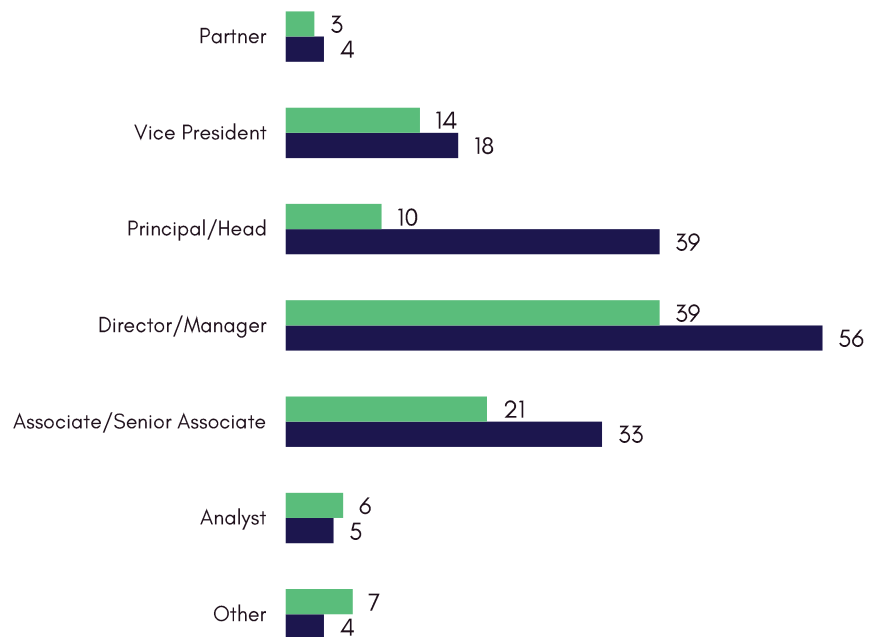
Respondents were allowed to select multiple areas of focus



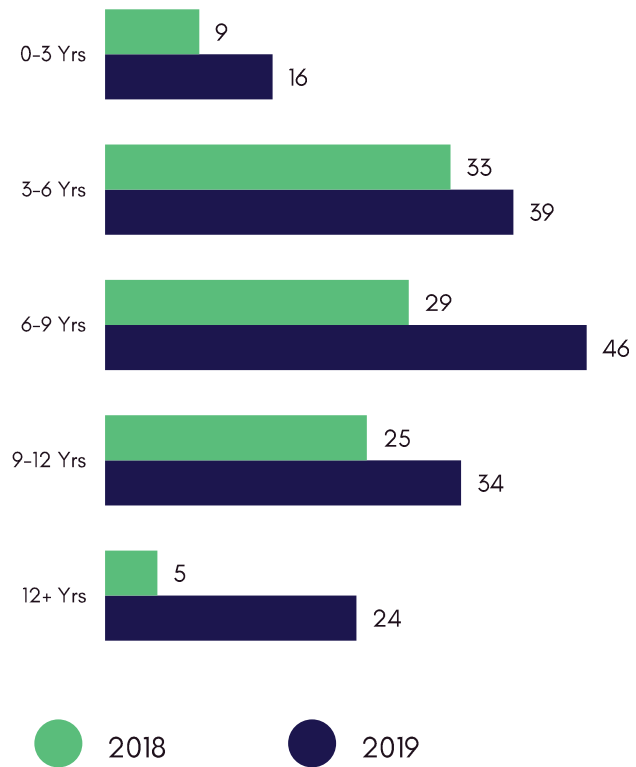


# YEAR OVER YEAR PARTICIPATION

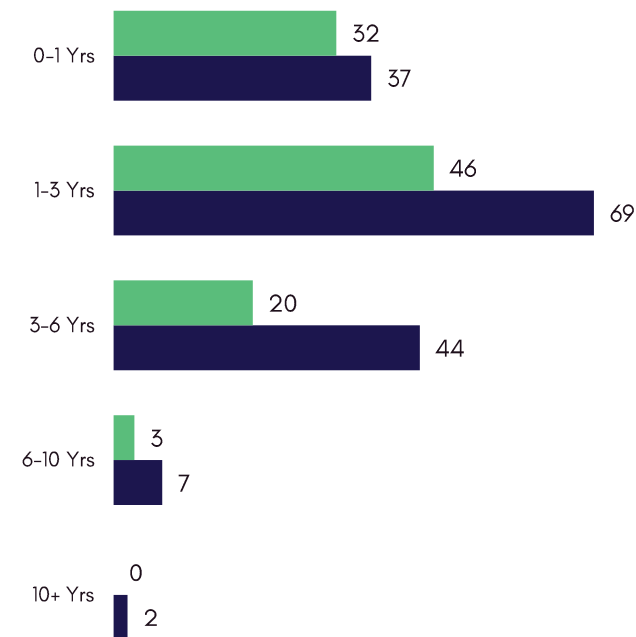
## By Seniority



## By Experience



## Years in VC/PE





Gender  
Breakdown



2019

Global  
Compensation  
Survey



# 2019 RESPONDENT GENDER AND AVG. PAY BY ROLE

31.4%

Male

Prefer not to say

67.3%

Female



\$66,666	Analyst	\$65,000
\$79,447	Associate/Senior Associate	\$95,464
\$123,069	Director/Manager	\$120,007
\$162,500	Principal/Head	\$123,978
\$144,333	Vice President	\$175,181
N/A	Partner	\$310,666



Total  
Compensation  
Analysis

2019

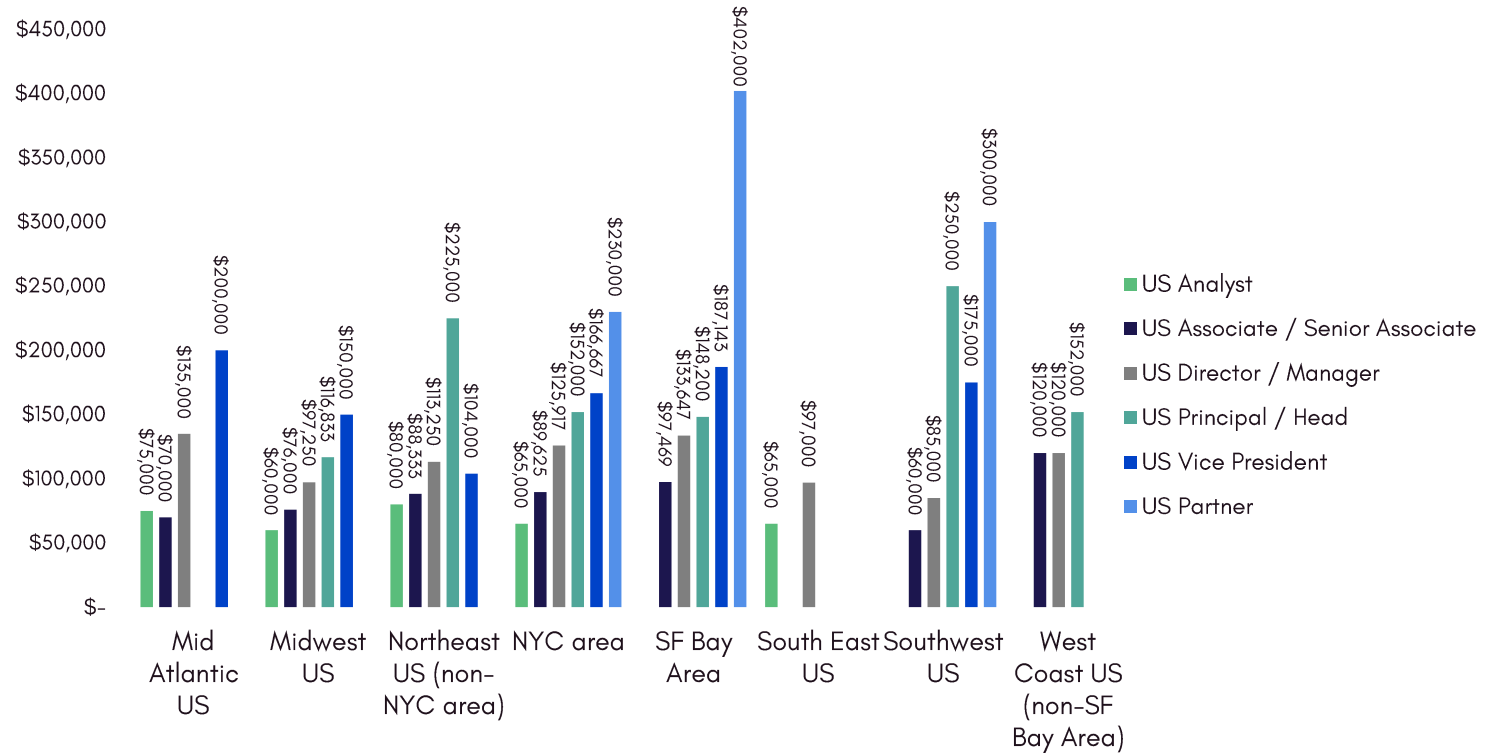
Global  
Compensation  
Survey



# SALARY BREAKDOWN - LOCATION / ROLE (US ONLY)

The average base salary (all in USD) is broken down by geographical location in the US. A total of 121 respondents identified as being located in the US.

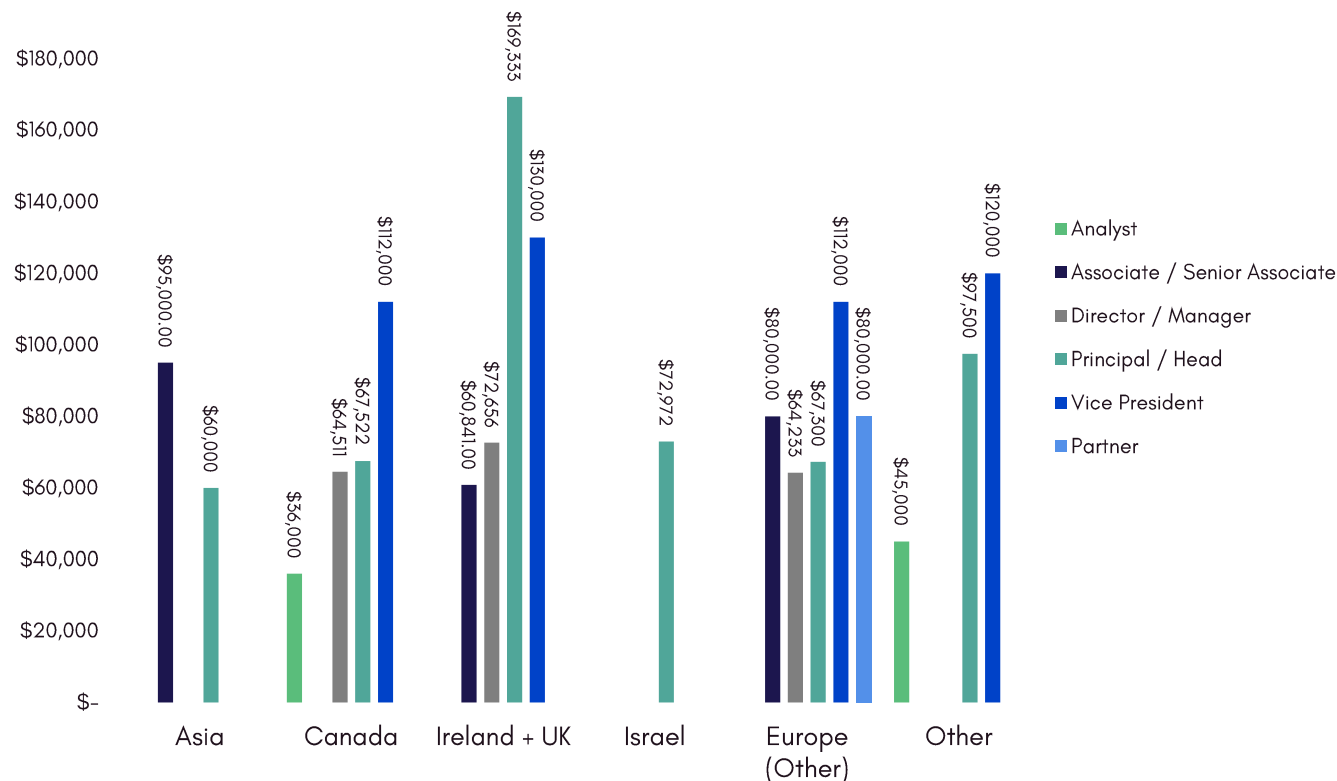
US Only - Average Base Salary by Role and Location



# SALARY BREAKDOWN – LOCATION / ROLE (NON US)

Given the limited number of respondents outside the US (38 in total), the average base salary (all in USD) is broken down by country. There are 12 respondents from Canada, 11 from Ireland/UK, and the other respondents (15) are based in Europe / outside of Europe.

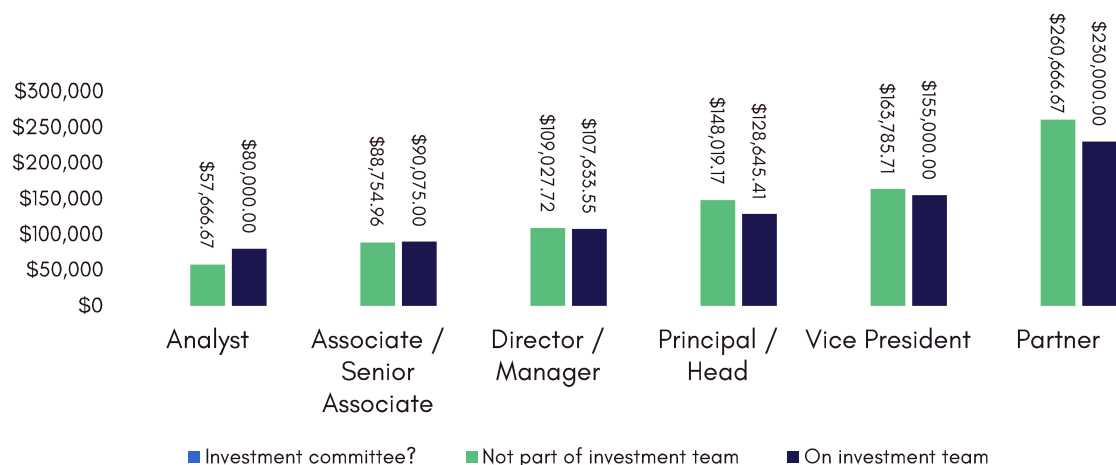
Non-US – Average Base Salary by Role and Location





# SALARY BREAKDOWN BY PARTICIPANTS WHO IDENTIFIED AS A MEMBER (OR NOT A MEMBER) OF THE INVESTMENT COMMITTEE

Average Base Salary (in USD) – for participants who identified as part of the investment team



Members who identified as being part of their firms' investment committee, for the most part, are compensated equally or slightly lower than their peers.

\*115 respondents did not identify as being part of their firm's investment committee while 44 are part of their firm's investment committee.

Investment committee?	Title	Average Base Salary	Average Bonus
No	Analyst	\$ 57,666.67	\$ 12,000.00
	Associate / Senior Associate	\$ 88,754.96	\$ 19,085.20
	Director / Manager	\$ 109,027.72	\$ 18,263.71
	Principal / Head	\$ 148,019.17	\$ 39,250.00
	Vice President	\$ 163,785.71	\$ 35,954.55
	Partner	\$ 260,666.67	\$ 47,500.00
	Yes	Analyst	\$ 80,000.00
Associate / Senior Associate		\$ 90,075.00	\$ 14,500.00
Director / Manager		\$ 107,633.55	\$ 35,877.33
Principal / Head		\$ 128,645.41	\$ 35,050.00
Vice President		\$ 155,000.00	\$ 41,500.00
Partner		\$ 230,000.00	\$ -



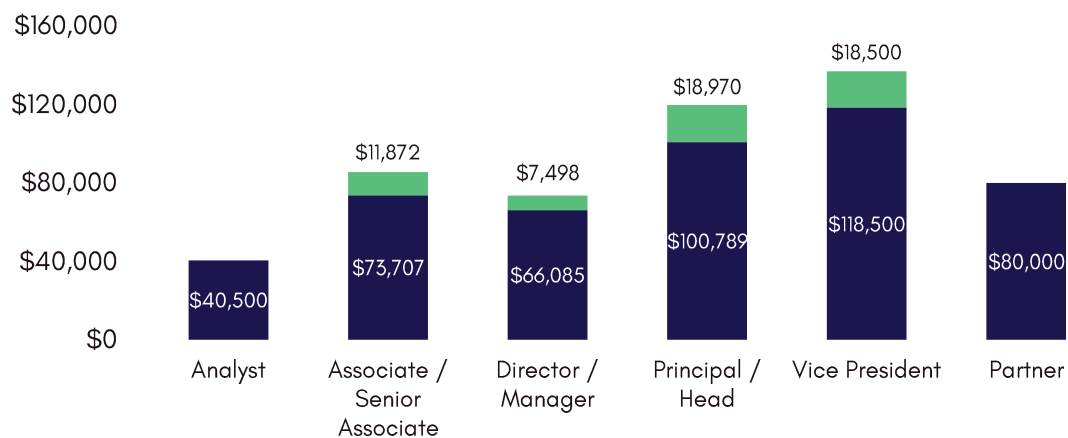
## AVERAGE SALARY & BONUS BREAKDOWN

Title	# Respondents	Avg Base Salary	Avg Bonus	Avg Years Professional Exp.	Avg Years In VC/PE
Analyst	7	\$ 60,857.14	\$ 5,142.86	0-3 years	0-1 years
Associate / Senior Associate	33	\$ 89,154.97	\$ 8,419.76	3-6 years	0-1 years
Director / Manager	58	\$ 108,763.31	\$ 15,328.81	6-9 years	1-3 years
Principal / Head	39	\$ 139,574.20	\$ 24,658.97	9-12 years	1-3 years
Vice President	18	\$ 161,833.33	\$ 26,583.33	9-12 years	1-3 years
Partner	4	\$ 253,000.00	\$ 23,750.00	12+ years	3-6 years



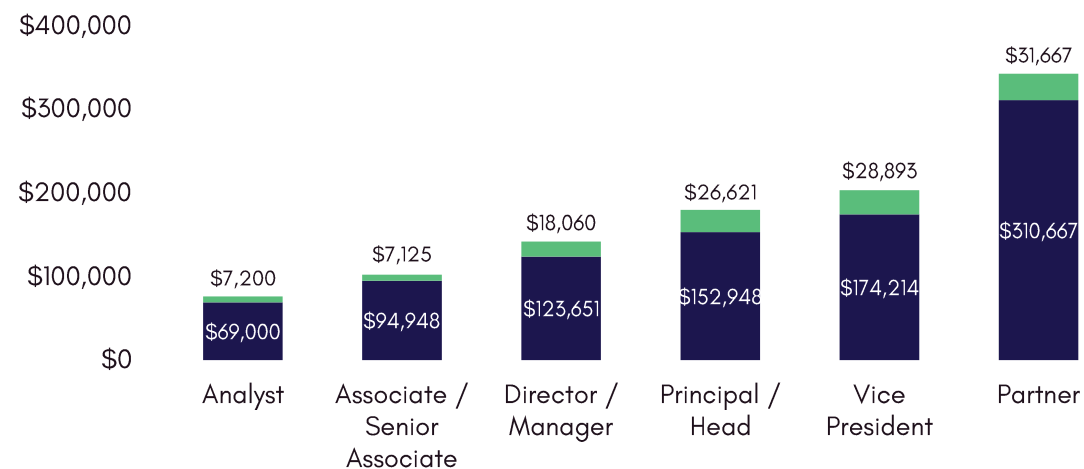
# AVERAGE COMPENSATION BY ROLE TITLE

## Non-US



Title	Average Base Salary	Average Bonus	# Respondents
Analyst	\$ 40,500.00	\$ -	2
Associate / Senior Associate	\$ 73,707.11	\$ 11,872.44	9
Director / Manager	\$ 66,084.80	\$ 7,498.07	15
Principal / Head	\$ 100,789.37	\$ 18,970.00	10
Vice President	\$ 118,500.00	\$ 18,500.00	4
Partner	\$ 80,000.00	\$ -	1

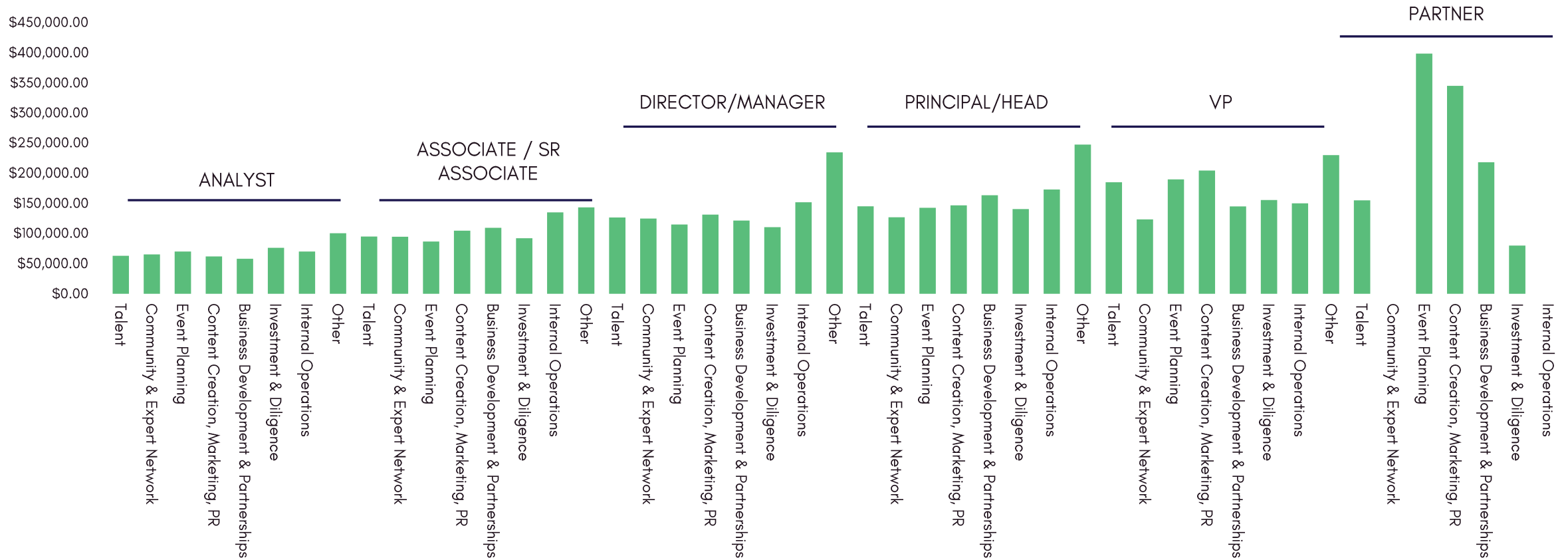
## US



Title	Average Base Salary	Average Bonus	# Respondents
Analyst	\$ 69,000.00	\$ 7,200.00	5
Associate / Senior Associate	\$ 94,947.92	\$ 7,125.00	24
Director / Manager	\$ 123,651.16	\$ 18,060.47	43
Principal / Head	\$ 152,948.28	\$ 26,620.69	29
Vice President	\$ 174,214.29	\$ 28,892.86	14
Partner	\$ 310,666.67	\$ 31,666.67	3



# COMPENSATION DATA BASED ON AREAS OF RESPONSIBILITY







## COMPENSATION DATA – ANALYST

Area of responsibility	# Respondents	Avg Base Salary	Avg Annual Bonus	Avg Total Compensation	Compensation compared to Mean
Talent	1	\$ 45,000.00	\$ -	\$ 45,000.00	-41.54%
Community & Expert Network	4	\$ 55,250.00	\$ 7,750.00	\$ 63,000.00	-1.10%
Event Planning	3	\$ 57,000.00	\$ 8,333.33	\$ 65,333.33	2.51%
Content Creation, Marketing, PR	2	\$ 70,000.00	\$ -	\$ 70,000.00	9.01%
Business Development & Partnerships	3	\$ 58,333.33	\$ 3,666.67	\$ 62,000.00	-2.73%
Investment & Diligence	2	\$ 58,000.00	\$ -	\$ 58,000.00	-9.81%
Internal Operations	5	\$ 69,000.00	\$ 7,200.00	\$ 76,200.00	16.42%
Other	1	\$ 65,000.00	\$ 5,000.00	\$ 70,000.00	9.01%



## COMPENSATION DATA – ASSOCIATE / SR ASSOCIATE

Area of responsibility	# Respondents	Avg Base Salary	Avg Annual Bonus	Avg Total Compensation	Compensation compared to Mean
Talent	4	\$ 94,250.00	\$ 6,250.00	\$ 100,500.00	-1.74%
Community & Expert Network	19	\$ 85,177.05	\$ 9,781.68	\$ 94,958.74	-7.68%
Event Planning	12	\$ 85,970.83	\$ 8,666.67	\$ 94,637.50	-8.05%
Content Creation, Marketing, PR	11	\$ 80,415.45	\$ 6,272.73	\$ 86,688.18	-17.95%
Business Development & Partnerships	12	\$ 94,137.00	\$ 10,571.00	\$ 104,708.00	2.34%
Investment & Diligence	12	\$ 98,803.67	\$ 10,571.00	\$ 109,374.67	6.51%
Internal Operations	14	\$ 84,012.14	\$ 8,142.86	\$ 92,155.00	-10.96%
Other	1	\$ 120,000.00	\$ 15,000.00	\$ 135,000.00	24.26%



## COMPENSATION DATA – DIRECTOR / MANAGER

Area of responsibility	# Respondents	Avg Base Salary	Avg Annual Bonus	Avg Total Compensation	Compensation compared to Mean
Talent	6	\$ 128,000.00	\$ 15,333.33	\$ 143,333.33	10.64%
Community & Expert Network	39	\$ 109,158.97	\$ 17,482.05	\$ 126,641.03	-1.14%
Event Planning	25	\$ 108,554.00	\$ 16,244.00	\$ 124,798.00	-2.63%
Content Creation, Marketing, PR	24	\$ 98,429.29	\$ 16,403.13	\$ 114,832.42	-11.54%
Business Development & Partnerships	27	\$ 115,353.70	\$ 15,992.59	\$ 131,346.30	2.49%
Investment & Diligence	7	\$ 109,281.29	\$ 12,128.00	\$ 121,409.29	-5.49%
Internal Operations	18	\$ 100,692.72	\$ 9,827.56	\$ 110,520.28	-15.89%
Other	3	\$ 137,900.00	\$ 13,859.00	\$ 151,759.00	15.60%



## COMPENSATION DATA – PRINCIPAL / HEAD

Area of responsibility	# Respondents	Avg Base Salary	Avg Annual Bonus	Avg Total Compensation	Compensation compared to Mean
Talent	8	\$ 188,440.21	\$ 46,250.00	\$ 234,690.21	32.19%
Community & Expert Network	23	\$ 125,151.90	\$ 20,030.43	\$ 145,182.33	-9.62%
Event Planning	16	\$ 113,588.86	\$ 13,350.00	\$ 126,938.86	-25.37%
Content Creation, Marketing, PR	16	\$ 124,679.50	\$ 17,881.25	\$ 142,560.75	-11.64%
Business Development & Partnerships	13	\$ 127,420.92	\$ 19,315.38	\$ 146,736.31	-8.46%
Investment & Diligence	7	\$ 132,142.86	\$ 31,428.57	\$ 163,571.43	2.70%
Internal Operations	10	\$ 128,650.00	\$ 11,860.00	\$ 140,510.00	-13.27%
Other	1	\$ 165,000.00	\$ 8,000.00	\$ 173,000.00	8.01%





## COMPENSATION DATA – VP

Area of responsibility	# Respondents	Avg Base Salary	Avg Annual Bonus	Avg Total Compensation	Compensation compared to Mean
Talent	6	\$ 204,500.00	\$ 43,083.33	\$ 247,583.33	29.28%
Community & Expert Network	6	\$ 156,666.67	\$ 28,333.33	\$ 185,000.00	5.36%
Event Planning	3	\$ 118,333.33	\$ 5,000.00	\$ 123,333.33	-41.97%
Content Creation, Marketing, PR	4	\$ 158,000.00	\$ 31,750.00	\$ 189,750.00	7.72%
Business Development & Partnerships	6	\$ 175,666.67	\$ 28,833.33	\$ 204,500.00	14.38%
Investment & Diligence	3	\$ 136,666.67	\$ 8,333.33	\$ 145,000.00	-20.75%
Internal Operations	7	\$ 141,571.43	\$ 14,000.00	\$ 155,571.43	-12.55%
Other	1	\$ 150,000.00	\$ -	\$ 150,000.00	-16.73%



## COMPENSATION DATA – PARTNER

Area of responsibility	# Respondents	Avg Base Salary	Avg Annual Bonus	Avg Total Compensation	Compensation compared to Mean
Talent	1	\$ 230,000.00	\$ -	\$ 230,000.00	22.45%
Community & Expert Network	2	\$ 155,000.00	\$ -	\$ 155,000.00	-15.07%
Event Planning	0	\$ -	\$ -	\$ -	\$ -
Content Creation, Marketing, PR	2	\$ 351,000.00	\$ 47,500.00	\$ 398,500.00	55.24%
Business Development & Partnerships	1	\$ 300,000.00	\$ 45,000.00	\$ 345,000.00	48.30%
Investment & Diligence	3	\$ 203,333.33	\$ 15,000.00	\$ 218,333.33	18.31%
Internal Operations	1	\$ 80,000.00	\$ -	\$ 80,000.00	-122.94%
Other	0	\$ -	\$ -	\$ -	\$ -

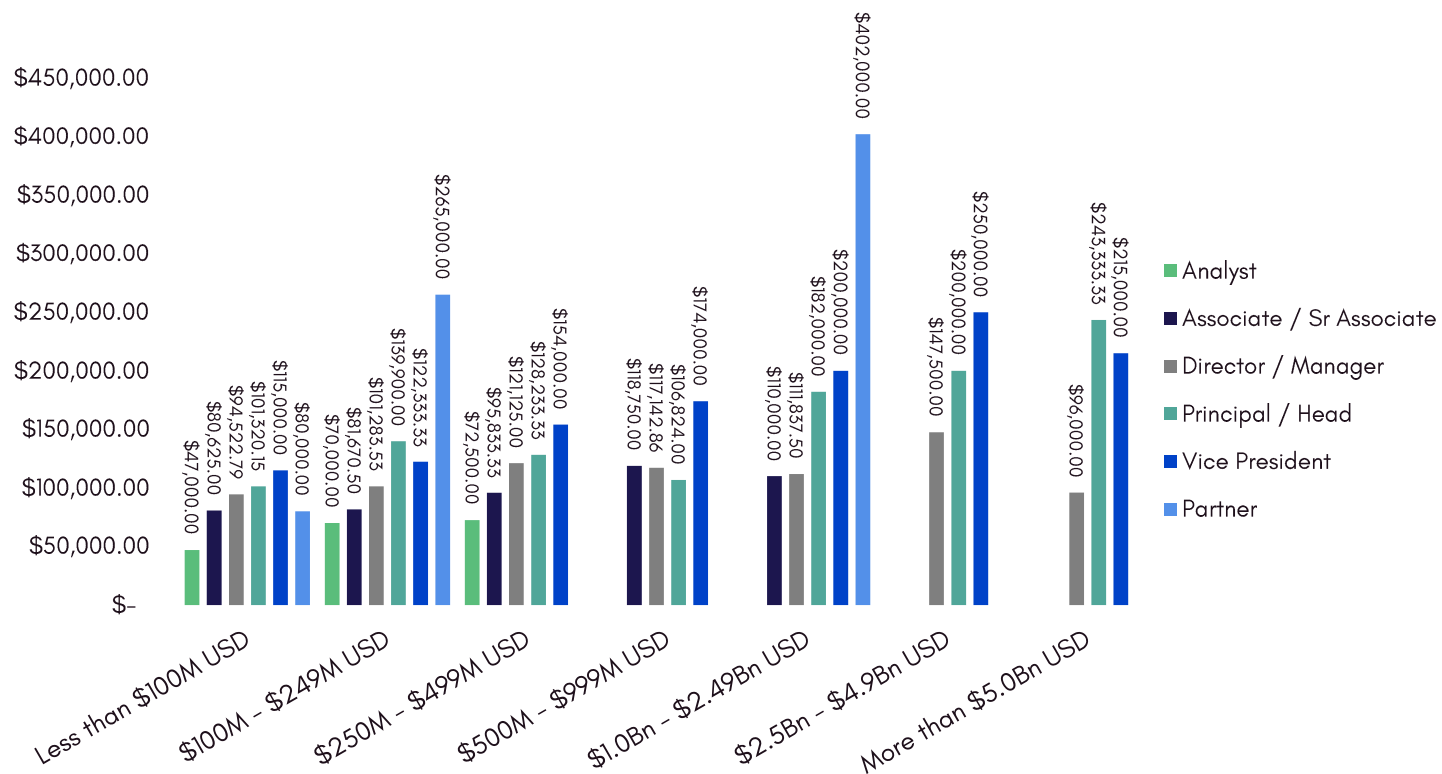
## AVERAGE COMPENSATION BY YEARS' EXPERIENCE

	YEARS EXPERIENCE	AVERAGE BASE SALARY	AVERAGE ANNUAL BONUS	AVERAGE TOTAL COMP	NUMBER OF RESPONSES
UNITED STATES	0 - 3 years	\$ 79,176.47	\$ 6,441.18	\$ 85,617.65	10
	3 - 6 years	\$ 101,447.12	\$ 13,819.23	\$ 115,266.35	31
	6 - 9 years	\$ 126,429.26	\$ 20,680.85	\$ 147,110.11	28
	9 - 12 years	\$ 155,462.90	\$ 20,591.00	\$ 176,053.90	30
	12+ years	\$ 178,130.43	\$ 29,826.09	\$ 207,956.52	19
NON US	0 - 3 years	\$ 54,926.68	\$ 7,500.00	\$ 62,426.68	6
	3 - 6 years	\$ 75,095.58	\$ 9,339.58	\$ 84,435.16	8
	6 - 9 years	\$ 102,657.01	\$ 7,425.78	\$ 110,082.79	18
	9 - 12 years	\$ 84,783.28	\$ 2,189.89	\$ 86,973.17	4
	12+ years	\$ 138,166.67	\$ 29,833.33	\$ 168,000.00	5

# AVERAGE SALARY (USD) BY ROLE / FUND AUM

The following chart shows a breakdown of salaries by role based on the current fund assets under management (AUM).

Average Salary (in USD) by Role and Fund AUM



# AVERAGE TOTAL COMPENSATION (SALARY + BONUS) BY ROLE COMPARING RESPONDENTS WITH / WITHOUT AN MBA



Out of 159 respondents, \*19 have an MBA.

● No MBA - Average Total Comp
 ● MBA - Average Total Comp





# AVERAGE COMPENSATION BY ROLE COMPARING RESPONDENTS WITH / WITHOUT A POST-GRADUATE DEGREE (\*THIS INCLUDES MBAS)

## No Post-Graduate Degree

Title	Average Base Salary	Average Bonus	# Respondents
Analyst	\$ 61,200.00	\$ 2,200.00	5
Associate / Senior Associate	\$ 85,517.62	\$ 6,476.19	21
Director / Manager	\$ 114,100.50	\$ 15,365.68	38
Principal / Head	\$ 138,691.23	\$ 27,103.85	26
Vice President	\$ 156,888.89	\$ 31,722.22	9
Partner	\$ 260,666.67	\$ 31,666.67	3

## Post-Graduate Degree

Title	Average Base Salary	Average Bonus	# Respondents
Analyst	\$ 60,000.00	\$ 12,500.00	2
Associate / Senior Associate	\$ 95,520.33	\$ 11,821.00	12
Director / Manager	\$ 98,622.65	\$ 15,258.75	20
Principal / Head	\$ 141,340.13	\$ 19,769.23	13
Vice President	\$ 166,777.78	\$ 21,444.44	9
Partner	\$ 230,000.00	\$ -	1



Bonus Analysis

2019

Global  
Compensation  
Survey





# GLOBAL BONUS INFORMATION

## Partner

Median: 47,500  
Range: 45,000 - 50,000

## Vice President

Median: \$33,000 - Average: \$36,807 (US 40,450)  
Minimum: 6000  
Maximum: 80000  
First quartile: 21250  
Third quartile: 48500  
Interquartile Range: 27250  
Outliers: 6,000

## Principal

Median: \$22,000 - Average: \$38,244 (US 38,600)  
Minimum: 8000  
Maximum: 140000  
First quartile: 10000  
Third quartile: 47500  
Interquartile Range: 37500  
Outliers: 140000 125000

## Director/Manager

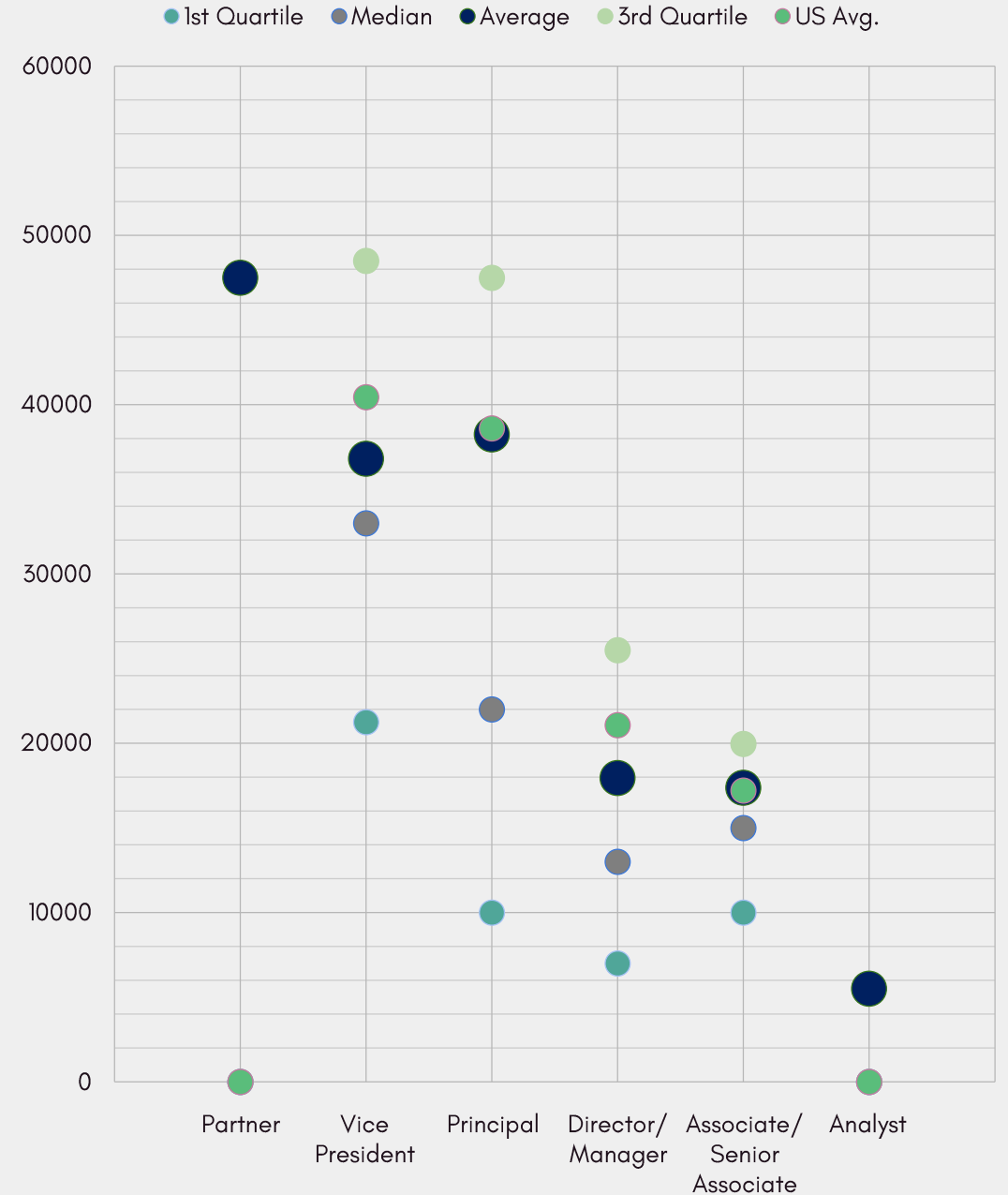
Median: \$13,000 - Average: \$17,949 (US 21,074)  
Minimum: 2000  
Maximum: 60000  
First quartile: 7000  
Third quartile: 25500  
Interquartile Range: 18500  
Outliers: 60000 56000

## Associate / Senior Associate

Median: \$15,000 - Average: \$17,366 (US 17,214)  
Minimum: 5000  
Maximum: 60000  
First quartile: 10000  
Third quartile: 19963  
Interquartile Range: 9963  
Outliers: 60000 35000

## Analyst

(Average & Median: \$5,500)  
Range: 5,000 - 6,000





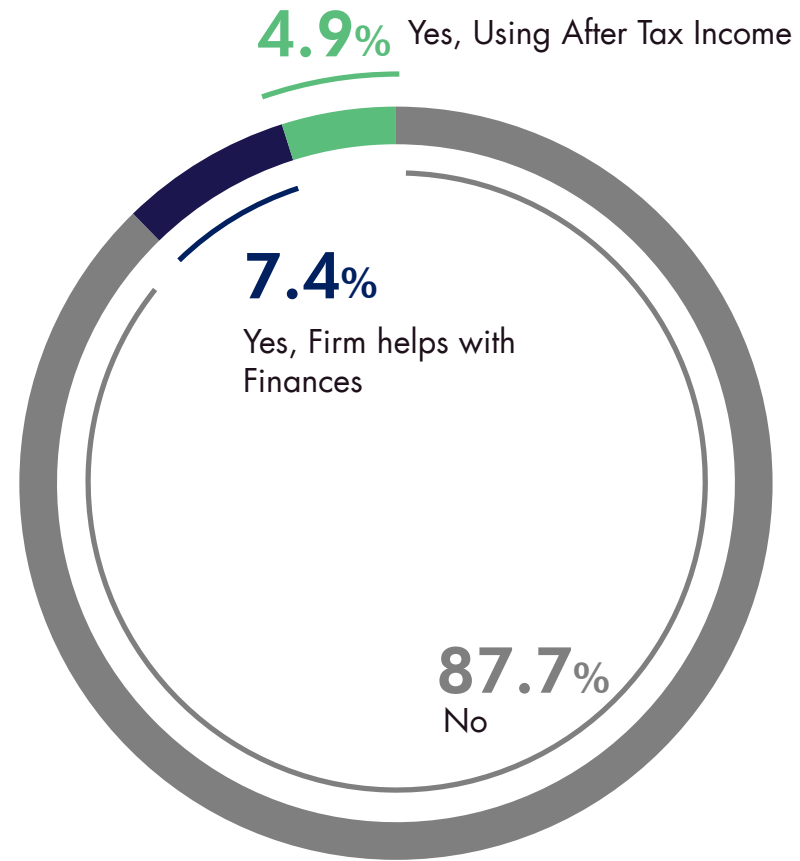
Carry/Profit  
Share Analysis

2019

Global  
Compensation  
Survey

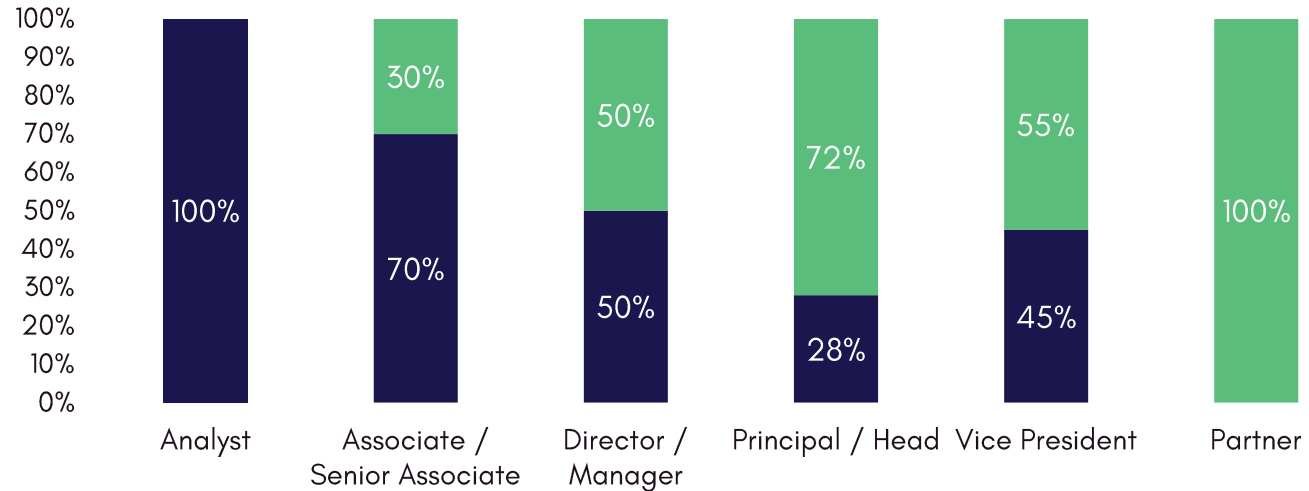


# CAPITAL CONTRIBUTION REQUIREMENT OF RESPONDENTS WHO RECEIVE CARRY / PROFIT SHARE



# BREAKDOWN OF RESPONDENTS WHO RECEIVE CARRY OR PROFIT SHARE BY ROLE

Breakdown of Respondents who Receive Carry or Profit Share by Role



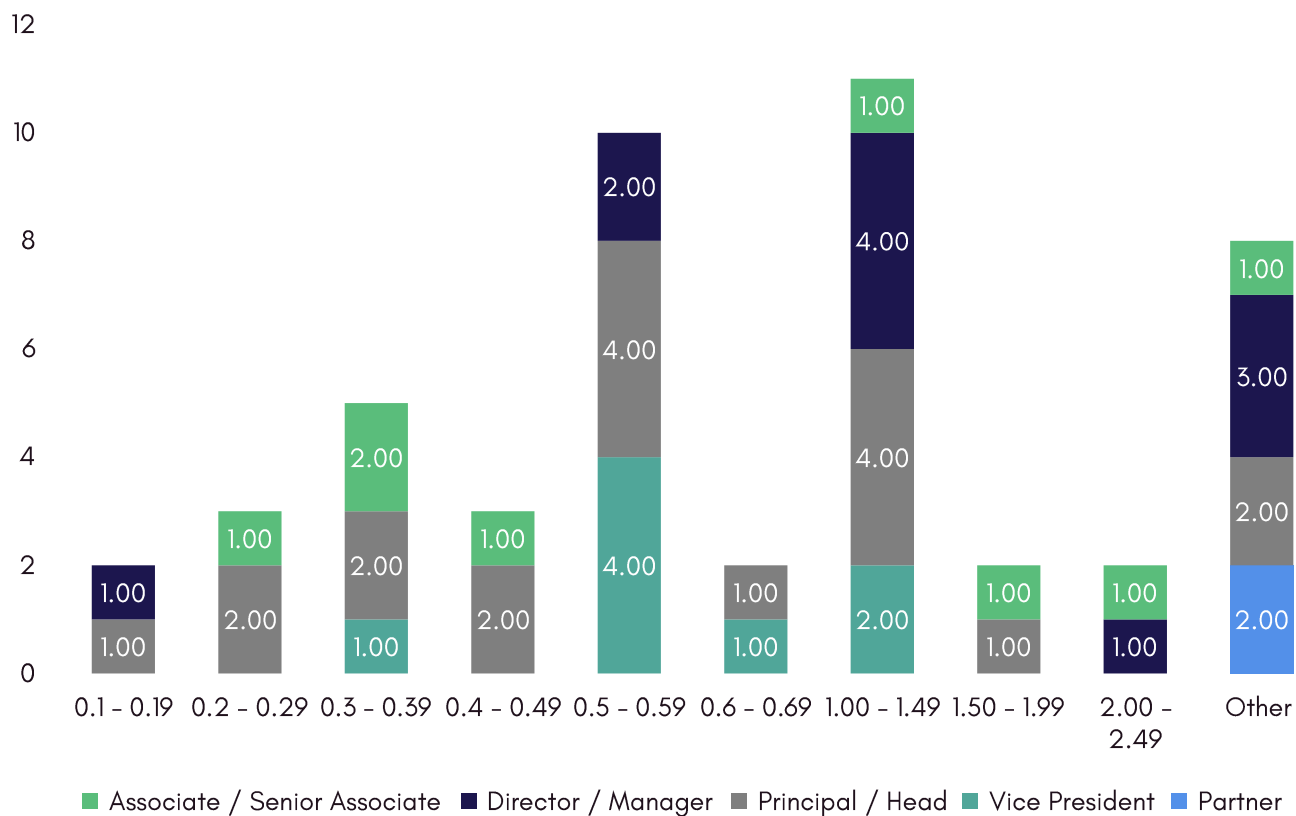
Title	Do not receive carry or profit share	Receive carry or profit share	Percentage that receive profit share
Analyst	7	0	0%
Associate / Senior Associate	23	10	30%
Director / Manager	29	29	50%
Principal / Head	11	28	72%
Vice President	8	10	55%
Partner	0	4	100%

- Receive carry or profit share
- Do not receive carry or profit share





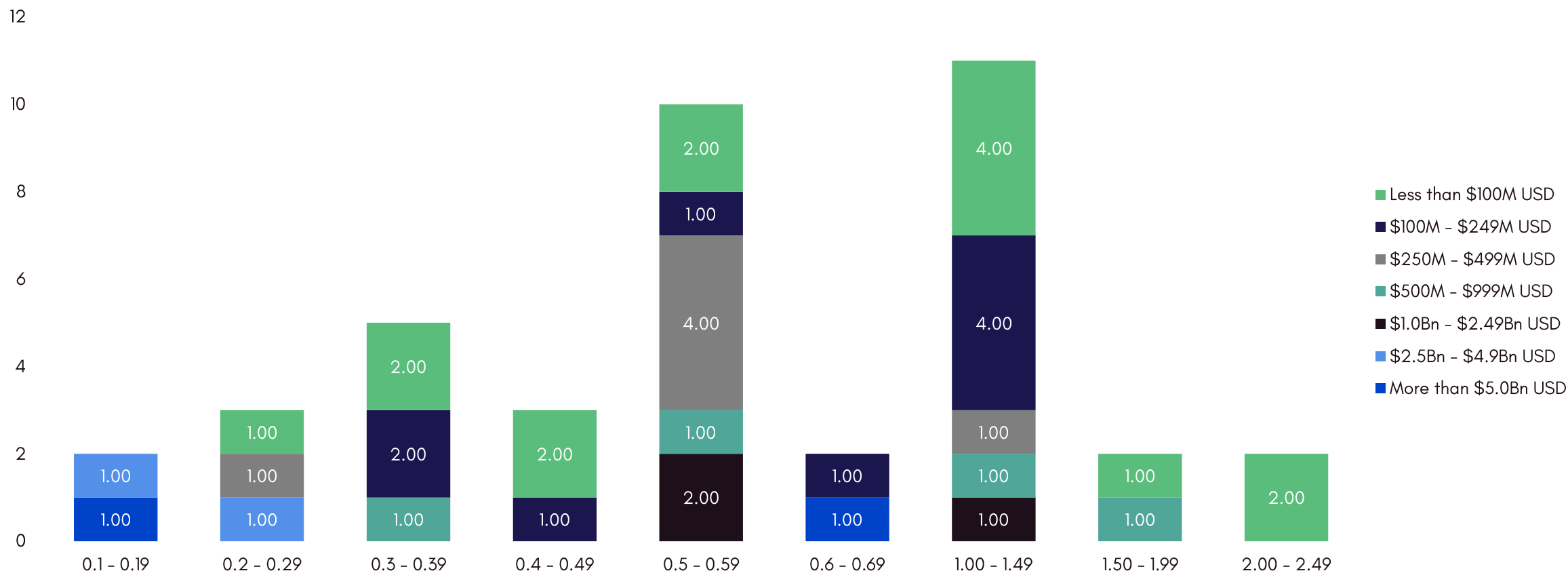
# CARRY / PROFIT SHARE POINTS ALLOCATED BY ROLE



Title	Average point of carry	Number of responses
Associate / Senior Associate	0.83	7
Director / Manager	0.90	8
Principal / Head	0.79	17
Vice President	0.61	8



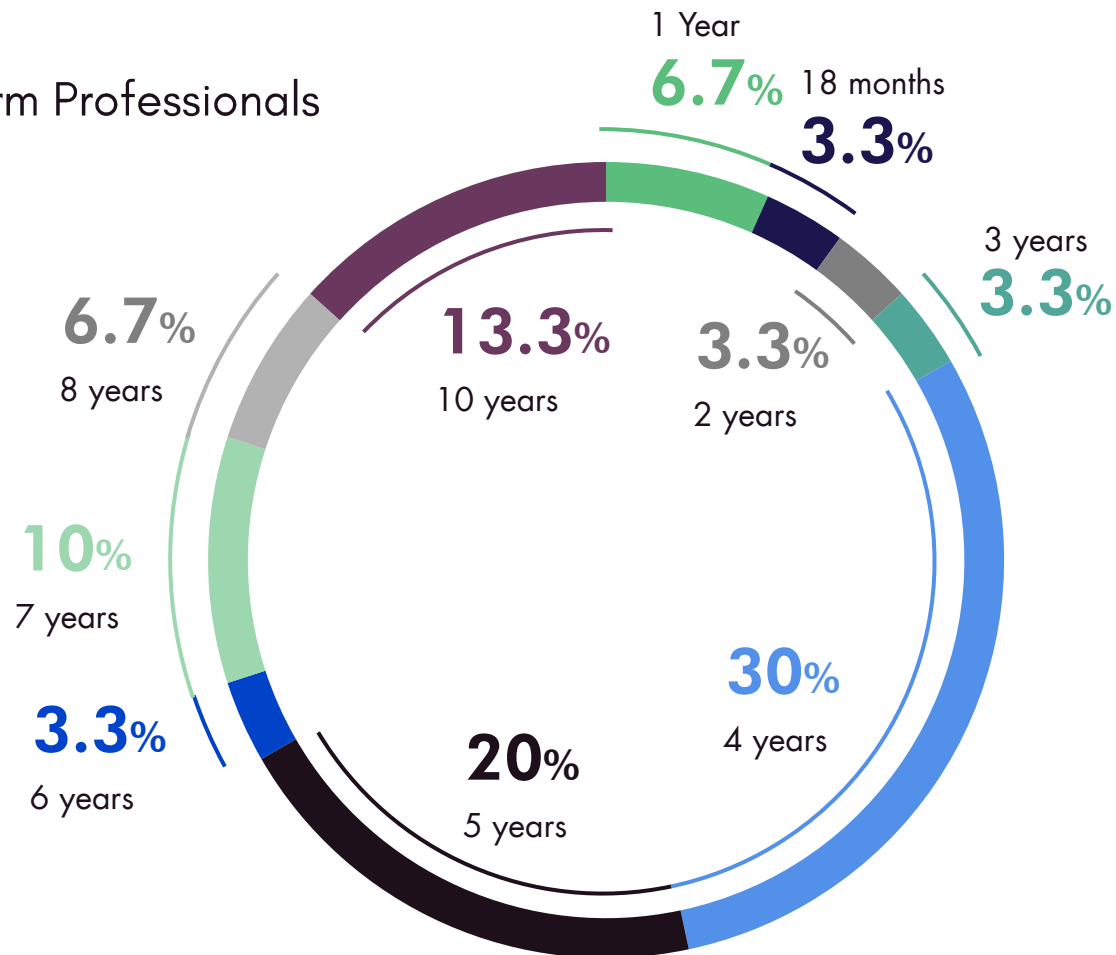
# CARRY / PROFIT SHARE POINTS ALLOCATED BY TOTAL CURRENT ASSETS UNDER MANAGEMENT



# NUMBER OF YEARS FOR CARRY / PROFIT SHARE TO BE FULLY VESTED

\*Investment professionals are respondents that identified as being part of their firm's investment teams, whereas platform professionals didn't identify as part of their firm's investment team

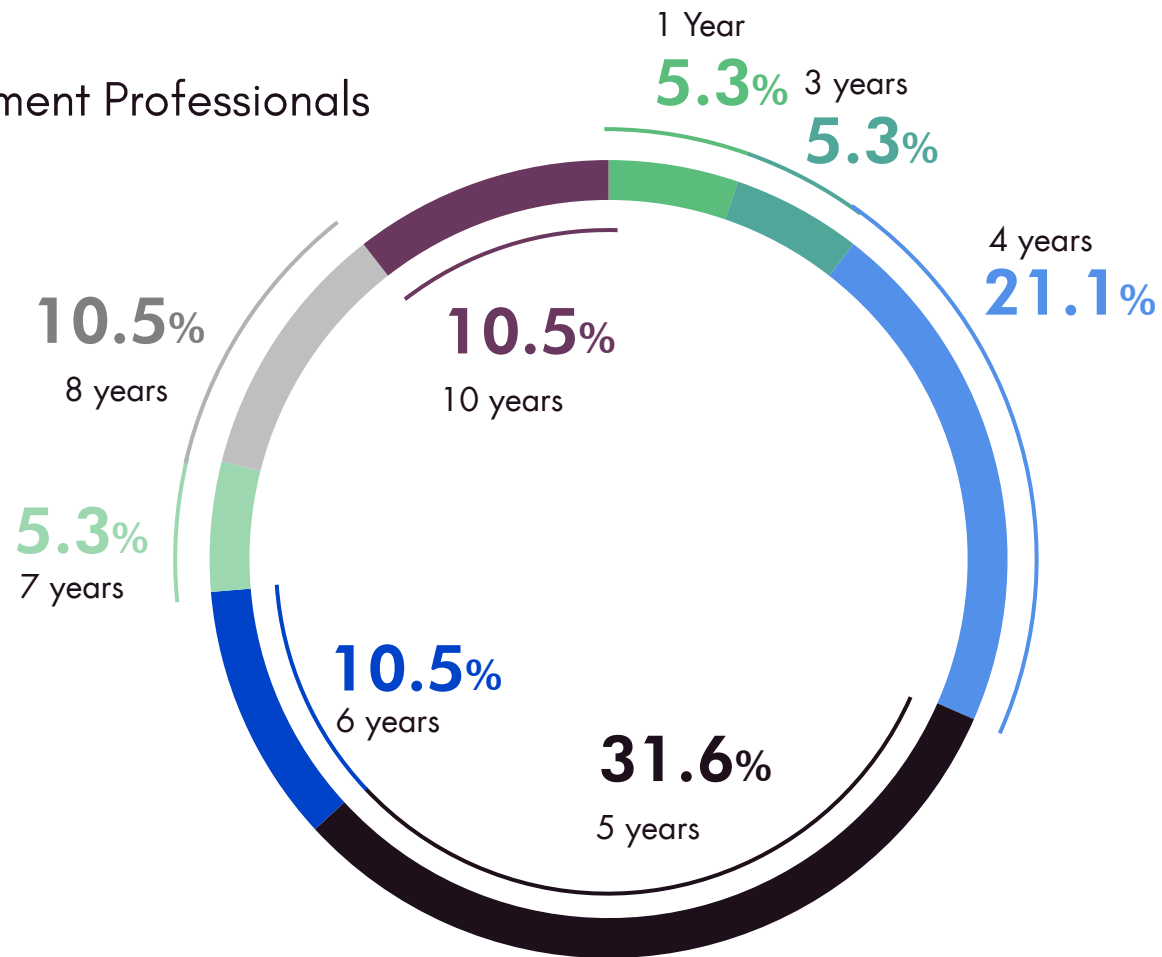
Platform Professionals



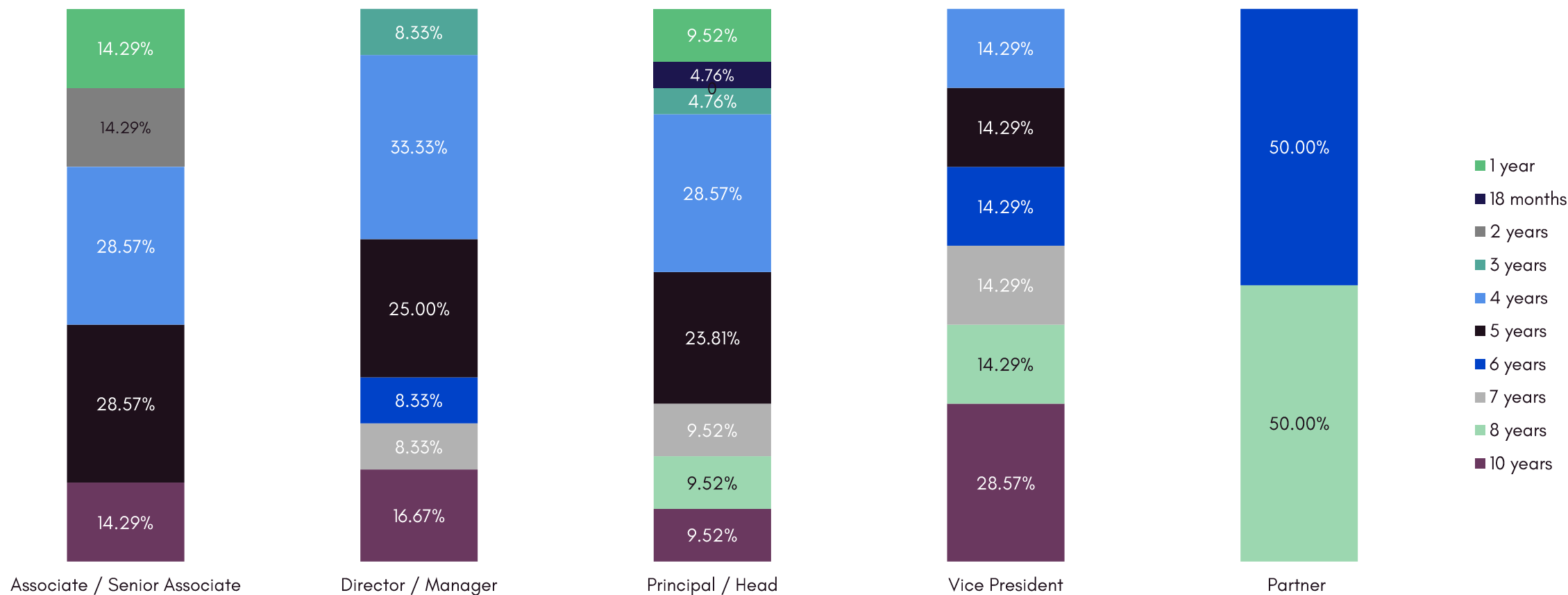
# NUMBER OF YEARS FOR CARRY / PROFIT SHARE TO BE FULLY VESTED

\*Investment professionals are respondents that identified as being part of their firm's investment teams, whereas platform professionals didn't identify as part of their firm's investment team

Investment Professionals



# NUMBER OF YEARS FOR CARRY / PROFIT SHARE TO BE FULLY VESTED (BY ROLE)



PROUDLY DESIGNED BY

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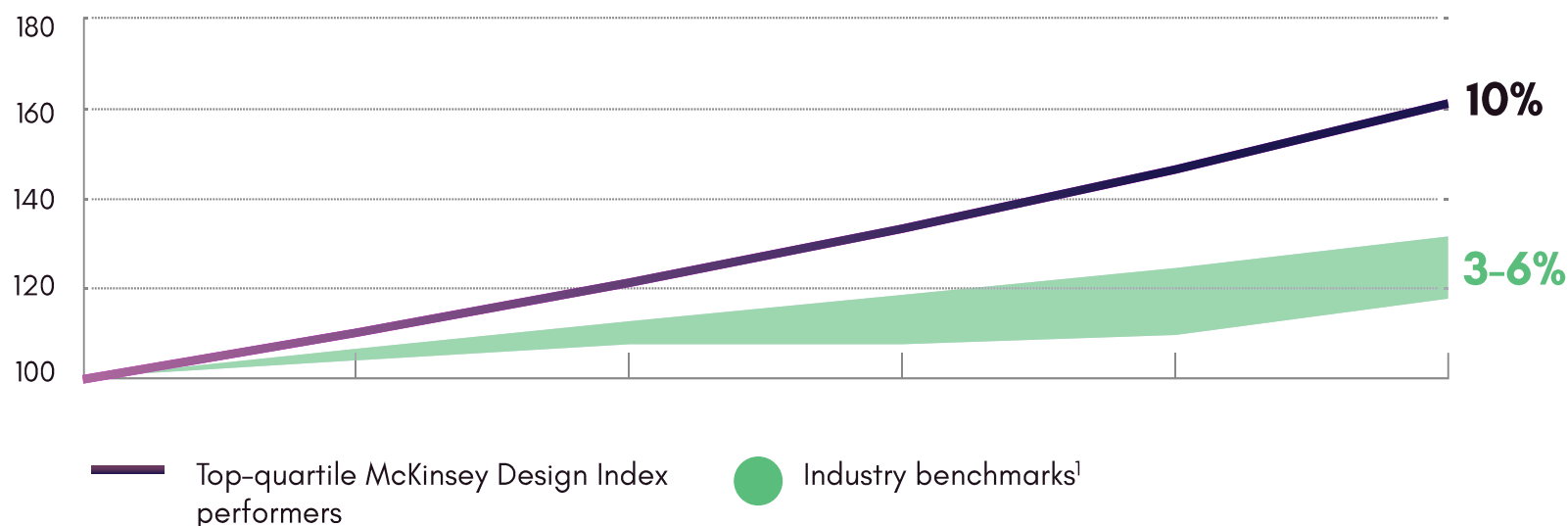
# DESIGN-FOCUSED COMPANIES GROW TWICE AS FAST

McKinsey report shows that companies that invest in design outperform peers

<sup>1</sup> The envelope was set by the minimum and maximum of three independent data sets: MDI 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> quartiles; the S&P 500; and a McKinsey corporate database of 40,000 companies

## REVENUES

Annual Growth (Normalized), %



# TOP PERFORMING COMPANIES USE KONSUS

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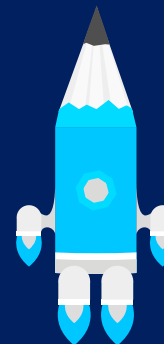
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