

What



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are



you

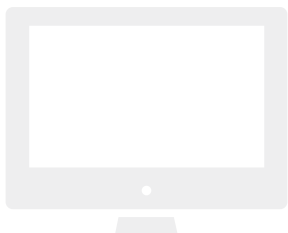
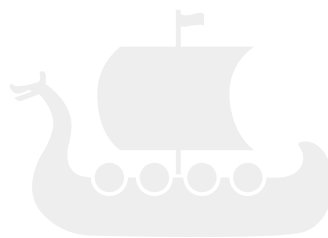


worth?

%



%



Introduction

Welcome to Nigel Wright Group's consumer salary survey 2017 for the Nordics, which is specifically designed to provide you with an insight into the salaries commanded by professionals within this sector.

Nigel Wright Group has earned a strong reputation within the consumer sector across Europe for providing a high-quality recruitment service that is built upon our industry knowledge. We consider it important to continue to bring you relevant, useful information that provides insight and interest.

This survey has been compiled from the responses of over 1,000 respondents who completed our online questionnaire in the first quarter 2017 as well as data from our own extensive database of candidates. The survey represents a cross-section of respondents with the following profile in the Nordics:

- Consumer sub-sector: Advertising and Media; Clothing, Footwear and Accessories; Consumer Electronics; Food & Drink; Health & Beauty; Home Construction / DIY; Retail; Telecommunications; Toys & Games, Travel & Leisure, Sports/Sporting Goods, Warehousing & Logistics Services;
- 69% were male and 31% female;
- 33% were in their thirties and 45% were in their forties;
- 80% of respondents are educated to degree level or above (49% have a Masters);
- 50% have been in their current position less than two years, 36% for between two and five years, 11% for between five and ten years and just 3% for 10 or more years.

The first three parts of the survey focus on some general points of interest, such as levels of satisfaction, respondents' motivation to change jobs as well as attitudes towards skill shortages and the qualities needed to succeed in the industry. This is followed by discipline-specific analysis of salaries.

For further information or to discuss your recruitment requirements please contact us via the contact details below and you will be directed to a consultant specialising in your area. For more information on our services please visit our website for each country below:

Denmark: +45 (0)70 27 86 01 dk.nigelwright.com

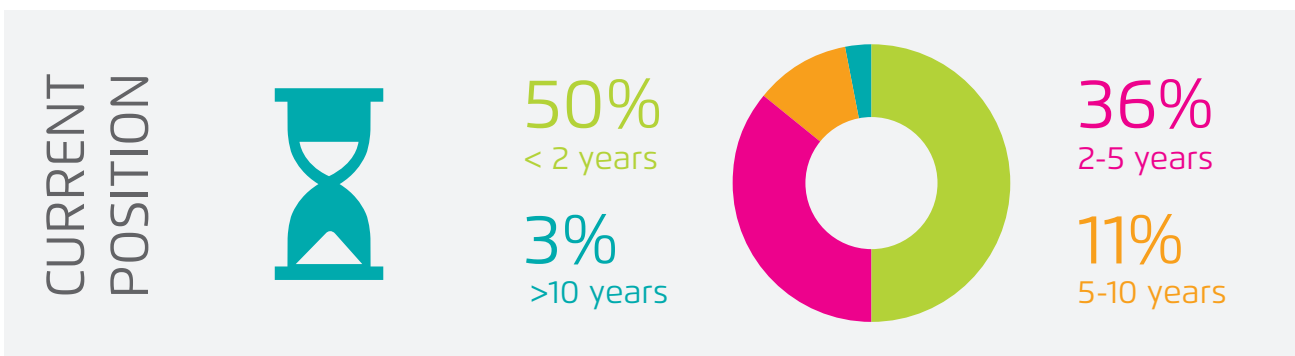
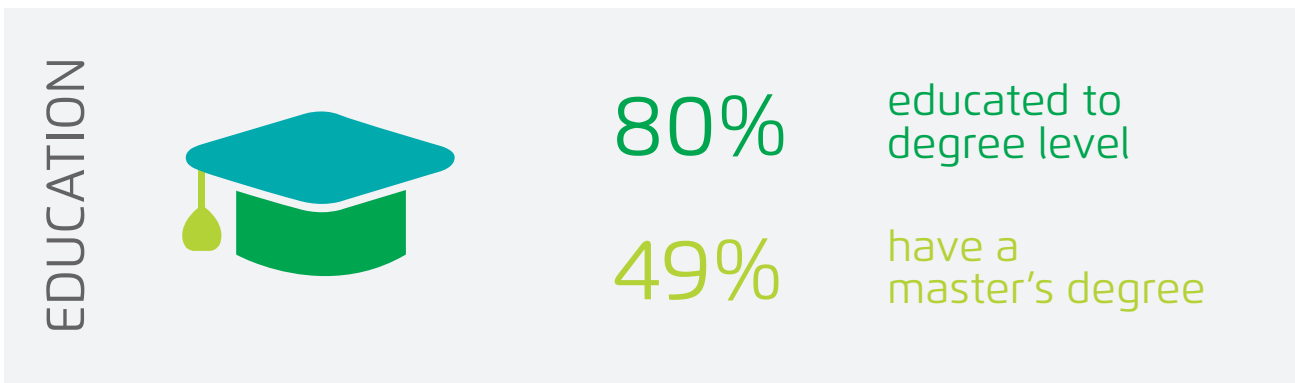
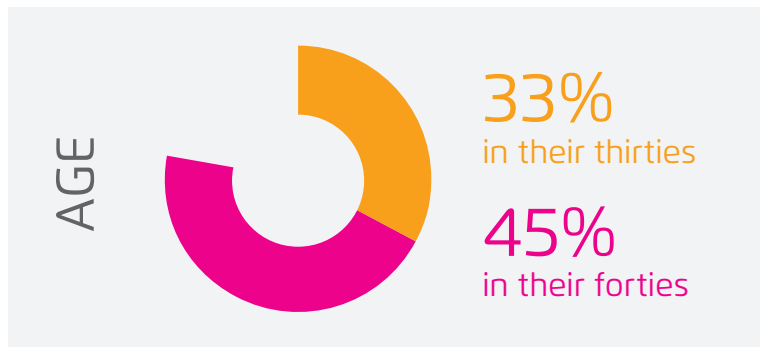
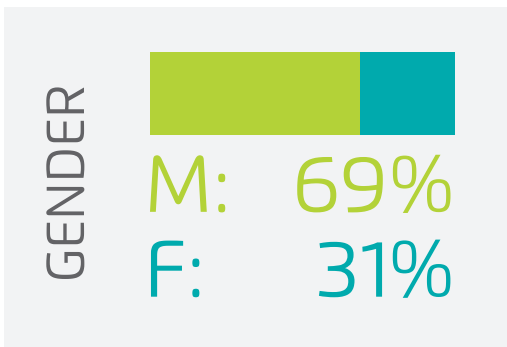
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Respondents' profiles

CONSUMER SUB-SECTOR		Advertising and Media		Retail
		Clothing, Footwear and Accessories		Telecommunications
		Consumer Electronics		Toys and Games
		Food and Drink		Travel and Leisure
		Health and Beauty		Sports / Sporting Goods
		DIY / Home Construction		Warehousing & Logistics Services



Foreword

The Nordic region continues to be the focus of scrutiny across Europe. While other states make tentative steps towards achieving favorable economic conditions, Denmark and Sweden stride ahead, with both countries on the cusp of boasting the oft labelled panacea to fiscal problems - full employment.

After a tough recession, only 4.3 percent of Danes are currently without a job, while in Sweden the figure is 6.6 percent, with a trajectory that places it nearer the six percent zone within the next two years. Sweden has also now broken the European record for the highest employment rate of people aged 20-64. Elsewhere, in Norway, the enduring impact of oil industry decline may be easing as latest figures show a dramatic reduction in unemployment figures since they peaked in January 2016. And in Finland, modest economic recovery has also coincided with a stabilising job market.

While these data are undoubtedly positive they do come with a warning, in that labour shortages resulting from full employment could stifle economic growth. This is particularly troublesome in Denmark where the demand for skills across multiple sectors is accelerating at a speed which may soon outstrip supply. Attempts will need be made to avoid a repeat of the situation ten years ago, where a damaging period of high inflation followed record levels of unemployment. Still, as it stands, the Danish economy looks set to hit two percent for a consecutive year and its strongest since the global financial crisis.

Similarly, in Sweden, higher capital investment and export activity, together with strong business productivity, will likely see growth forecasts of around three percent being met. Though variable inflation and rising debt has impacted consumer spending. And high levels of debt in Norway are already leading to concerns that the Norwegian economy may become constricted.

The next twelve months will certainly be interesting and we hope the perspectives offered in our 2017 report are useful within this context. Should you have further questions, please do not hesitate to contact a member of our team who will be more than happy to clarify any of the information presented.



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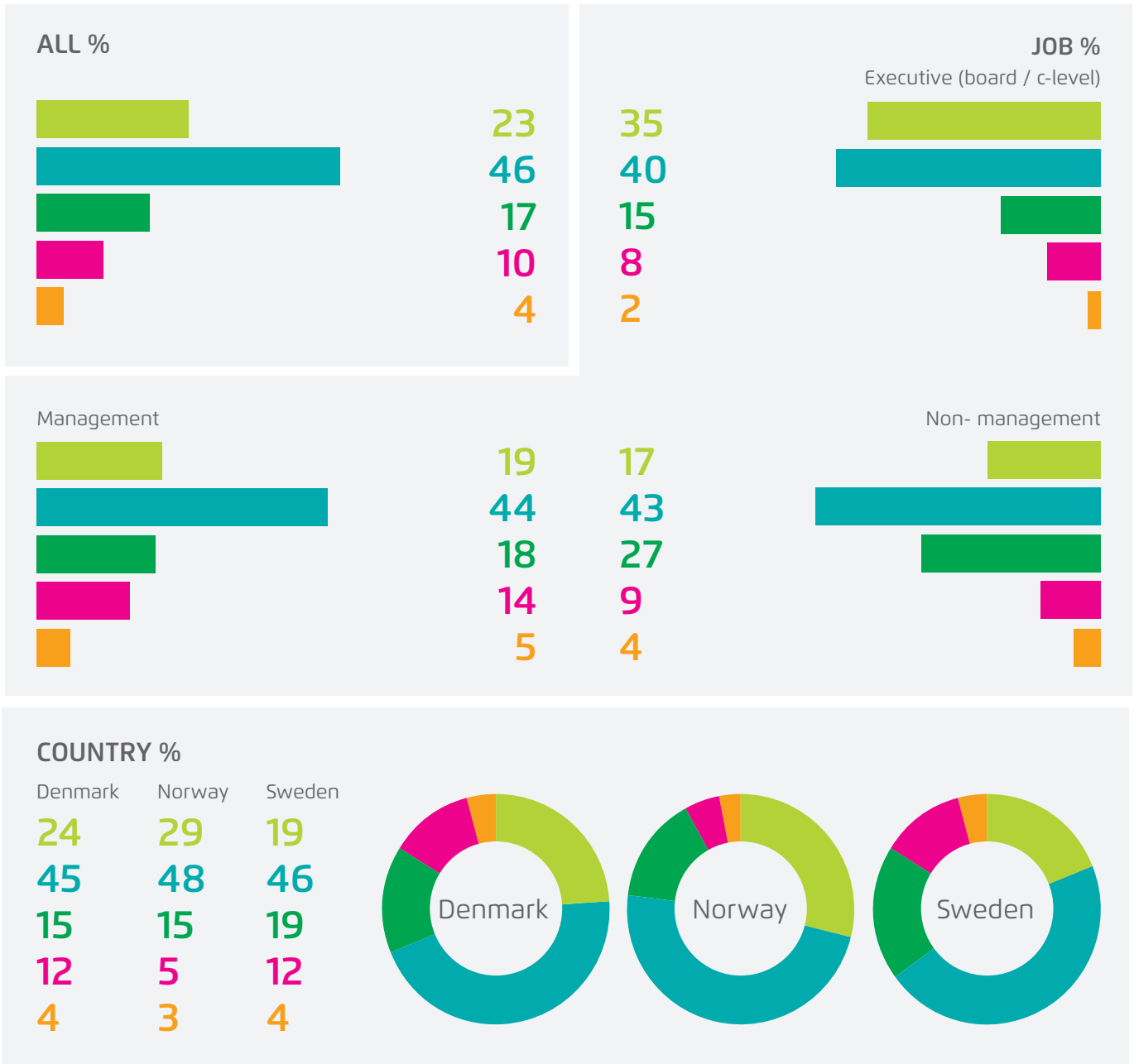
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1.0 Non-monetary indicators

1.1 Job satisfaction by job level

Respondents were asked to rate their level of job satisfaction on the following five-point scale:

- 1. Very satisfied
- 2. Moderately satisfied
- 3. Neither satisfied or dissatisfied
- 4. Moderately dissatisfied
- 5. Very dissatisfied

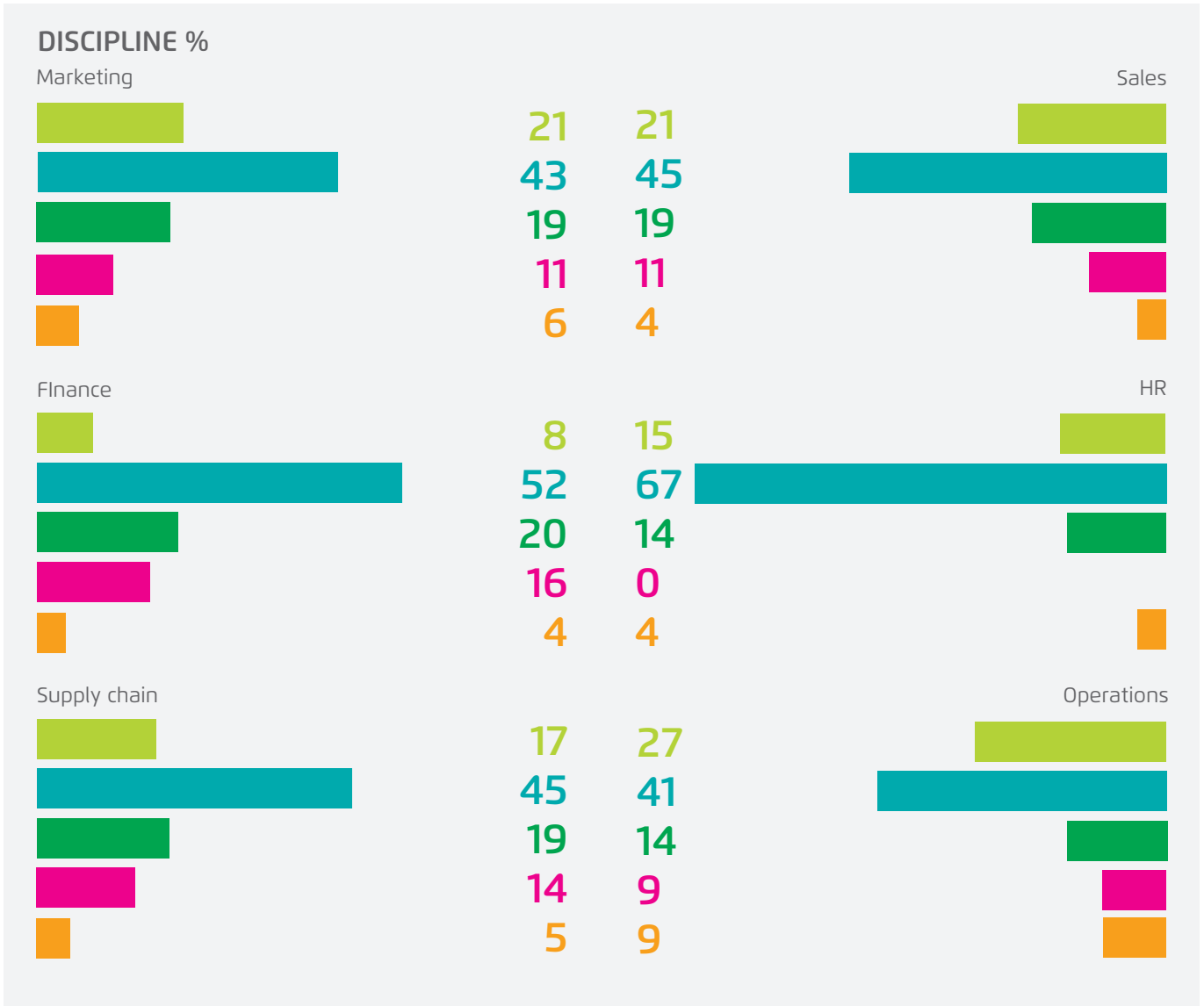


The results show that 14% of the workforce are dissatisfied, but the majority are satisfied with 69% saying they are either moderately or very satisfied. Although there are variations between the strength of respondents' satisfaction, there is a correlation between levels of satisfaction and position/salary. The challenge, then, is to find out why employees are dissatisfied and what can be done to change this, whilst ensuring that the satisfaction level of the rest of the workforce is maintained.

1.2 Job satisfaction by discipline

Respondents were asked to rate their level of job satisfaction on the following five-point scale:

- 1. Very satisfied
- 2. Moderately satisfied
- 3. Neither satisfied or dissatisfied
- 4. Moderately dissatisfied
- 5. Very dissatisfied



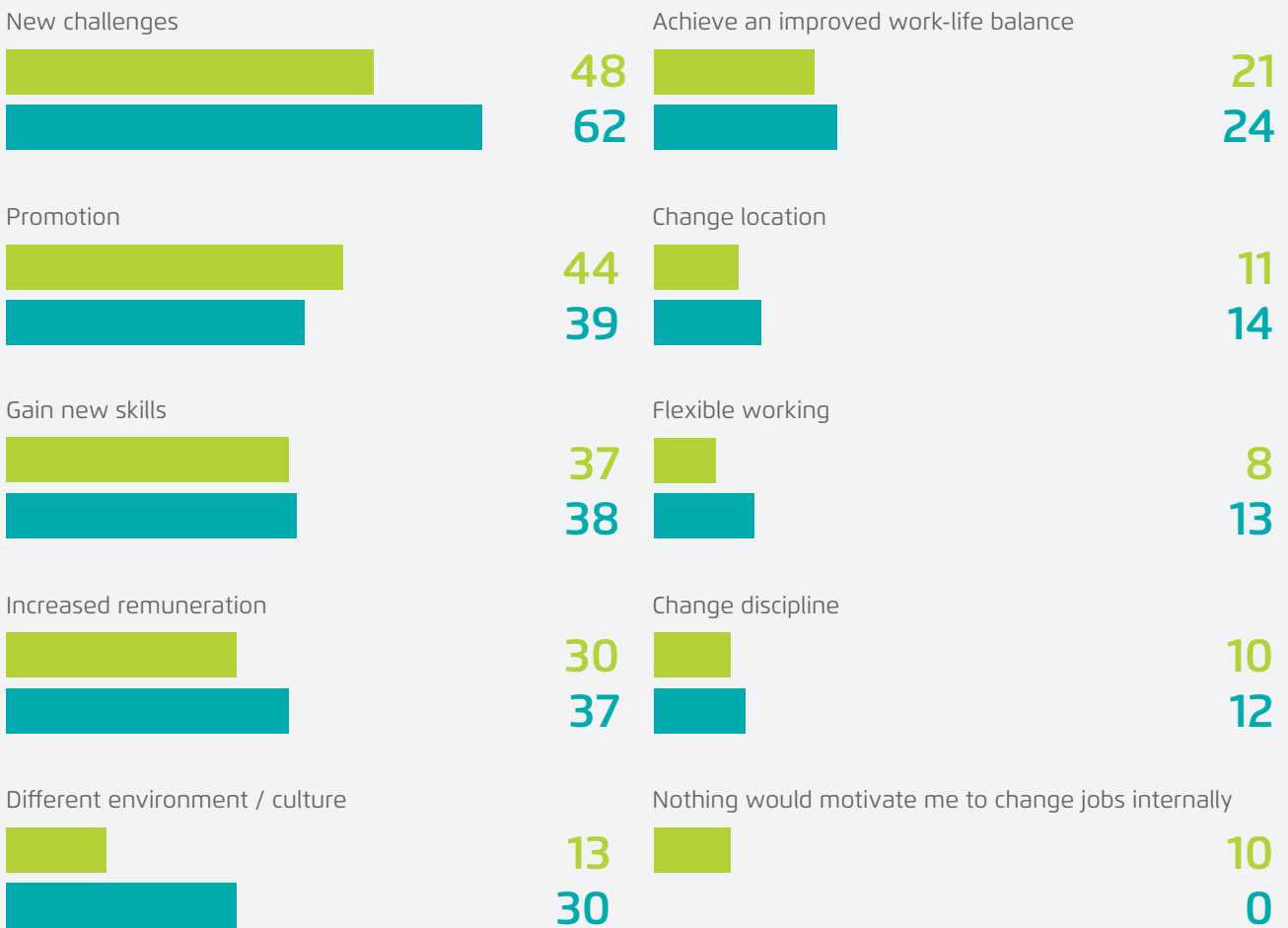
We also examined job satisfaction by discipline, and found that the people with the highest level of job satisfaction work in HR (82% are either moderately or very satisfied). Our sample of finance specialists were displaying the highest levels of dissatisfaction.



1.3 Changing jobs - factors influencing a change of roles internally or externally to another organisation

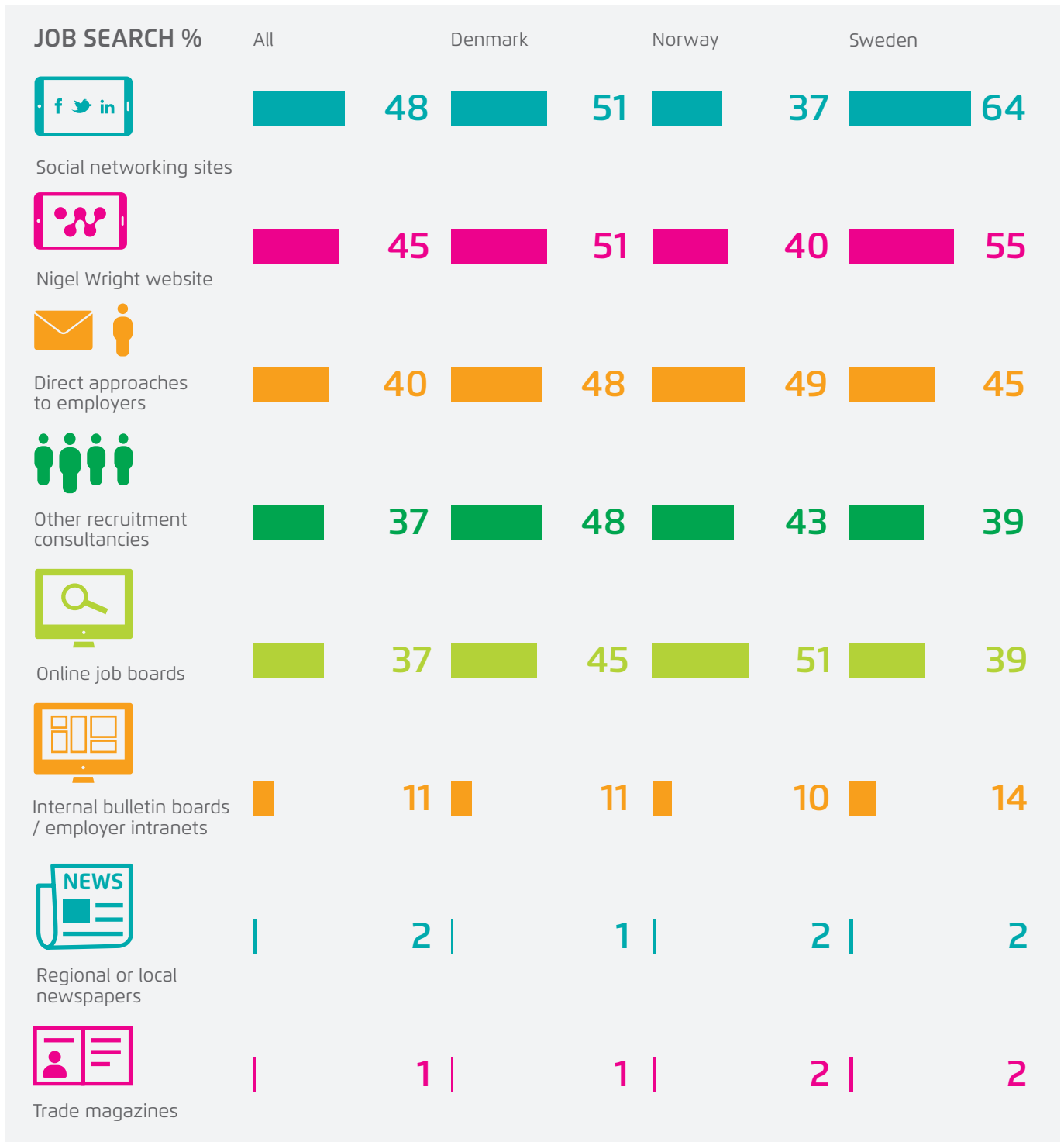
Internal External

CHANGING JOBS %



Respondents were asked to select the top three factors that would motivate them to change jobs, both within their current company (internally) and to another organisation (externally). In the consumer sector, although money is important, the opportunity to experience new challenges and gain a promotion or new skills are more persuasive factors for employees considering their next move. Achieving an improved work-life balance is also an increasingly important factor for job seekers today.

1.4 Methods used to search for a new role



Respondents were asked to select all methods that they would utilise when looking for a new role. Social networking is the most important method for job seekers in the Nordics but a high proportion will also make approaches directly to employers. Using social networking sites and online job boards to identify job opportunities now completely surpasses the use of printed media such as newspapers and magazines, which very few of our sample said that they use.



2.0 Salaries, benefits and bonuses

This section presents information from respondents from all disciplines and levels of the Nordic consumer sector on their salaries, benefits and bonuses.

2.1 Average salaries

21% of our sample were earning the equivalent of up to €60,000 per year, and 51% were earning €80,000 or more, which is obviously not representative of the entire Nordic workforce.

SALARY PER ANNUM %

Up to €60,000

21

€60,000 to €80,000

28

€80,000 +

51



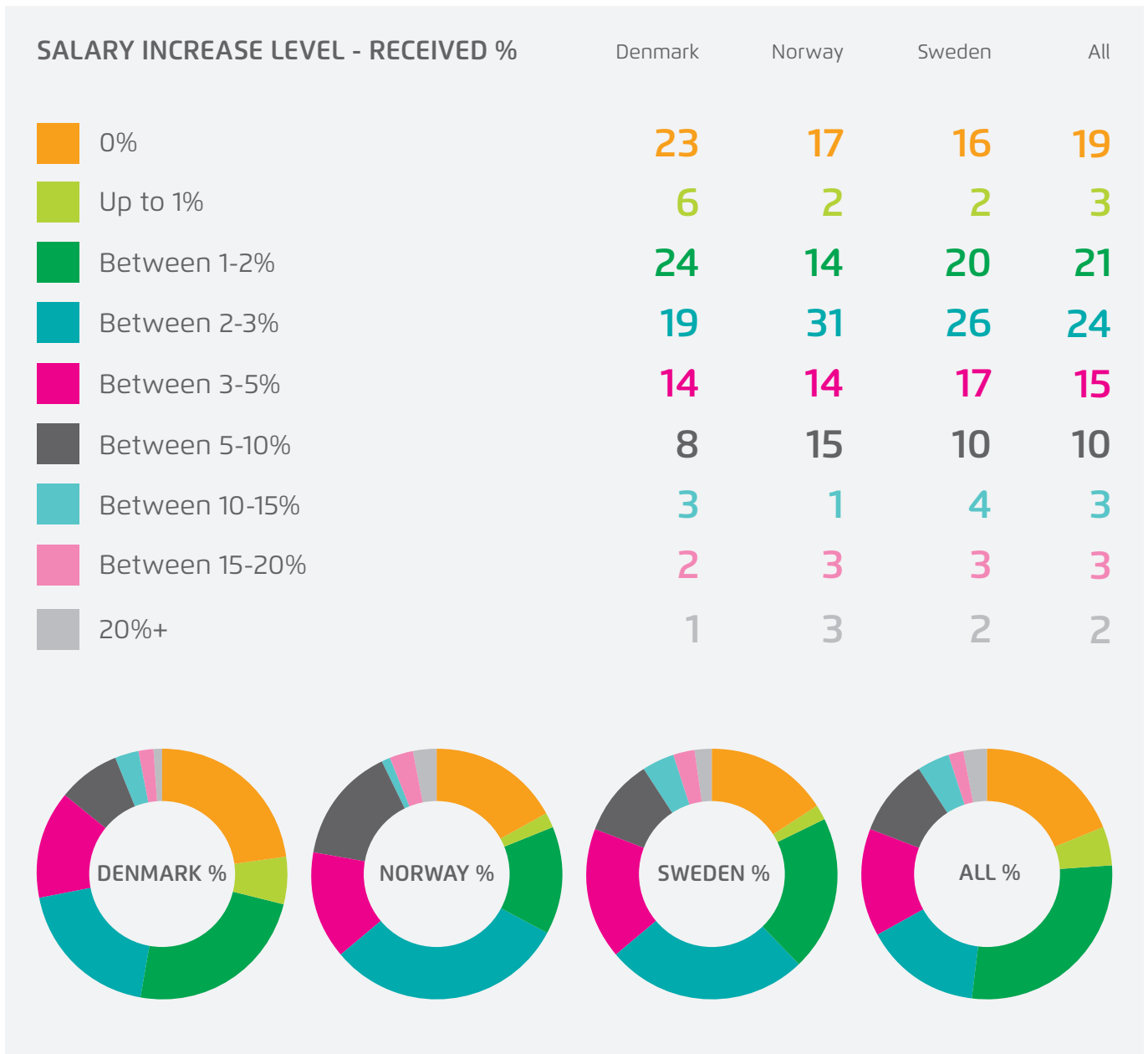
It should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline, and in Section 3 of this report, we draw on our extensive database of salary data for the Nordic market-place.

Salary by job title of respondent

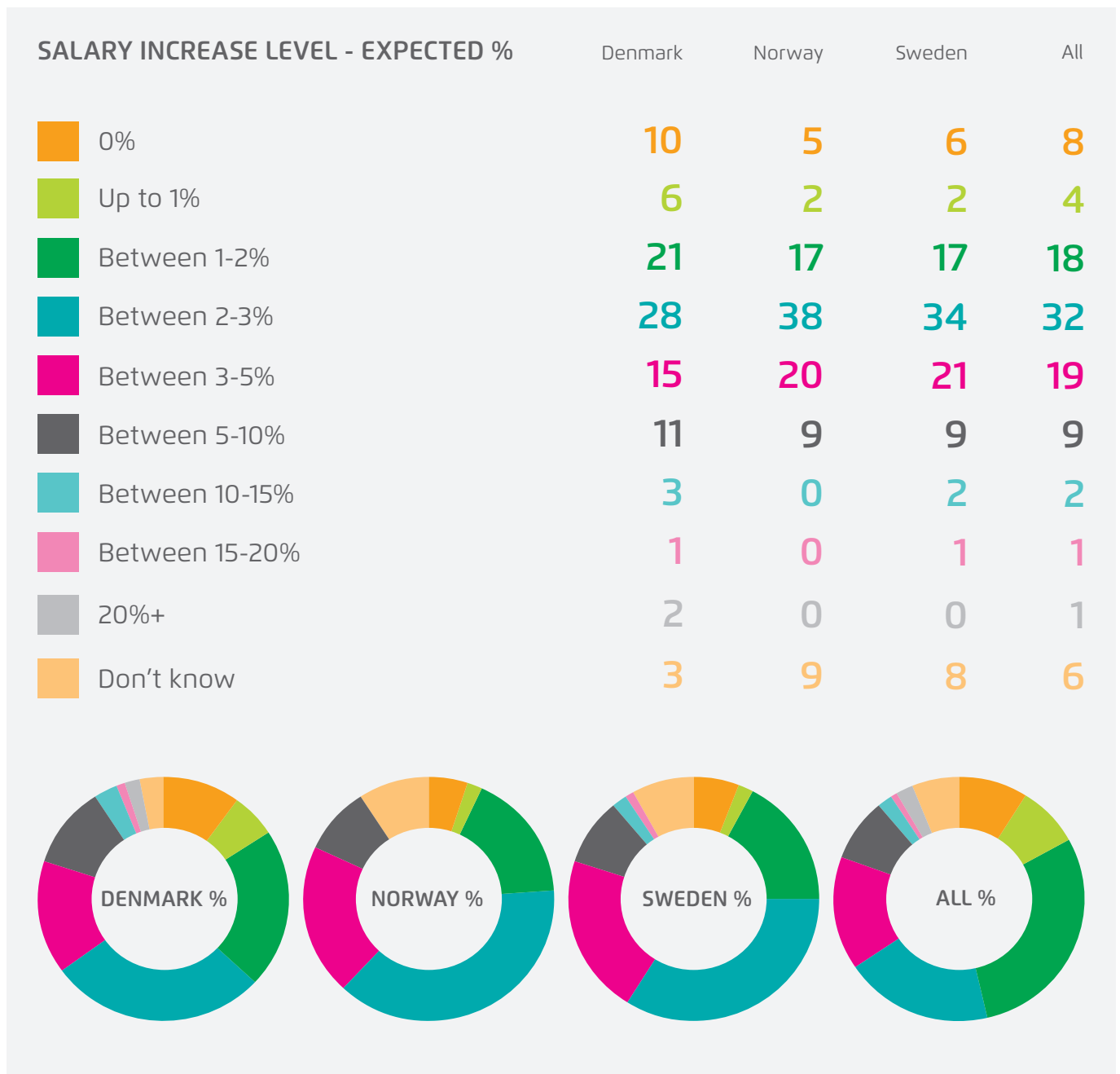
	Denmark DKK	Norway NOK	Sweden SEK
CEO	1,500,000	1,300,000	1,400,000
Managing Director / General Manager	1,200,000	1,100,000	1,100,000
Operational Director (below main board level)	1,100,000	1,200,000	1,100,000
Non-Executive Director	1,000,000	1,400,000	1,000,000
Executive e.g. Marketing Executive or Sales Executive	900,000	800,000	700,000
Head / Controller	800,000	700,000	700,000
Senior Manager	800,000	800,000	800,000
Advisor	700,000	600,000	600,000
Manager	600,000	700,000	600,000
Analyst	600,000	600,000	500,000
Developer	600,000	700,000	500,000
Consultant	500,000	700,000	500,000
Assistant	500,000	400,000	400,000
Designer	400,000	400,000	300,000



2.2 Average percentage of salary increase received by level



2.2 Average percentage of salary increase expected by level



As part of their last salary review nearly half of respondents (45%) received an increase of between 1% and 3%. There is degree of positivity regarding this year's annual raise. A third of the sample (32%) anticipate an increase of between 2 to 3%, and a further 32% expect an increase of at least 3%.

2.3 Importance of benefits as part of a remuneration package - combined countries

BENEFITS	All %	Male %	Female %
Flexible working	61	55	76
Bonus personal	54	59	43
Employer contributory pension	38	37	42
Bonus company performance	32	34	28
Holiday entitlement	28	21	43
Company car and petrol	26	32	12
Health insurance	24	24	24
Share options	17	20	11
Car allowance	8	9	5
Non-contributory pension	3	3	4
Career breaks/sabbaticals	3	2	7
Company car without petrol	3	3	2
Childcare allowances	2	2	2

2.3 Importance of benefits as part of a remuneration package - individual countries

BENEFITS	Denmark %	Norway %	Sweden %
Flexible working	48	68	69
Bonus personal	53	59	53
Employer contributory pension	42	33	37
Bonus company performance	36	31	29
Holiday entitlement	29	20	30
Company car and petrol	32	19	24
Health insurance	30	25	19
Share options	18	21	16
Car allowance	6	11	8
Non-contributory pension	2	5	4
Career breaks/sabbaticals	3	5	4
Company car without petrol	0	3	4
Childcare allowances	2	3	2

Respondents felt that the four most important employer benefits as part of a remuneration package were flexible working (61%), a personal bonus (54%), a company pension (38%) and a company bonus (32%).

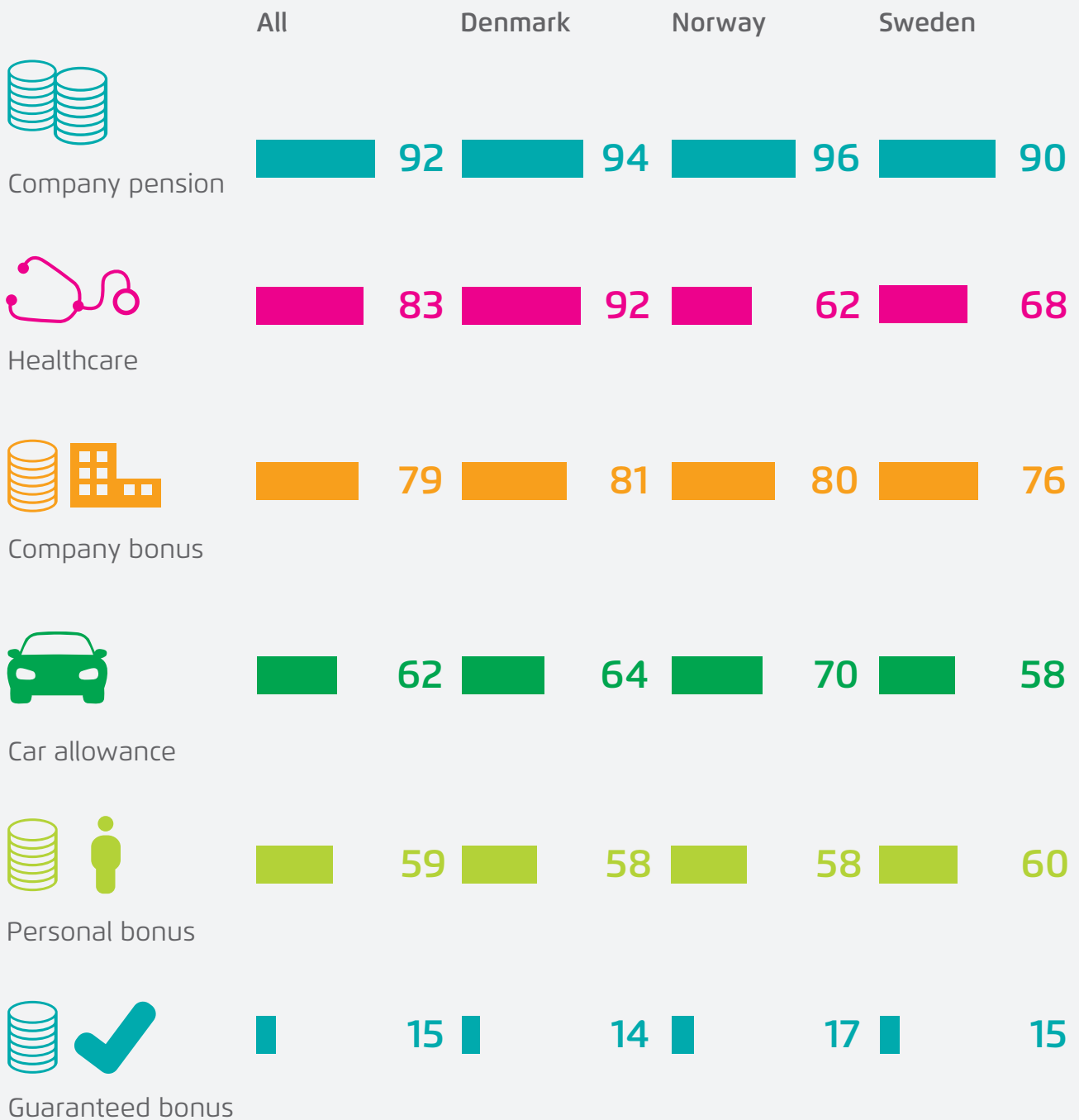
For women, flexible working is significantly more important than a personal bonus in an overall remuneration package and they value their holiday entitlement twice as much as males do. Men tend to value personal bonuses more than women do.

Although there are differences between these three Nordic countries, the overall order of importance for the range of benefits is largely the same.



2.4 Benefits and bonus entitlement

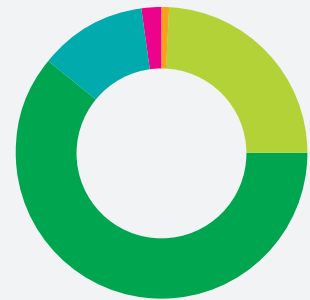
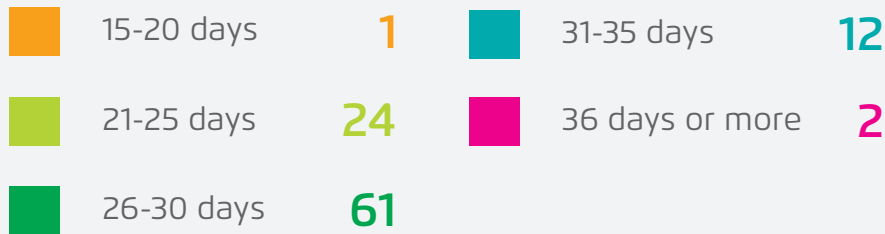
RECEIVE BENEFITS AND BONUSES %



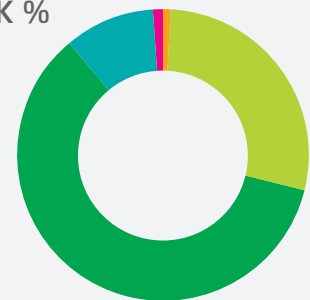
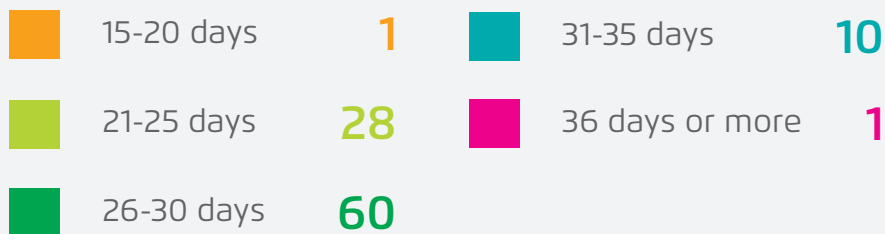
Overall 98% of those surveyed receive some form of benefit or bonus. The most common being a company pension (92%), healthcare (83%), a company bonus (79%) and a car allowance (62%).

2.4 Benefits and bonus entitlement

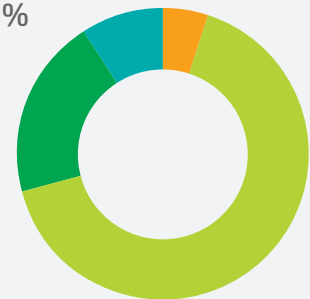
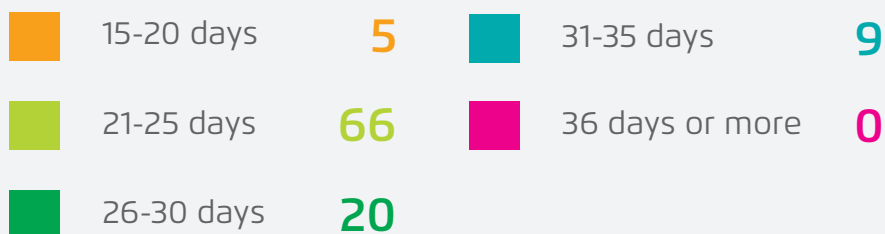
STANDARD HOLIDAY ALLOWANCE (WITHOUT LIEU DAYS) - ALL %



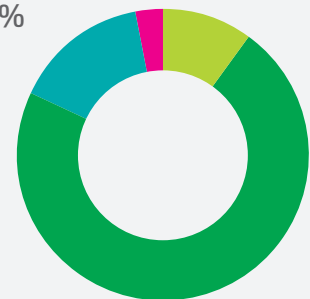
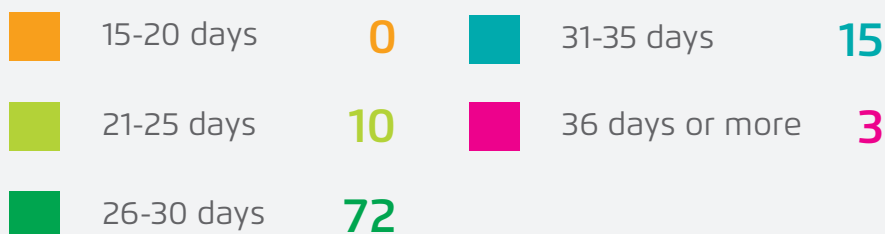
STANDARD HOLIDAY ALLOWANCE (WITHOUT LIEU DAYS) - DENMARK %



STANDARD HOLIDAY ALLOWANCE (WITHOUT LIEU DAYS) - NORWAY %



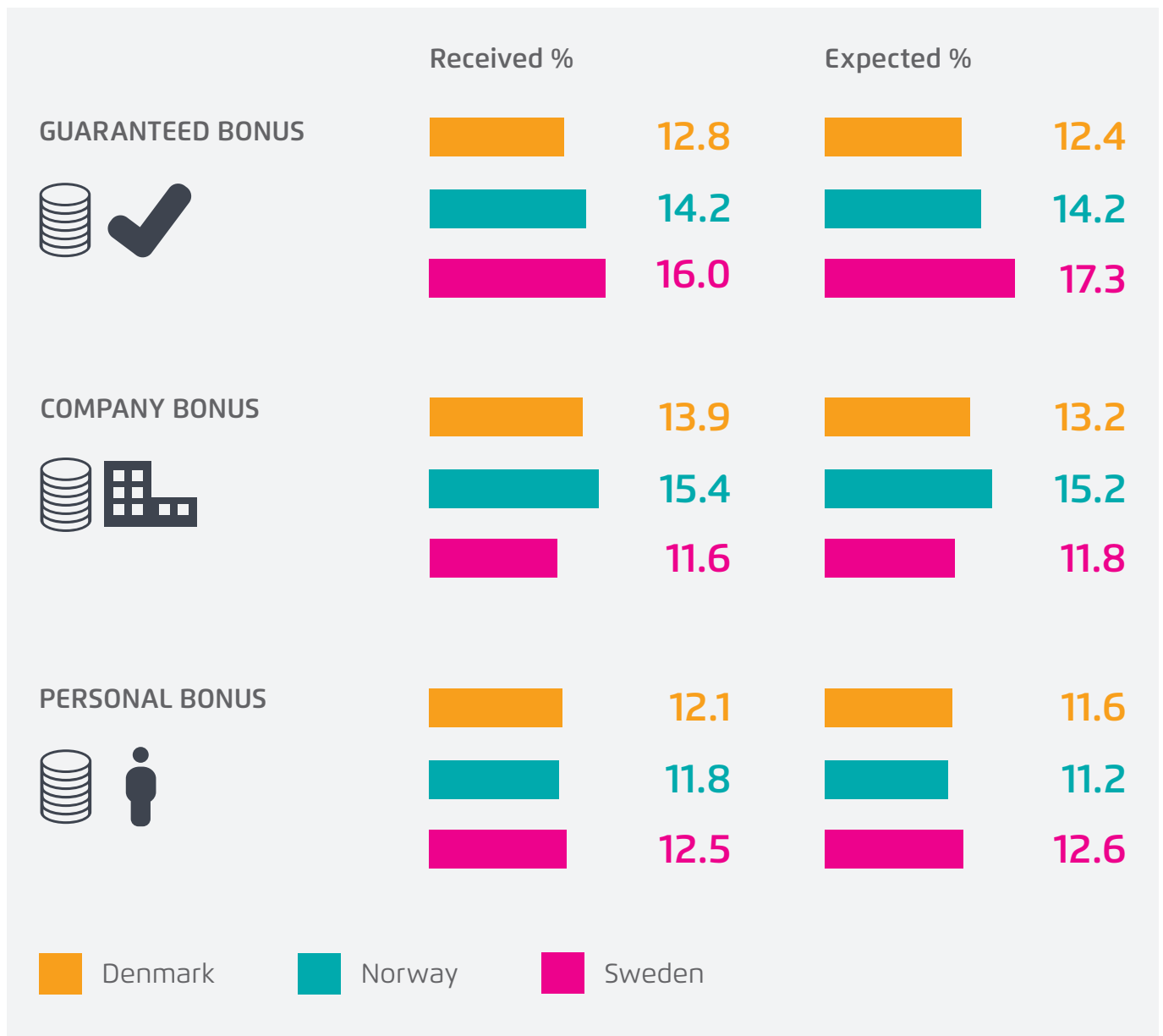
STANDARD HOLIDAY ALLOWANCE (WITHOUT LIEU DAYS) - SWEDEN %



The majority of our sample (75%) in full time employment have over 26 days holiday a year with 14% having over 31 days.

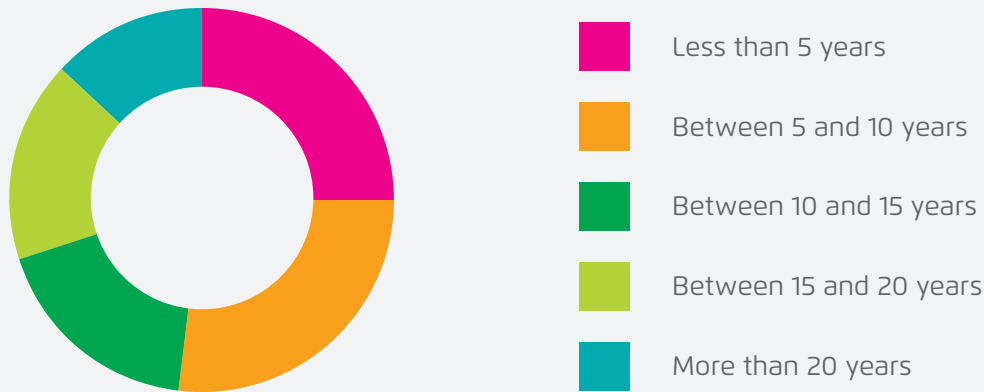
2.5 Bonus rates received and expected

There was a mixed view in relation to anticipated bonus payments. In Denmark and Norway there was an expectation that bonus payments would not be increasing this year and be somewhat lower, whereas in Sweden respondents were optimistic that they would be greater.



2.6 Pensions

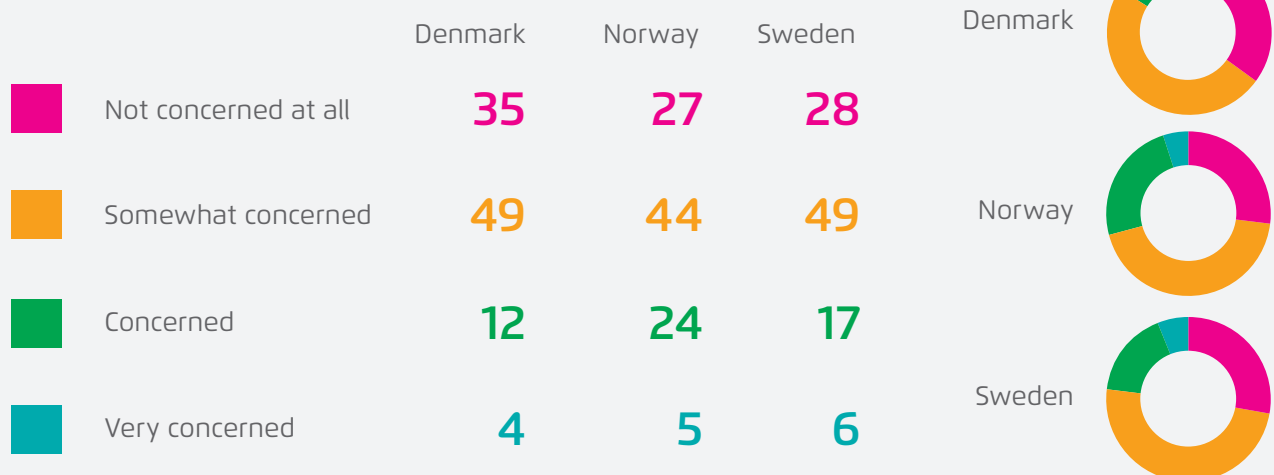
AVERAGE NUMBER OF YEARS IN PENSION (ALL)



PERCENTAGE CONTRIBUTION



CONCERN ABOUT SIZE OF FINAL PENSION %



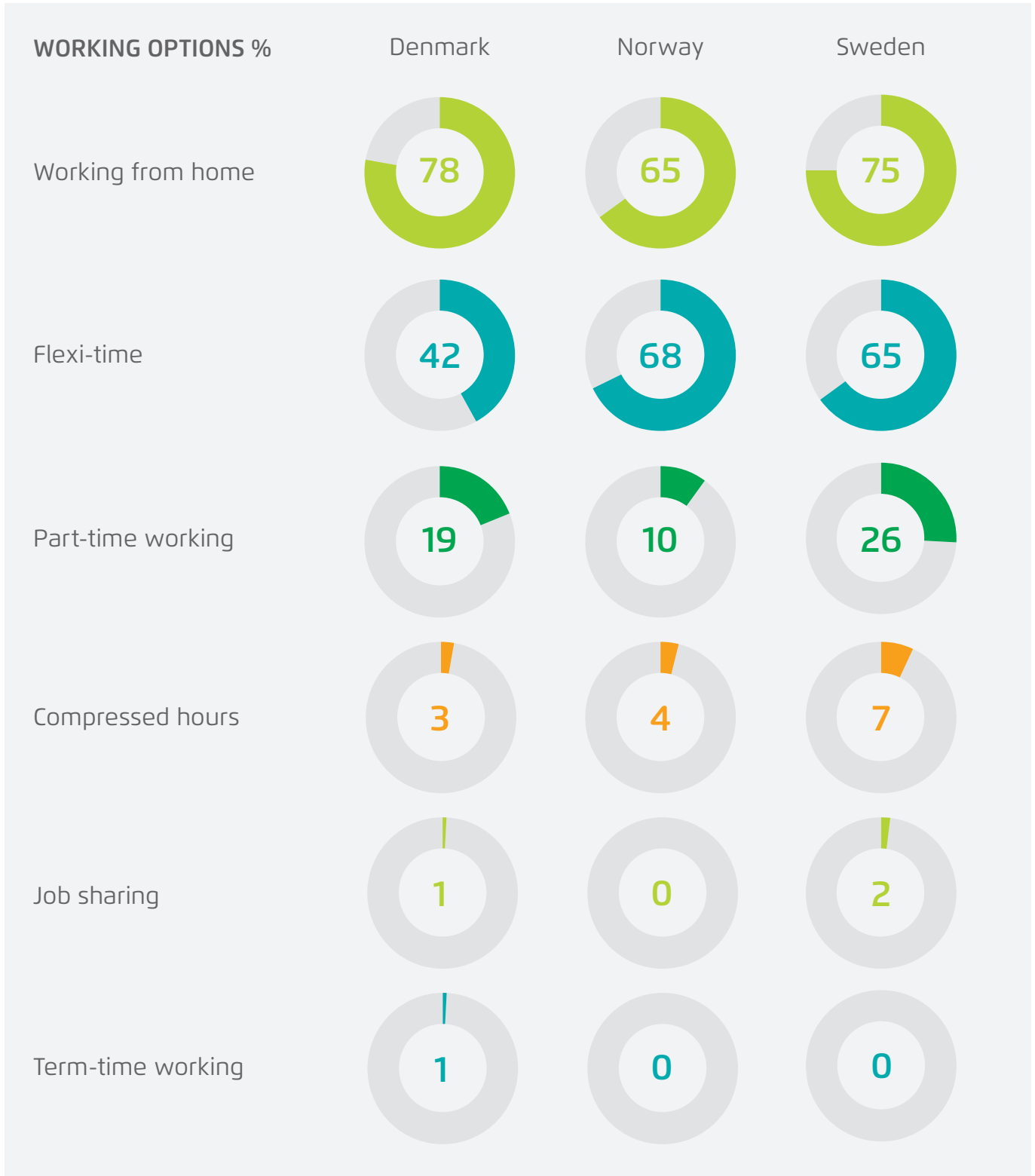
Over 92% of respondents receive a company pension.

Of those who receive a pension, the highest employer contributions were in Denmark and the lowest in Sweden.

We asked whether those receiving a pension were concerned about their final pension pot, and again the picture was mixed. Our Norwegian respondents were most concerned about the size of their final pension pot whereas the Danish respondents were the least concerned. That said, most people from each country expressed concern.

2.7 Flexible working options

84% work for a company that offers flexible working – the most common forms of which are working from home, flexi-time and part-time working. Interestingly, flexi-time was significantly less common in Denmark than in Norway and Sweden.

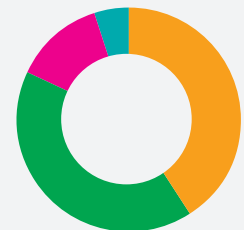


2.8 Working away from home

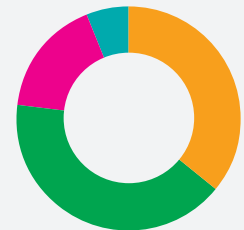
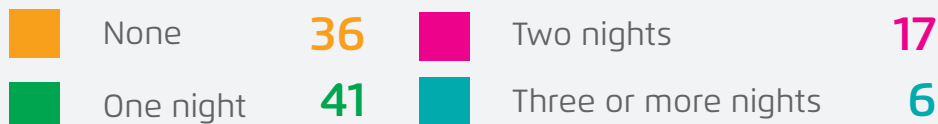
We also asked our sample how many nights do they stay away from home during the week and found that 59% spend at least one night away from home.

41% average one night away per week and 18% are spending at least two nights away. Our sample showed that the Danish are most likely to work away from home (64%) and the Norwegians least likely (55%).

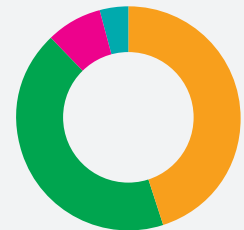
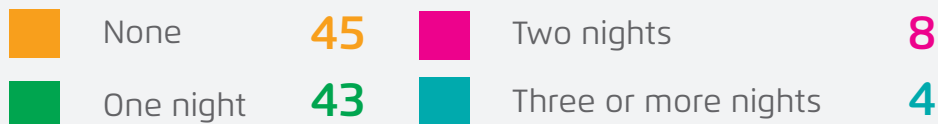
NIGHTS SPENT WORKING AWAY FROM HOME PER WEEK - ALL %



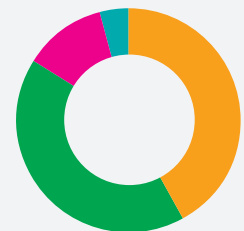
DENMARK %



NORWAY %



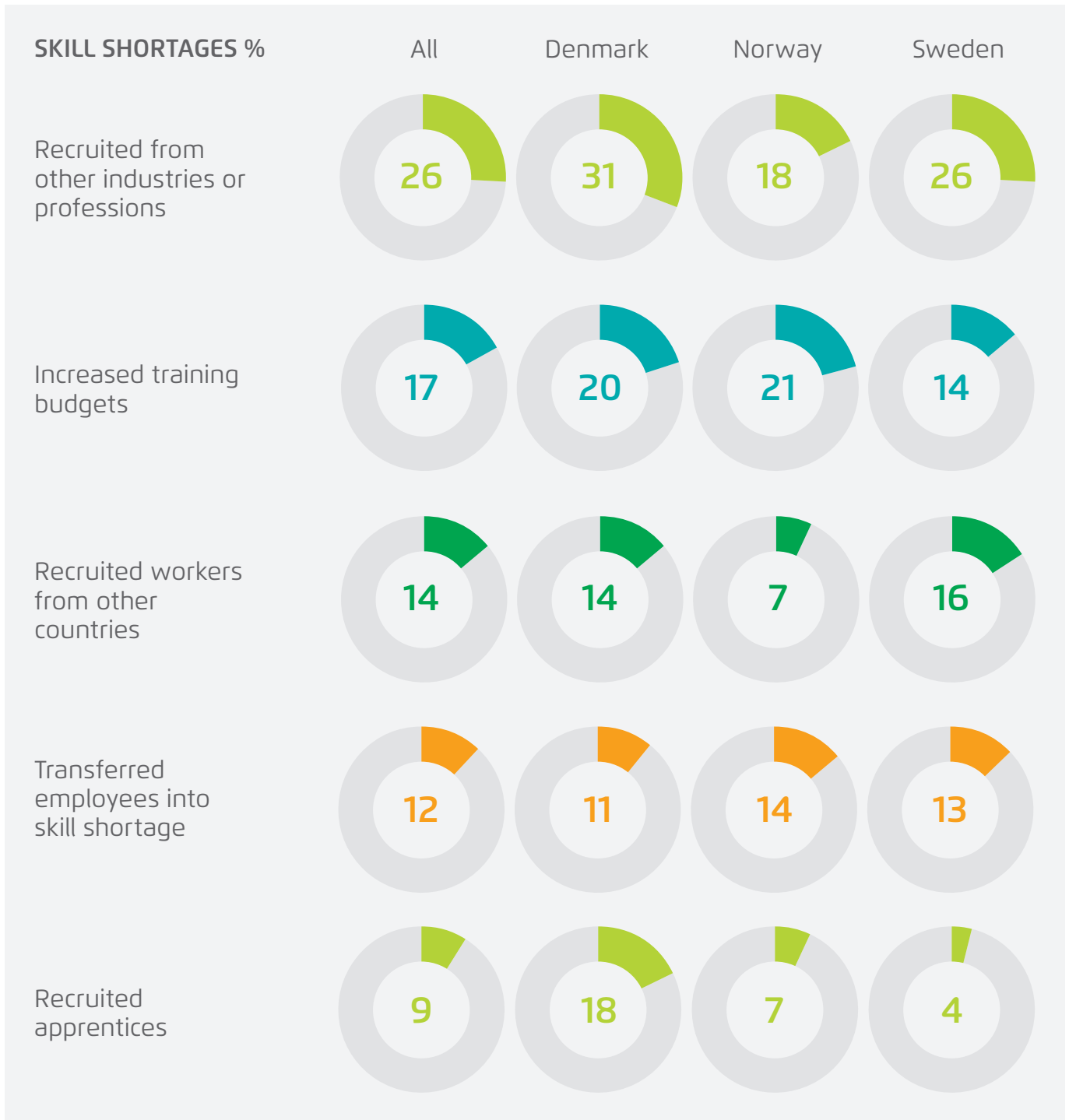
SWEDEN %



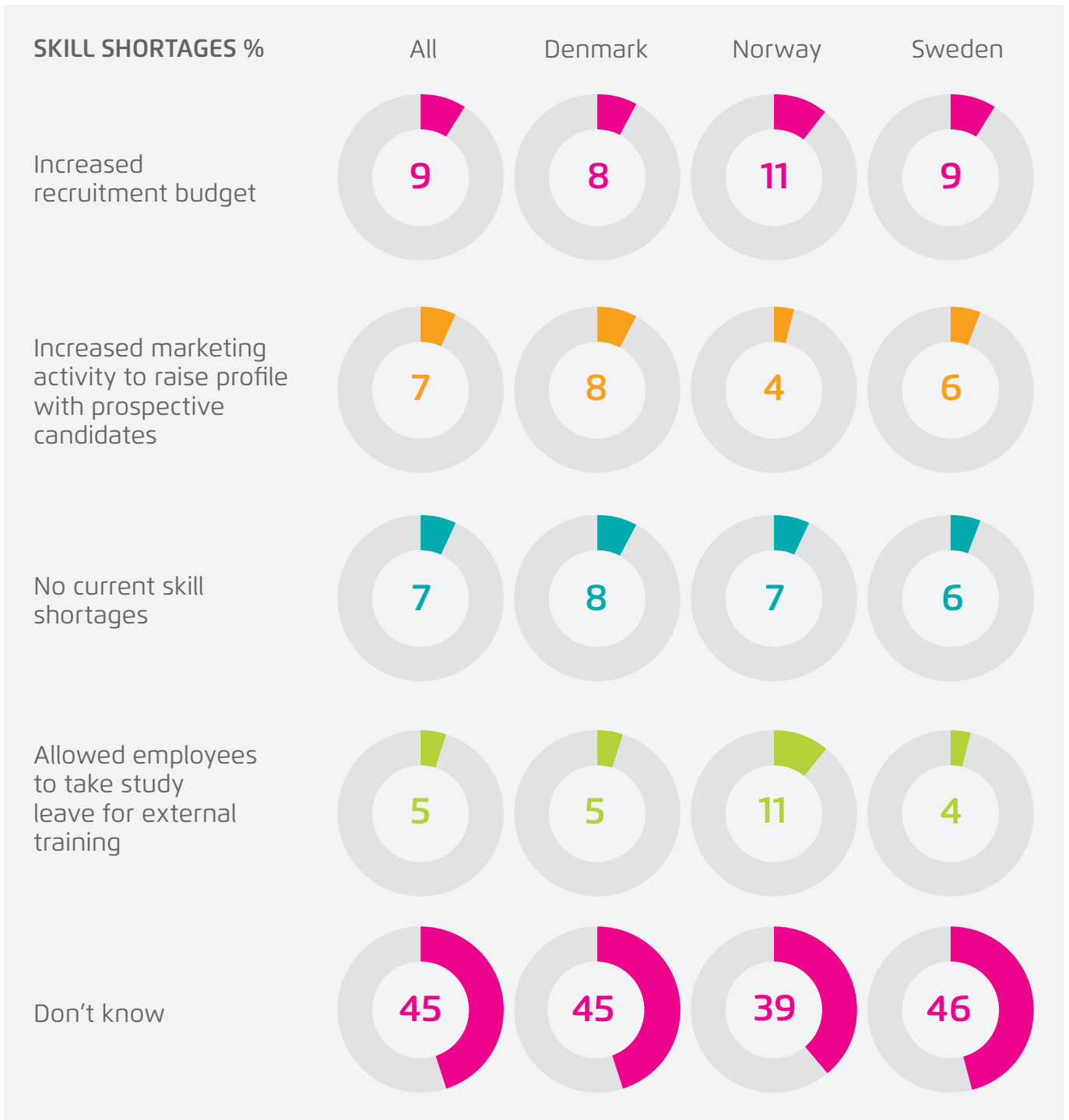
3.0 Skills and attitudes

This section presents information from respondents on skill shortages and what qualities they believe are needed to be successful in their industry.

3.1 Actions to address skills shortages



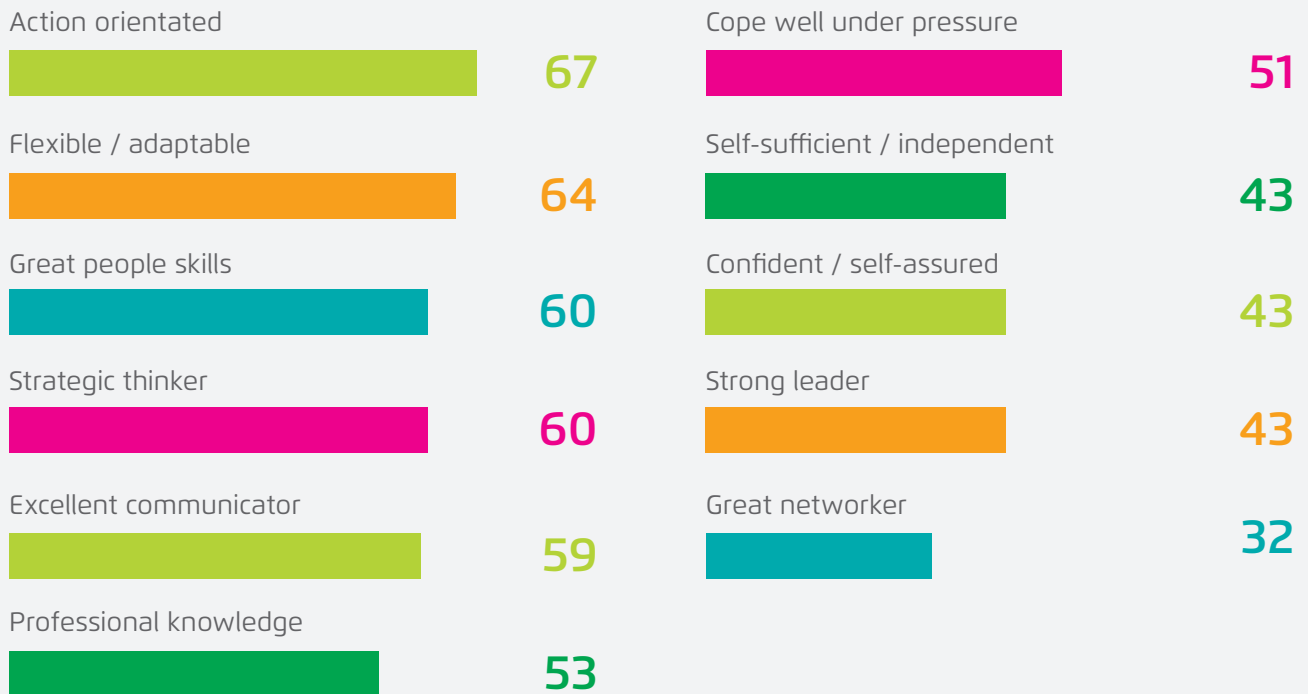
3.1 Actions to address skills shortages



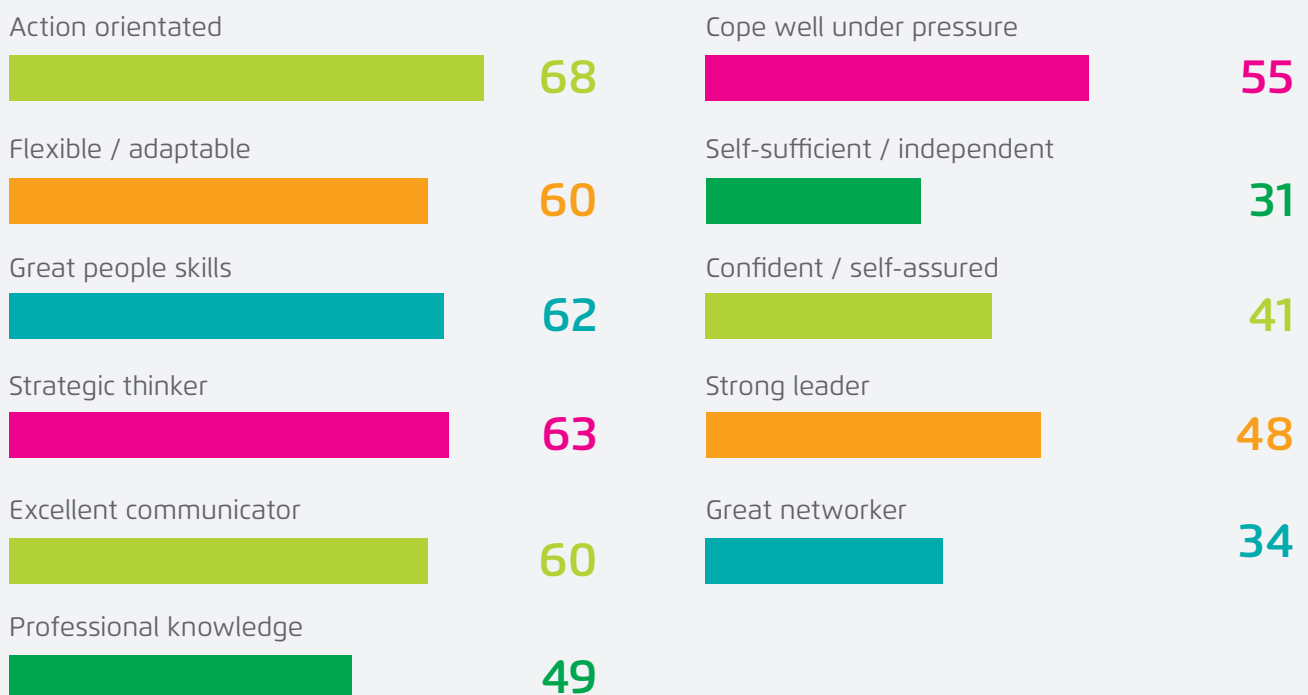
43% of our sample said that there are currently skill shortages at their place of work, and we asked everyone what their employer had been doing to address skills shortages whether their company was currently experiencing skill shortages. Overall, recruiting from other industries was top of the list of remedial actions taken by companies (26%), followed by increasing training budgets (17%) and recruiting people from other countries (14%).

3.2 Qualities needed to be successful

QUALITIES NEEDED - ALL %

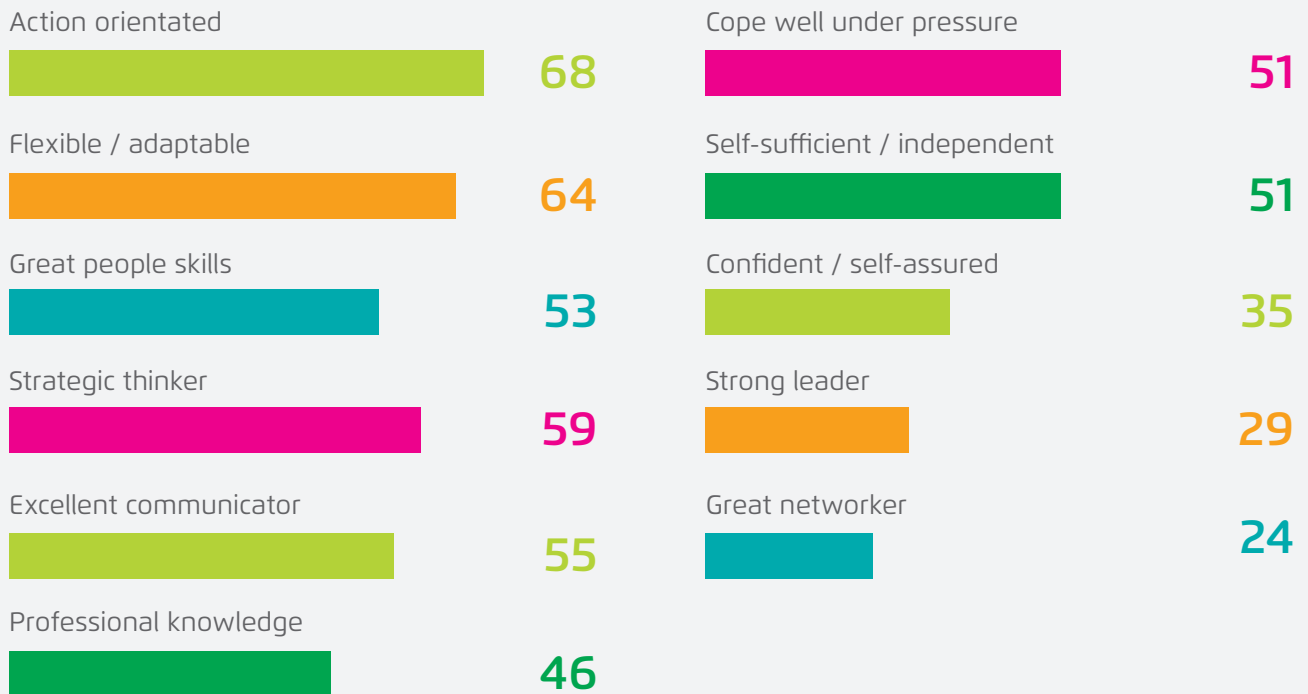


DENMARK %

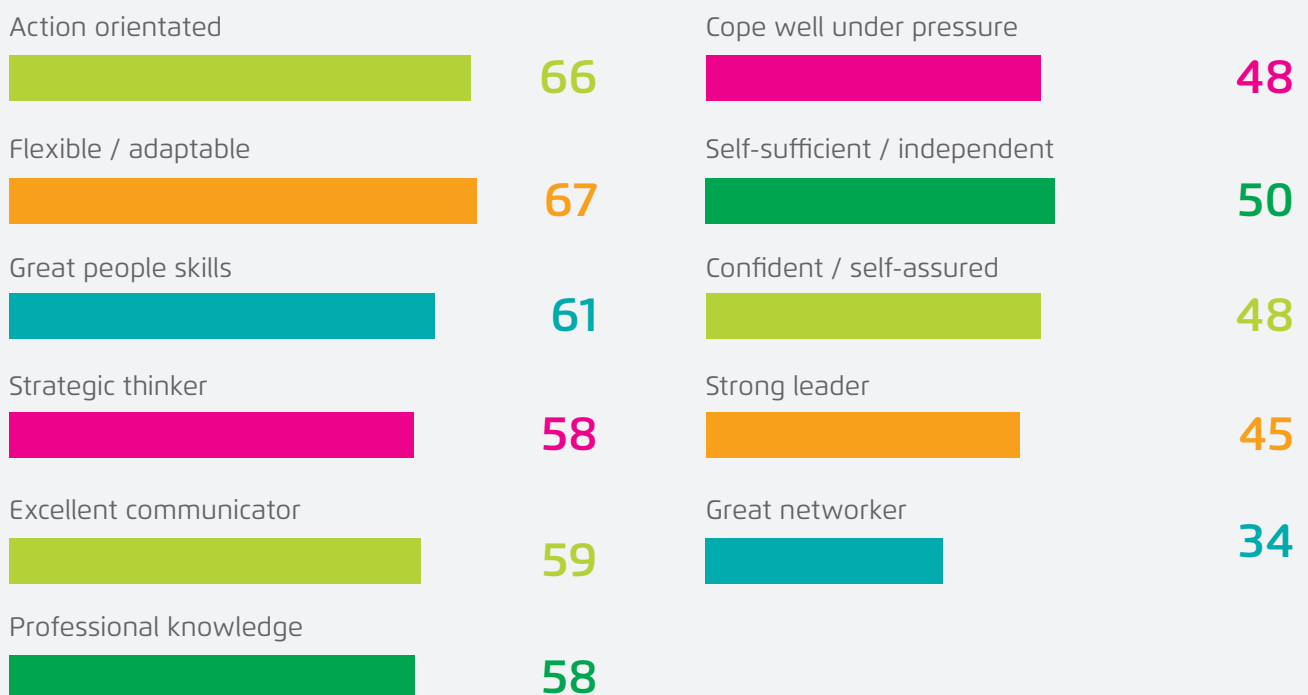


3.2 Qualities needed to be successful

NORWAY %



SWEDEN %



Respondents were asked to select what qualities they felt were the most important for those working in the consumer sector. Being action orientated (67%), flexible and adaptable (64%), a strategic thinker (60%) and having great people skills (60%) were considered the most significant.

4.0 Analysis of salaries in relation to discipline

4.1.1 Denmark - Marketing

The Nigel Wright Group Nordics salary review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Marketing Director	DKK 930,000	DKK 740,000	DKK 1,730,000
Head of Marketing	DKK 850,000	DKK 660,000	DKK 1,100,000
International Marketing Manager	DKK 720,000	DKK 575,000	DKK 1,030,000
Sales & Marketing Manager	DKK 690,000	DKK 570,000	DKK 750,000
Marketing Manager	DKK 680,000	DKK 510,000	DKK 1,030,000
Nordic Marketing Manager	DKK 670,000	DKK 525,000	DKK 1,140,000
Trade Marketing Manager	DKK 620,000	DKK 500,000	DKK 810,000
Category Manager	DKK 600,000	DKK 460,000	DKK 990,000
Marketing Co-ordinator	DKK 450,000	DKK 340,000	DKK 460,000
Senior Brand Manager	DKK 610,000	DKK 500,000	DKK 830,000
Brand Manager	DKK 520,000	DKK 420,000	DKK 670,000
Senior Product Manager	DKK 670,000	DKK 500,000	DKK 830,000
Product Manager	DKK 530,000	DKK 400,000	DKK 750,000
Digital Marketing Director	DKK 980,000	DKK 620,000	DKK 1,240,000
Online Marketing Manager	DKK 620,000	DKK 500,000	DKK 750,000
Digital Marketing Manager	DKK 560,000	DKK 480,000	DKK 860,000
PR & Communication Manager	DKK 520,000	DKK 480,000	DKK 720,000

4.1.2 Denmark - Sales

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Sales Director	DKK 940,000	DKK 720,000	DKK 2,270,000
International Sales Director	DKK 920,000	DKK 720,000	DKK 1,240,000
Nordic Sales Manager	DKK 790,000	DKK 540,000	DKK 1,400,000
Head of Sales	DKK 780,000	DKK 600,000	DKK 1,120,000
Country Manager	DKK 750,000	DKK 600,000	DKK 1,240,000
Business Development Manager	DKK 670,000	DKK 520,000	DKK 1,030,000
Sales Manager	DKK 670,000	DKK 480,000	DKK 1,550,000
Export Manager	DKK 650,000	DKK 460,000	DKK 870,000
Regional Sales Manager	DKK 610,000	DKK 420,000	DKK 850,000
Field Sales Manager	DKK 610,000	DKK 380,000	DKK 870,000
Area / District Sales Manager	DKK 590,000	DKK 420,000	DKK 980,000
Sales Executive	DKK 530,000	DKK 360,000	DKK 810,000
Retail Sales Manager	DKK 630,000	DKK 380,000	DKK 1,020,000
Project Manager	DKK 610,000	DKK 420,000	DKK 1,240,000
Store Manager	DKK 490,000	DKK 350,000	DKK 1,140,000
Senior KAM	DKK 740,000	DKK 600,000	DKK 930,000
Nordic KAM	DKK 660,000	DKK 520,000	DKK 870,000
KAM	DKK 600,000	DKK 420,000	DKK 870,000
Account Manager/NAM	DKK 525,000	DKK 385,000	DKK 830,000



4.1.3 Denmark - Operations

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
SUPPLY CHAIN			
Supply Chain Director	DKK 1,070,000	DKK 660,000	DKK 2,060,000
Supply Chain Manager	DKK 660,000	DKK 420,000	DKK 930,000
Procurement Director	DKK 910,000	DKK 560,000	DKK 1,340,000
Procurement manager	DKK 650,000	DKK 500,000	DKK 1,120,000
Buyer	DKK 550,000	DKK 420,000	DKK 870,000
Planner	DKK 520,000	DKK 325,000	DKK 680,000
Logistics Director	DKK 1,080,000	DKK 870,000	DKK 1,280,000
Logistics Manager	DKK 660,000	DKK 420,000	DKK 880,000
Warehouse Manager	DKK 610,000	DKK 470,000	DKK 870,000
OPERATIONS			
Production Director	DKK 960,000	DKK 530,000	DKK 1,410,000
Manufacturing Director	DKK 880,000	DKK 620,000	DKK 1,290,000
Operations Director	DKK 830,000	DKK 750,000	DKK 890,000
Manufacturing Manager	DKK 820,000	DKK 520,000	DKK 1,140,000
Factory Manager	DKK 770,000	DKK 470,000	DKK 1,030,000
Operations Manager	DKK 700,000	DKK 520,000	DKK 930,000
Project Manager	DKK 670,000	DKK 420,000	DKK 1,030,000
Production Manager	DKK 640,000	DKK 420,000	DKK 890,000
Technical Manager	DKK 630,000	DKK 520,000	DKK 780,000
Quality Manager	DKK 610,000	DKK 420,000	DKK 1,010,000

4.1.4 Denmark - Support

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
HR			
HR Director	DKK 880,000	DKK 520,000	DKK 2,060,000
HR Manager	DKK 640,000	DKK 445,000	DKK 1,180,000
HR Consultant	DKK 570,000	DKK 380,000	DKK 750,000
FINANCE			
Chief Financial Officer	DKK 1,080,000	DKK 730,000	DKK 1,760,000
Finance Director	DKK 1,000,000	DKK 200,000	DKK 1,550,000
Finance Manager	DKK 700,000	DKK 540,000	DKK 1,080,000
Finance Controller	DKK 570,000	DKK 420,000	DKK 780,000

4.2.1 Norway - Marketing

The Nigel Wright Group Nordics salary review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Marketing Director	NOK 990,000	NOK 850,000	NOK 1,550,000
Head of Marketing	NOK 890,000	NOK 700,000	NOK 1,130,000
International Marketing Manager	NOK 840,000	NOK 790,000	NOK 1,130,000
Marketing Manager	NOK 750,000	NOK 670,000	NOK 1,240,000
Nordic Marketing Manager	NOK 720,000	NOK 620,000	NOK 930,000
Category Manager	NOK 700,000	NOK 520,000	NOK 980,000
Trade Marketing Manager	NOK 630,000	NOK 520,000	NOK 820,000
Marketing Co-ordinator	NOK 430,000	NOK 370,000	NOK 570,000
Senior Brand Manager	NOK 690,000	NOK 570,000	NOK 980,000
Nordic Brand Manager	NOK 610,000	NOK 460,000	NOK 720,000
Brand Manager	NOK 590,000	NOK 410,000	NOK 670,000
Product Director	NOK 970,000	NOK 820,000	NOK 1,030,000
Nordic Product Manager	NOK 710,000	NOK 570,000	NOK 920,000
Senior Product Manager	NOK 710,000	NOK 570,000	NOK 920,000
Product Manager	NOK 540,000	NOK 500,000	NOK 710,000
Digital Marketing Director	NOK 820,000	NOK 710,000	NOK 1,130,000
Digital Marketing Manager	NOK 760,000	NOK 620,000	NOK 960,000
Online Marketing Manager	NOK 670,000	NOK 520,000	NOK 820,000
PR & Communication Manager	NOK 620,000	NOK 460,000	NOK 820,000
Digital Marketing Specialist	NOK 550,000	NOK 490,000	NOK 720,000

4.2.2 Norway - Sales

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Sales Director	NOK 990,000	NOK 800,000	NOK 2,060,000
International Sales Director	NOK 990,000	NOK 800,000	NOK 2,060,000
Country Manager	NOK 830,000	NOK 560,000	NOK 1,550,000
Head of Sales	NOK 740,000	NOK 570,000	NOK 980,000
Nordic Sales Manager	NOK 740,000	NOK 570,000	NOK 1,130,000
Business Development Manager	NOK 660,000	NOK 410,000	NOK 1,030,000
Regional Sales Manager	NOK 690,000	NOK 600,000	NOK 930,000
Field Sales Manager	NOK 690,000	NOK 570,000	NOK 770,000
Sales Executive	NOK 660,000	NOK 500,000	NOK 770,000
Area / District Sales Manager	NOK 640,000	NOK 520,000	NOK 720,000
Sales Manager	NOK 630,000	NOK 570,000	NOK 1,030,000
Export Manager	NOK 620,000	NOK 460,000	NOK 770,000
Project Manager	NOK 610,000	NOK 490,000	NOK 1,240,000
Store Manager	NOK 430,000	NOK 370,000	NOK 820,000
Retail Sales Manager	NOK 410,000	NOK 360,000	NOK 670,000
Senior KAM	NOK 820,000	NOK 570,000	NOK 1,240,000
Nordic KAM	NOK 820,000	NOK 620,000	NOK 1,130,000
KAM	NOK 770,000	NOK 520,000	NOK 980,000
Account Manager/NAM	NOK 735,000	NOK 410,000	NOK 820,000

4.2.3 Norway - Operations

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
SUPPLY CHAIN			
Supply Chain Director	NOK 1,030,000	NOK 620,000	NOK 2,060,000
Supply Chain Manager	NOK 620,000	NOK 370,000	NOK 1,240,000
Supply Chain Coordinator	NOK 510,000	NOK 460,000	NOK 670,000
Procurement Director	NOK 880,000	NOK 620,000	NOK 1,850,000
Procurement Manager	NOK 640,000	NOK 520,000	NOK 1,240,000
Buyer	NOK 720,000	NOK 490,000	NOK 960,000
Planner	NOK 620,000	NOK 520,000	NOK 770,000
Logistics Director	NOK 770,000	NOK 770,000	NOK 820,000
Logistics Manager	NOK 670,000	NOK 460,000	NOK 880,000
Logistics Coordinator	NOK 510,000	NOK 410,000	NOK 620,000
Warehouse Manager	NOK 620,000	NOK 520,000	NOK 820,000
OPERATIONS			
Production Director	NOK 1,070,000	NOK 800,000	NOK 1,440,000
Manufacturing Director	NOK 1,020,000	NOK 760,000	NOK 1,370,000
Operations Director	NOK 980,000	NOK 700,000	NOK 1,240,000
Factory Manager	NOK 920,000	NOK 700,000	NOK 1,240,000
Manufacturing Manager	NOK 850,000	NOK 600,000	NOK 1,000,000
Operations Manager	NOK 780,000	NOK 570,000	NOK 1,030,000
Production Manager	NOK 680,000	NOK 520,000	NOK 990,000
Technical Manager	NOK 680,000	NOK 570,000	NOK 930,000
Project Manager	NOK 650,000	NOK 460,000	NOK 930,000
Quality Manager	NOK 690,000	NOK 570,000	NOK 980,000

4.2.4 Norway - Support

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
HR			
HR Director	NOK 800,000	NOK 600,000	NOK 1,650,000
HR Manager	NOK 670,000	NOK 520,000	NOK 970,000
HR Consultant	NOK 590,000	NOK 460,000	NOK 820,000
HR Coordinator	NOK 520,000	NOK 450,000	NOK 670,000
FINANCE			
Chief Financial Officer	NOK 1,100,000	NOK 750,000	NOK 1,750,000
Finance Director	NOK 930,000	NOK 720,000	NOK 1,440,000
Finance Manager	NOK 780,000	NOK 620,000	NOK 1,150,000
Finance Controller	NOK 620,000	NOK 450,000	NOK 990,000
Finance Assistant	NOK 460,000	NOK 390,000	NOK 600,000

4.3.1 Sweden - Marketing

The Nigel Wright Group Nordics salary review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Marketing Director	SEK 890,000	SEK 620,000	SEK 1,780,000
Head of Marketing	SEK 810,000	SEK 620,000	SEK 1,240,000
Trade Marketing Manager	SEK 530,000	SEK 380,000	SEK 740,000
Sales & Marketing Manager	SEK 530,000	SEK 410,000	SEK 680,000
Nordic Marketing Manager	SEK 610,000	SEK 490,000	SEK 930,000
Marketing Manager	SEK 620,000	SEK 490,000	SEK 1,440,000
Marketing Co-ordinator	SEK 390,000	SEK 270,000	SEK 670,000
International Marketing Manager	SEK 600,000	SEK 430,000	SEK 930,000
Category Manager	SEK 570,000	SEK 410,000	SEK 890,000
Brand Director	SEK 740,000	SEK 490,000	SEK 1,240,000
Senior Brand Manager	SEK 570,000	SEK 430,000	SEK 740,000
Nordic Brand Manager	SEK 550,000	SEK 310,000	SEK 740,000
Brand Manager	SEK 500,000	SEK 340,000	SEK 680,000
Product Director	SEK 930,000	SEK 620,000	SEK 1,240,000
Senior Product Manager	SEK 620,000	SEK 460,000	SEK 740,000
Nordic Product Manager	SEK 590,000	SEK 410,000	SEK 820,000
Product Manager	SEK 490,000	SEK 370,000	SEK 680,000
Digital Marketing Director	SEK 640,000	SEK 520,000	SEK 740,000
Online Marketing Manager	SEK 570,000	SEK 430,000	SEK 740,000
Digital Marketing Manager	SEK 550,000	SEK 370,000	SEK 870,000
PR & Communication Manager	SEK 530,000	SEK 370,000	SEK 770,000
Digital Marketing Specialist	SEK 470,000	SEK 330,000	SEK 680,000

4.3.2 Sweden - Sales

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Sales Director	SEK 890,000	SEK 620,000	SEK 2,580,000
International Sales Director	SEK 850,000	SEK 620,000	SEK 1,140,000
Country Manager	SEK 820,000	SEK 620,000	SEK 1,240,000
Head of Sales	SEK 710,000	SEK 490,000	SEK 1,240,000
Nordic Sales Manager	SEK 660,000	SEK 430,000	SEK 1,340,000
Business Development Manager	SEK 580,000	SEK 410,000	SEK 900,000
Export Manager	SEK 630,000	SEK 430,000	SEK 850,000
Sales Manager	SEK 620,000	SEK 430,000	SEK 1,030,000
Regional Sales Manager	SEK 600,000	SEK 370,000	SEK 1,170,000
Field Sales Manager	SEK 530,000	SEK 370,000	SEK 800,000
Area / District Sales Manager	SEK 480,000	SEK 310,000	SEK 840,000
Sales Executive	SEK 420,000	SEK 250,000	SEK 740,000
Retail Sales Manager	SEK 590,000	SEK 370,000	SEK 1,290,000
Store Manager	SEK 550,000	SEK 310,000	SEK 1,240,000
Project Manager	SEK 520,000	SEK 310,000	SEK 990,000
Senior KAM	SEK 670,000	SEK 470,000	SEK 990,000
Nordic KAM	SEK 620,000	SEK 410,000	SEK 780,000
KAM	SEK 540,000	SEK 370,000	SEK 800,000
Account Manager/NAM	SEK 520,000	SEK 330,000	SEK 990,000



4.3.3 Sweden - Operations

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
SUPPLY CHAIN			
Supply Chain Director	SEK 1,240,000	SEK 740,000	SEK 2,060,000
Supply Chain Manager	SEK 680,000	SEK 490,000	SEK 990,000
Supply Chain Coordinator	SEK 460,000	SEK 310,000	SEK 620,000
PROCUREMENT			
Procurement Director	SEK 1,110,000	SEK 740,000	SEK 2,060,000
Procurement Manager	SEK 640,000	SEK 490,000	SEK 930,000
Buyer	SEK 430,000	SEK 310,000	SEK 560,000
Planner	SEK 430,000	SEK 310,000	SEK 620,000
LOGISTICS			
Logistics Director	SEK 930,000	SEK 740,000	SEK 1,240,000
Logistics Manager	SEK 620,000	SEK 430,000	SEK 930,000
Warehouse Manager	SEK 570,000	SEK 370,000	SEK 990,000
Logistics Coordinator	SEK 430,000	SEK 310,000	SEK 560,000
OPERATIONS			
Manufacturing Director	SEK 1,110,000	SEK 870,000	SEK 1,850,000
Operations Director	SEK 990,000	SEK 680,000	SEK 1,440,000
Production Director	SEK 970,000	SEK 800,000	SEK 1,650,000
Factory Manager	SEK 930,000	SEK 740,000	SEK 1,240,000
Manufacturing Manager	SEK 740,000	SEK 560,000	SEK 930,000
MANUFACTURING SUPPORT			
Operations Manager	SEK 680,000	SEK 470,000	SEK 870,000
Production Manager	SEK 680,000	SEK 470,000	SEK 930,000
Quality Manager	SEK 620,000	SEK 430,000	SEK 930,000
Technical Manager	SEK 600,000	SEK 430,000	SEK 930,000
Project Manager	SEK 560,000	SEK 410,000	SEK 870,000

4.3.4 Sweden - Support

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
HR			
HR Director	SEK 1,040,000	SEK 740,000	SEK 3,090,000
HR Manager	SEK 620,000	SEK 560,000	SEK 930,000
HR Consultant	SEK 490,000	SEK 370,000	SEK 620,000
HR Coordinator	SEK 370,000	SEK 310,000	SEK 430,000
FINANCE			
Chief Financial Officer	SEK 1,110,000	SEK 800,000	SEK 2,370,000
Finance Director	SEK 1,010,000	SEK 740,000	SEK 1,480,000
Finance Manager	SEK 800,000	SEK 620,000	SEK 930,000
Finance Controller	SEK 560,000	SEK 430,000	SEK 800,000
Finance Assistant	SEK 390,000	SEK 290,000	SEK 500,000

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