Consumer Packaged Goods Executive Salary Guide 2026

Executive, marketing, sales, operations, supply chain, quality, and R&D leadership compensation.

This guide summarizes annual base salary ranges for consumer packaged goods leadership across company stages, benchmarked against Berkeley Search placement data and published wage data. Use the company-stage columns and the regional index to calibrate a competitive range.

Base salary ranges by role

Ranges are annual base salary at the national baseline. Select the column matching your company stage.

Role	Emerging brand	Growth-stage company	Established manufacturer
Executive Leadership			
Chief Executive Officer	$200,000 – $285,000	$280,000 – $400,000	$400,000 – $650,000
President / General Manager	$180,000 – $245,000	$240,000 – $330,000	$325,000 – $460,000
Chief Operating Officer	$175,000 – $240,000	$230,000 – $315,000	$310,000 – $440,000
Chief Financial Officer	$170,000 – $230,000	$225,000 – $305,000	$300,000 – $430,000
Marketing + Sales			
Chief Marketing Officer	$165,000 – $225,000	$220,000 – $300,000	$290,000 – $410,000
VP of Sales	$155,000 – $210,000	$200,000 – $275,000	$265,000 – $365,000
VP of Marketing	$150,000 – $205,000	$195,000 – $265,000	$255,000 – $350,000
Director of Brand Management	$125,000 – $165,000	$150,000 – $200,000	$185,000 – $245,000
Director of Category Management	$120,000 – $160,000	$145,000 – $195,000	$180,000 – $240,000
National Account Manager	$105,000 – $140,000	$125,000 – $165,000	$150,000 – $200,000
Director of Shopper / Trade Marketing	$115,000 – $150,000	$140,000 – $185,000	$170,000 – $225,000
Operations + Supply Chain			
VP of Operations	$155,000 – $205,000	$195,000 – $265,000	$255,000 – $345,000
VP of Supply Chain	$150,000 – $200,000	$190,000 – $260,000	$250,000 – $340,000
Plant Manager	$115,000 – $155,000	$140,000 – $190,000	$175,000 – $235,000
Director of Manufacturing	$130,000 – $170,000	$155,000 – $205,000	$190,000 – $255,000
Director of Procurement / Sourcing	$125,000 – $165,000	$150,000 – $200,000	$185,000 – $245,000
Demand Planning Manager	$100,000 – $130,000	$120,000 – $155,000	$140,000 – $180,000
Quality, R&D + Regulatory			
VP of Quality + Food Safety	$150,000 – $195,000	$185,000 – $250,000	$240,000 – $320,000
FSQA Manager	$95,000 – $125,000	$115,000 – $150,000	$140,000 – $180,000
VP of R&D / Product Innovation	$155,000 – $205,000	$195,000 – $265,000	$250,000 – $340,000
Director of Regulatory Affairs	$130,000 – $170,000	$155,000 – $205,000	$190,000 – $250,000
Senior Product Development Manager	$110,000 – $145,000	$130,000 – $175,000	$160,000 – $210,000

Regional adjustment index

Multiply the ranges above by the index below to adjust for local market conditions.

Market	Index	Notes
U.S. national average (baseline)	1.00	Blended national benchmark across food, beverage, beauty, and household categories.
San Francisco Bay Area	1.18	Highest premium in CPG, driven by natural, plant-based, and venture-backed brands competing with tech for talent.
Greater Los Angeles	1.09	Deep beauty, wellness, and beverage talent pool with strong co-manufacturing infrastructure.
Pacific Northwest	1.05	Seattle and Portland natural food and beverage cluster; steady demand for operations leadership.
Chicago + Midwest	1.02	Legacy CPG headquarters market with the deepest brand management bench in the country.
Northeast (NY / NJ / Boston)	1.12	Premium for headquarters marketing and finance roles; higher cost of labor overall.
Mountain West + Nevada	0.95	Growing manufacturing and distribution hub with lower base pay and no state income tax in Nevada.

Total compensation notes

• Annual bonus targets typically run 10% to 20% of base for directors, 20% to 35% for vice presidents, and 40% or more for C-suite roles.

• Equity is standard at emerging and growth-stage brands and often offsets a below-market base; enterprise CPG relies more on long-term cash incentive plans and RSUs.

• Relocation support, sign-on bonuses, and severance protection are common levers when recruiting from a larger platform into a smaller brand.

Frequently asked questions

What does a CPG executive typically earn in 2026?
It depends far more on company revenue and scope than on title. A VP of Operations at a $30M natural food brand commonly sits in the $195,000 to $265,000 base range, while the same title at a $500M multi-plant manufacturer typically runs $255,000 to $345,000. Use the size filter above to compare like-for-like.

How much bonus and equity should a CPG leader expect?
Annual bonus targets generally run 10% to 20% of base for director-level roles, 20% to 35% for VP roles, and 40% or more for C-suite. Emerging and PE-backed brands often trade cash for equity, with option grants or profit interests of roughly 0.25% to 2% for VP and C-suite hires depending on stage.

Do emerging brands really pay below larger manufacturers?
On base salary, usually yes — often 15% to 25% less than an established manufacturer for the same title. The offsets are broader scope, faster advancement, and equity upside. Founders who need a seasoned operator from a large CPG should expect to close much of that gap on cash.

Are remote and hybrid CPG roles paid differently?
Headquarters marketing, finance, and sales roles are frequently hybrid or remote and are typically benchmarked to the company's headquarters market rather than the candidate's location. Plant, quality, and supply chain leadership remain overwhelmingly on-site and carry location-specific premiums where labor is tight.

How should a brand set a competitive range before opening a search?
Benchmark against 8 to 12 companies matched on revenue, channel mix, and category — not just geography — then decide where in that range you want to compete. Where cash is constrained, define the equity, bonus, and title package before going to market so the offer holds up against a larger competitor.

Need a benchmark for a specific role?
Berkeley Search Consultants has placed executive leadership since 1989. Contact us at berkeleysearch.com/contact for a confidential, role-specific compensation benchmark.

Ranges reflect annual base salary only and exclude bonus, incentive, equity, and benefits. Figures are market estimates compiled by Berkeley Search Consultants for 2026 and should be validated against a role-specific comparator set before use in an offer.