



**U.S.
COMPENSATION
REPORT**

2022 - 2023



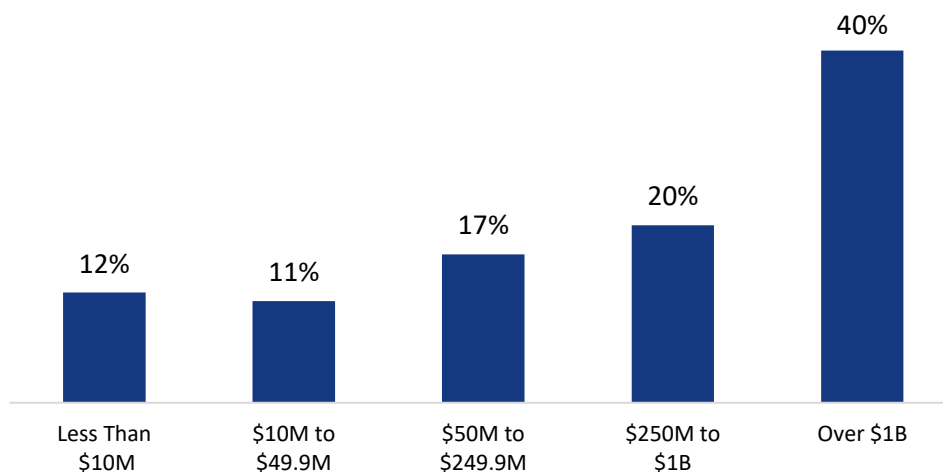
**EXECUTIVE
SUMMARY**

2022 - 2023

Respondent Profile

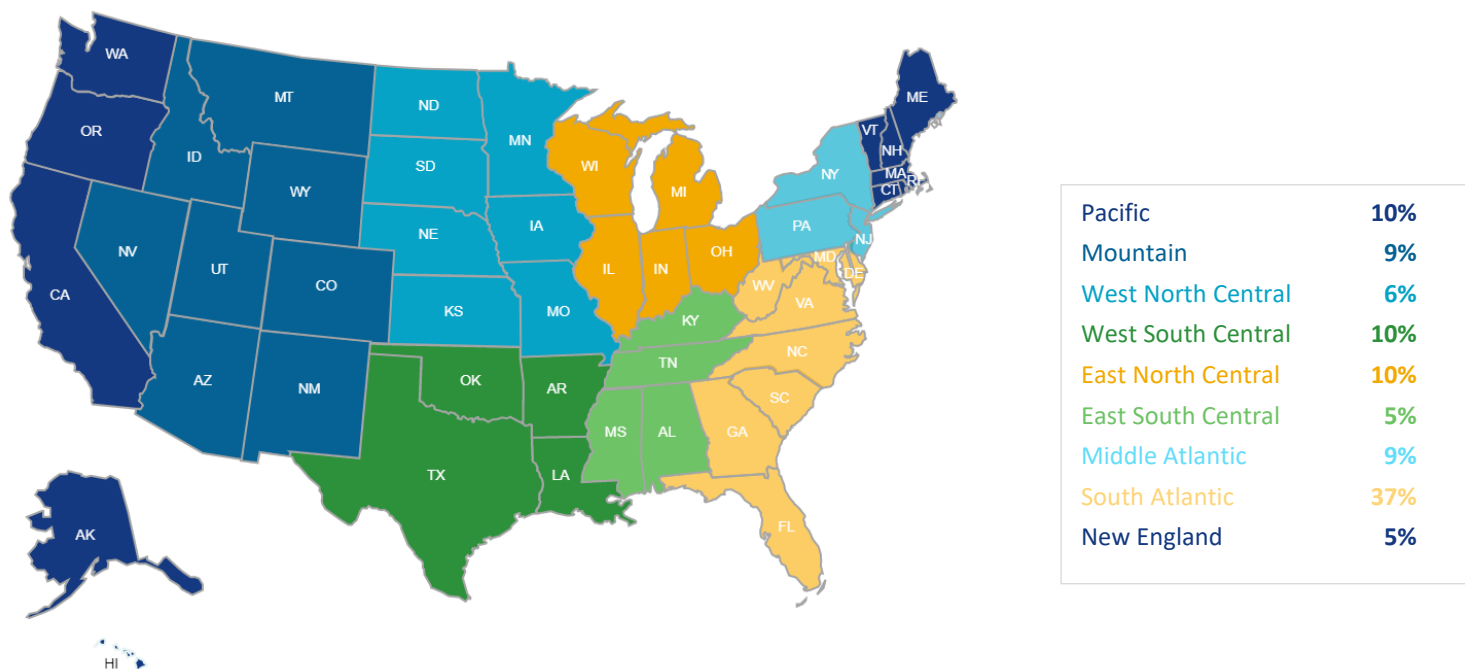
Forty percent of respondents work for companies with revenue greater than \$1 billion. Across all positions, larger companies tend to pay more than smaller companies. A more detailed analysis shows that the largest companies (+\$1 billion) pay 17% more than the smallest group of companies (<\$10 million), when controlling for factors such as position, hours worked, years of experience, etc.

2021 Total Company Revenue



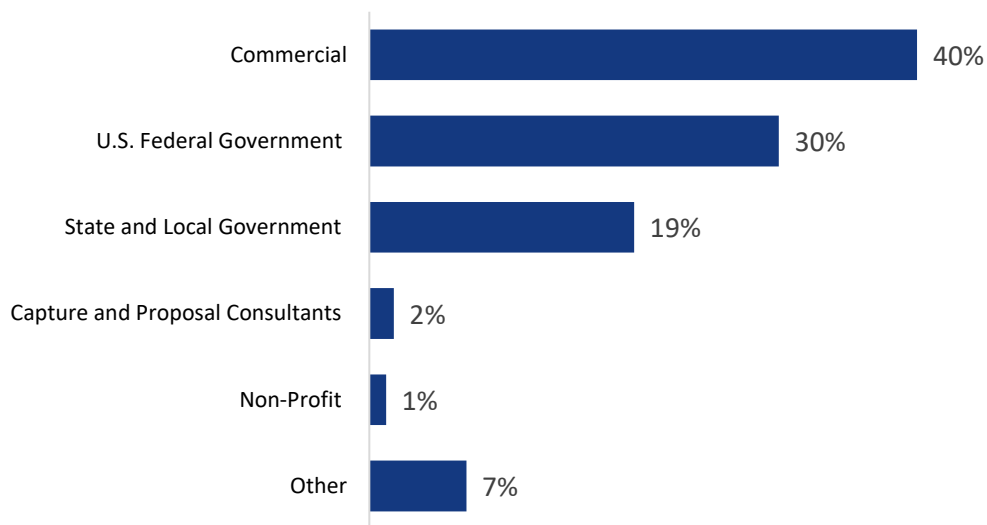
Participant by Region

The largest portion of respondents (37%) live in the South Atlantic region, which leads all other regions by a large margin. Participants from the New England region earn more income, on average, than those from other regions.



Proposal management professionals most commonly work in the commercial industry, followed by federal, state, and local governments. Interestingly, while those who are "Capture & Proposal Consultants" account for just 2% of the sample, it is the highest paid grouping, with a median total compensation of \$125,000.

Primary Customer Focus

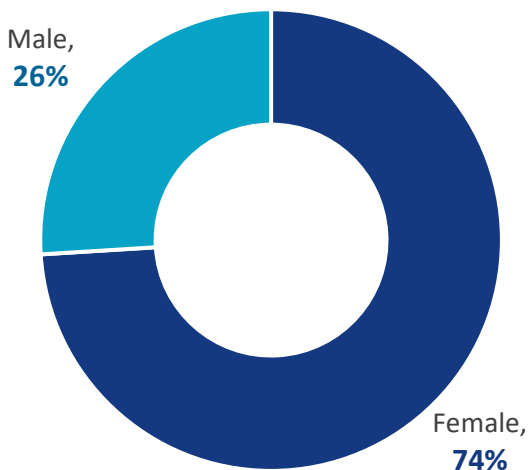


Nearly 40% of the respondents identified their role as "Proposal Manager." The roles of "Proposal Director" and "Proposal Coordinator" were a distant 2nd and 3rd most popular choices. All things being equal, Proposal Managers earn 15% more than coordinators, but 18% less than directors.

Job Role

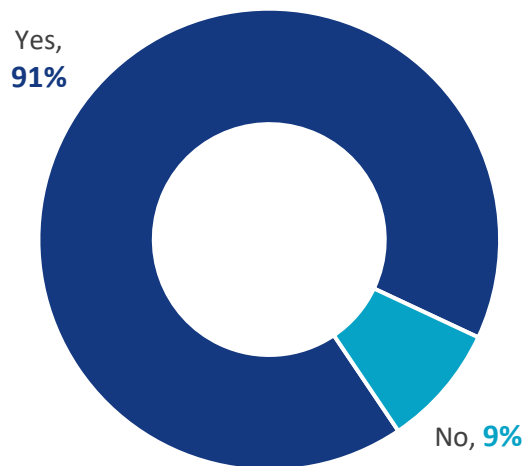


Gender Identity?



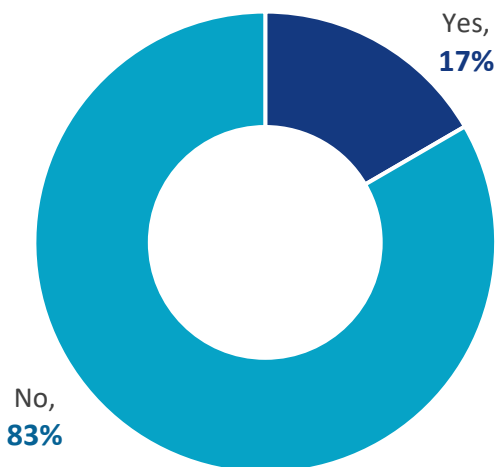
Almost 3/4 of proposal management professionals identified as female. Less than 1% identified as non-binary.

APMP Membership?



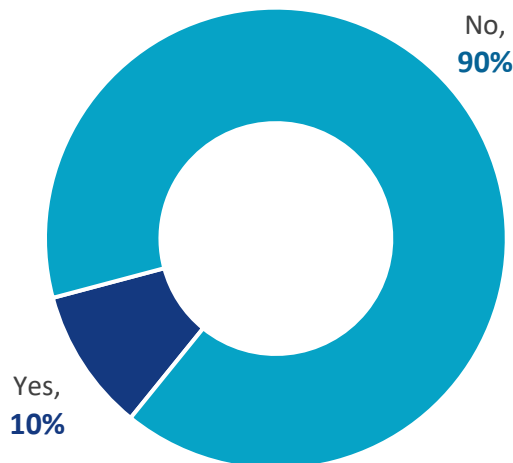
91% are APMP members. Total compensation in 2021 was mostly unaffected by APMP membership status.

Professional of Color?



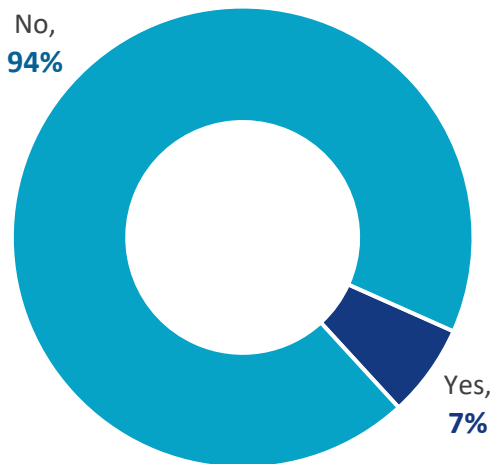
For this survey, a professional of color was defined as a person who is of a race other than white, or who is of mixed race. 17% of respondents are professionals of color.

Member of LGBTQIA+ Community?



10% of respondents are a part of the LGBTQIA+ (Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual, or more) community.

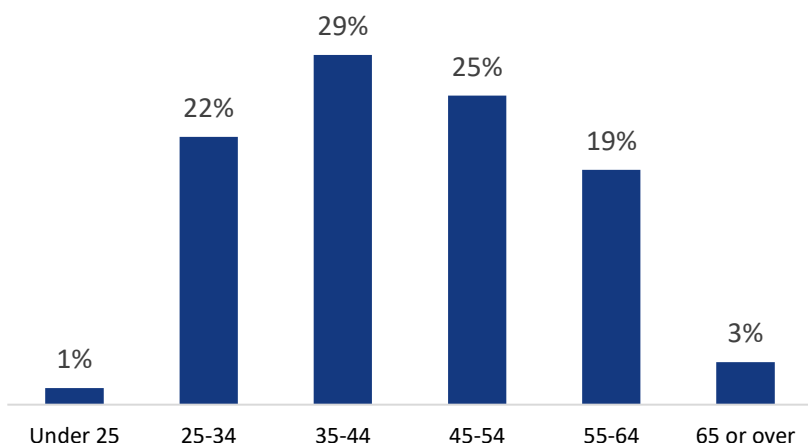
In Military or a Veteran?



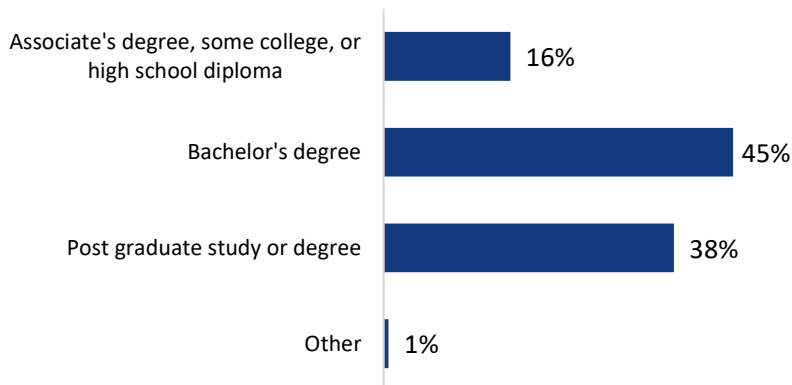
7% of respondents are currently in the military or are a veteran.

The typical proposal management professional is 35-44 years old. Compensation increases as age increases; however, the increased pay is more caused by increased industry experience than general years of age.

Age



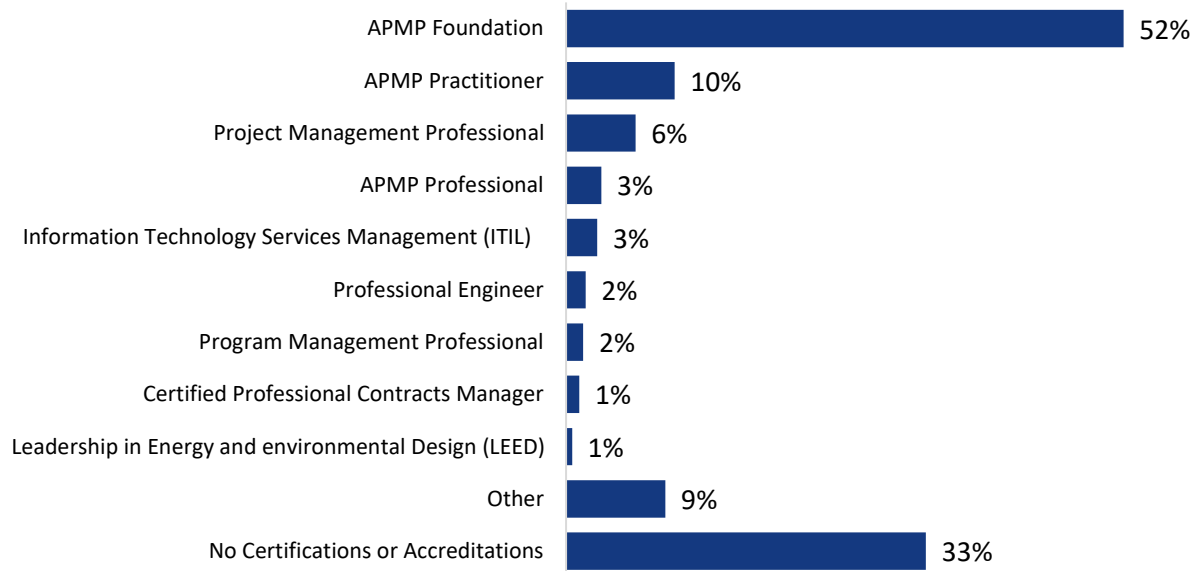
Highest Level of Education



45% of respondents hold a bachelor's degree, 38% have earned or are working toward earning a post-graduate degree, and 16% have an associate's degree, some college, or a high school diploma. Education pays. Earning a bachelor's degree provides 12% more pay than an associate's degree or high school diploma. Post graduate education further boosts compensation by 5%.

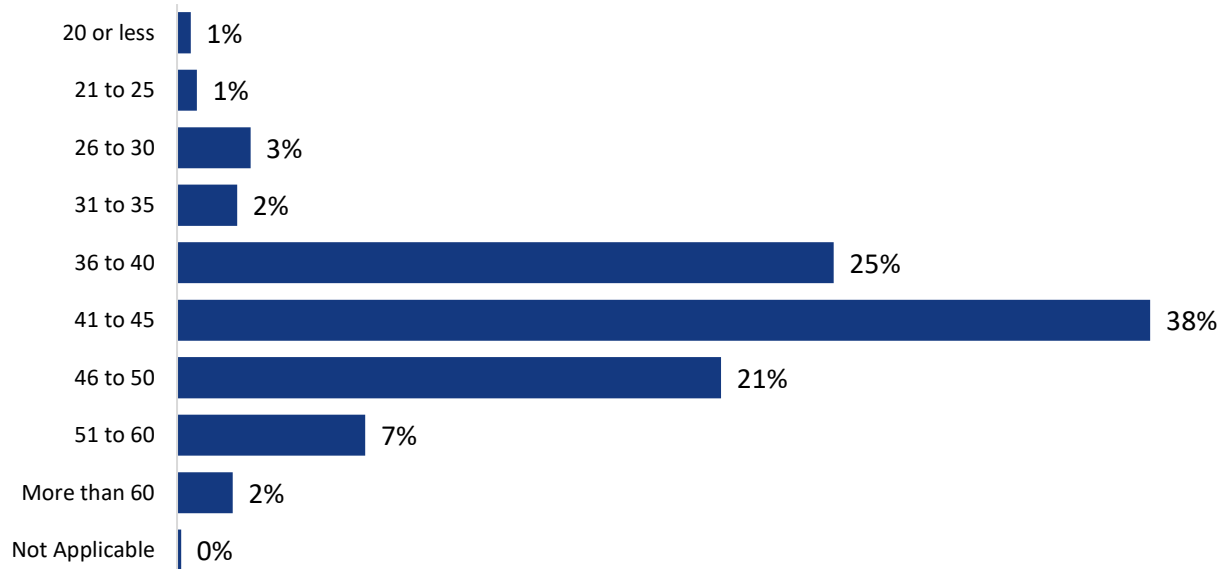
The most common professional certification and/or accreditation held by respondents is the APMP Foundation (52%). One third of respondents hold no certifications or accreditations.

Certifications and/or Accreditations Held



The typical respondent works 41-45 hours per week. Those with total compensation over \$150,000 in 2021 average 46-50 hours per week. Please note that all compensation data published in this report are based on those who work 36 hours or more weekly.

Average Hours Worked Per Week



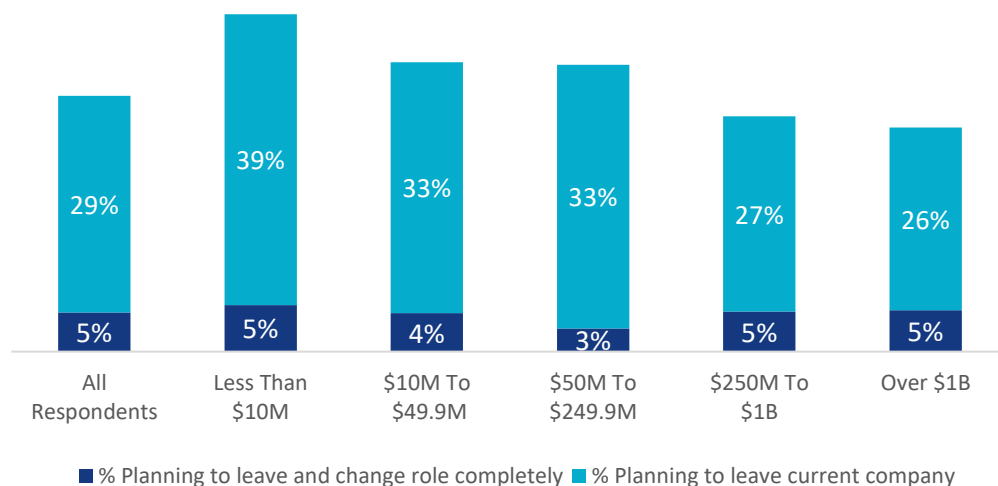
The following table shows 2021 compensation figures for the various job roles and for respondents overall. Proposal/Business Development Consultant has the largest median base salary, but Proposal Director or Director of Proposal Center(s) has the largest median total compensation. More specific compensation breakdowns for each position are found in the following report sections.

2021 Compensation by Position

	Responses	Base Salary			Total Compensation		
		Median	Average	% Change vs. Prior Year	Median	Average	% Change vs. Prior Year
All Respondents	1,909	\$96,300	\$105,942	6.3%	\$103,386	\$114,316	7.7%
Proposal/ Business Development Consultant	63	\$135,200	\$169,178	5.0%	\$135,200	\$185,774	5.6%
Proposal Director or Director of Proposal Center(s)	301	\$129,030	\$135,101	7.4%	\$143,000	\$150,599	9.1%
Business Development Manager/ Director	163	\$122,614	\$133,312	7.1%	\$135,000	\$150,992	9.1%
Proposal Manager	761	\$95,000	\$100,960	6.0%	\$102,000	\$106,914	8.2%
Knowledge Manager	44	\$92,047	\$91,165	4.8%	\$95,682	\$98,733	5.9%
Bid Manager	132	\$92,045	\$95,097	5.4%	\$98,850	\$103,216	5.9%
Proposal Writer	176	\$80,000	\$84,520	5.0%	\$81,500	\$87,695	7.1%
Proposal Coordinator, Facilitator or Specialist	184	\$73,046	\$74,862	6.1%	\$75,380	\$77,390	6.4%

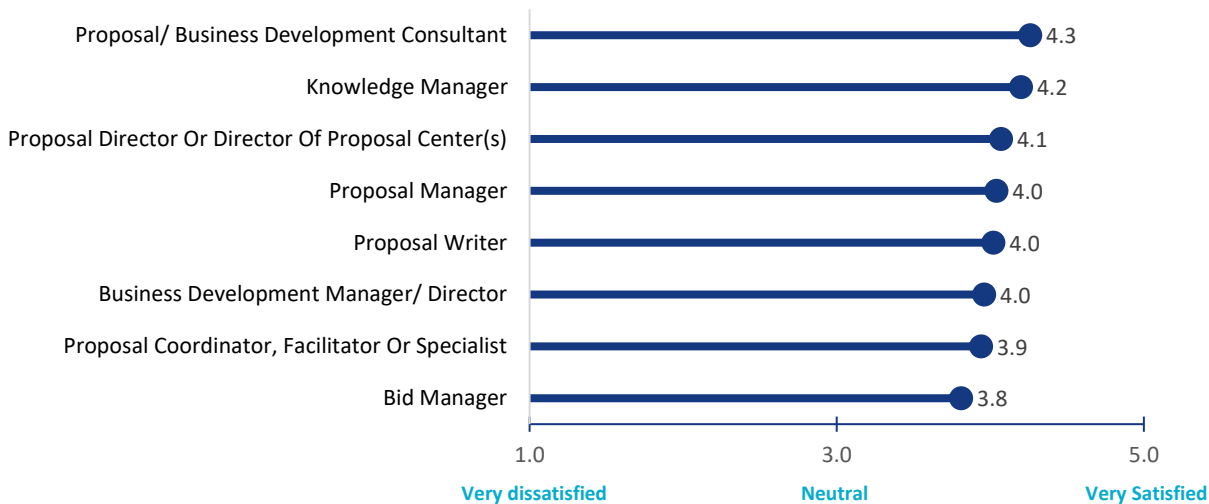
As a company's size increases, it is less likely a respondent is planning to leave their current company. Of those planning to leave, 15% noted that they would change their role completely. Those under the age of 35 are also more likely to change their role entirely than their older colleagues.

Likelihood of Leaving Company in Next Two Years

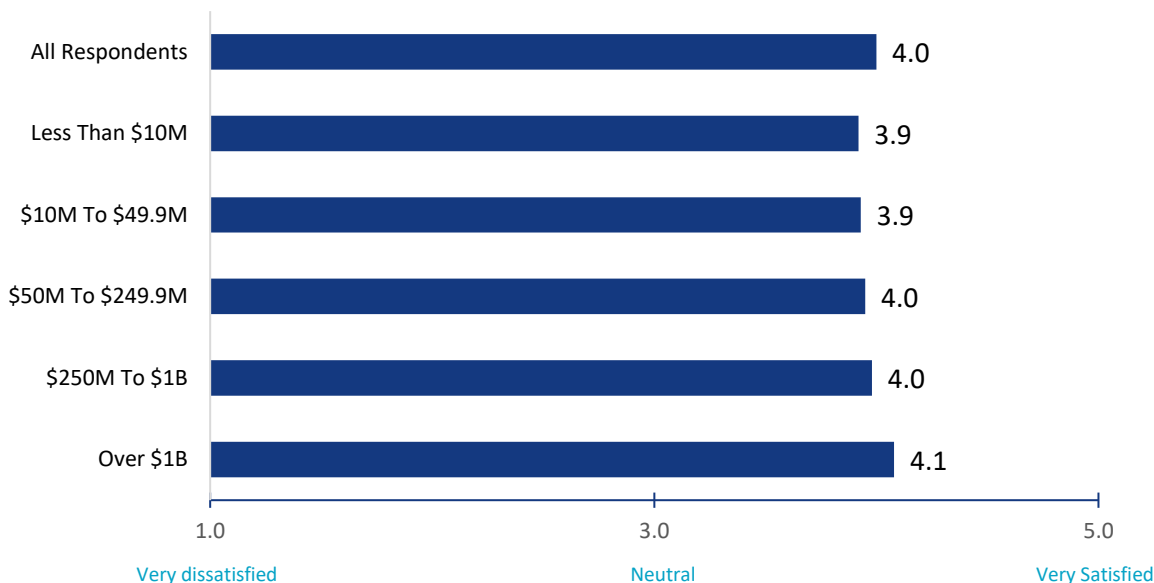


Proposal/Business Development Consultants were the most satisfied with their current position/role, with an average rating of a 4.3 on a 5-point scale. Overall, professionals of larger organizations are more satisfied than others. In addition, years of experience and department size are also positively correlated with overall job satisfaction.

Average Satisfaction Rating of Current Job Role by Position



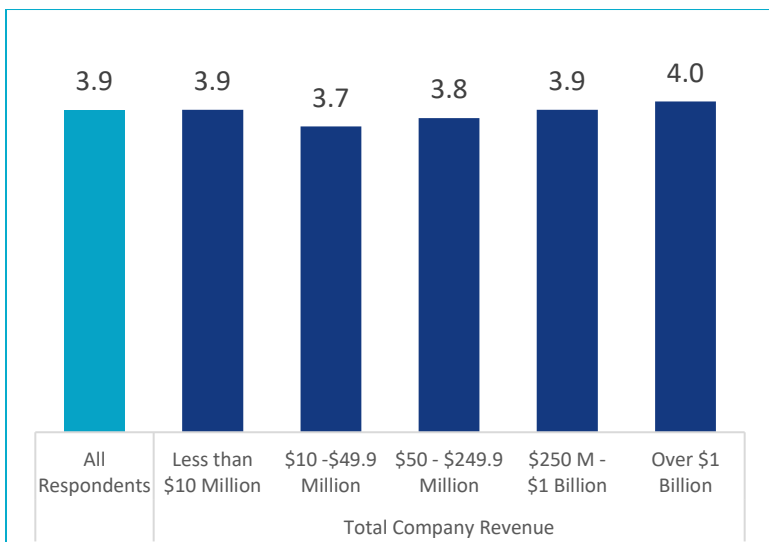
Average Satisfaction Rating of Current Job by Company Revenue



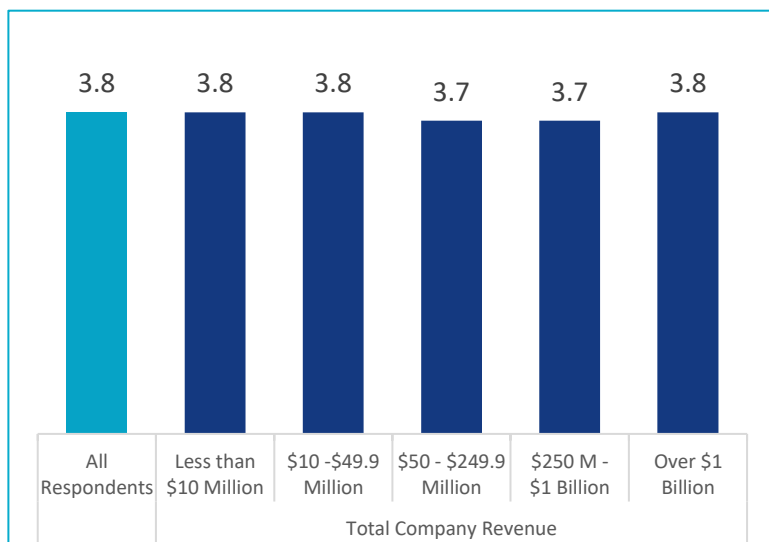
Aspects of Job Role by Company Revenue

As total 2021 compensation increases, work/life balance, personal fulfillment, and degree of stress also increased. Proposal/ Business Development Consultants rated their personal fulfillment the highest with an average of 4.0.

Work/Life Balance

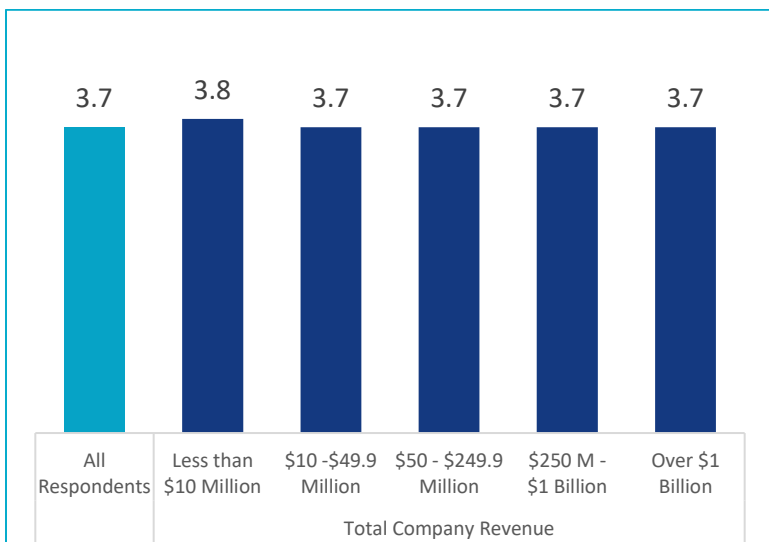


Compensation

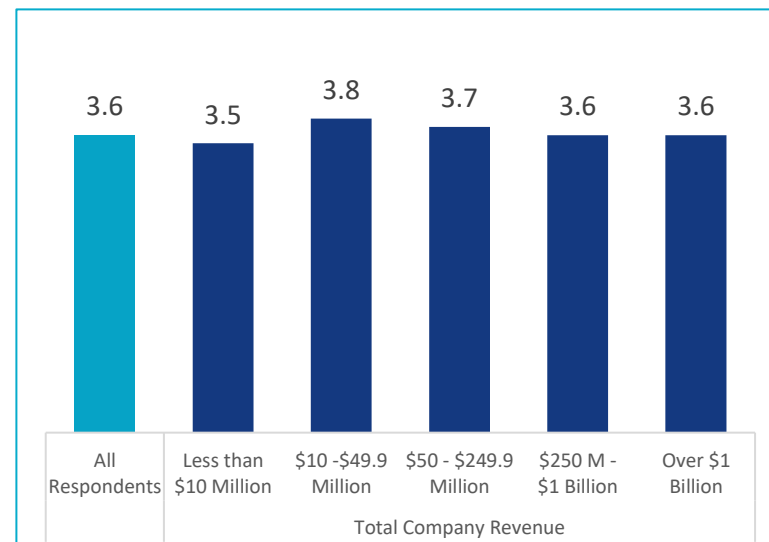


1 = Very Poor, 3 = Neutral, 5 = Excellent

Personal Fulfillment



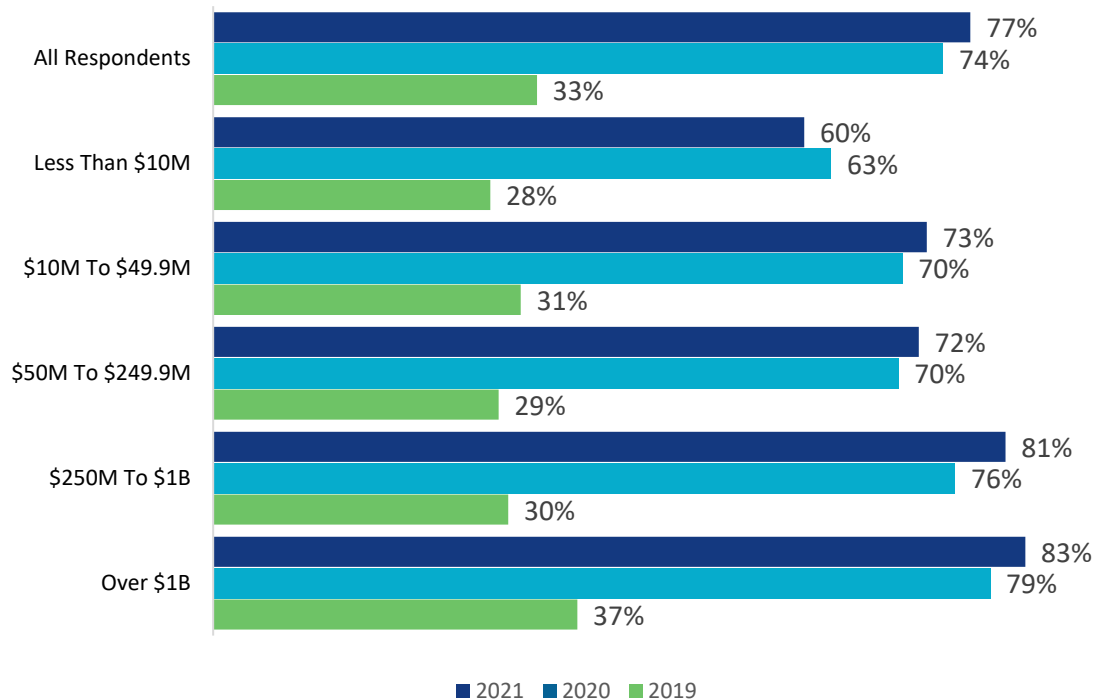
Degree of Stress



1 = Very Low, 3 = Neutral, 5 = Very High

Prior to the COVID-19 outbreak in early 2020, 33% of respondents worked remotely more than 75% of the time. Since then, many companies have allowed their employees to continue remote work, and often, the larger the company is in revenue size, the more likely the employee is to primarily work remotely. Additionally, respondents in the younger age groupings are more likely to work more hours on-site than their older colleagues.

Work Remotely More than 75% of the Time



The following tables display 2021 benefits received by employees. Over 90% of proposal management professionals are offered dental insurance, short-term and long-term disability insurance, and vision insurance. The vast majority of respondents also have a 401(k) retirement plan.

Benefits

Benefits	Paid Fully by Employer	Paid Fully by Employee	Joint Contribution	Insurance Not Provided
Dental	14.1%	9.1%	70.6%	6.2%
Short-Term Disability	41.5%	9.5%	42.4%	6.7%
Vision	15.0%	10.9%	67.5%	6.7%
Long-Term Disability	32.7%	13.9%	46.2%	7.2%
Term Life	31.4%	13.7%	44.5%	10.4%
High Deductible Health Plan/HSA	11.8%	14.9%	62.4%	10.9%
Preferred Provider Organization (PPO)	10.3%	5.1%	67.9%	16.8%
Long-Term Care Insurance	13.7%	19.4%	38.4%	28.5%
Medical – Traditional Indemnity Plan (80/20)	11.1%	3.5%	54.8%	30.6%
Health Maintenance Organization (HMO)	9.0%	3.8%	49.3%	37.9%
Point of Service (POS)	5.7%	4.4%	32.1%	57.8%

Other Benefits

Benefits	
401(k) retirement plan	88%
Educational reimbursement	49%
Compensatory time off (in lieu of overtime)	31%
Stock Options	25%
Commissions/incentive pay	20%
Modified work week	20%
Profit sharing	16%
Other	14%
Section 125 plan (flexible benefit plan)	10%