

# EXECUTIVE SUMMARY



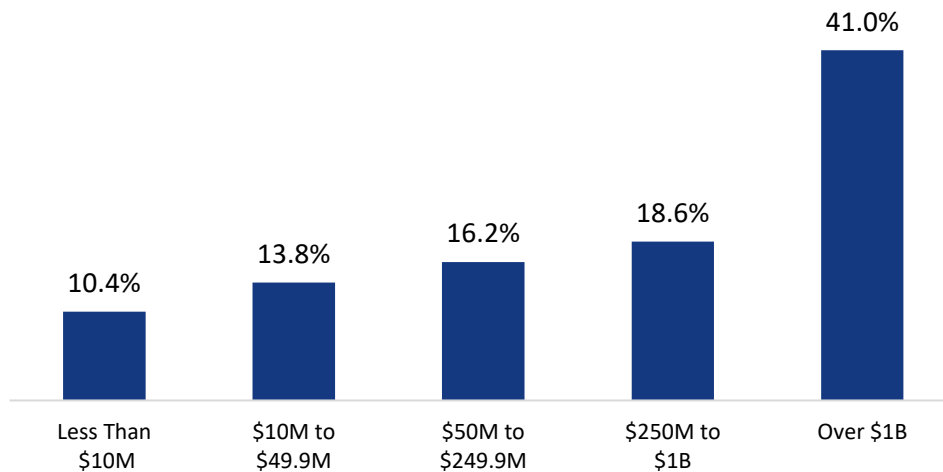
**U.S. COMPENSATION REPORT**  
—— 2024-2025 ——



## Respondent Profile

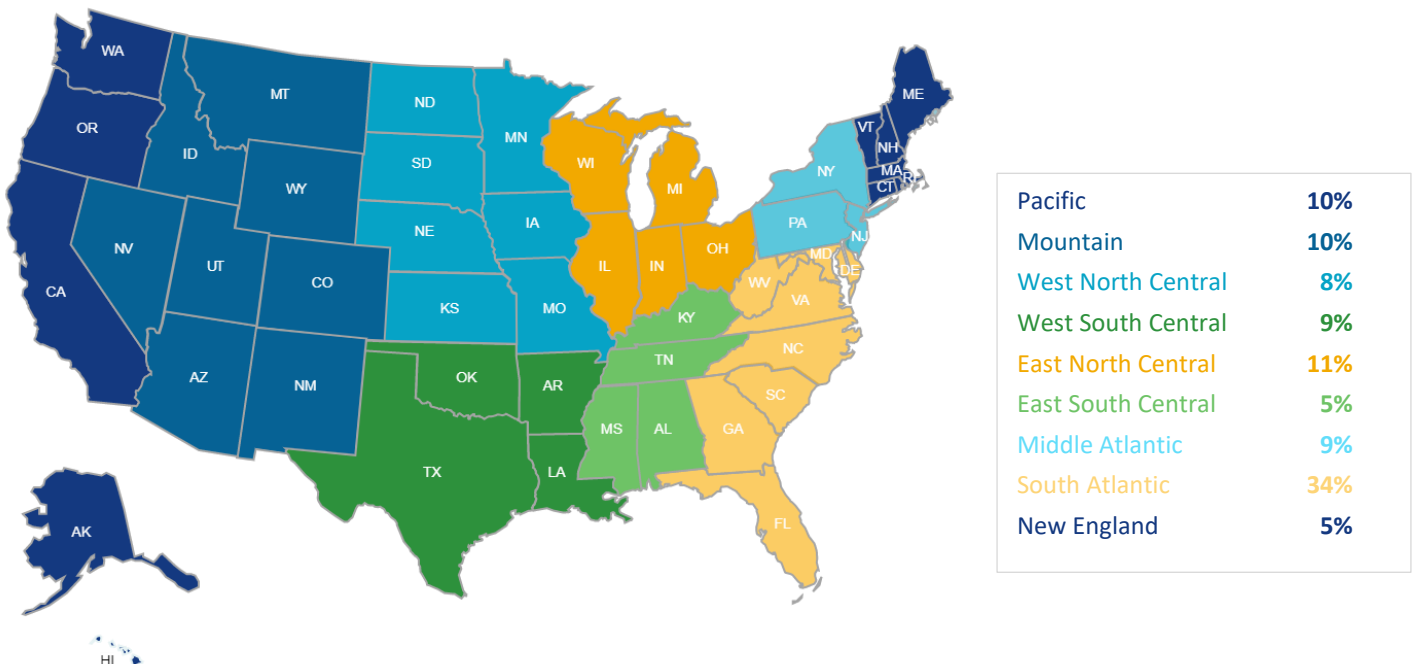
Forty-one percent of the respondents work for companies with revenue greater than \$1 billion. Across all job titles, large companies tend to pay more than smaller companies. A more detailed analysis shows that the largest companies (greater than \$1 billion) pay 15% more than the smallest grouping of companies (less than \$10 million) when controlling for factors such as position, years of experience, education, etc.

2023 Total Company Revenue



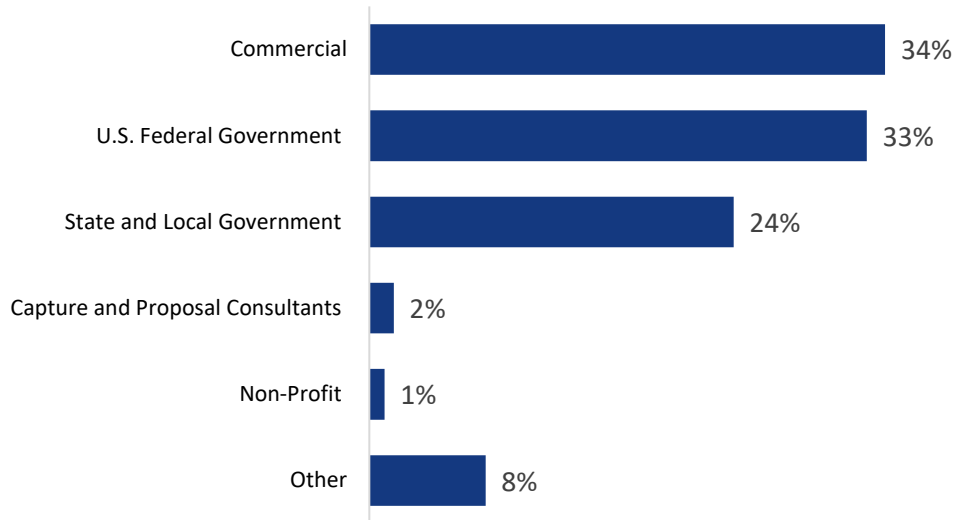
Participant by Region

The largest group of respondents (34%) live in the South Atlantic region, which leads all other areas by a large margin.



Two-thirds of the respondents work in the commercial industry or the U.S. Federal Government, and another 24% work for state and local governments.

### Primary Customer Focus

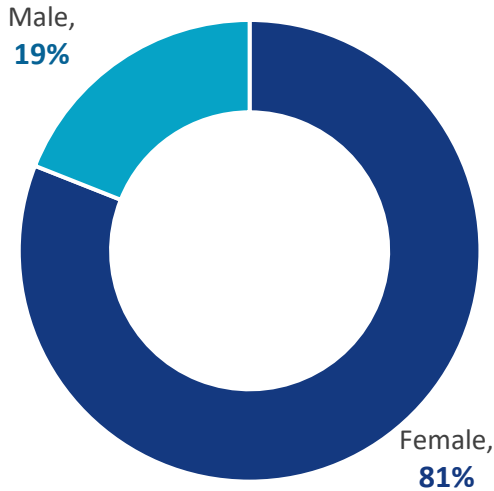


Forty-two percent of the respondents identified their role as Proposal Manager. The roles of Proposal Director and Proposal Coordinator were distant second and third most popular choices. Overall, Proposal Managers earn 43% more yearly than coordinators but 27% less than directors.

### Job Role

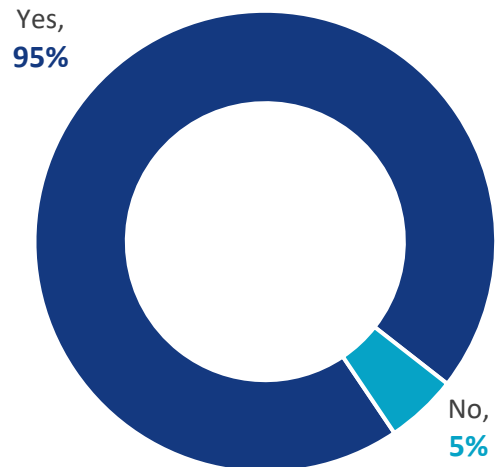


*Gender Identity?*



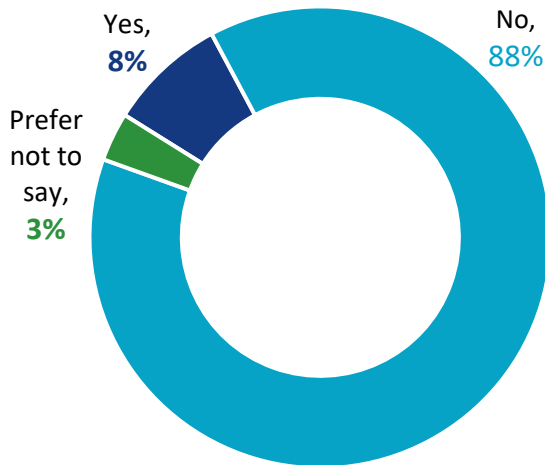
Approximately 4 out of 5 respondents were female, up from 3 out of 4 respondents in 2022.

*APMP Membership?*



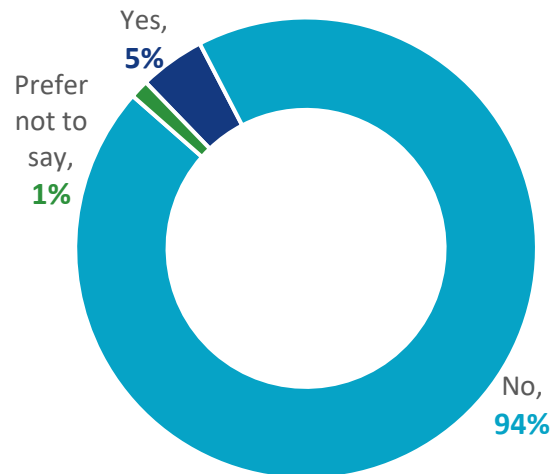
Ninety-five percent of respondents were APMP members.

*Member of LGBTQIA+ Community?*



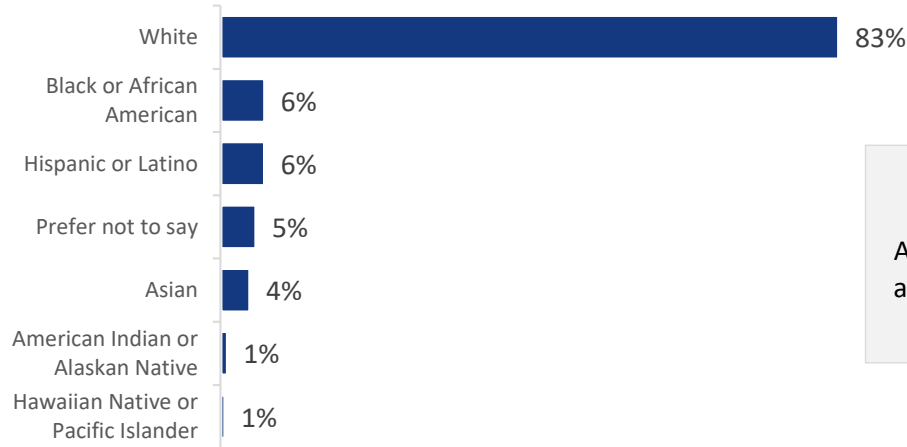
Eight percent of the respondents report being a member of the LGBTQIA+ community.

*In Military or a Veteran?*



Five percent of the respondents are in the military or are a veteran.

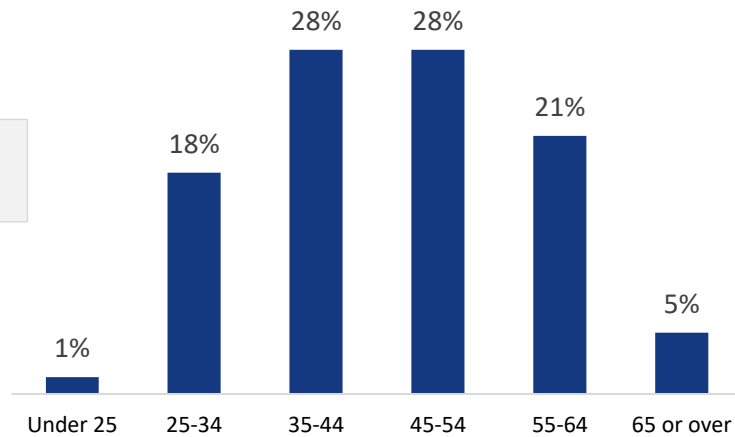
### Ethnicity



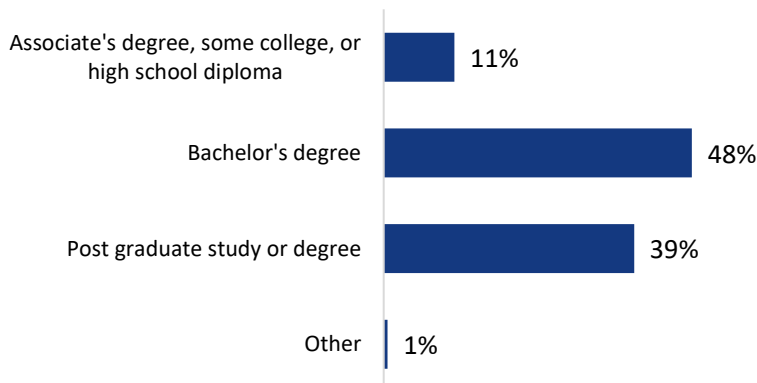
Eighty-three percent of the respondents were white. Black or African American, Hispanic or Latino and Asian respondents made up 7%, 6% and 3%, respectively.

### Age

The typical respondent was 45 years old.



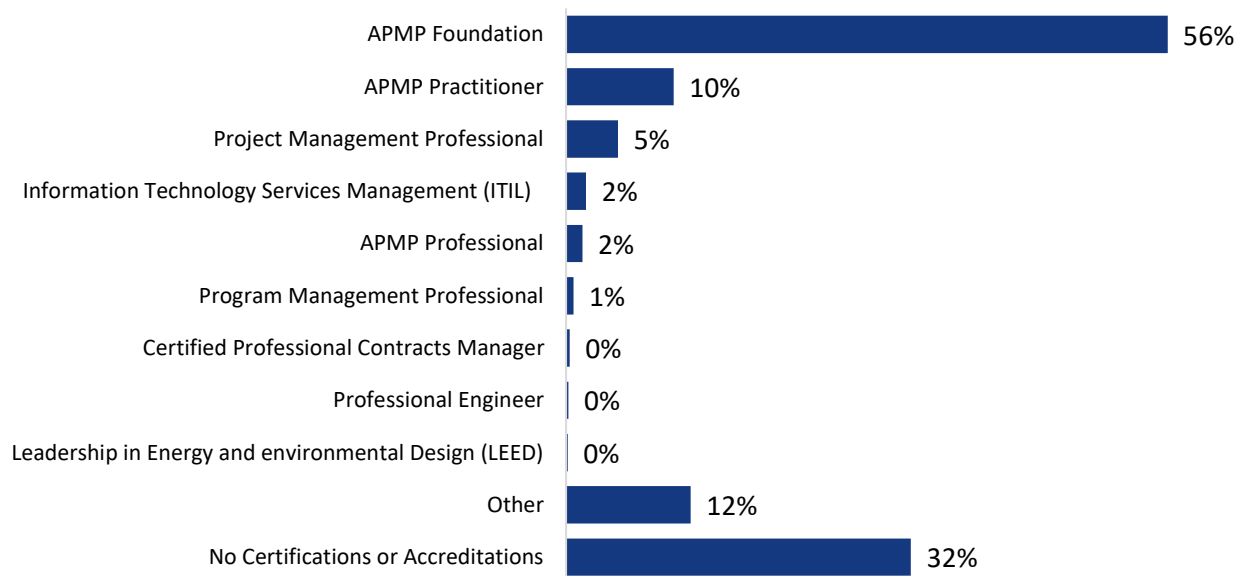
### Highest Level of Education



Proposal professionals are a highly educated group. Nearly 40% have done post graduate study or have a post graduate degree.

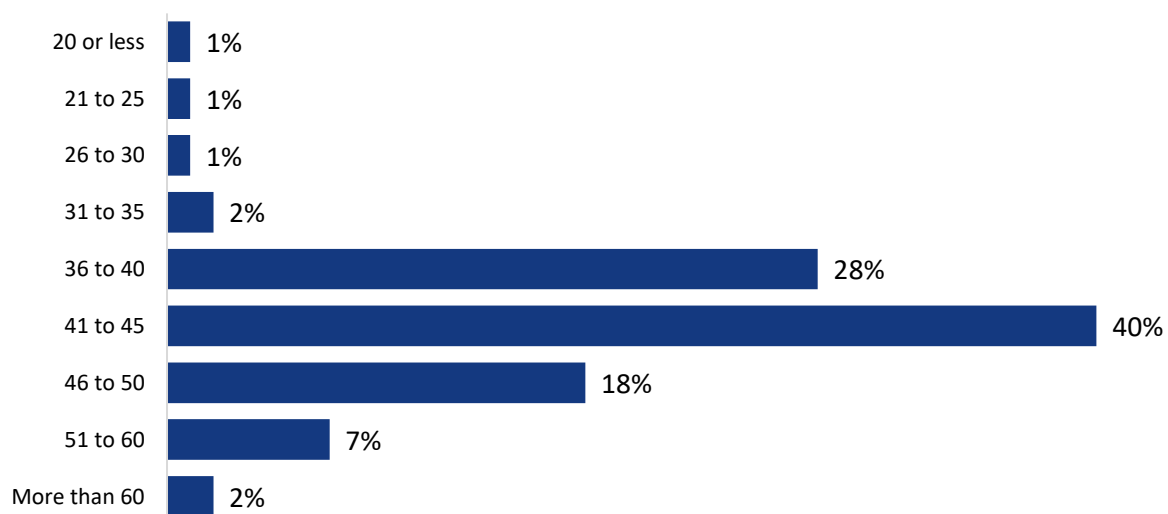
The APMP Foundation (56%) is the respondents' most common professional certification and/or accreditation. Nearly one-third (32%) hold no certifications or accreditations.

### *Certifications and/or Accreditations Held*



The typical respondent works 41-45 hours per week. Respondents with total compensation over \$150,000 in 2023 average 46 to 50 hours per week. Please note that all compensation published in this report is based on those who work 36 hours or more weekly.

### *Average Hours Worked Per Week*



The following table shows 2023 compensation figures for the various job roles and respondents overall. Business Development Manager/Director had the highest median base salary (\$156,000) and total compensation (\$182,033).

### 2023 Compensation by Position

	Responses	Base Salary			Total Compensation		
		Median	Average	% Change vs. Prior Year	Median	Average	% Change vs. Prior Year
All Respondents	1,649	\$108,000	\$115,797	5.1%	\$114,500	\$126,984	6.7%
Proposal/Business Development Consultant	33	\$120,000	\$139,459	7.1%	\$131,500	\$160,772	9.1%
Proposal Director or Director of Proposal Center(s)	300	\$140,055	\$146,943	5.7%	\$156,000	\$165,998	7.1%
Business Development Manager/Director	93	\$156,000	\$159,650	4.7%	\$182,033	\$187,414	6.7%
Proposal Manager	714	\$107,000	\$111,871	5.1%	\$114,120	\$119,764	6.7%
Knowledge Manager	42	\$108,750	\$108,465	5.4%	\$114,155	\$121,777	5.8%
Bid Manager	73	\$100,000	\$110,474	4.0%	\$106,000	\$120,149	4.4%
Proposal Writer	165	\$87,500	\$92,090	4.0%	\$89,450	\$100,547	4.0%
Proposal Coordinator, Facilitator or Specialist	165	\$75,000	\$78,888	5.6%	\$79,500	\$82,387	6.2%

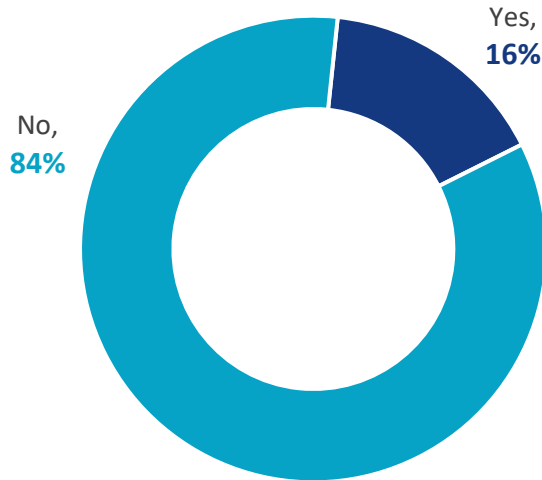
Those employed at large companies (\$250 million in revenue) are less likely to leave in the next two years than those working at smaller companies. Approximately 20% of the respondents hope to leave their company for a more significant or similar role with a different company.

### Likelihood of Leaving Company in Next Two Years

Leaving Company to...	All Respondents	Company Revenue				
		Less than \$10M	\$10M to \$49M	\$50M to \$249.9M	\$250M to \$1B	Over \$1B
Retire	5%	2%	3%	5%	4%	8%
Larger role with a different company	10%	11%	12%	14%	12%	8%
Remain in similar role with different company	9%	15%	13%	9%	6%	8%
Change role completely	4%	5%	3%	5%	4%	3%
Other	3%	4%	3%	2%	3%	3%
<b>Total</b>	<b>32%</b>	<b>37%</b>	<b>35%</b>	<b>35%</b>	<b>29%</b>	<b>30%</b>

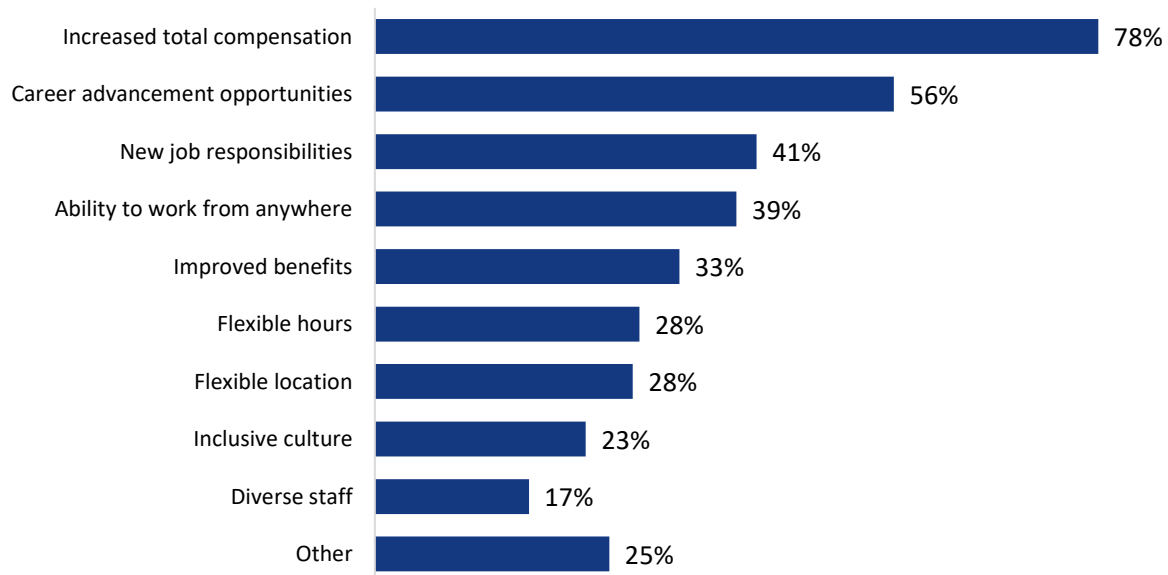


*Did you Voluntarily Leave Your Organization for Another Job in 2023 or 2024?*



Sixteen percent voluntarily left their employer in 2023 or 2024. The most common attribute/benefit that impacted their decision was increased total compensation and career advancement opportunities.

*Percentage Citing the Following Attributes/Benefits that Impacted the Decision to Take Another Job:*



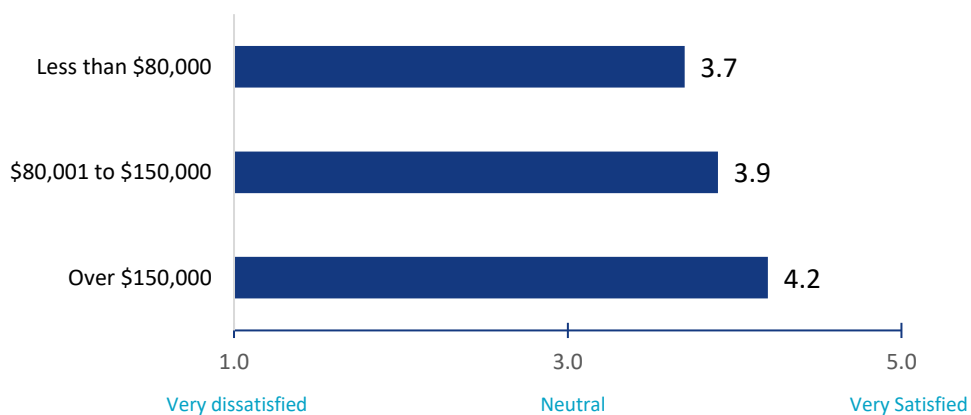
While most respondents expressed satisfaction with their current job, Proposal/Business Development Consultants and Business Development Managers/Directors reported the highest satisfaction.

*Average Satisfaction Rating of Current Job Role by Position*



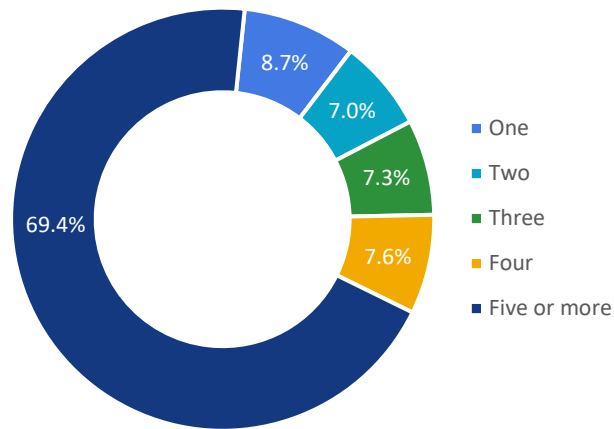
Perhaps not surprisingly, respondents with the highest income expressed the highest job satisfaction with their current job.

*Average Satisfaction Rating of Current Job by Level of Total Compensation*



More than two-thirds of the respondents report working remotely five or more days weekly.

*Average Number of Days per Week Worked Remotely*



Dental, vision, short—and long-term disability, and vision are the most commonly provided insurance benefits. High deductible/HSA and Preferred Provider Organization (PPO) plans are the most popular health insurance plans.

### *Insurance Benefits*

Benefits	Paid Fully by Employer	Paid Fully by Employee	Joint Contribution	Insurance Not Provided
Dental	11%	10%	76%	3%
Vision	13%	12%	71%	4%
Short-Term Disability	42%	11%	42%	4%
Long-Term Disability	31%	15%	48%	5%
Term Life	32%	17%	43%	8%
High Deductible Health Plan/HSA	8%	9%	72%	12%
Preferred Provider Organization (PPO)	8%	3%	73%	15%
Long-Term Care Insurance	10%	21%	38%	31%
Medical – Traditional Indemnity Plan (80/20)	6%	3%	55%	36%
Health Maintenance Organization (HMO)	5%	2%	51%	41%
Point of Service (POS)	2%	2%	31%	65%

The vast majority of respondents (95%) have access to 401(k), 403(b), or 456 salary reduction plans. At least one-quarter of respondents are also offered stock options and ESOPs.

### *Retirement Benefits*

Benefits	
401(k),403(b), or 456 Salary Reduction Plan	95%
Stock Options	31%
ESOP (Employee Stock Ownership Plan)	25%
Profit Sharing Plan	22%
Defined Benefit Pension Plan	15%
Other Defined Contribution Plan	8%
Other Salary Reduction Plan	7%
SEP (Simplified Employee Pension Plan)	3%