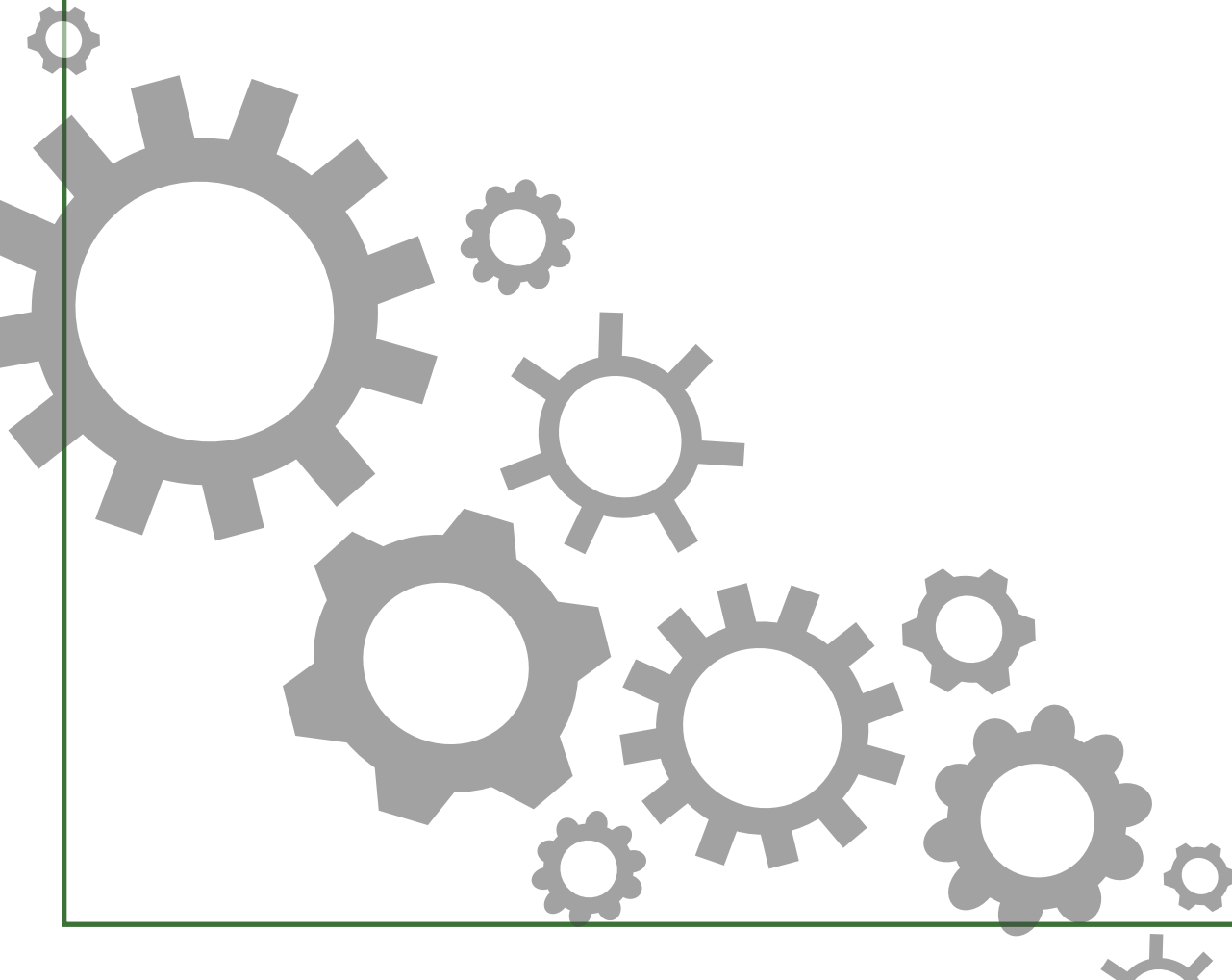




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MARKETING & SALES COMPENSATION SURVEY REPORT **2026**



WCBC Published Surveys

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- Compensation Policies & Practices
- Executive & Senior Management
- Board of Directors
- Consulting Engineers Compensation, Benefits & Employment Practices Survey

595 Positions

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SAMPLE POSITION

Closeness of Match (% Of Inc.)

Close Match	97%
Smaller in Scope	2%
Larger in Scope	2%

Hours per Week (% Of Inc.)

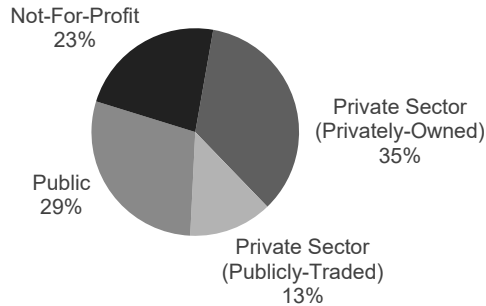
35.0	34%
37.5	29%
40.0	32%
Other	5%

	# of Orgs	# of Incumbents	Company Weighted (\$000's)											Incumbent Weighted (\$000's)							
			Salary Range		Base Salary				Salary Plus Short-Term Incentives					Base Salary				Salary Plus Short-Term Incentives			
			Orgs with Range	Min Avg	Max Avg	Avg	P25	P50	P75	Avg	P25	P50	P75	Avg	P25	P50	P75	Avg	P25	P50	P75
All Organizations	103	234	66	64.0	84.4	78.3	70.0	78.3	86.0	80.1	70.2	79.0	89.3	78.0	69.5	77.2	84.9	79.9	69.9	77.4	86.8
Privately-Owned	26	60	9	65.8	93.7	82.7	75.4	81.3	92.2	86.5	76.2	84.1	97.5	85.1	78.8	84.2	91.4	90.0	80.0	87.3	98.4
Publicly-Traded	5	14	5	65.6	96.2	83.8		85.1		91.1		88.9		85.1	78.6	84.4	91.1	91.4	83.9	88.4	98.2
Public Sector	29	97	20	66.8	81.9	77.5	70.0	73.0	82.1	77.5	70.0	73.0	82.1	74.2	69.0	74.3	78.0	74.2	69.0	74.3	78.0
Not-For-Profit	43	63	32	61.4	81.5	75.5	65.8	73.0	81.6	76.7	66.0	74.8	81.8	75.3	67.3	74.0	80.4	76.6	67.7	74.0	81.8
<\$50M Rev	44	58	26	61.7	80.2	75.0	65.3	72.4	79.9	76.4	65.5	73.1	80.5	76.2	70.2	74.0	80.0	77.5	70.2	74.4	81.3
\$50-\$100M Rev	19	20	13	65.5	83.4	78.3	70.4	78.8	85.5	79.3	70.4	78.8	85.9	77.6	67.1	78.6	84.9	78.6	67.1	78.6	85.5
>\$100M Rev	40	156	27	65.4	88.9	81.9	72.4	82.1	90.0	84.6	72.9	84.1	95.9	78.7	69.4	77.4	85.1	81.0	69.8	77.4	88.1
<100 Employees	37	37	20	59.3	76.2	73.2	65.0	71.1	78.2	74.8	65.2	71.1	79.0	73.2	65.0	71.1	78.2	74.8	65.2	71.1	79.0
100-500 Employees	37	57	24	67.5	86.8	79.7	72.7	79.5	87.8	80.7	73.0	79.7	87.9	79.6	74.0	79.3	86.8	80.6	74.0	79.7	87.9
>500 Employees	29	140	22	64.4	89.2	82.9	73.0	82.6	89.9	86.1	81.0	85.7	98.4	78.6	69.4	77.4	85.0	81.0	69.4	77.4	87.6
Prof. Services	15	46	5	65.8	97.2	87.2	79.7	85.1	93.9	90.7	80.6	86.1	100.5	88.3	80.2	86.8	92.8	91.5	80.8	87.7	98.7
Education	8	52	7	59.6	77.1	69.5	62.4	66.5	73.8	69.6	63.0	66.7	73.8	71.1	66.1	70.7	77.4	71.1	66.1	70.7	77.4
Finance/Ins	3	11	3	54.6	75.3	67.3		67.5		68.5		67.5		67.5	66.2	68.2	68.9	68.5	66.2	68.9	68.9
Assoc./Regulatory	19	31	15	65.2	85.8	80.8	74.0	79.3	85.0	82.6	76.3	80.2	86.0	80.5	74.0	79.3	84.9	82.1	74.0	80.3	86.9
Ag./Forestry	7	18	6	68.4	96.6	81.9		82.6		90.9		88.9		82.4	77.2	82.5	86.9	94.3	86.0	94.6	100.3
British Columbia	65	119	40	66.0	85.8	78.6	70.1	79.3	85.1	80.5	70.5	79.9	87.9	78.8	70.4	78.0	84.9	81.5	70.7	80.3	87.2
Metro Vancouver	44	90	25	65.3	85.3	79.9	70.4	79.4	87.1	81.6	72.2	80.1	89.3	79.2	70.2	78.0	85.0	81.0	70.6	78.8	85.4
Privately-Owned	13	21	2	62.9	89.3	83.3	75.0	83.3	92.3	86.1	75.1	85.0	92.3	86.7	78.0	85.0	92.3	90.3	81.0	85.2	98.2
Publicly-Traded	3	7	2	58.7	88.0	87.5		85.6		97.1		98.4		86.4		84.9		96.5		96.4	
Public Sector	11	35	8	69.8	86.2	81.8	72.8	78.4	88.8	81.8	72.8	78.4	88.8	77.5	71.0	76.5	81.0	77.5	71.0	76.5	81.0
Not-For-Profit	17	27	13	63.9	83.6	74.7	65.0	76.5	80.9	75.4	65.5	76.5	81.3	73.8	66.2	73.0	79.6	74.5	66.2	73.0	81.1
<\$50M Rev	15	20	9	62.7	79.7	76.4	65.0	79.3	81.3	77.3	65.3	79.5	81.8	77.2	69.2	79.3	81.3	78.1	69.3	80.1	82.4
\$50-\$100M Rev	9	9	7	66.9	86.8	76.6	73.0	78.0	78.8	77.5	73.0	78.0	78.8	76.6	73.0	78.0	78.8	77.5	73.0	78.0	78.8
>\$100M Rev	20	61	9	66.7	89.6	83.9	72.9	84.1	92.7	86.7	74.6	85.1	98.7	80.3	70.1	77.5	85.3	82.5	70.8	80.8	87.2
<100 Employees	12	12	6	59.0	73.8	73.6	64.4	69.3	80.5	74.5	64.6	69.3	80.5	73.6	64.4	69.3	80.5	74.5	64.6	69.3	80.5
100-500 Employees	20	28	12	69.7	90.1	80.3	74.5	79.4	87.1	81.5	75.1	79.9	87.1	79.4	74.9	79.1	83.8	80.4	75.1	79.6	84.7
>500 Employees	12	50	7	63.2	86.9	85.4	75.7	85.1	93.8	89.0	79.6	87.1	100.7	80.5	70.3	77.4	85.2	83.0	70.3	81.0	87.1
Prof. Services	6	13	2	62.9	89.3	88.7		86.5		91.3		86.5		91.8	81.1	87.2	94.6	95.3	83.6	87.2	111.6
Education	4	4	3	54.8	71.4	62.5		62.4		62.7		62.8		62.5		62.4		62.7		62.8	
Assoc./Regulatory	8	12	7	68.6	85.5	79.9	77.7	80.1	81.3	81.2	78.2	80.6	81.5	79.7	78.3	79.3	81.3	81.1	78.7	80.9	82.4
Ag./Forestry	4	9	2	58.7	88.0	84.8		85.3		94.2		93.6		84.2	77.5	84.0	92.0	94.0	85.4	94.5	98.8
Vancouver Island	6	7	4	65.7	84.2	76.2		76.5		78.1		76.5		75.1		75.0		77.2		80.0	
Public Sector	4	4	3	66.1	80.1	75.0		76.5		75.1		76.5		75.0		76.5		75.1		76.5	
<\$50M Rev	3	3	2	62.2	85.8	74.2		72.1		77.3		72.1		74.2		72.1		77.3		72.1	
>\$100M Rev	2	3	1			75.0				76.2				73.0		75.0		74.7		80.0	
100-500 Employees	3	3	3	66.0	85.3	78.3		84.3		81.4		84.3		78.3		84.3		81.4		84.3	
>500 Employees	2	3	1			75.0				76.2				73.0		75.0		74.7		80.0	
Education	2	2	2	62.4	78.1	71.9				72.1				71.9				72.1			
Other BC	17	22	11	67.8	87.7	77.9	70.3	79.5	82.6	80.6	70.3	82.1	87.9	78.4	71.4	79.3	83.9	84.8	72.1	85.4	94.2
Alberta	27	41	17	60.6	80.2	77.5	68.9	75.0	89.5	79.4	70.1	77.7	90.9	79.1	70.2	74.0	90.8	81.3	71.6	76.6	95.4
Calgary	11	14	4	63.6	89.1	80.8	70.1	87.6	91.0	82.9	70.1	91.0	95.1	82.5	70.5	87.3	91.9	85.0	70.6	90.4	96.9
Privately-Owned	3	4				92.1		92.1		93.2		92.1		91.0		91.7		92.6		94.3	

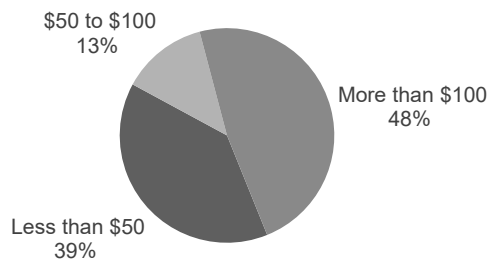
SECTION 4: SURVEY PARTICIPANTS

A total of 316 organizations provided compensation data for this survey. The participants are broken down below by economic sector, annual revenues, number of employees and type of business.

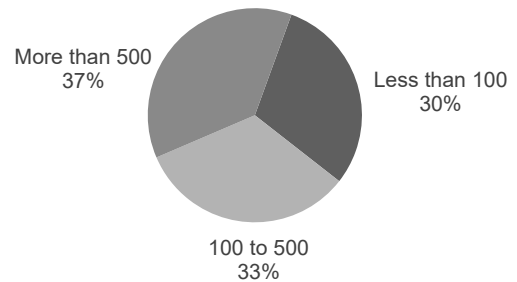
Sector of Economy



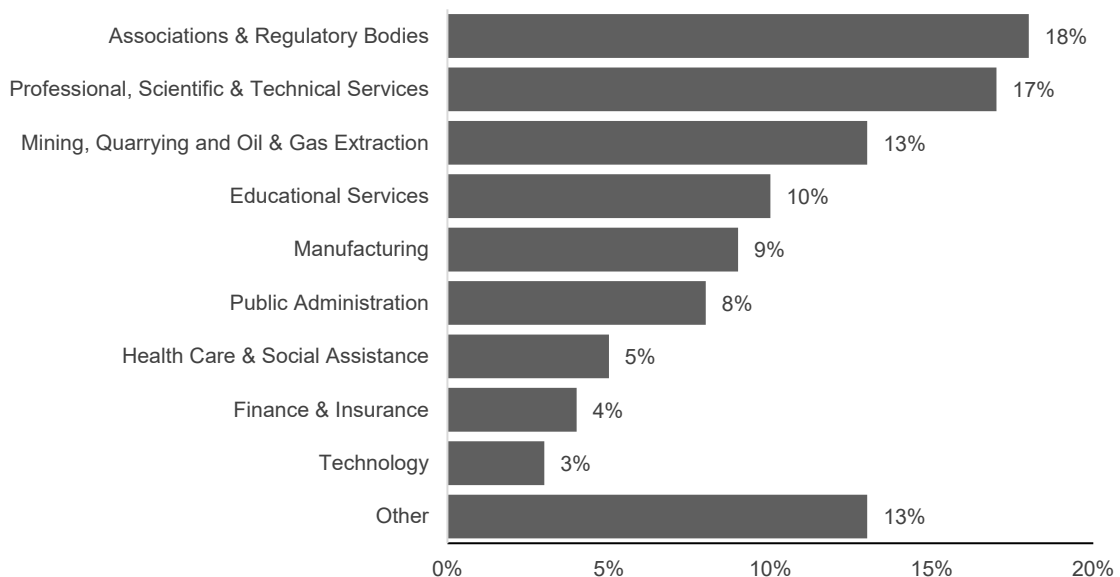
Annual Revenues (in \$Million)



Total Number of Employees



Business Classification



List of Participants

360 Engineering & Environmental Consulting Ltd. -
Canada

Aarcomm Systems Inc.
Acadia University
Actsafes Safety Association
Alberta Blue Cross
Alberta College of Pharmacy
Alberta College of Social Workers
Alberta Insurance Council
Alberta Medical Association
Alberta Motor Vehicle Industry Council
Alberta Municipal Health and Safety Association
Alberta Real Estate Association
Alberta University of the Arts
All Weather Windows Ltd.
Allnorth Consultants Limited
Al-Terra Group Ltd.
AMGAS Service Inc.
Amnesty International Canada
Apex Distribution Inc.
Apex Oilfield Services (2000) Inc.
Applied Science Technologists & Technicians of BC
ARC Resources Ltd.
Architectural Institute of BC
Assiniboine College
Associated Engineering Group Ltd.
Athabasca Oil Corporation
Athabasca University

Bantrel Co.
BC Assessment Authority
BC Automobile Association
BC College of Nurses & Midwives
BC College of Oral Health Professionals
BC Construction Safety Alliance
BC Financial Services Authority
BC Forest Safety Council
BC Housing Management Commission
BC Hydro and Power Authority
BC Institute of Technology
BC Lottery Corporation
BC Municipal Safety Association
BC Public School Employers' Association
BC Public Service Agency
BC Real Estate Association
BC Securities Commission
BC Transit Corporation
BC Utilities Commission
BCNET
Beacon Community Services
Beverage Container Management Board
BGC Engineering Inc
Birchcliff Energy Ltd.
Bishop's University
BJ Energy Solutions Canada, ULC
BKL Consultants Ltd.
Blackstone Drilling Fluids Limited

Bombardier Inc.
Bonterra Energy Corp.
Bow Valley College
BrettYoung Seeds Limited
Brock University
Brown and Caldwell Inc.
Burnaby School District No. 41
Bylands Nurseries Ltd.

Calfrac Well Services Ltd.
Calgary Co-operative Association Limited
Calgary Real Estate Board
Cameco Corporation
Camosun College
Canadian Centre for Professional Legal Education
Canadian Light Source Inc.
Canadian Tire Corporation, Limited
Canarie
Canfor Corporation
Canterbury Coffee Corporation
Canuck Place Children's Hospice
Cape Breton University
Capilano University
CARE Canada
Centennial College
ChampionX Corporation
Chartered Professional Accountants of BC
Chemtrade Logistics Income Fund
Children Believe
CIMA+
City of Abbotsford
City of Burnaby
City of Coquitlam
City of Fort St. John
City of Kelowna
City of Langford
City of Maple Ridge
City of Mission
City of New Westminster
City of Penticton
City of Prince Rupert
City of Richmond
City of Surrey
City of Vancouver
City of Victoria
Clifton Engineering Group Inc.
Coast Mountain College
College of Health and Care Professionals of BC
College of New Caledonia
College of Nurses of Ontario
College of Physicians & Surgeons of Alberta
College of Physiotherapists of Alberta
College of Registered Nurses of Manitoba
College of Registered Nurses of Saskatchewan
College of the Rockies
Columbia Basin Trust
Community Social Services Employers' Association
of BC

Computer Modelling Group Ltd.
Concert Properties Ltd.
Consumer Protection BC
Continuing Legal Education Society of BC
Coquitlam School District No. 43
Corby Spirit and Wine Limited
CORE Linepipe Inc.
Corix Group of Companies
Corpro Canada, Inc.
Corus Entertainment Inc.
Covenant House Vancouver
COWI North America, Ltd.
CTM Design Services Ltd.
Cybera Inc.

D2L Inc.
Daiya Foods Inc.
Delta School District No. 37
Destination Vancouver
DIALOG
Dillon Consulting Limited
District of Saanich
DLH Group
Douglas College

EggSolutions - Vanderpols Inc.
Emily Carr University of Art & Design
Eminence Organic Skin Care
Encorp Pacific (Canada)
Energy Safety Canada
ENGCOMP Engineering & Computing Professionals Inc.
Engineers & Geoscientists British Columbia
Ensign Energy Services Inc.
Exchanger Industries Ltd.

Falkirk Environmental Consultants Ltd.
Fanshawe College
Fast + Epp
Federated Co-operatives Limited
First Nations Health Authority
FLINT Corp.
Food for the Hungry Canada
Forestry Innovation Investment Ltd.
FortisBC Energy Inc.
FPI Fireplace Products International Ltd.
Freehold Royalties Ltd.

Gateway Tubulars Inc.
Gibson Energy Inc.
Glotman-Simpson Consulting Engineers
go2HR
Goodfellow Inc.
Government of Alberta
Greater Vancouver Food Bank Society
Greater Victoria Harbour Authority
Groupe BBA Inc.

H.H. Angus & Associates Limited
Halliburton Company

Hatfield Consultants
Health Employers Association of BC
Hedgehog Technologies Inc.
High Liner Foods Incorporated
HTEC
Humane Canada
Hybrid Chemical Technologies, Ltd.

IFD Technologies Inc.
Insurance Corporation of BC
Insurance Council of BC
Integrated Sustainability
ISL Engineering and Land Services Ltd.

Jamieson Wellness Inc.
Jim Pattison Group
JRS Engineering Ltd.

Kerr Wood Leidal Associates Ltd.
Keyera Corp.
KGS Group
Kinvia
Kwantlen Polytechnic University

Land Title and Survey Authority of BC
Law Society of Alberta
Law Society of BC
Law Society of Manitoba
Layfield Group Ltd.
Legal Aid BC
Leukemia & Lymphoma Society of Canada
Lezare Canada Ltd.
Liberty Energy, Inc.
Lifting Solutions Inc.
Local Government Management Association of BC
Lonsdale Energy Corporation

Magnum Cementing Services Ltd.
MakeWay
Manitoba Liquor & Lotteries Corporation
Maple Ridge-Pitt Meadows School District No. 42
McElhanney Consulting Services Ltd.
Metercor Inc.
Metis Nation BC
Metro Vancouver
Michael Smith Health Research BC
Municipal Insurance Association of BC
Musqueam Indian Band
My Mutual Insurance

Nch'kay Development Corporation
Netskrt Systems Inc.
Northern Savings Credit Union
NOV Canada ULC
Novacom Building Partners Ltd.

Olympic International Sales Ltd.
Ontario Motor Vehicle Industry Council
Ontario Real Estate Association

Pacesetter Directional Drilling Limited Partnership
PBX Engineering Ltd.
Peaskie Minerals Inc.
Penta Completions Supply & Services Ltd.
Pinchin Ltd.
Portage la Prairie Mutual Insurance Company
PrairieSky Royalty Ltd.
Precision Drilling Corporation
PRI Engineering
Product Care Association
PRT Growing Services Ltd.
PTW Energy Services Ltd.

Qualico Developments West Ltd.
Quebecor Inc.

R.V. Anderson Associates Limited
RAM Consulting Group
RDH Building Science Inc.
Red River Mutual Insurance Company
Richelieu Hardware Ltd.
Richmond School District No. 38
RJC Engineers
Robinson Consultants Inc.
Rogers Sugar Inc.
Roska DBO Inc.
Royal College of Dental Surgeons of Ontario
RTR Terra Contracting Ltd.

SafeCare BC
Sandbox Mutual Insurance Company
Sanjel Energy Services Inc.
Sarcen Recycling
Saskatchewan Blue Cross
Saskatchewan First Nations Family & Community
Institute Inc.
Saskatchewan Government Insurance
Saskatchewan Liquor & Gaming Authority
Sasuchan Development Corporation
Save the Children Canada
School District No. 36 - Surrey
School District No. 39 - Vancouver
Science World BC
Simon Fraser University
Singleton Urquhart Reynolds Vogel LLP
Site Power Engineering Consultants Ltd.
SLB Limited
Squamish Nation
SRK Consulting (Canada) Inc.
Stahl Peterbilt Inc.
Steelhaus Technologies Inc.
STEP Energy Services Ltd.
StoneCroft Engineering Ltd.
Straiton Engineering Ltd.
Strata Engineering Inc.
Stream-Flo Industries Ltd.
Strike Group Limited Partnership
Surepoint Technologies Group Ltd.
Surge Energy Inc.

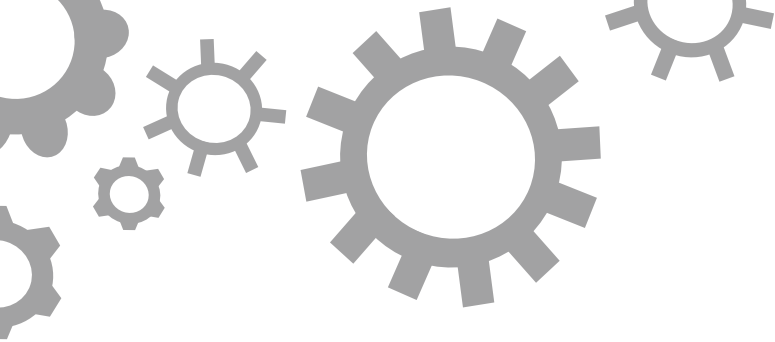
SYLVIS Environmental Services Inc.
Tatham Engineering Limited
Technical Safety BC
TerraLink Horticulture Inc.
Tetra Tech Canada Inc.
The AME Consulting Group Ltd.
The Great Little Box Company Ltd.
The Mutual Fire Insurance Company of BC
Thurber Engineering Ltd.
Tiger Calcium Services Inc.
Toronto Regional Real Estate Board
Tourmaline Oil Corp.
TransLink
Trican Well Service Ltd.
Trillium Mutual Insurance Company
Triton Environmental Consultants Ltd.
Trucking Safety Council of BC
TVA Group Inc.
TYCROP Manufacturing Ltd.

Union Gospel Mission Foundation
University Neighbourhoods Association
University of British Columbia
University of Manitoba
Urban Systems Ltd.

Vancouver Airport Authority
Vancouver Coastal Health
Vancouver Fraser Port Authority
Vehicles Sales Authority of BC
Vermilion Energy Inc.
Village of Pemberton
VMAC Global Technology Inc.

Wajax Corporation
Weatherford Canada Ltd.
Western Forest Products Inc.
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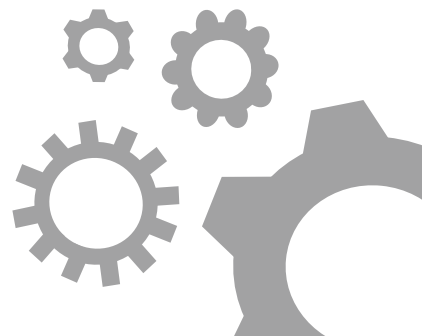
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Price List



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Compensation Policies & Practices	\$549	\$1,100
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