

Survey Name:	2021 Canada MBD/TRS - Sales/Marketing/Communications	Refinement:	All Data
Job Family:	Sales, Marketing & Product Management	Scale:	In Whole Numbers
Job Sub-family:	Sales & Marketing	Currency:	Canadian Dollar
Job Code:	SMP.02.021.E10	Number of Organizations:	55
Job Title:	Business Development Strategy & Planning - Sub-function Executive 1 (E1)	Number of Observations:	100
Job Type:	Job	Position Class:	56-62
Job Description:	Business Development Strategy & Planning work identifies, evaluates and negotiates, new sales and marketing growth opportunities across multiple of the following areas: <ul style="list-style-type: none"> •Commercial/Pricing Strategy •Sales Channel Strategy (Alliance Partnerships, Franchising, E-Commerce, etc.) •New Product Development The work includes: <ul style="list-style-type: none"> •Identifying and developing optimal revenue models, sales/distribution channels, pricing, and new product development strategies •Identifying and negotiating strategic partnerships including financial arrangements, customer sharing, and intellectual property rights •Prioritizing and tracking investments across new product development initiatives In some organizations may be responsible for project managing/integrating new business ideas and/or acquisitions. Establishes and implements strategies that have short to mid-term (1-3 years) impact on business results in alignment with parent/corporate organization objectives. <ul style="list-style-type: none"> •Leads multiple teams of directors/senior managers, and managers. •Develops short to mid-term (1-3 years) plans for optimizing the organization, function, or sub-function and the talent required to execute strategies in job area. 		

* More than 35% of the rates within the sample are supplied by one organization
 ** Note only the Mean and Median will be displayed if more than 50% of the incumbents are supplied by one organization

Compensation Element	No. of Orgs	No. of Obs	*/**	Inc Wtd 10th %ile	Inc Wtd 25th %ile	Inc Wtd Mean	Inc Wtd Median	Inc Wtd 75th %ile	Inc Wtd 90th %ile
Base Salary	55	100		154,550	186,755	233,295	235,695	269,500	319,518
Salary Min	27	41		103,600	129,000	163,981	148,229	205,500	246,134
Salary Mid	25	38		134,296	167,700	211,150	197,838	261,964	271,255
Salary Max	27	41		168,458	207,660	262,042	247,000	307,667	341,210
Other Guaranteed Allowance	0	0		--	--	--	--	--	--
Total Guaranteed Cash Comp	55	100		154,550	186,755	233,295	235,695	269,500	319,518
STI Threshold % Base	5	6		--	10.0	16.0	13.4	22.5	--
STI Target	44	73		28,913	38,125	70,198	58,020	89,251	125,000
STI Target % of Base	44	73		17.5	20.0	30.4	30.0	35.0	50.0
STI Maximum % Base	16	25		23.8	37.5	55.7	52.5	77.5	94.0
STI Actual	30	51		15,008	27,000	60,055	45,000	77,233	135,876
STI Actual % Base	30	51		5.6	12.8	24.6	22.0	35.5	49.0
Sales Incentive (Target)	1	3	**	--	--	--	--	--	--
Sales Incentive Target % Base	1	3	**	--	--	--	--	--	--
Sales Incentive Actual	1	3	**	--	--	--	--	--	--
Sales Incentive Actual % Base	1	3	**	--	--	--	--	--	--
Profit Sharing Actual	1	1	**	--	--	--	--	--	--
Profit Sharing Actual % Base	1	1	**	--	--	--	--	--	--
Total Cash - Target	48	80		185,739	222,533	287,766	280,500	344,466	396,610
Total Cash Target - Receivers	44	76		186,913	225,498	292,496	282,850	349,504	398,375
Total Cash - Actual	55	100		172,074	201,585	267,460	260,000	305,815	390,292
Total Cash Actual - Receivers	31	55		197,484	252,613	306,259	295,850	356,754	431,410
LTI (B-S)	18	27		31,445	48,686	106,490	82,937	141,143	247,908
LTI % of Base (B-S)	18	27		20.5	23.5	44.5	31.7	57.0	92.0
TDC Target (B-S)	48	80		199,042	224,164	317,697	290,579	373,751	512,278
TDC Target (B-S), Rcvrs	15	23		221,445	291,959	407,349	360,652	513,642	657,179
TDC Actual (B-S)	55	100		172,074	210,442	296,212	271,336	352,977	449,319
TDC Actual (B-S) Rcvrs	18	27		221,746	297,572	396,575	357,284	498,094	641,056
Tenure - Organization	50	94		2	4	11	8	17	26