



SMPS Oregon & Seattle

2024 Salary Survey



PREPARED IN COLLABORATION BY AN AD HOC COMMITTEE OF
SMPS OREGON AND SMPS SEATTLE MEMBERS.



2024 SMPS OREGON/WASHINGTON SALARY SURVEY FORWARD

In a competitive market for talent, paying a market-rate salary is no longer a differentiator — it's the baseline. Candidates today are more informed than ever, and they expect transparency around compensation. But salary alone isn't the full story.



Savvy candidates are evaluating the entire package: flexible work arrangements, vacation time, insurance coverage, professional development opportunities, and remote work options are often as critical as the salary itself. To attract and retain skilled marketing and business development professionals in architecture, engineering, and construction, companies must demonstrate value beyond the paycheck.

At the same time, compensation and benefits are only part of what makes a position appealing. What happens day-to-day — the company culture, team dynamics, and clarity of role expectations — ultimately determines whether someone stays engaged or begins looking elsewhere.

For professionals considering new opportunities, here are three questions to ask:

1. Why is this position open? Is it a result of growth, restructuring, or turnover? Understanding this provides valuable insight into the company's direction and stability.
2. What are the five "buckets" of responsibilities, and how much time is expected for each? This clarifies priorities and helps identify opportunities for innovation or cross-discipline experience (i.e., communications, graphics, marketing, and BD crossovers).
3. How does the company support career development and growth? Opportunities to learn, advance, and make meaningful contributions are often what turn a job into a long-term fit.

Finally, individuals must be clear on their own expectations. What do they want to spend time on? Whether it's shifting responsibilities in a current role or finding a new one, understanding personal priorities is key to finding alignment with a company.

This salary survey is more than numbers; it's a tool for meaningful conversations. Salary, flexibility, benefits, responsibilities, and growth opportunities all matter. By taking a holistic approach, individuals and companies can create roles where people don't just get the work done — they thrive.

Katherine Robinette, CPSM
President/Owner
Keystone and Raven, LLC

Katherine is a consultant, keynote speaker, and change catalyst, helping others drive intentional culture, overcome resistance, build community and trust, and create a workplace where everyone thrives. With more than 20 years in AEC marketing and employee engagement, she is a thought leader in effective engagement, change management, and company culture.

INTRODUCTION

The SMPS Oregon and SMPS Seattle Salary Survey Questionnaire for 2024 was developed by an ad hoc committee of SMPS Oregon and SMPS Seattle members. The survey questionnaire was distributed independently using Google Forms. Where relevant, historical data was used from the 2007, 2011, 2012, 2014, 2016, 2018, 2020, and 2022 Salary Surveys to show historical trends in the Oregon and Seattle marketplace*.

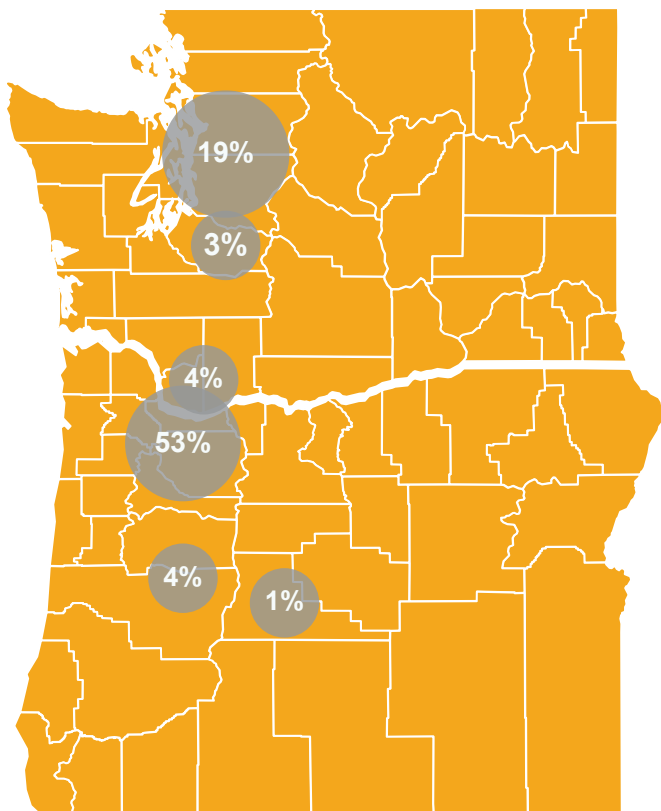
Purpose

SMPS Oregon and SMPS Seattle* conduct this Salary Survey every two years with the goal of assisting professional services marketers local to the Pacific Northwest region in comparing positions in the architecture, engineering, and construction industry.

Methods

The 53 question anonymous survey was announced through SMPS Oregon and SMPS Seattle news and social media channels. The survey was open to all members and nonmembers of SMPS. The survey was conducted using Google Forms and analysis was downloaded and performed using Excel by the committee. Each result table or graph shows the total number of responders and number of non-responders per question. It is important to note that in all locations where salary data is shown (high, low, average and median), these figures do NOT include bonuses, commissions, and fringe benefits, and includes part-time and full-time employees.

- The salaries have been adjusted for time worked (i.e. part time salaries have been adjusted to full-time)
- Outliers have been removed from the dataset
- When there are less than 3 responses for any questions, the average salary data has been removed



Respondents

A total of 102 complete responses were obtained during a 6 week period between October 2024 through December 2024, 81% were SMPS members. The map to the right shows the percentages of survey respondents from the top four locations across Oregon and Washington. Two percent of respondents are from California.

Please Note

This Salary Survey was prepared entirely by SMPS Oregon and SMPS Seattle member volunteers. They are marketers, not human resource specialists or statistical analysts. Please use this information as a general salary overview based on self selected responses.

Questions

Nicole Haman, CPSM, LEED AP | SMPS Oregon Chapter President, 2024-2025 at hamann@aks-eng.com

Thank you

A special thank you to all those that helped with this survey, including Nicole Haman, Katy Byers, Stacey Ho, Kate Kearney, and all others who had a hand in the survey production.

*2022 is the first year that SMPS Seattle participated in this survey. Therefore, it can be assumed that all historical data prior to 2022 is relevant only to SMPS Oregon members and respondents.

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2024 Salary Survey Snapshot of Trends.

Recruiting & Retention

33% of respondents are satisfied with their current compensation.

40% of firms did not recruit for marketing talent in the last two years.

36% of respondents are finding it similar to the last two years for retaining talent.

The percentage of staff decreasing at the entire organization and local office is up 4% over 2022. The highest percentage since 2012.



Overall satisfaction with compensation is down slightly from prior years historical data.

SMPS Network is the highest ranked resource for obtaining a new job.

Positive Movement

34% of respondents changed job titles.

90% of respondents had an increase in salary in the last two years.

26% of respondents are very or extremely happy with their pay.

Work/Life Balance is Key

For those who stayed with their firm, Work/Life Balance and Remote Work Options were tied for the top reason they stayed, followed by Firm Culture.



84% of respondents said their firms paid for professional association dues.

Data is More Valuable Than Ever

77% of respondents are currently using CRM or MIS tools.

→ 52% of respondents are already using AI tools on a regular basis. 18% are planning to use AI tools in the next year.

→ Top four AI tools used: ChatGPT, Adobe AI tools, CoPilot, Grammarly

Remote/Hybrid Work

65% of respondents anticipate to work remotely at least part of the week over the next two years.

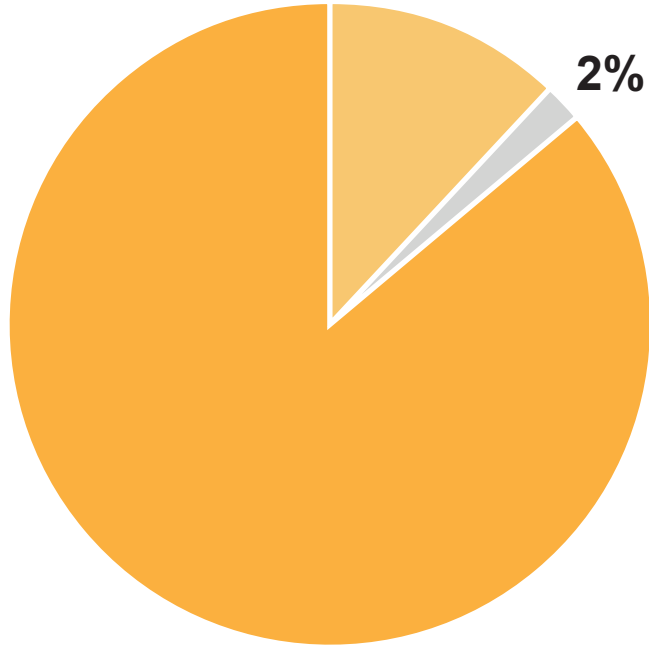
→ 15% anticipate working remotely every day of the week over the next two years.

→ 70% prefer to work remotely at least part of the week over the next two years.

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To which gender do you most identify?

Answered: 102 Skipped: 0



- Woman
- Man
- Non-Binary
- Prefer not to respond

Identity	2024 Average Annual Salary
Woman	\$108,402
Man	\$115,817
Non-Binary	\$80,240
Prefer Not To Respond	\$71,000

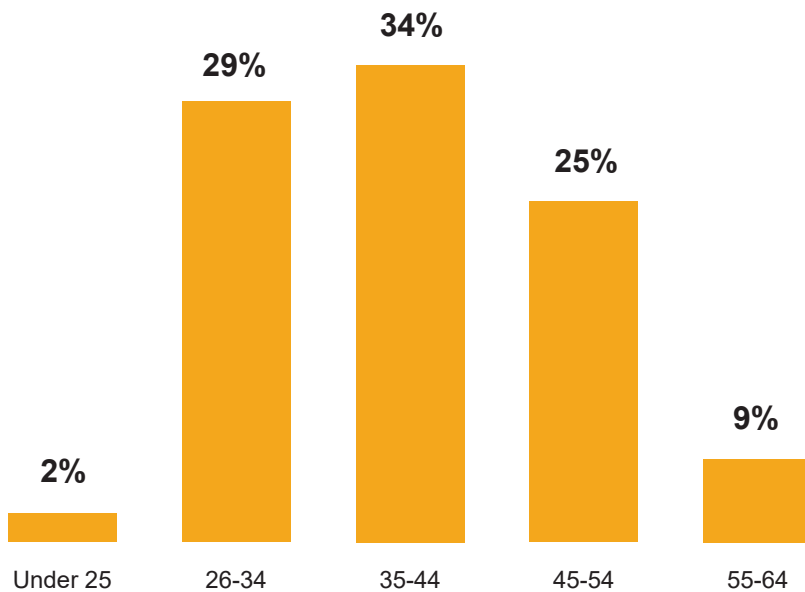
Historical Data*

Gender Identity	Average Annual Salary					
	2007	2016	2018	2020	2022	2024
Woman	\$54,700	\$67,048	\$63,664	\$77,686	\$92,813	\$108,137
Man	\$71,000	\$78,853	\$77,750	\$81,217	\$111,655	\$115,817

*All historical Data is SMPS Oregon past survey only. Reminder that 2022 and 2024 data includes both OR & WA responses.

What is your age?

Answered: 102 Skipped: 0



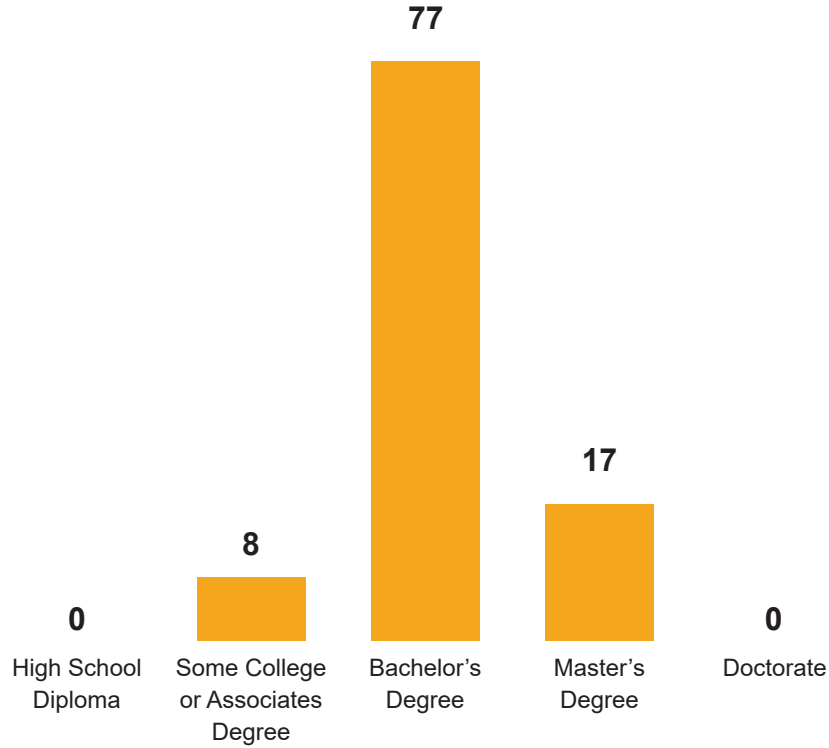
Age	Average Annual Salary
Under 25	\$70,500
26-34	\$81,864
35-44	\$117,896
45-54	\$124,219
55-64	\$119,666

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What is the highest level of formal education you have completed?*

Answered: 102 Skipped: 0

*Results are based on # of people, not percentages



Historical Data*

	Highest Level of Formal Education							
	2007	2012	2014	2016	2018	2020	2022	2024
# of responses	103	107	100	80	95	91	233	102
High School Diploma	1%	N/A	1%	1%	2%	1%	1%	0%
Some College or Associates Degree	24%	N/A	11%	7.5%	6%	6%	9%	8%
Bachelor's Degree	65%	N/A	80%	79%	79%	66%	73%	75%
Master's Degree	10%	N/A	9%	12.5%	12%	18%	16%	17%
Doctorate	0%	N/A	0%	0%	1%	0%	0%	0%

*All historical Data is SMPS Oregon past survey only. Reminder that 2022 and 2024 data includes both OR & WA responses.

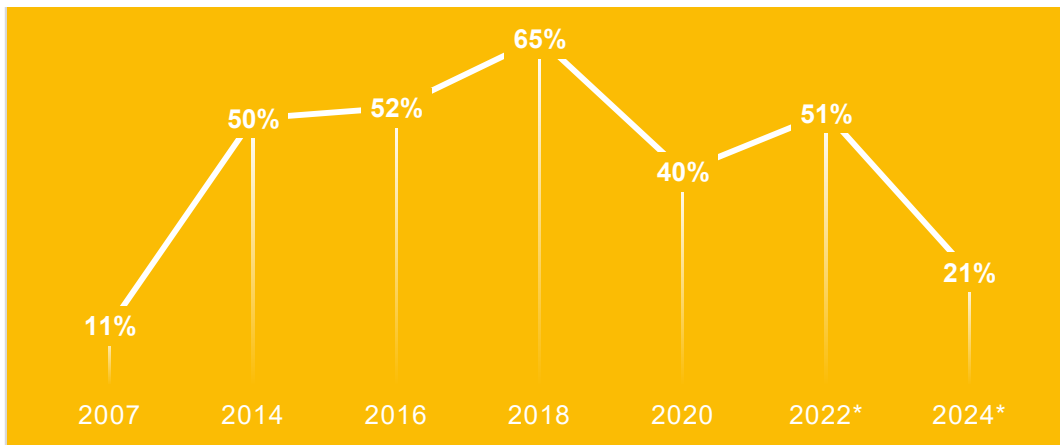
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If any, what professional designation(s) do you currently hold?

Answered: 25 Skipped: 77

Designation	Count	Percent*
CPSM	21	84%
FSMPS	2	8%
LEED	4	16%
PE/SE	1	4%
MBA	1	4%

Historical Data of CPSM responses:



*All historical Data is SMPS Oregon past survey only.

Reminder that 2022 and 2024 data includes both OR & WA responses.

For those who hold a professional designation, was there a benefit to obtaining it?

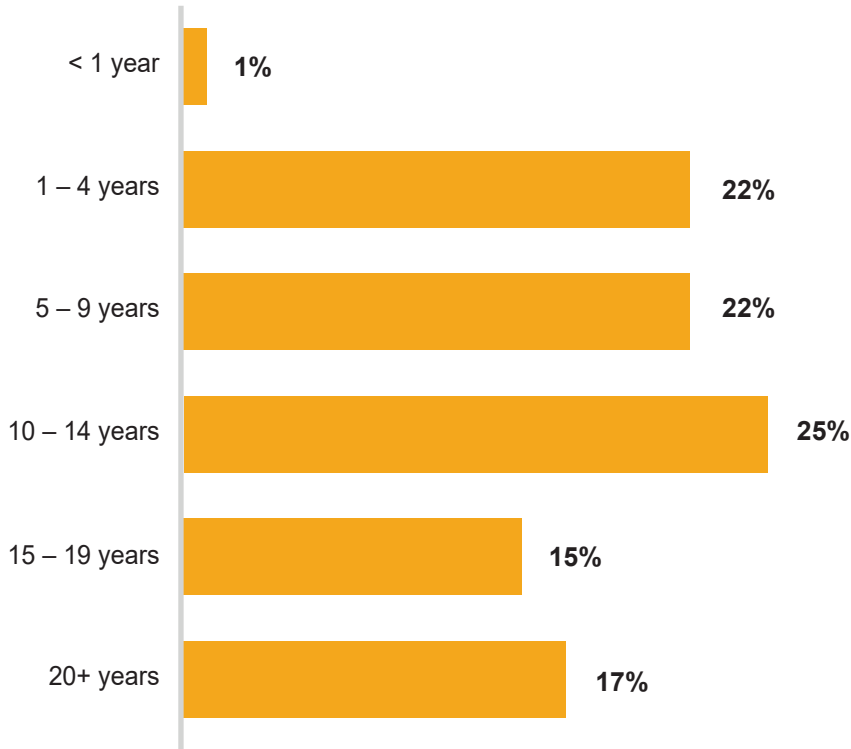
Answered: 80 Skipped: 22

Designation	Count
Yes - I increased my knowledge of the industry	20
Yes - I received recognition and enhanced credibility with my employer, clients and peers	19
Yes - I received a bonus	9
Yes - I received a pay increase	5
Yes - I received a promotion	3
No - I see no benefit from obtaining my professional designation	1

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How many years of experience do you have in just A/E/C marketing?

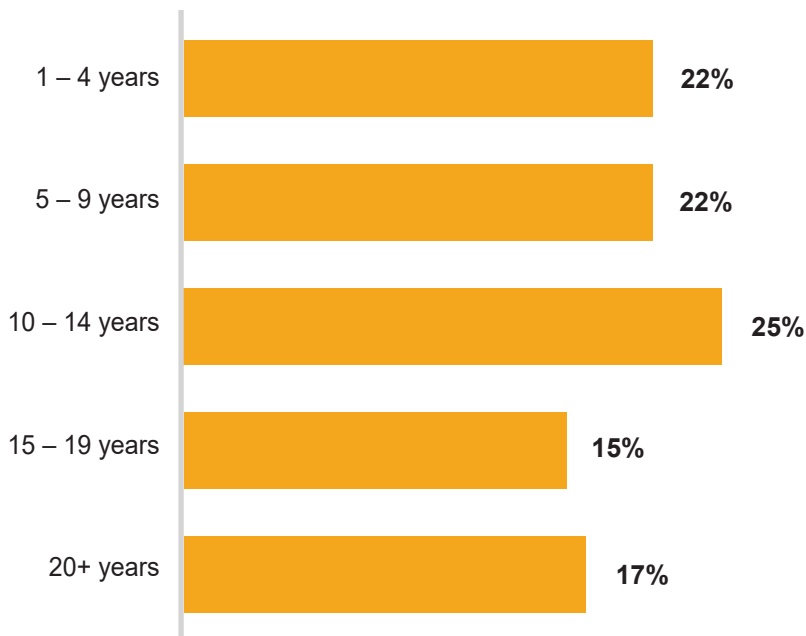
Answered: 102 Skipped: 0



Years of experience	Average annual salary
< 1	\$69,680
1-4	\$70,381
5-9	\$99,987
10-14	\$116,808
15-19	\$132,047
20+	\$135,959

How many years of total experience (A/E/C and other industries) do you have?

Answered: 102 Skipped: 0

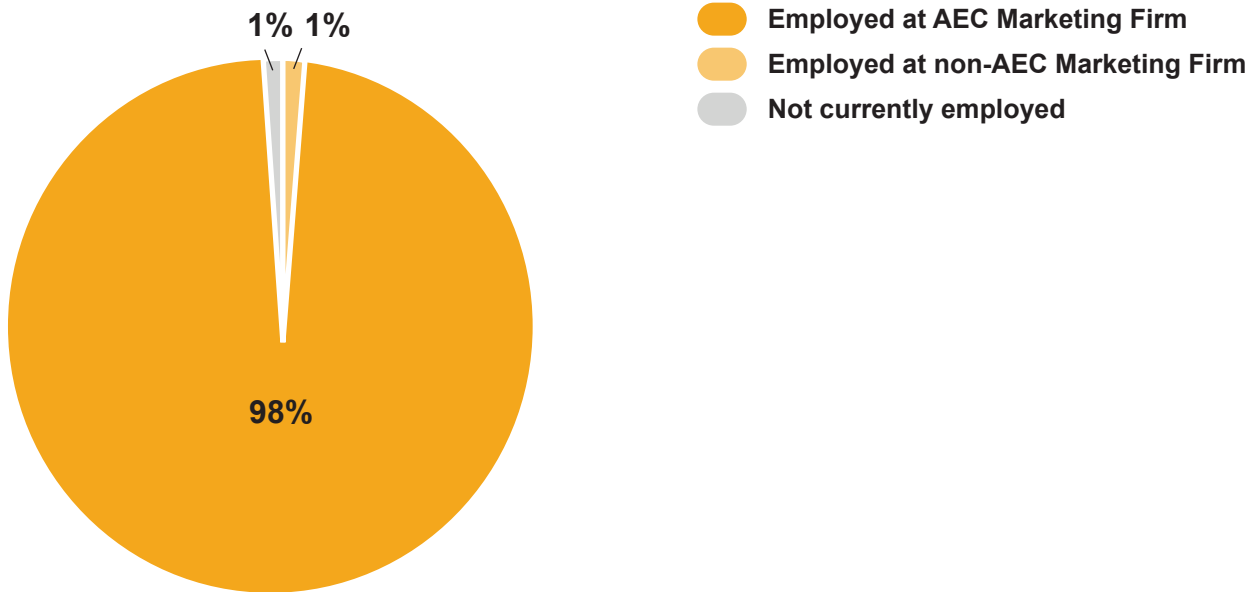


Years of experience	Average annual salary
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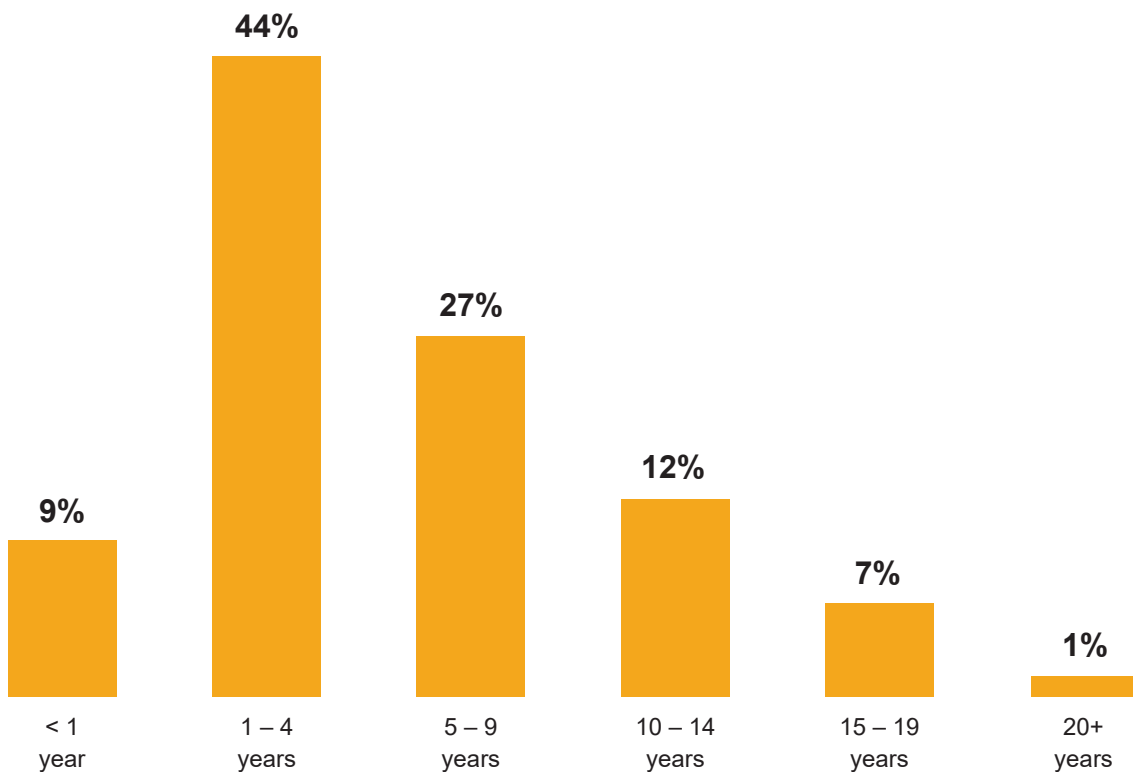
What is your current employment status?

Answered: 102 Skipped: 0



How many years have you worked for your current employer?

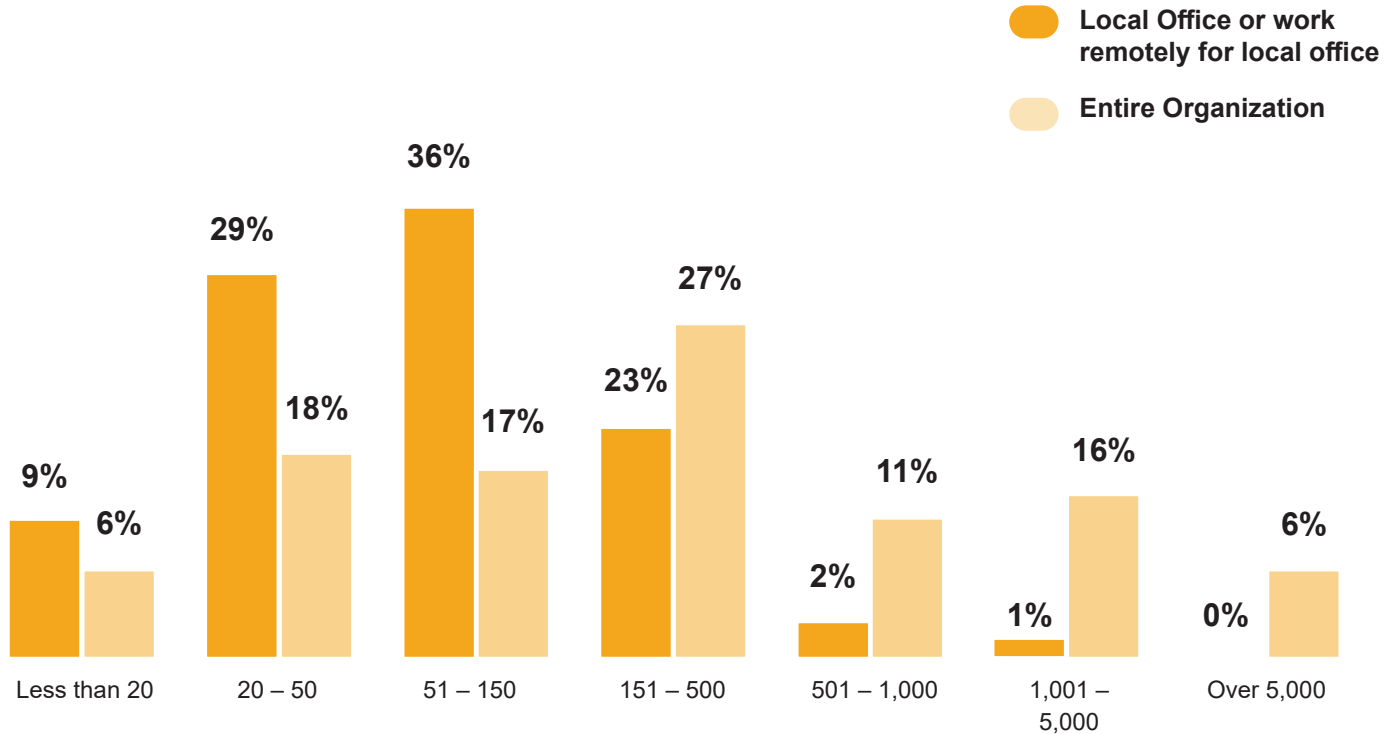
Answered: 102 Skipped: 0



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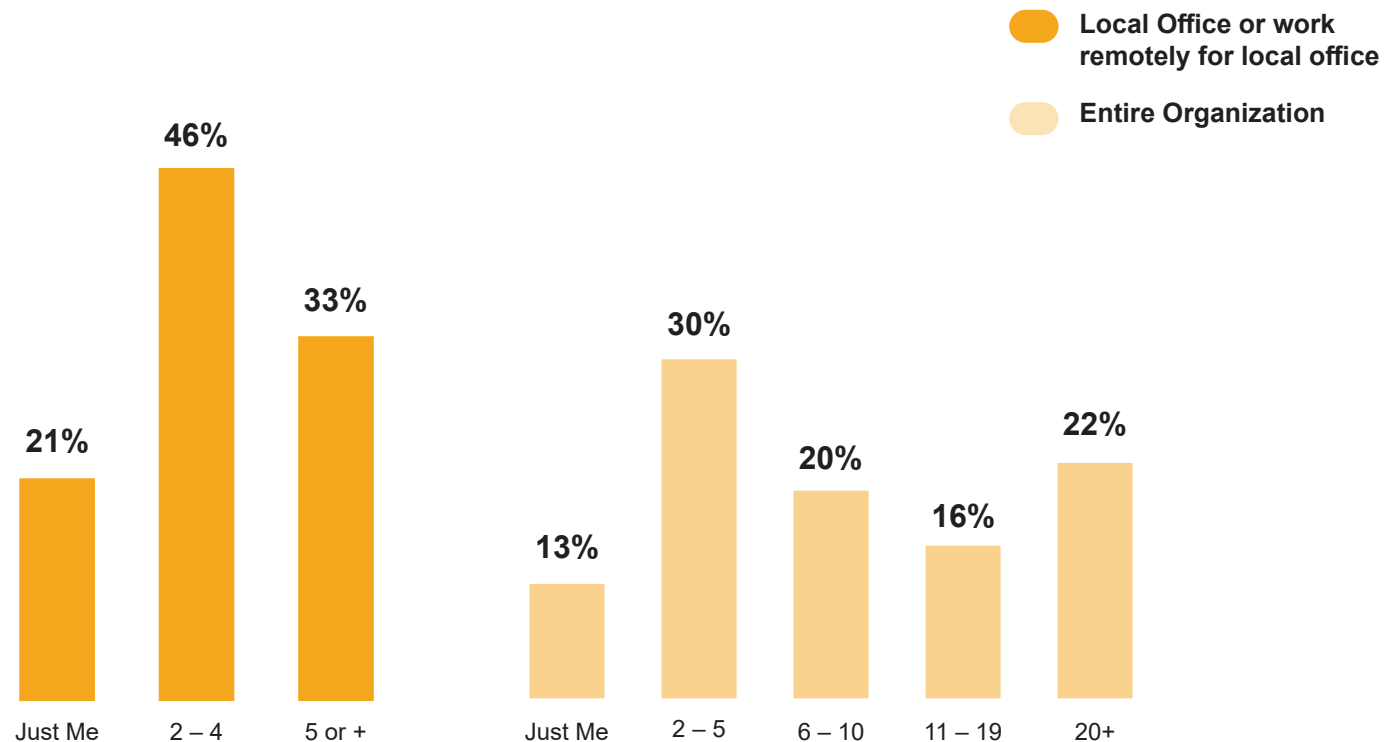
How large is your firm?

Answered: 102 Skipped: 0



How many marketing and full-time business development staff are employed by your firm?

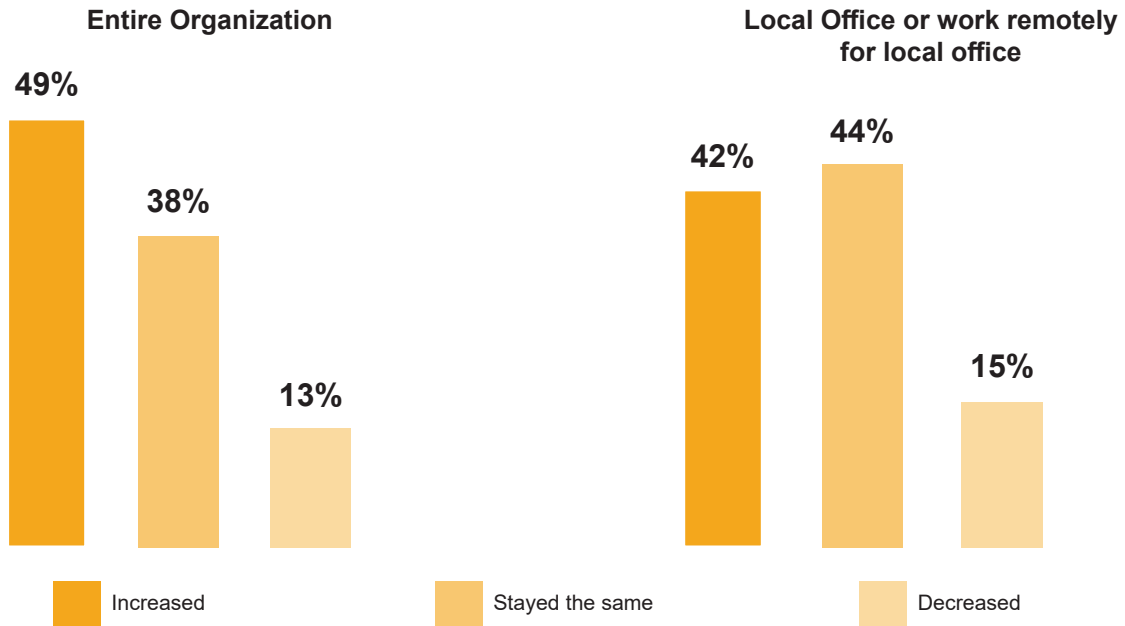
Answered: 102 Skipped: 0



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Did the total number of marketing and full-time business development staff in your firm's **entire organization** and **local office** (or work remotely for local office) change in the last two years? *

Answered: 100 (entire organization), 101 (local office) Skipped: 2 (entire organization), 1 (local office)



Historical Data*

Answer	2012	2014	2016	2020	2022	2024
	All Offices (107)	All Offices (100)	All Offices (80)	All Offices (87)	All Offices (233)	All offices (100)
Increased	17%	41%	35%	55%	51%	49%
Decreased	14%	9%	8%	8%	11%	13%
Stayed the Same	72%	50%	57%	31%	38%	38%
Other	3%	N/A	N/A	N/A		

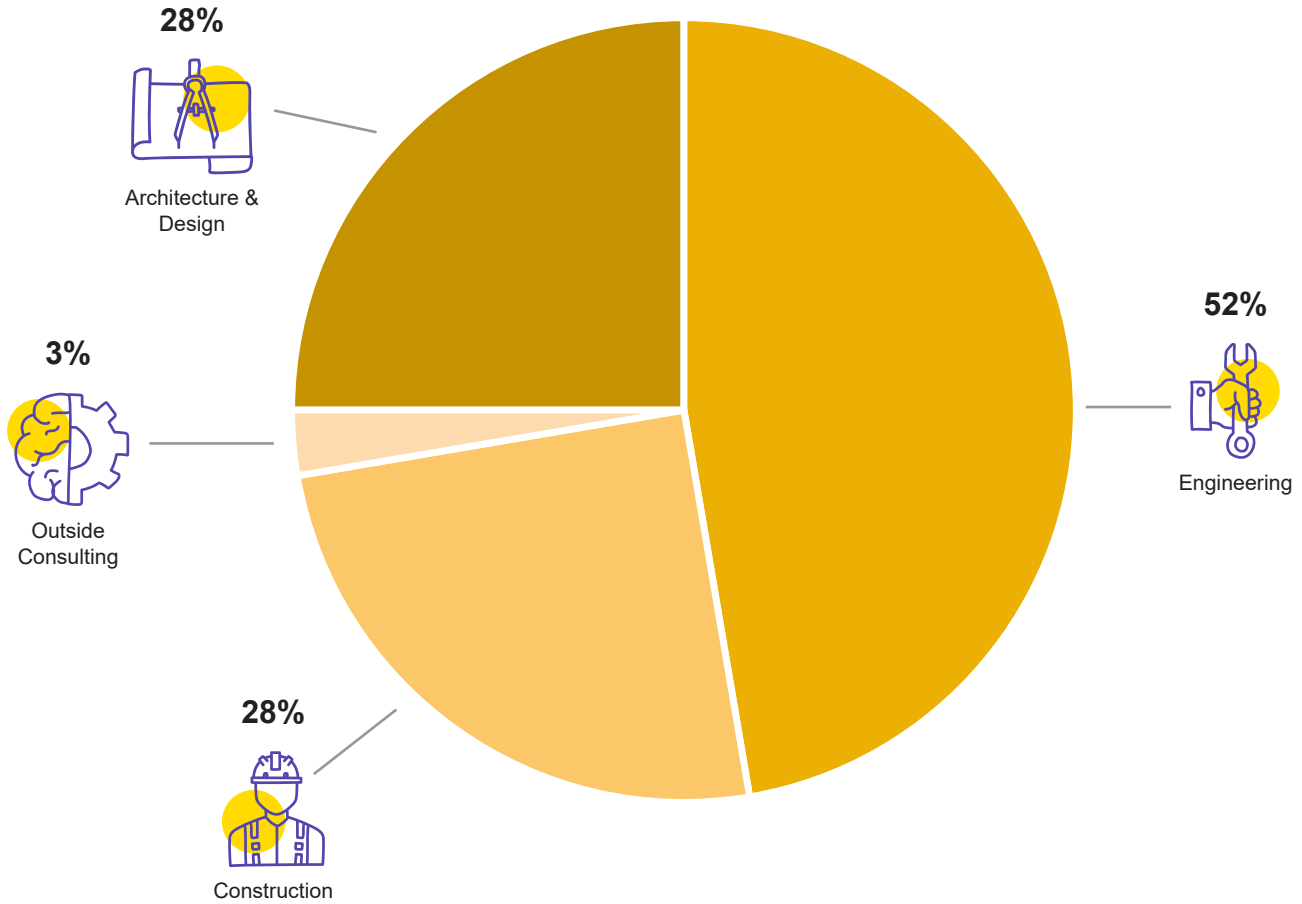
Answer	2012	2014	2016	2020	2022	2024
	Local Office (107)	Local Office (100)	Local Office (80)	Local Office (87)	Local Office (233)	Local Office (101)
Increased	20%	33%	26%	44%	44%	42%
Decreased	14%	4%	8%	8%	9%	15%
Stayed the Same	71%	63%	66%	48%	48%	44%
Other	3%	N/A	N/A	N/A		

*All historical Data is SMPS Oregon past survey only. Reminder that 2022 and 2024 data includes both OR & WA responses.

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Which one of the following discipline groups most closely defines your firm?

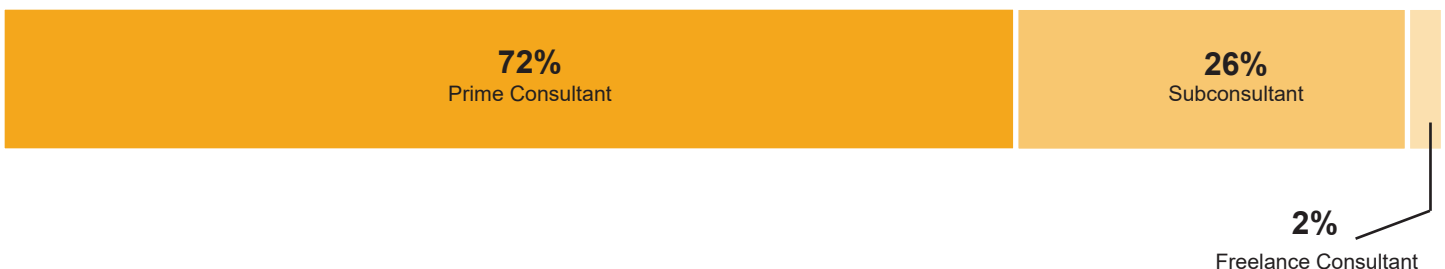
Answered: 102 Skipped: 0



Discipline	Average annual salary
Architecture & Design	\$93,865
Engineering	\$110,620
Construction	\$104,073
Outside Services	\$124,625

Would you describe your firm as primarily a...?

Answered: 102 Skipped: 0



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Which one of the following most closely describes the responsibility level and/or job duties you perform in your firm?

Answered: 102 Skipped: 0

Category	Count	Percent	Minimum Salary	Average Salary	Maximum Salary
<p>Category I Member of the firm's highest level of management and/or part of the firm's executive management team. Key decision-maker for the firm's marketing and/or business development strategies (including, but not limited to, pursuits, sales, branding, communications, marketing systems, JEDI, or other related marketing positions). Responsible for budgeting, planning, policy, procedure, achieving business development and/or marketing goals and objectives, and has major or final influence on strategic planning and/or key decisions that affect the business. Delegates day-to-day responsibilities to lower levels of management and staff. MANAGES TEAM MEMBERS. (Example: Chief Marketing Officer, Chief Information Officer, Principal in Charge of Marketing, Director of Marketing, Creative Director, Marketing Information Director, Director of Communications)</p>	22	22%	\$113,500	\$150,516	\$270,000
<p>Category II Manages marketing and/or business development programs/teams (including, but not limited to, pursuits, sales, branding, communications, marketing systems, JEDI, or other related marketing positions). Responsibilities may include oversight of: marketing communications (brand, website, social, etc.); pursuit (research/analysis, proposals, interviews, etc.); business development (client or opportunity leads tracking, interview prep, etc.); or marketing information (database administration, marketing data analytics). With the support of the highest level of management, oversee marketing projects and supervise others performance of marketing projects. May participate in establishing marketing programs, policies, and procedures. LIKELY MANAGES TEAM MEMBERS. (Example: Marketing or Pursuit Manager or Strategist, Creative or Communications Manager, Marketing Database Administrator).</p>	42	41%	\$62,000	\$108,925	\$155,000
<p>Category III Senior member of marketing and/or business development (including, but not limited to, pursuits, sales, branding, communications, marketing systems, JEDI, or other related marketing positions). Responsibilities may include: marketing and proposal coordination or support/production; marketing information systems and records maintenance; graphic/creative design, writing, social media/website; market research; leads marketing and business development and strategy; coaches interviews; tracks leads; edit or write communications or ghost write articles; and, with oversight, plans and executes marketing support activities. TYPICALLY RECEIVES DIRECTION FROM A MARKETING DIRECTOR OR MANAGER. (Example: Senior Marketing or Proposal/Pursuit Strategist, Senior Marketing Analyst).</p>	19	19%	\$64,480	\$89,709	\$121,000
<p>Category IV Foundational member of marketing and/or business development (including, but not limited to, pursuits, sales, branding, communications, marketing systems, JEDI, or other related marketing positions). Responsibilities may include: proposal coordination; content development; graphic design; social media support; website support; writing support or production; marketing information systems maintenance; conducts marketing research; and, with oversight, plans and executes marketing support activities. TYPICALLY RECEIVES DIRECTION FROM A MARKETING DIRECTOR OR MANAGER. (Example: Marketing or Proposal/Pursuit Coordinator, Graphics Coordinator, Marketing Database Coordinator)</p>	15	15%	\$61,000	\$68,953	\$81,000
<p>Category V Fulfills primarily a business development role, assumes responsibility for marketing the firm's services and developing client relationships. (Example: Business Development, Client Relationship Manager, PM Seller-Doer, etc.)</p>	4	4%	\$80,000	\$101,250	\$130,000

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Diversity of titles

Answered: 101 Skipped: 1

Title	Count
Principal	2
Senior VP of Marketing	1
Chief Marketing Officer	1
Marketing Director/Director of Marketing	9
Director of Marketing & Business Development	3
Principal, Marketing Director	1
Senior Associate, Marketing Director	1
Regional Marketing Manager	2
Associate, Marketing Manager	1
Senior Marketing Manager	1
Marketing Manager	14
Associate Principal - Marketing and Business Development	1
Marketing and Business Development Manager	5
Senior Marketing Coordinator	8
Marketing Coordinator II	1
Marketing Coordinator	6
Marketing Coordinator and Graphic Designer	1
Marketing Lead	1
Strategic Pursuit Manager	1
Senior Pursuit Manager and Supervisor of staff	1
Senior Pursuit Manager	2
Pursuit Manager/Marketing Pursuits Manager	2
Proposal Manager	3
Proposal & Marketing Manager	2
Proposal Specialist	1
Senior Marketing Specialist	2
Senior Graphic Designer	1
Senior Business Services III	1
Director of Business Development/Business Development Director	6
Regional Business Development Manager	1
Senior Business Development Manager	1
Business Development Manager	2
Director of Communications	1
Regional Communications and Brand Leader	1
Marketing Communications Manager/Communications Manager	2
Marketing Specialist/Marketing Communications Specialist/Communications Specialist	4
Senior Communications Coordinator	1
Marketing/Communications Coordinator	1
Brand Manager / Marketing Manager	1
Corporate Public Relations Manager	1
Branding & Graphic Design Lead	1
Content Specialist	1
Social Media Marketing Coordinator	1
CRM and Market Data Manager	1

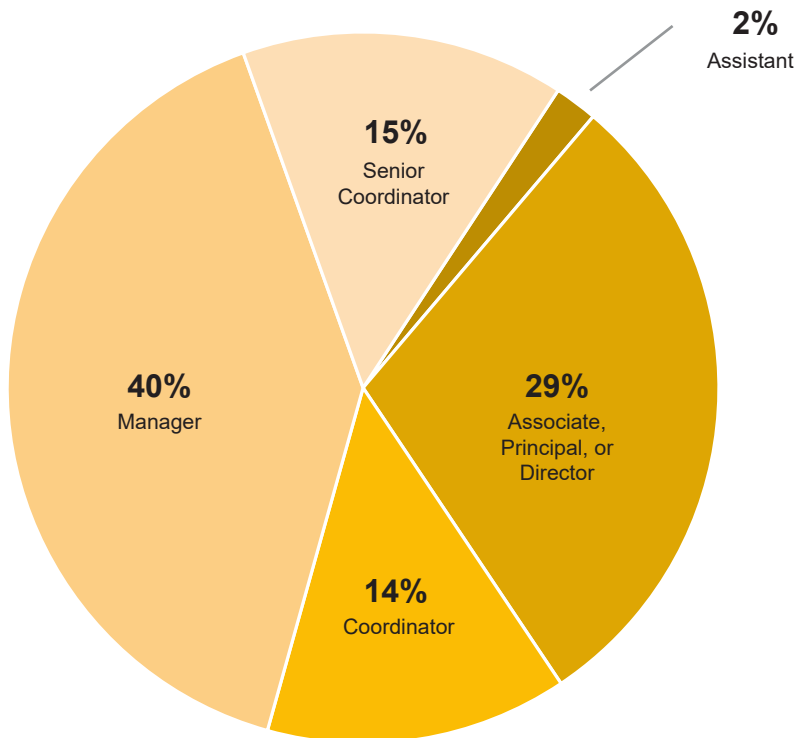
 Top Nine Titles

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Which of the following job titles most closely matches your own?

Answered: 102 Skipped: 0

Job Title	Count	Minimum Salary	Average Salary	Maximum Salary
Assistant (i.e., Communications, Marketing, Business Development, Proposal)	2	N/A	N/A	N/A
Coordinator (i.e., Communications, Marketing, Business Development, Proposal)	14	\$61,360	\$68,635	\$80,000
Senior Coordinator (i.e., Communications, Marketing, Business Development, Proposal)	15	\$71,000	\$84,300	\$102,000
Manager (i.e., Communications, Marketing, Business Development, Proposal)	41	\$62,000	\$108,908	\$164,300
Associate, Principal, or Director (i.e., Communications, Marketing, Business Development, Proposal)	30	\$94,000	\$140,290	\$270,000
N/A – Not enough responses or evidence to analyze				



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For the job title you selected, how many years have you had this title?

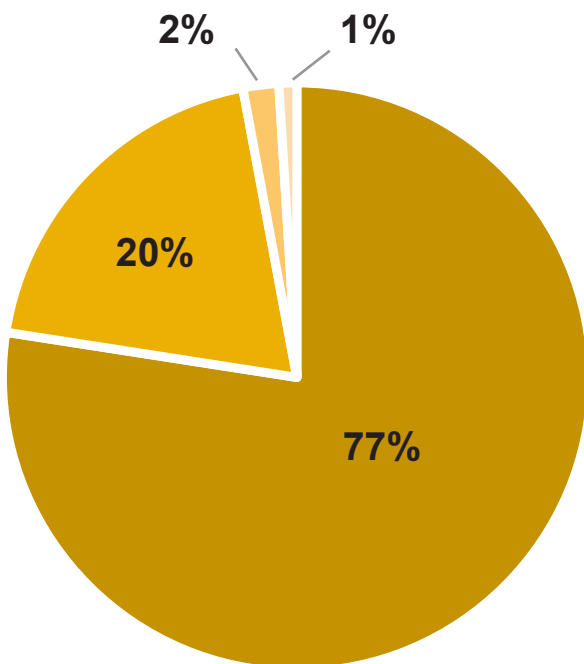
Answered: 100 Skipped: 2

Job Title	1.5 -2	2.5-3	5	8	10	15	20	Average # of Years
Assistant (i.e., Communications, Marketing, Business Development, Proposal)								N/A
Associate, Principal, or Director (i.e., Communications, Marketing, Business Development, Proposal)	5	8	2	5			1	2.7
Coordinator (i.e., Communications, Marketing, Business Development, Proposal)	3	1	1	1	1			2.3
Manager (i.e., Communications, Marketing, Business Development, Proposal)	10	5	3	1	2	1		3.1
Senior Coordinator (i.e., Communications, Marketing, Business Development, Proposal)	4	7	1					3.8
Grand Total	22	21	7	7	3	1	1	5.0

N/A – Not enough responses or evidence to analyze

For the job title you selected, how many employees in your local office hold this title, including you?

Answered: 102 Skipped: 0



Title	Count	Percentage
1	79	77%
2-5	20	20%
6-10	2	2%
21 or more	1	1%

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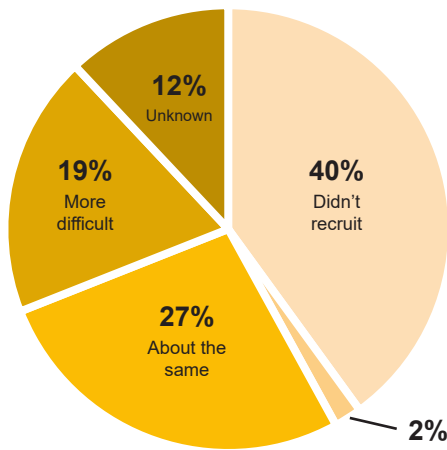
How many staff members report directly to you (you are responsible for evaluating their performance)?

Answered: 102 Skipped: 0

Answer Options	Response Percent	Response Count	Average Salary
None	57%	58	\$92,589
1	12%	12	\$111,993
2-5	23%	23	\$123,083
6-10	7%	7	\$162,143

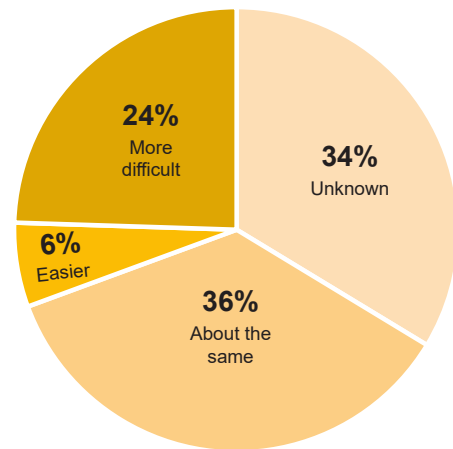
Would you say **recruiting** marketing staff during 2023-2024 has been more difficult, about the same, or easier than prior to 2023?

Answered: 100 Skipped: 2

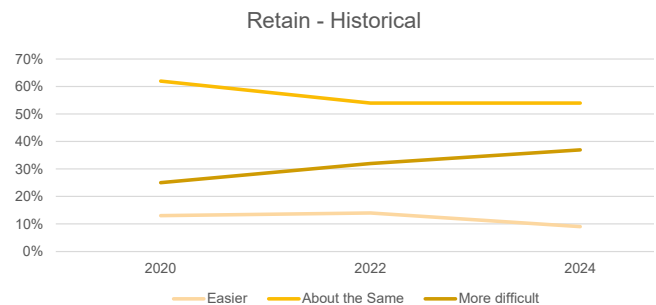
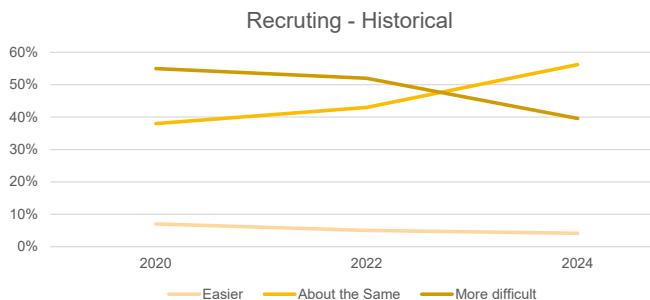


Would you say **retaining** marketing staff during 2023-2024 has been more difficult, about the same, or easier than prior to 2023?

Answered: 98 Skipped: 4



Historical Data*

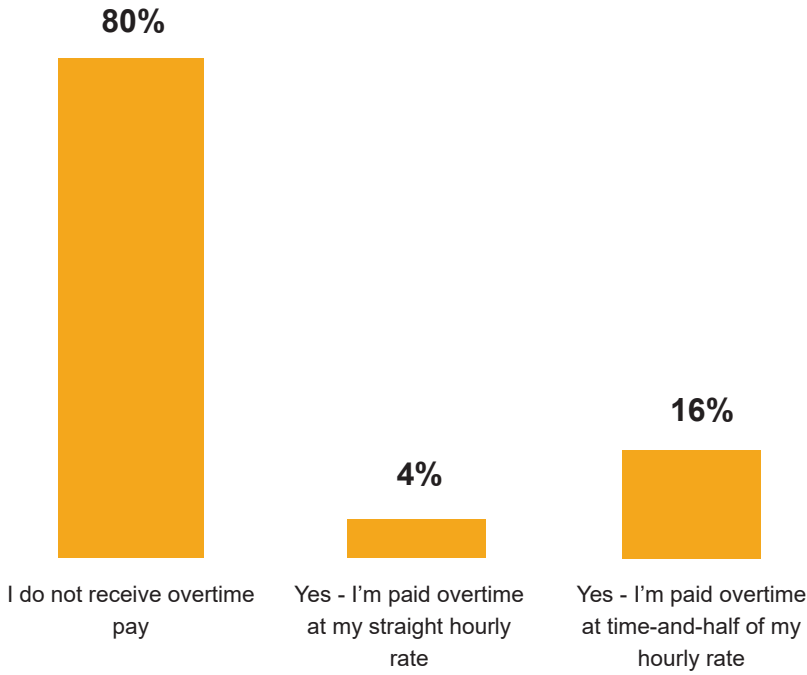


*All historical Data is SMPS Oregon past survey only. Reminder that 2022 and 2024 data includes both OR & WA responses.

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Do you receive overtime pay?

Answered: 101 Skipped: 1



Historical Data*

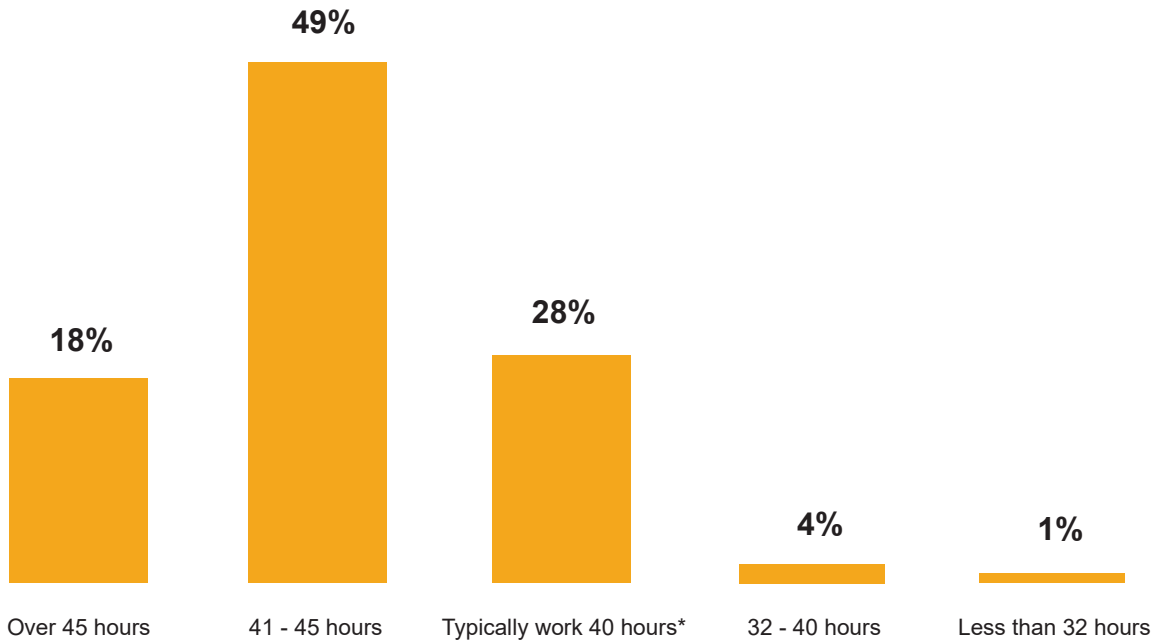
Answer Options	2012	2014	2016	2018	2022	2024
I do not receive overtime pay.	61%	64%	67%	74%	73%	80%
Yes - I'm paid overtime at my straight hourly rate.	10%	9%	5%	5%	8%	4%
Yes - I'm paid overtime at time-and-half of my hourly rate.	8%	13%	11%	11%	18%	16%

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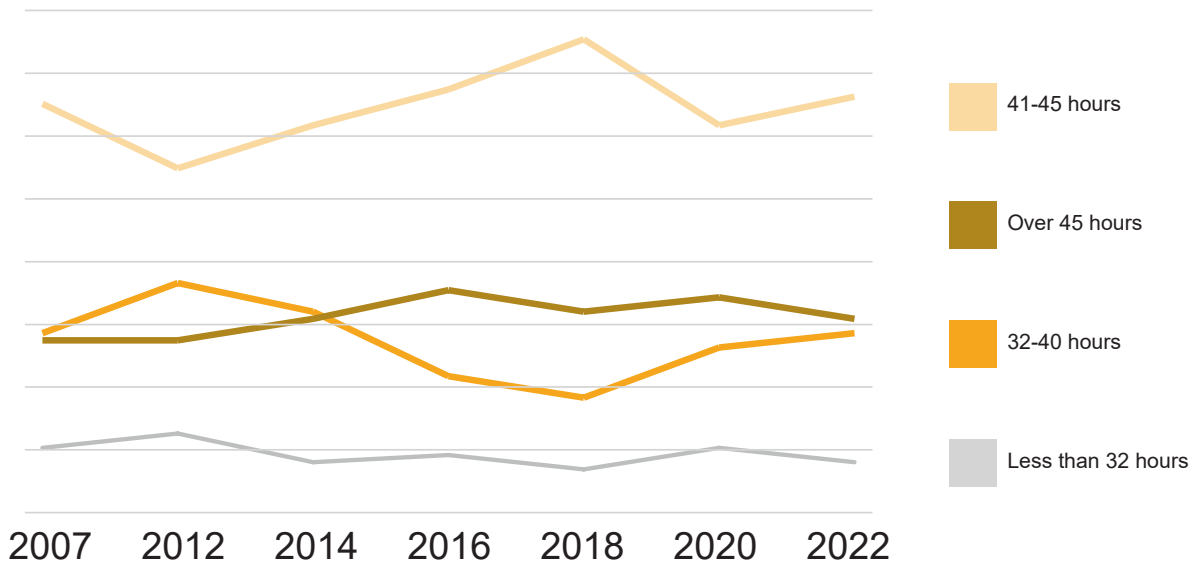
SMPS Oregon & Seattle

How many hours do you work in an average week?

Answered: 102 Skipped: 0



Historical Trend Data*

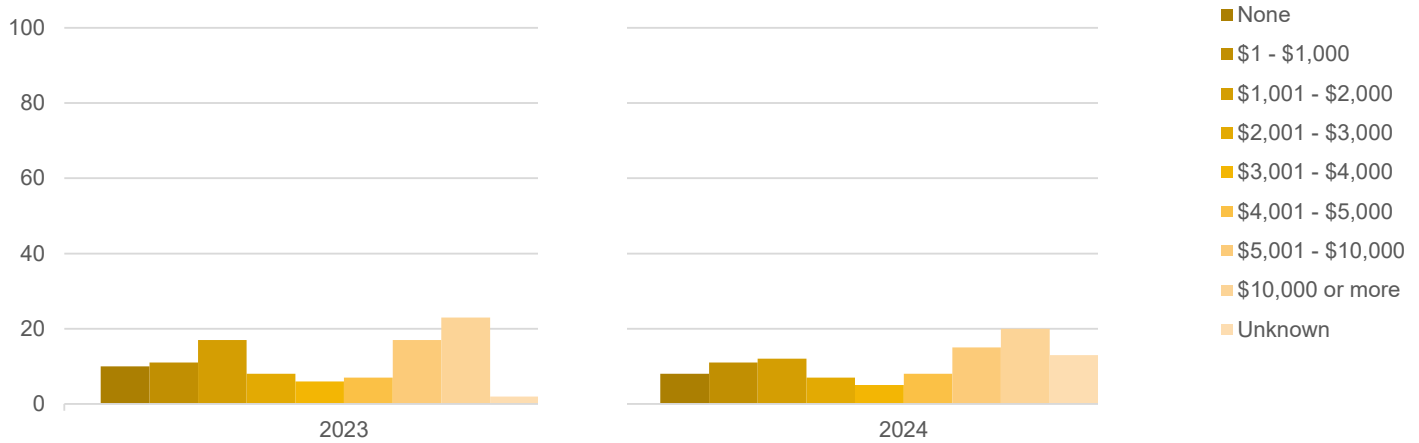


*All historical Data is SMPS Oregon past survey only. Reminder that 2022 and 2024 data includes both OR & WA responses. This was the first survey that added "typically work 40 hours."

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Did you receive a monetary bonus in 2023? Did you receive a monetary bonus in 2024 (anticipated)?

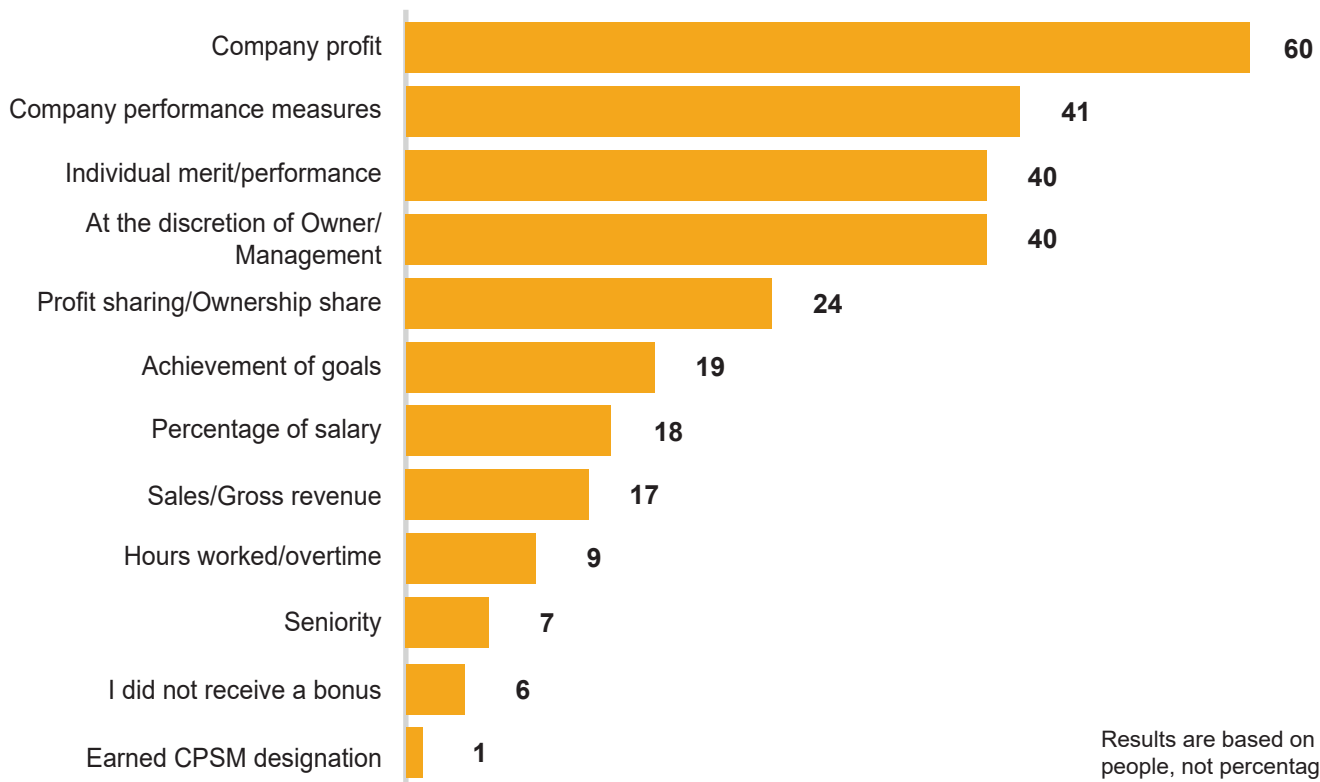
Answered: 101 Skipped: 1; Answered: 99 Skipped: 3



Results are based on # of people, not percentages.

Which of the following best describes the basis on which the bonus was awarded?

Answered: 101 Skipped: 1

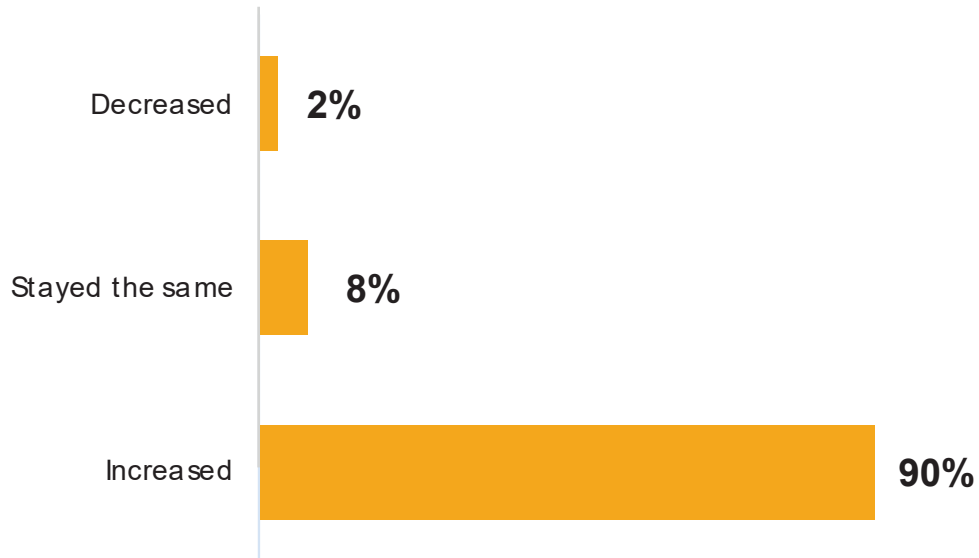


Results are based on # of people, not percentages.

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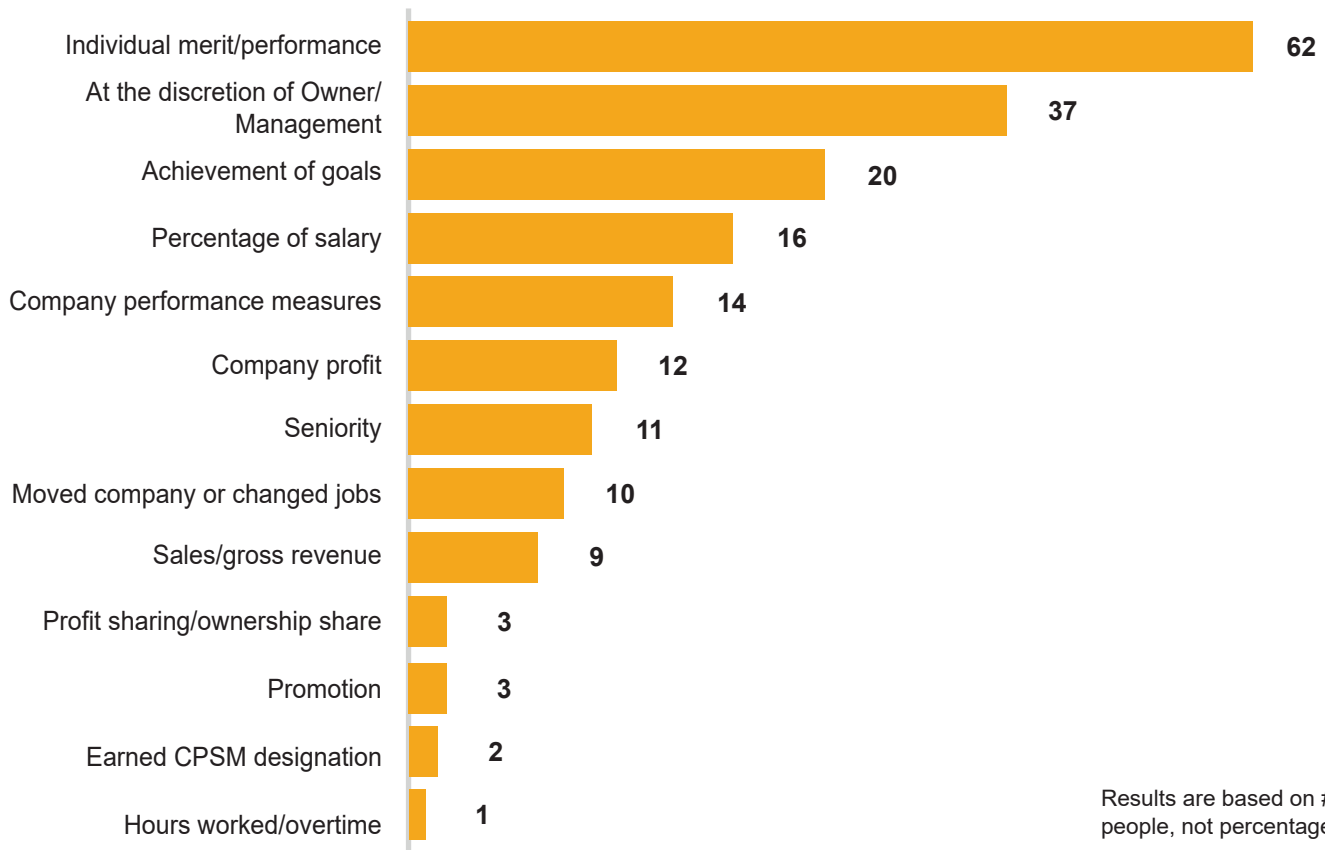
In the last two years has your salary...?

Answered: 101 Skipped: 1



If you received a salary increase, which of the following best describes the basis on which the increase was awarded?

Answered: 96 Skipped: 6

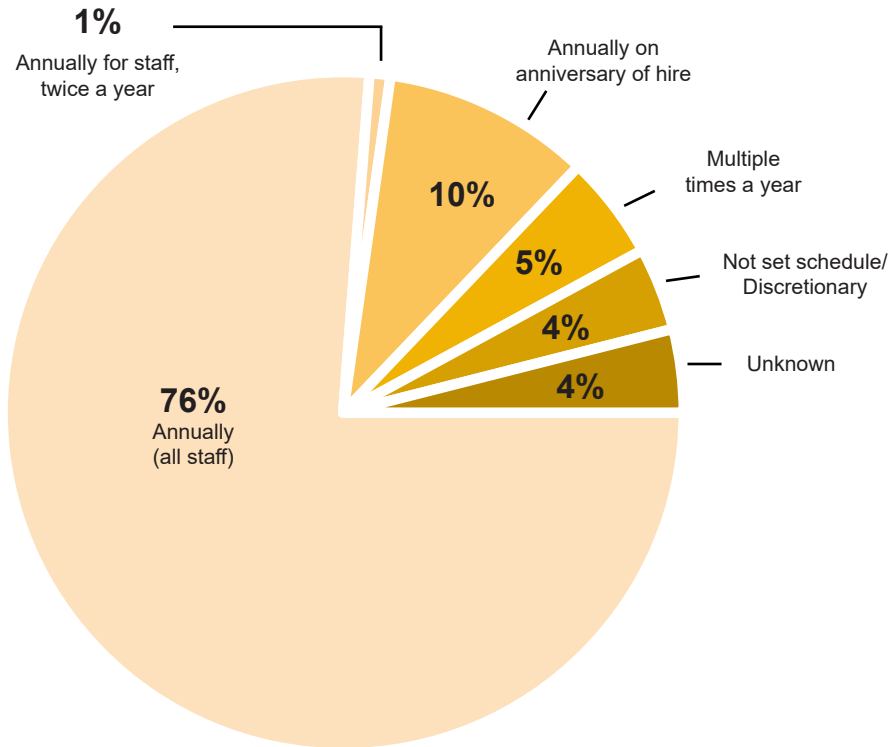


Results are based on # of people, not percentages

SMPS Oregon & Seattle

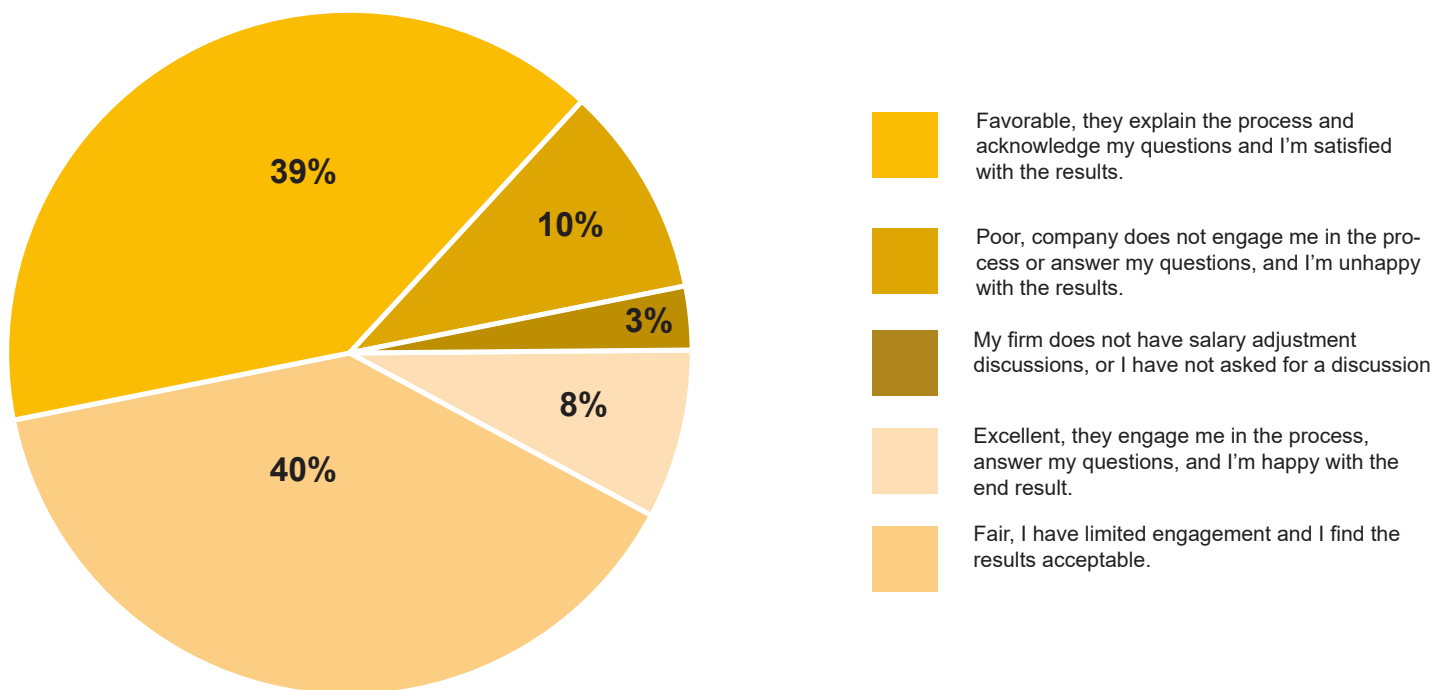
What is your firm's typical schedule for evaluating and implementing salary adjustments?

Answered: 101 Skipped: 1



Describe your perception of the salary adjustment process within your firm.

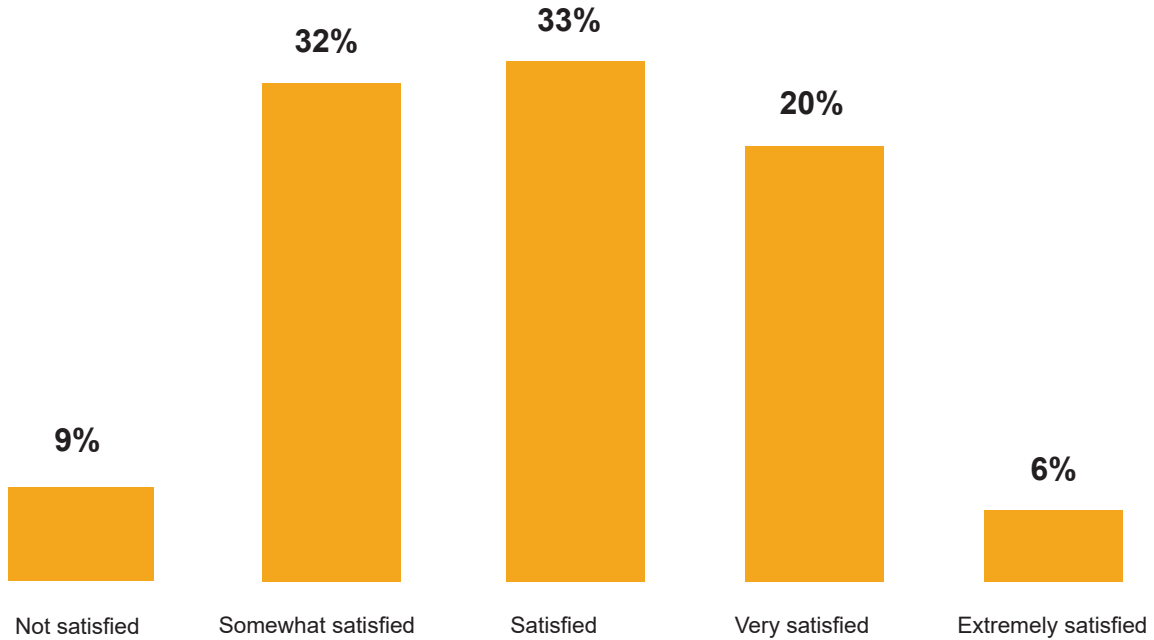
Answered: 100 Skipped: 2



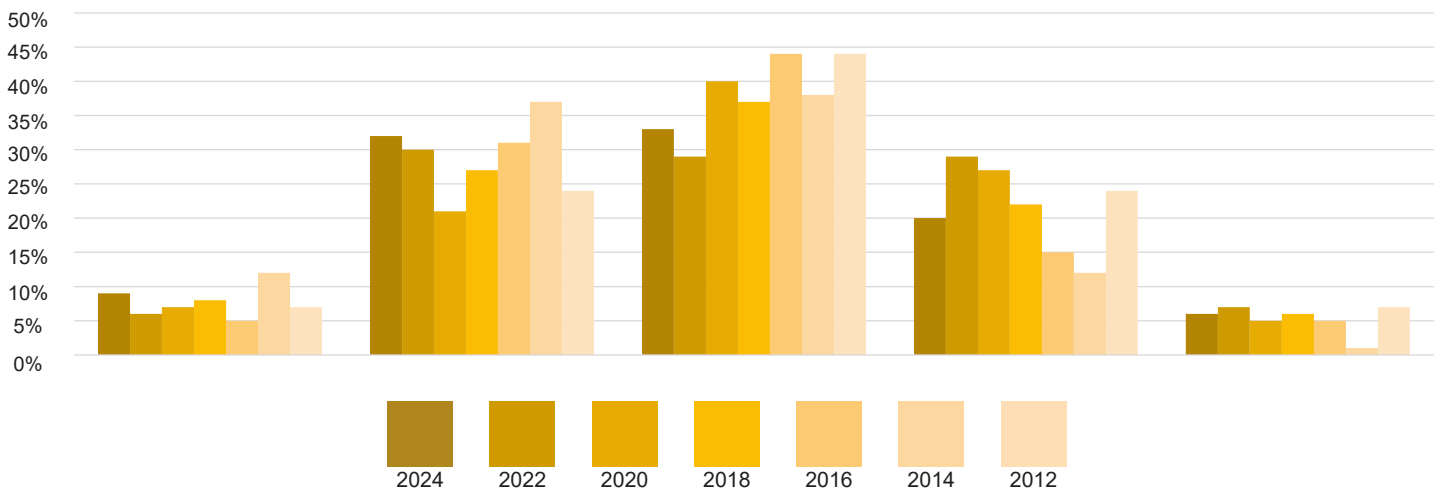
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Do you believe you are fairly compensated?

Answered: 102 Skipped: 0



Historical Data*



*All historical Data is SMPS Oregon past survey only. Reminder that 2022 and 2024 data includes both OR & WA responses.

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For each category below, please indicate which range of “paid time off” days you are currently eligible to receive each year.

Answered by count. PTO: 92 Skipped: 10; Sick Leave: 82 Skipped: 20; Vacation: 82 Skipped 20; Holidays: 95 Skipped: 7; Family Leave: 89 Skipped:13; Volunteer: 95 Skipped: 7; Unspecified: 78 Skipped:24

Paid leave	Unlimited	20+ days	16-20 days	11-15 days	6-10 days	1-5 days	None	Unknown
Lump Sum Paid Time Off (PTO)	4	27	23	10	3	0	22	3
Sick leave	3	1	3	6	20	8	39	2
Vacation	3	11	12	12	2	1	38	3
Holiday	0			11	70	11	3	
Family leave	0	14	2	4	1	3	17	48
Paid volunteer hours	2	0	0	0	3	43	33	14
Unspecified or other days	1	0	0	0	0	12	44	21

Which of the following Healthcare/Insurance benefits are **you**, as the employee, currently eligible to receive?

Answered by count. Medical and Dental: 102 Skipped: 0; Orthodontia: 99 Skipped: 3; ST and LT Disability, Life and Accident Insurance: 100 Skipped: 2; HSA: 102 Skipped: 0

Insurance Benefits	Employer pays in full	Shared Payment	Employee pays in full	Not available	Unknown
Employee medical insurance	51	50	0	0	02
Employee dental insurance	46	52	3	0	1
Employee orthodontia insurance	10	28	7	21	33
Employee vision insurance	37	55	2	3	4
Employee short-term disability insurance	36	27	6	6	25
Employee long-term disability insurance	32	29	10	3	26
Employee life insurance	41	29	8	3	19
Employee accident/major incident/illness insurance	22	23	12	7	36
Employee savings account (HSA)	7	35	24	15	21

Which of the following Healthcare/Insurance benefits does your firm offer for **dependents**?

Answered by count. Dependent Medical, Dental, HSA: 102 Skipped: 0; Dependent Orthodontia: 100 Skipped 2; Dependent Vision: 101 Skipped: 1

Insurance Benefits	Employer pays in full	Shared payment	Employee pays in full	Not available	Unknown
Dependent medical insurance	8	55	19	0	20
Dependent dental insurance	9	55	19	0	19
Dependent orthodontia insurance	3	28	11	19	39
Dependent vision insurance	37	55	2	3	4
Health savings account (HSA)	3	24	18	19	38

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In addition to your base salary, which of the following are you currently eligible to receive as part of your compensation package?

Answered: 102 Skipped: 0

In addition to your base salary	Count	Percentage
Retirement plan for 401K contribution or matching	88	86%
Professional association membership dues paid in full or part	84	82%
Option to work remotely (work from home)	78	76%
Flexible work scheduling	71	70%
Professional education programs/classes	69	68%
Flexible Spending Account (FSA), Dependent Care FSA, Health Reimbursement Arrangement (HRA), and/or Pre-Tax Commuter Benefits programs	64	62%
Employee assistance program	58	57%
Discounted or free parking	56	55%
Jury duty compensation	56	55%
Company-provided cell phone or cell phone stipend	55	54%
Wellness program/health fitness club membership or discount	47	46%
Cash bonus or incentive pay	46	45%
Paid time off for participation in charitable events	39	38%
Charitable donations matching (or partial matching)	39	38%
Profit sharing	35	34%
Discounted or free transit passes	34	33%
Full or partial tuition reimbursement	32	31%
Home office equipment and/or stipend	31	30%
Cash out for unused sick leave, vacation, or other paid leave	24	23%
Comp time for overtime	22	22%
Transportation stipend	20	20%
Stock or stock options	19	19%
Employee Stock Ownership Plan (ESOP)	16	16%
Company-provided vehicle or vehicle stipend	11	11%
Commission	2	2%
Deferred compensation	1	1%
Unknown	0	0%

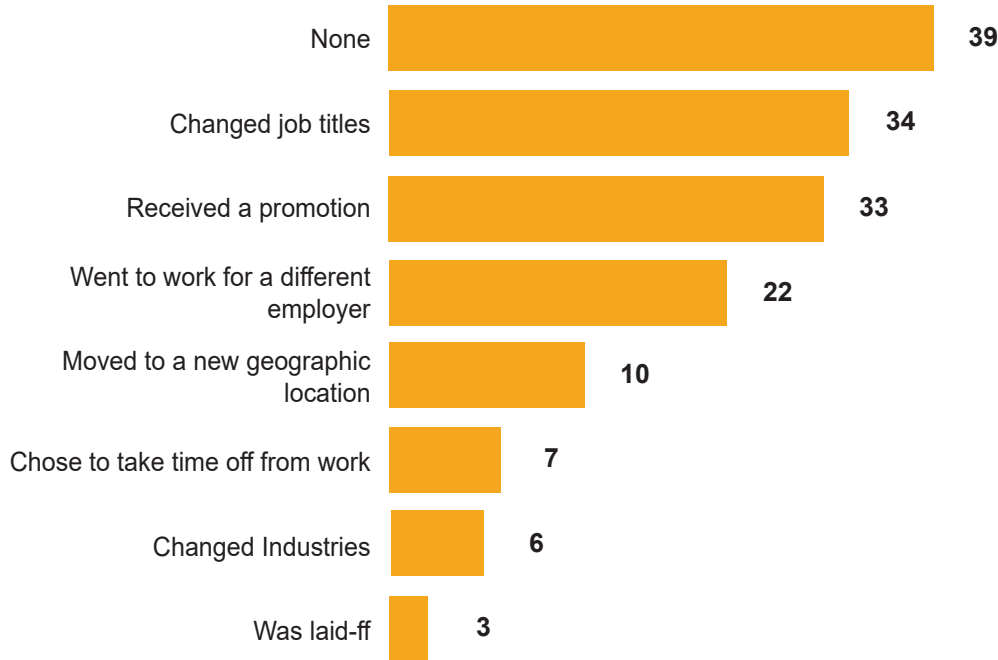
Other: Dog Friendly Office, Child Friendly Office, Legal Counsel Benefit, Health & Wellness Incentive

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Over the past two years, have you experienced any of the following?

Answered: 102 Skipped: 0

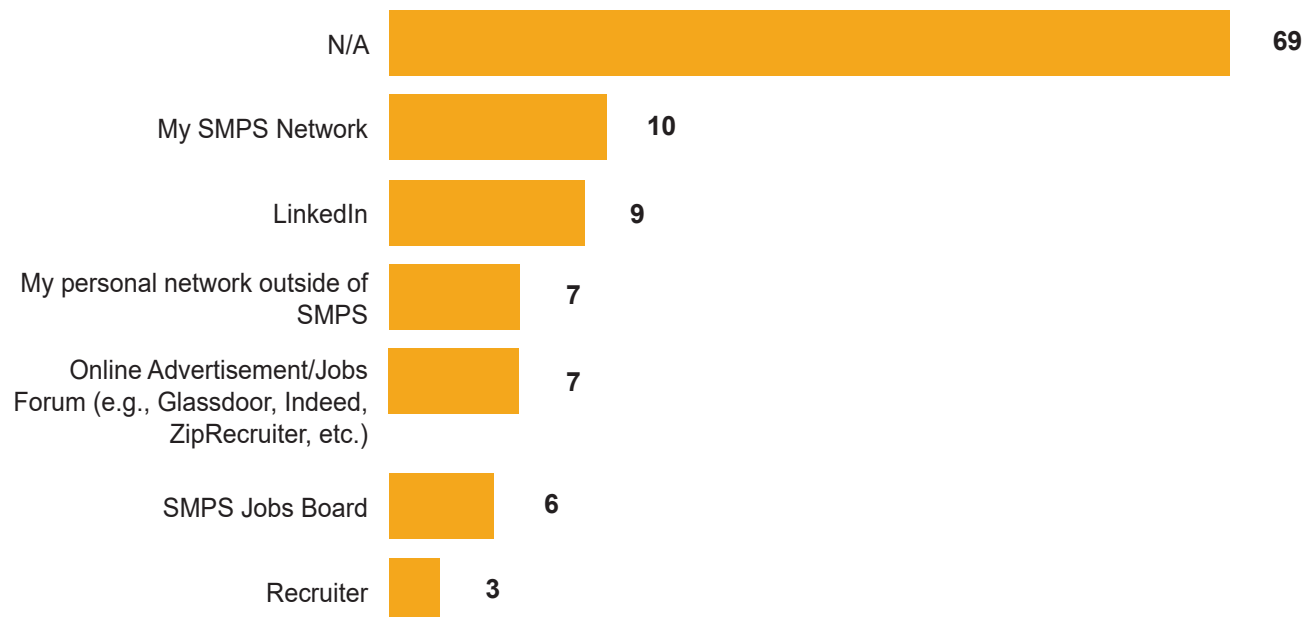
Results are based on the number of people, not percentages



If you changed jobs in the last two years, which of the following resources helped you in obtaining your new job?

Answered: 92 Skipped: 10

Results are based on the number of people, not percentages



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If you went to work for a different employer in the past two years, why did you leave? Check all that apply.

Answered: 93 Skipped: 9

Results are based on the number of people, not percentages

Reason for leaving	Count
N/A	68
Work/life balance	14
Salary	13
Firm culture	13
Opportunity for advancement	12
Relocation/moved	6
Benefit offering	5
Remote work option	4
Laid off	4
Firm went out of business	2

If you did not go to work for a different employer in the past two years, why did you choose to stay? Check all that apply.

Answered: 96 Skipped: 6

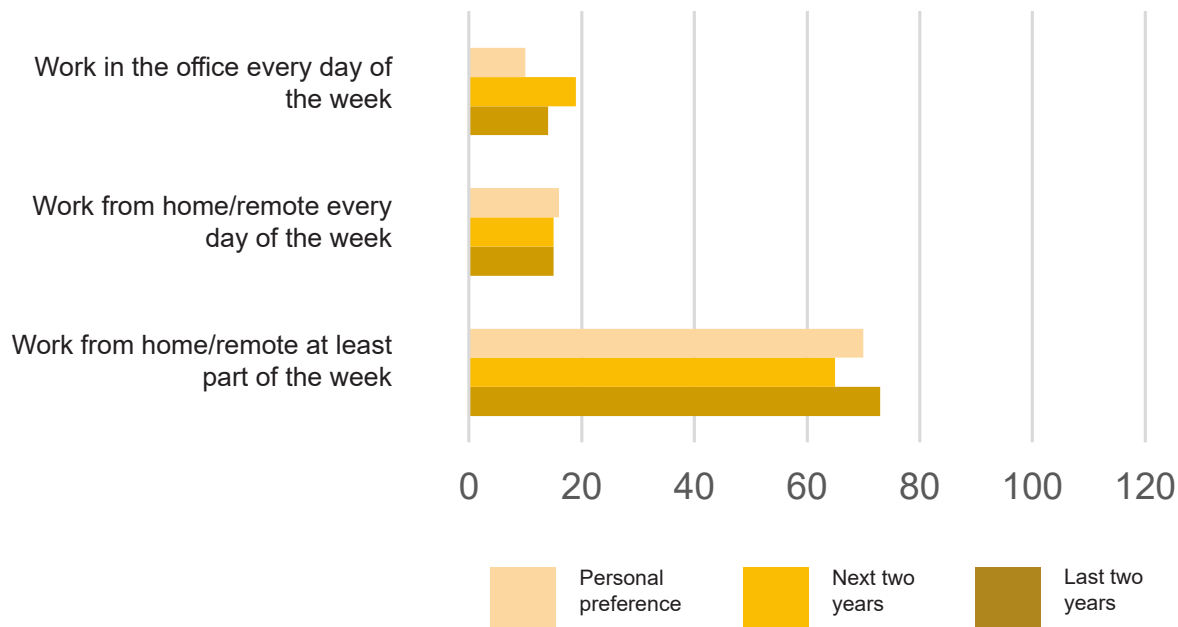
Results are based on the number of people, not percentages

Reason for staying	Count
N/A	27
Work/life balance	45
Salary	35
Firm culture	44
Opportunity for advancement	21
Benefit offering	19
Remote work option	45

Indicate your remote/work status below. During the last two years? Anticipation for the next two years? Personal preference?

Answered: 102 Skipped: 0

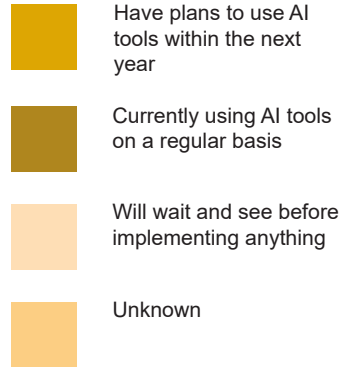
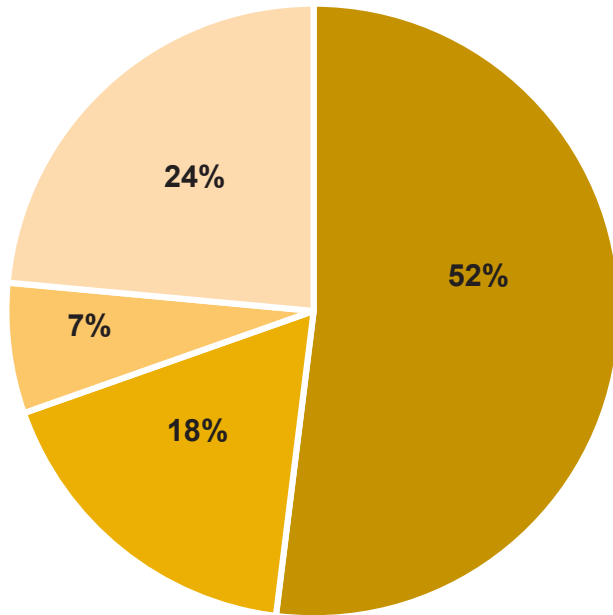
Results are based on the number of people, not percentages



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AI Tools: Do you or your marketing team currently, have plans to, or will wait to implement the use of AI tools in marketing, BD, and/or communications

Answered: 102 Skipped: 0

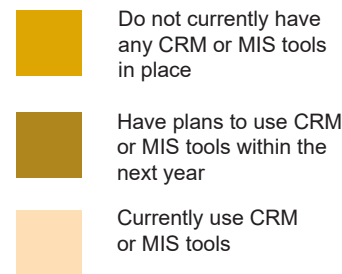
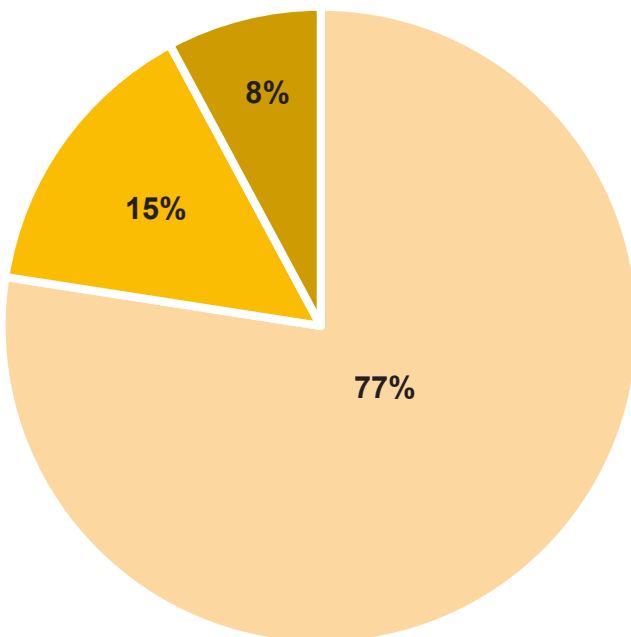


Top four AI Tools currently used

- ChatGPT
- Adobe AI tools
- CoPilot
- Grammarly

Marketing Database: Does your firm regularly use a CRM or Marketing information System (MIS)? (e.g. CRM, Opportunity Tracking, Project or Resume database, etc.)

Answered: 102 Skipped: 0



Top MIS Tools currently used

- Deltek (Vision, Vantagepoint, or Ajira)
- Unanet/Cosential
- MS Dynamics (AEC360)
- Open Asset
- Hubspot
- Oracle

Listed Tools: Deltek (Vision/Vantagepoint), Ajira, Unanet/Cosential, HubSpot, Oracle, Airtable, Open Asset, Microsoft Dynamics (AEC360), Nimble, Salesforce, Newforma, Monday, FileMaker-Pro, Luxor



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SMPS OREGON AND SMPS SEATTLE MEMBERS.