

**Robert—
—Walters**

Market Insights

Sales & Marketing in Vietnam

Salaries for Sales & Marketing in Vietnam

Job Title	Job Group	Role Type	Pay Rate	Salary Range 2024	Salary Range 2025
General Manager/Managing Director	Consumer	Permanent	per annum	US\$150k - 300k	US\$160k - 320k
Marketing Director	Consumer	Permanent	per annum	US\$120k - 180k	US\$120k - 180k
Marketing Manager	Consumer	Permanent	per annum	US\$80k - 120k	US\$80k - 120k
Group Brand Manager	Consumer	Permanent	per annum	US\$40k - 70k	US\$40k - 70k
Senior Brand Manager	Consumer	Permanent	per annum	US\$40k - 60k	US\$40k - 60k
Commercial Director	Consumer	Permanent	per annum	US\$120k - 190k	US\$120k - 200k
Sales Director	Consumer	Permanent	per annum	US\$120k - 180k	US\$120k - 200k
Regional Sales Manager	Consumer	Permanent	per annum	US\$40k - 70k	US\$40k - 70k
Sales Operation Director	Consumer	Permanent	per annum	US\$90k - 120k	US\$90k - 120k
General Trade Director	Consumer	Permanent	per annum	US\$90k - 110k	US\$90k - 120k
Modern Trade Director	Consumer	Permanent	per annum	US\$80k - 110k	US\$80k - 110k
Key Account Manager	Consumer	Permanent	per annum	US\$40k - 70k	US\$40k - 75k
Trade Marketing Director	Consumer	Permanent	per annum	US\$90k - 150k	US\$90k - 160k
Shopper Marketing Manager	Consumer	Permanent	per annum	US\$40k - 70k	US\$40k - 75k
Revenue Growth Management Director	Consumer	Permanent	per annum	US\$90k - 150k	US\$90k - 160k
Trade Marketing Manager	Consumer	Permanent	per annum	US\$50k - 90k	US\$50k - 90k
General Manager/Managing Director	Healthcare	Permanent	per annum	US\$150k - 230k	US\$150k - 230k
Sales & Marketing Director	Healthcare	Permanent	per annum	US\$100k - 150k	US\$100k - 150k
Sales & Marketing Manager	Healthcare	Permanent	per annum	US\$70k - 100k	US\$70k - 100k
Marketing Director	Healthcare	Permanent	per annum	US\$100k - 130k	US\$100k - 130k
Marketing Manager	Healthcare	Permanent	per annum	US\$60k - 90k	US\$60k - 90k
Trade Marketing Director	Healthcare	Permanent	per annum	US\$80k - 100k	US\$80k - 100k
Brand Manager	Healthcare	Permanent	per annum	US\$25k - 45k	US\$25k - 35k
Trade Marketing Manager	Healthcare	Permanent	per annum	US\$30k - 50k	US\$30k - 50k

Job Title	Job Group	Role Type	Pay Rate	Salary Range 2024	Salary Range 2025
Sales Director	Healthcare	Permanent	per annum	US\$80k - 120k	US\$80k - 120k
Business Development Manager	Healthcare	Permanent	per annum	US\$40k - 60k	US\$40k - 50k
Regional Sales Manager	Healthcare	Permanent	per annum	US\$30k - 50k	US\$30k - 50k
Key Account Manager	Healthcare	Permanent	per annum	US\$30k - 45k	US\$30k - 40k
Area Sales Manager	Healthcare	Permanent	per annum	US\$20k - 30k	US\$20k - 30k
Commercial Excellence Director	Healthcare	Permanent	per annum	US\$80k - 100k	US\$80k - 110k
Corporate Affairs Director	Healthcare	Permanent	per annum	US\$100k - 120k	US\$100k - 130k
Medical Director	Healthcare	Permanent	per annum	US\$85k - 160k	US\$90k - 170k
Clinical Research Manager	Healthcare	Permanent	per annum	US\$25k - 32k	US\$25k - 32k
Corporate Affairs Manager	Healthcare	Permanent	per annum	US\$36k - 50k	US\$35k - 50k
Medical Affairs Manager	Healthcare	Permanent	per annum	US\$36k - 65k	US\$30k - 60k
Regulatory Affairs Manager	Healthcare	Permanent	per annum	US\$27k - 50k	US\$30k - 50k
Sales Force Effectiveness Manager	Healthcare	Permanent	per annum	US\$32k - 48k	US\$30k - 50k
Medical Advisor	Healthcare	Permanent	per annum	US\$25k - 42k	US\$20k - 40k
Medical Science Liaison	Healthcare	Permanent	per annum	US\$17k - 21k	US\$15k - 20k
General Manager/Managing Director	Industrial	Permanent	per annum	US\$150k - 360k	US\$145k - 380k
Sales & Marketing Director	Industrial	Permanent	per annum	US\$85k - 140k	US\$85k - 150k
Sales Director	Industrial	Permanent	per annum	US\$80k - 150k	US\$80k - 150k
Business Development Manager	Industrial	Permanent	per annum	US\$40k - 60k	US\$40k - 60k
Key Account Manager	Industrial	Permanent	per annum	US\$40k - 50k	US\$40k - 50k
Area Sales Manager	Industrial	Permanent	per annum	US\$25k - 35k	US\$25k - 40k
Country Manager/Brand Director	Retail & Luxury	Permanent	per annum	US\$90k - 140k	US\$120k - 180k
Marketing Manager	Retail & Luxury	Permanent	per annum	US\$60k - 80k	US\$60k - 84k

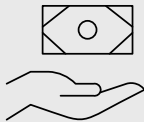
Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified.

Key insights for Sales & Marketing in Vietnam

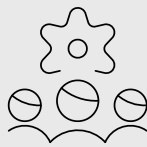
What professionals value most in an employer in 2025



Inspiring colleagues and culture



Excellent compensation & benefits



Open and effective management

95%

of businesses are giving
pay rises in 2025

40%

of professionals are looking
for a new job in 2025

2.5 years

Average tenure of
professionals

69%

of professionals are confident about job
opportunities in this sector

66%

of professionals are expecting a
pay rise in 2025

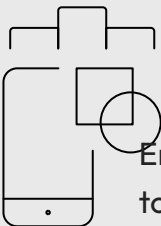
Top three preferred work styles by employees in 2025



Flexible hours



Increased focus on wellbeing



Enhanced use of technology, apps &
tools

Top three most sought-after professionals

01

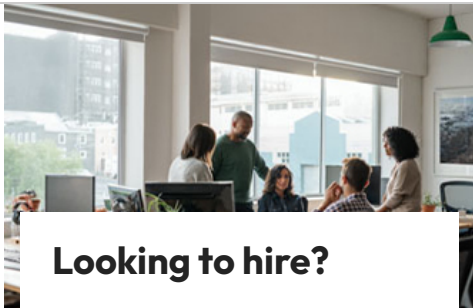
Industrial: General
manager, Business
Development/Sales
Manager

02

Healthcare:
Regulatory Affair
Manager, BU Head,
Marketing Manager

03

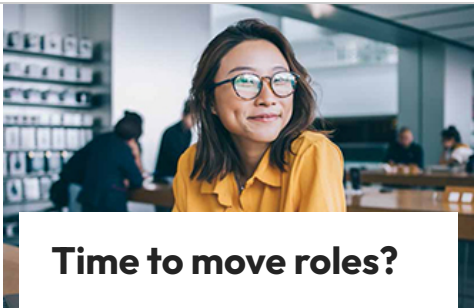
FMCG: General
Manager,
Sales/marketing
director, E
commerce Manager



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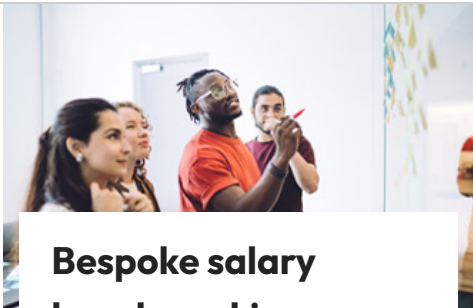
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