



# IAPP/TRU Staffing Partners Webinar: The State of Salary and Jobs in Privacy

Thursday, June 1, 2023

11:00 AM EST

# Meet the Speakers



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# Key Takeaways

- Nearly eight in 10, or **76%**, of respondents received a **raise** in the previous 12 months.
- **Cash compensation** in both base salary and bonus is still the **primary means** by which employers retain and attract talent.
- Across all roles, **female respondents earned 1% more** on average in their base salaries than male respondents.
- **U.S. privacy pros make 55% more** on average in their base salaries compared to their European counterparts.
- **69% work from home** more than they do in the office.
- Respondents with any one **IAPP certification earned over 13% more** than those with no IAPP qualifications

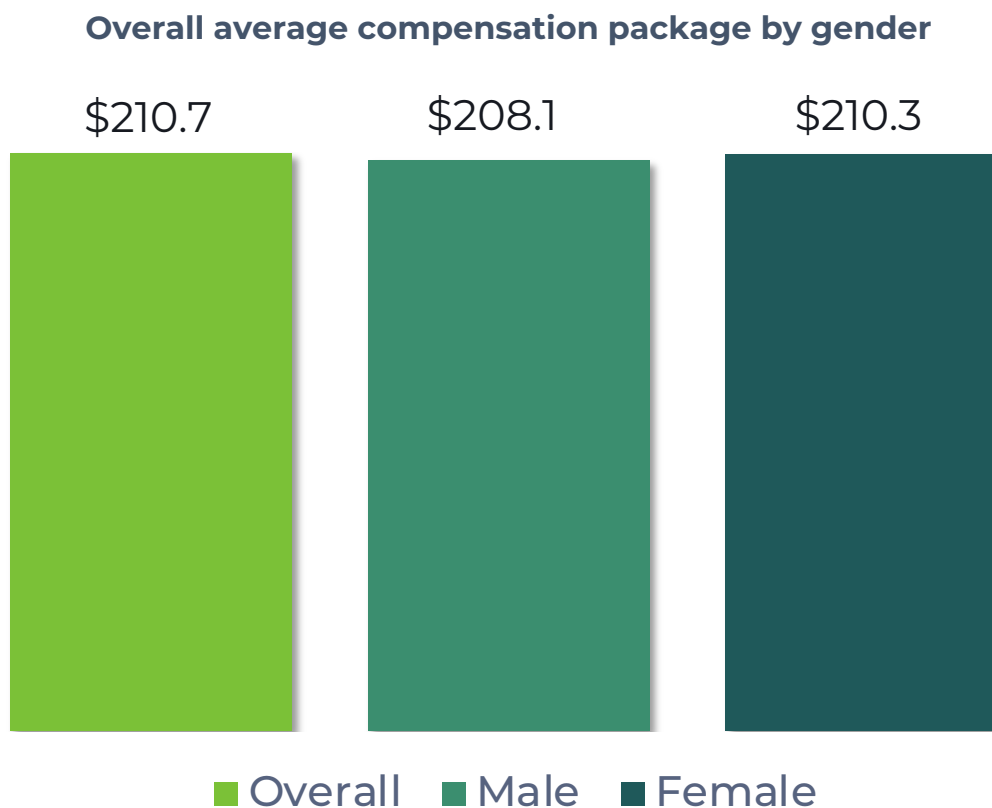


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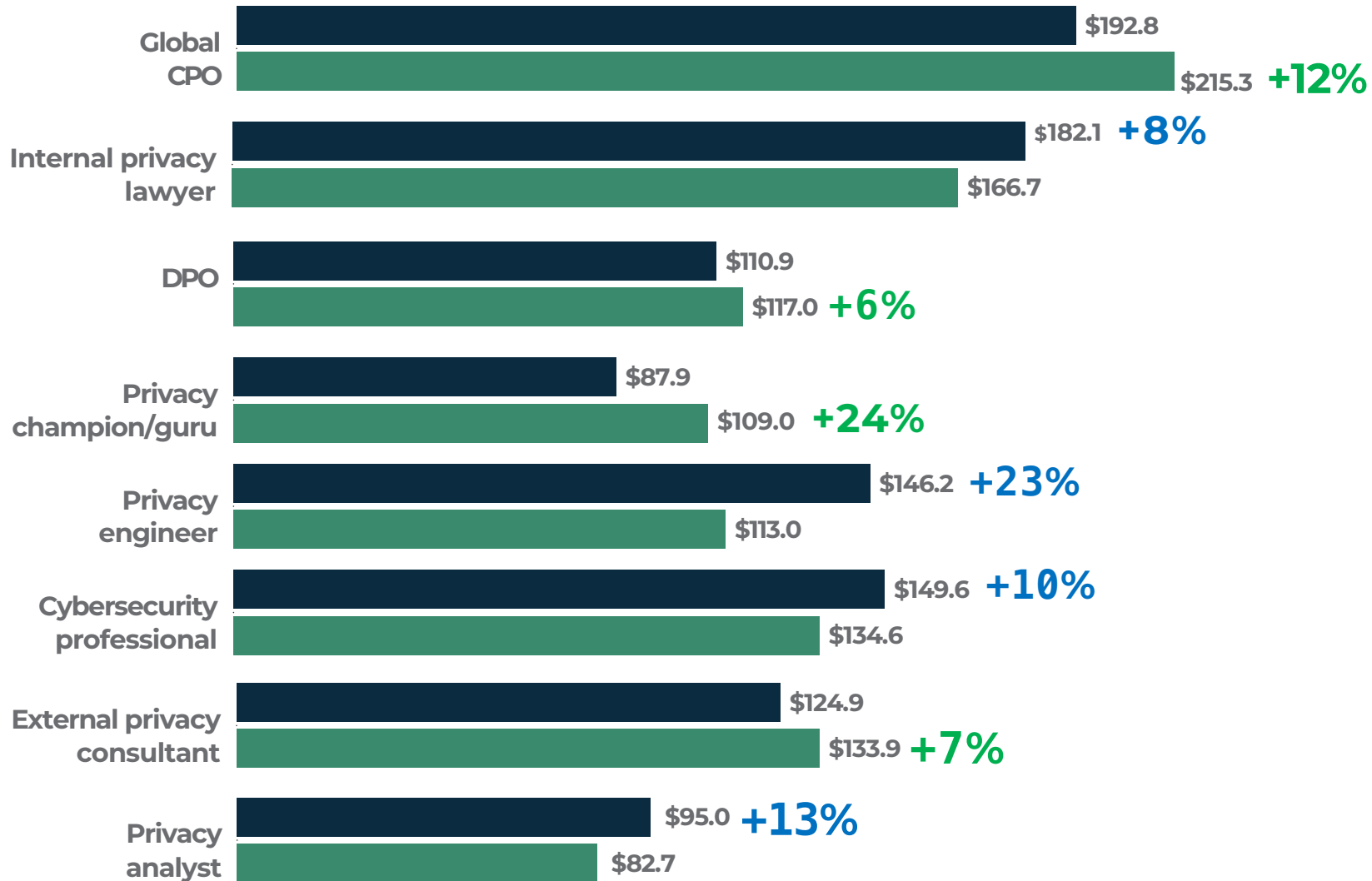
# Celebrating Gender Equality.

The privacy profession leads the way in closing the gender pay gap.

- Women earn almost **1%** more than men on the combined avg. of base salary and annual hourly pay, rising to **2.3%** when accounting for additional compensation.



Average base salary (in USD \$000) by role by gender, with gender pay gap by role



In this year's survey, 48% of respondents identified as female, 48% as male, 0.3% as nonbinary and 4% preferred not to share gender data.

**Location.  
Location.  
Location.**

## Europe vs. North America

2023 Survey Highlights

- U.S. privacy pros make **55% more** on average in their base salaries compared to their European counterparts.
- The greatest variation in base salary was seen among privacy engineers, with those in North America earning **103% more** than their European counterparts.
- The second largest difference was seen among privacy analysts, with North Americans earning **91% more** than their European counterparts.



Location. Location. Location.

# Europe vs. North America

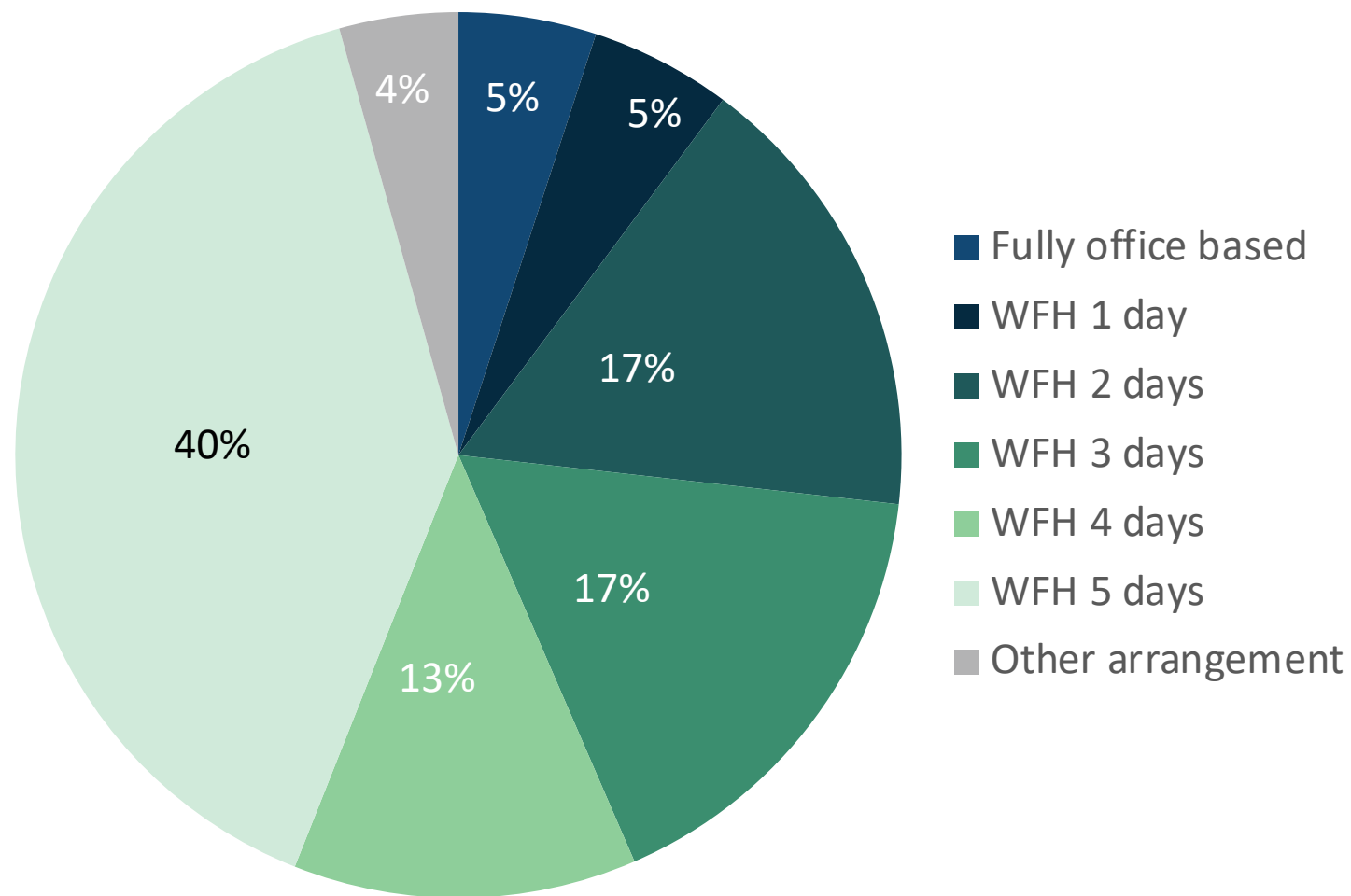
Privacy professionals' base salaries (USD) by region based.

	North America	Europe	Percentage Difference
Global CPO	\$244.2	\$154.8	44.81%
Country-specific CPO	\$177.0	\$94.4	60.87%
Regional privacy officer	\$170.6	\$117.1	37.19%
Privacy office risk and compliance manager	\$131.9	\$86.7	41.35%
Internal privacy lawyer	\$192.5	\$117.6	48.31%
Privacy champion/guru	\$118.1	\$80.0	38.47%
Privacy engineer	\$161.7	\$79.7	67.94%
Cybersecurity professional	\$170.0	\$105.2	47.09%
DPO	\$191.0	\$105.3	57.85%
Privacy manager	\$132.1	\$82.6	46.11%
Privacy analyst	\$97.8	\$51.2	62.55%
External privacy consultant	\$156.3	\$90.3	53.53%
External privacy lawyer	\$232.0	\$130.9	55.72%

Location. Location. Location.

# Work From Home VS. In-Office

## Percentage of Days Privacy Pros Worked Remote Per Week



**69%**

Respondents work from home more than they do in office

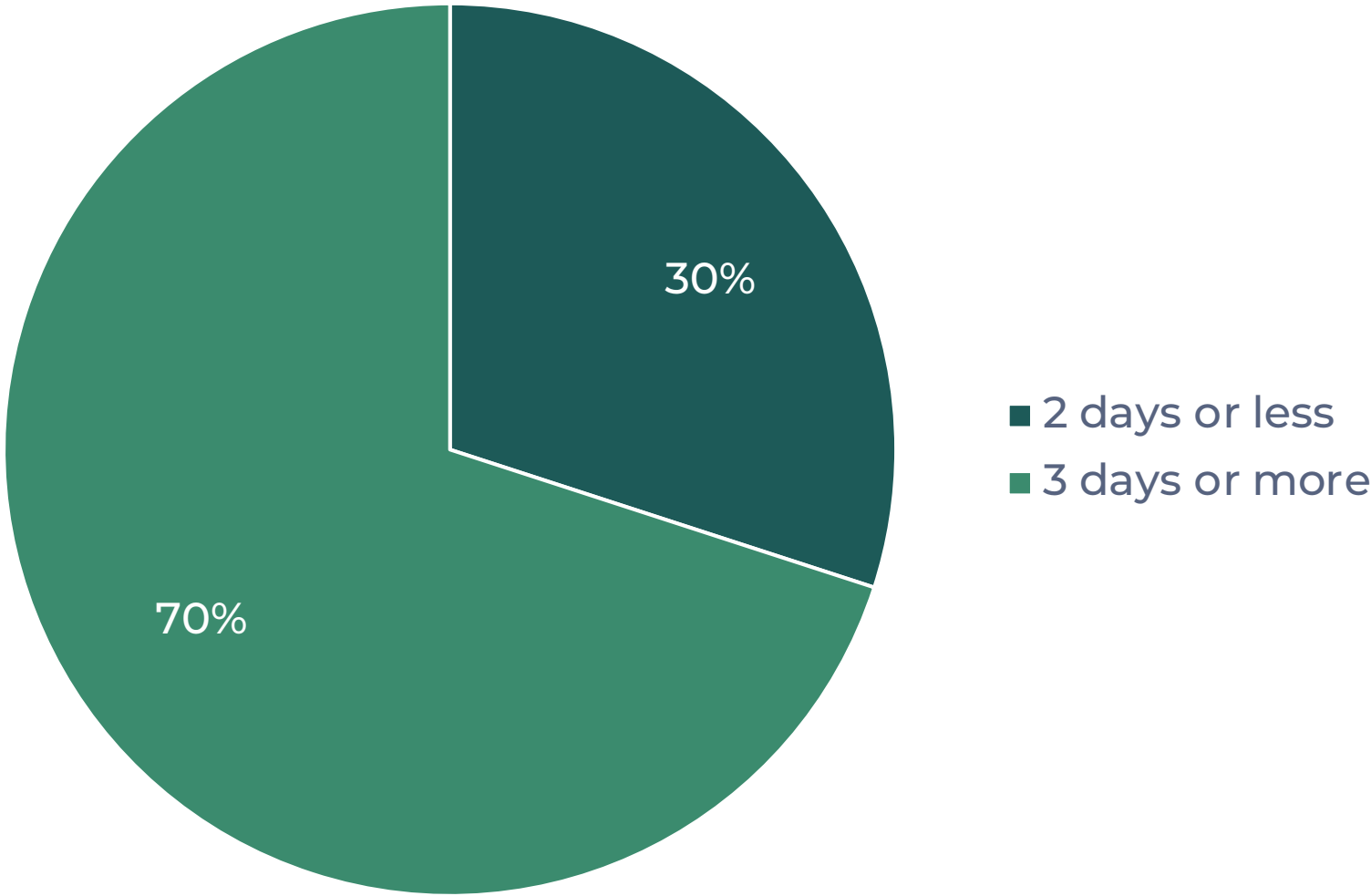
**40%**

Fully remote

**5%**

Respondents who are fully office based

# Percentage of Days Privacy Pros Worked Remote Per Week



**30%**

Work in an office 3 days or more

**70%**

Work from home 3 days a week or more

**50%** (\*TRU Data)

Increase in available candidates when shifting from 2 days to 3 days work from home

Location. Location. Location.

## Working Practices by Region

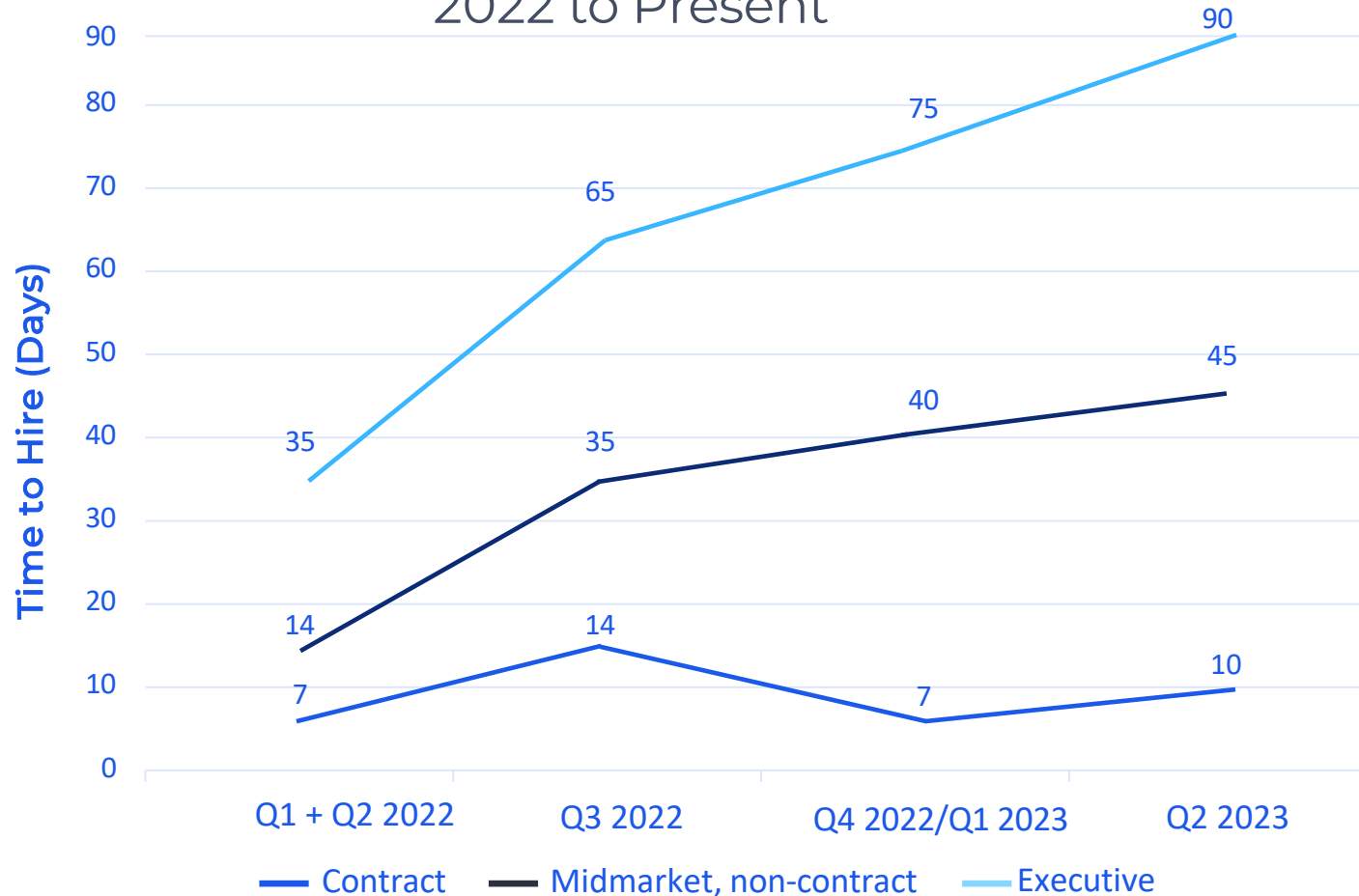
Percentage of days privacy pros worked remote by region.

	North America	Europe
Fully office based	4%	4%
WFH 1 day	3%	7%
WFH 2 days	15%	18%
WFH 3 days	12%	25%
WFH 4 days	12%	16%
WFH 5 days	49%	26%
Other arrangement	5%	4%



# Speed of Hire for Privacy

2022 to Present



- This is how long until an active job seeker gets a job offer
- These timelines can double or triple if the process restarts
- All hiring timelines forever faster than pre-pandemic norms
- More remote = faster hiring cycle & larger talent pool

TRU Staffing Partners Data

**Industry.  
Industry.  
Industry.**

# Organizational Size Relative to Compensation

Organization size	Less than 100	100-999	1,000-4,999	5,000-24,999	25,000-79,999	80,000+
Mean	\$115.8	\$139.6	\$144.7	\$153.5	\$155.3	\$148.4
Median	\$104.0	\$123.6	\$130.0	\$137.5	\$140.0	\$140.0

Annual revenue	Under \$100 M	\$101-999 M	\$1-4.9 B	\$5-10.9 B	\$11-19.9 B	\$20-39.9B	\$40 B+
Mean	\$117.4	\$147.6	\$146.9	\$155.0	\$159.7	\$152.6	\$158.8
Median	\$100.0	\$130.0	\$130.0	\$145.0	\$153.8	\$132.2	\$146.0

Privacy professionals' base salaries (USD) by organization size (revenue and number of employees)

Privacy pros working for organizations with under \$100 million of annual revenue reported average base salaries **35% lower** than privacy pros working at organizations with more than \$40 billion in annual revenue. A similar theme was observed when considering the number of employees.

# Compensation Relative to Staff Size + Regulatory Scrutiny + Data Usage



**Big Company + Big Staff + High  
Regulatory Risk + High Data Usage =  
High Comp**



**Big Company + Small Staff + High  
Regulatory Risk + High Data Usage =  
High Comp**



**Small Company + Small Staff + High  
Regulatory Risk + High Data Usage =  
Higher Comp**



**Big Company + Big Staff + Low Regulatory  
Risk + Low Data Usage = Low Comp**

# Industry Break Down 2023

## TRU Jobs Report VS. IAPP Survey Current Comp (In Base Salary)

Privacy Analyst

Privacy Program/Project  
Manager  
(Privacy Manager)

Privacy Sr.  
Manager/Consultant  
(Privacy Office Risk and  
Compliance Manager)

Privacy Director/SMEs  
(Regional Privacy Officer)

Privacy Engineer

Privacy Counsel  
(Internal Privacy Lawyer)

CPOs/Business Unit Privacy  
Leads  
(Chief Global Privacy Officer)

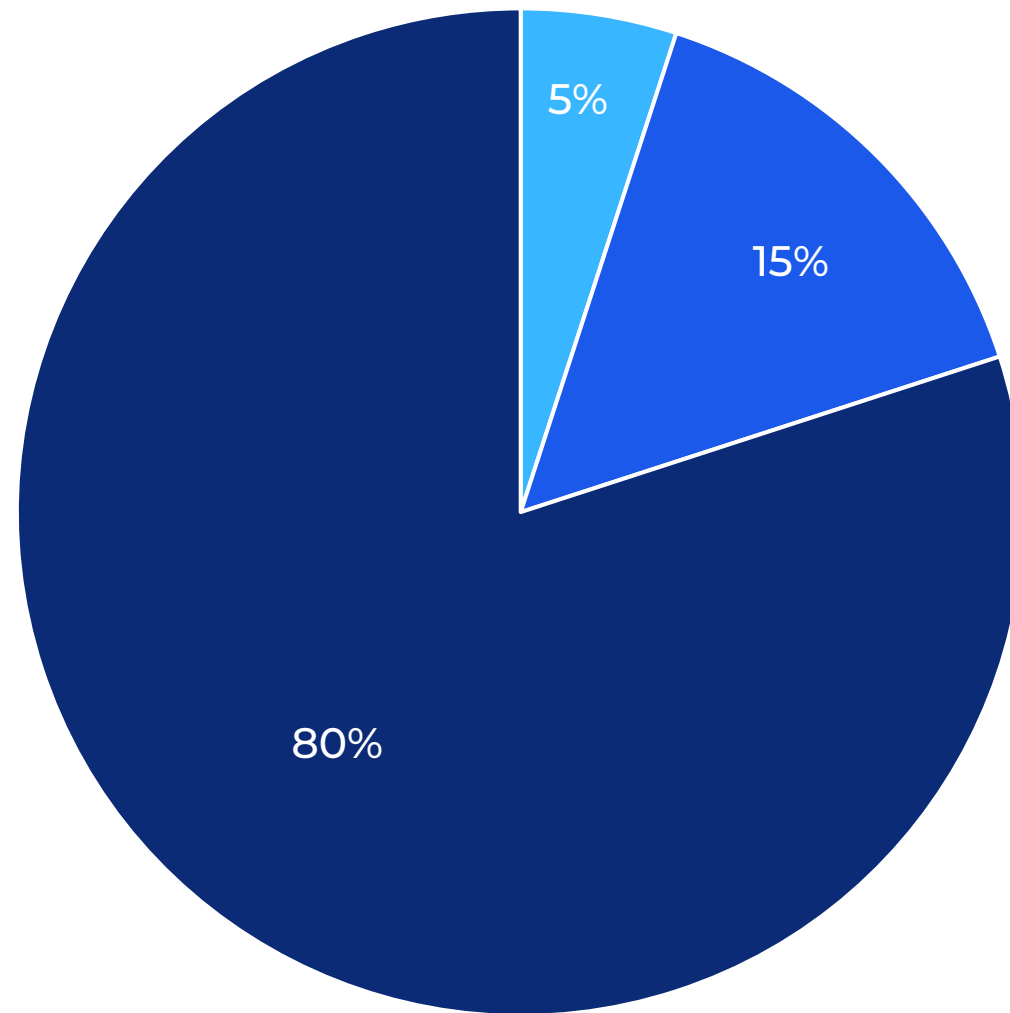
Big Tech	Financial/ Healthcare /Healthcare Tech	Telecom/ Retail/ Entertainment	IAPP Mean
\$90K-140K	\$90K-140K	\$90K-130K	\$89.0
\$140K-180K	\$130K-160K	\$130K-160K	\$115.2
\$175K-200K	\$140K-170K	\$140K-160K	\$119.4
\$225K-300K	\$200K-260K	\$200K-250K	\$137.5
\$175K-300K	\$150K-235K	\$150K-205K	\$135.6
\$225K-325K	\$200K-300K	\$175K-320K	\$174.7
\$265-465K	\$235K-425K)	\$225K-315K	\$206.0

TRU Staffing Partners & IAPP Salary Survey Data



Industry. Industry. Industry.

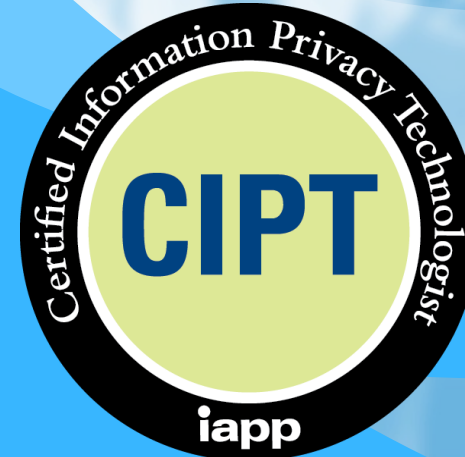
## Where are the jobs in 2022 and Q1 2023?



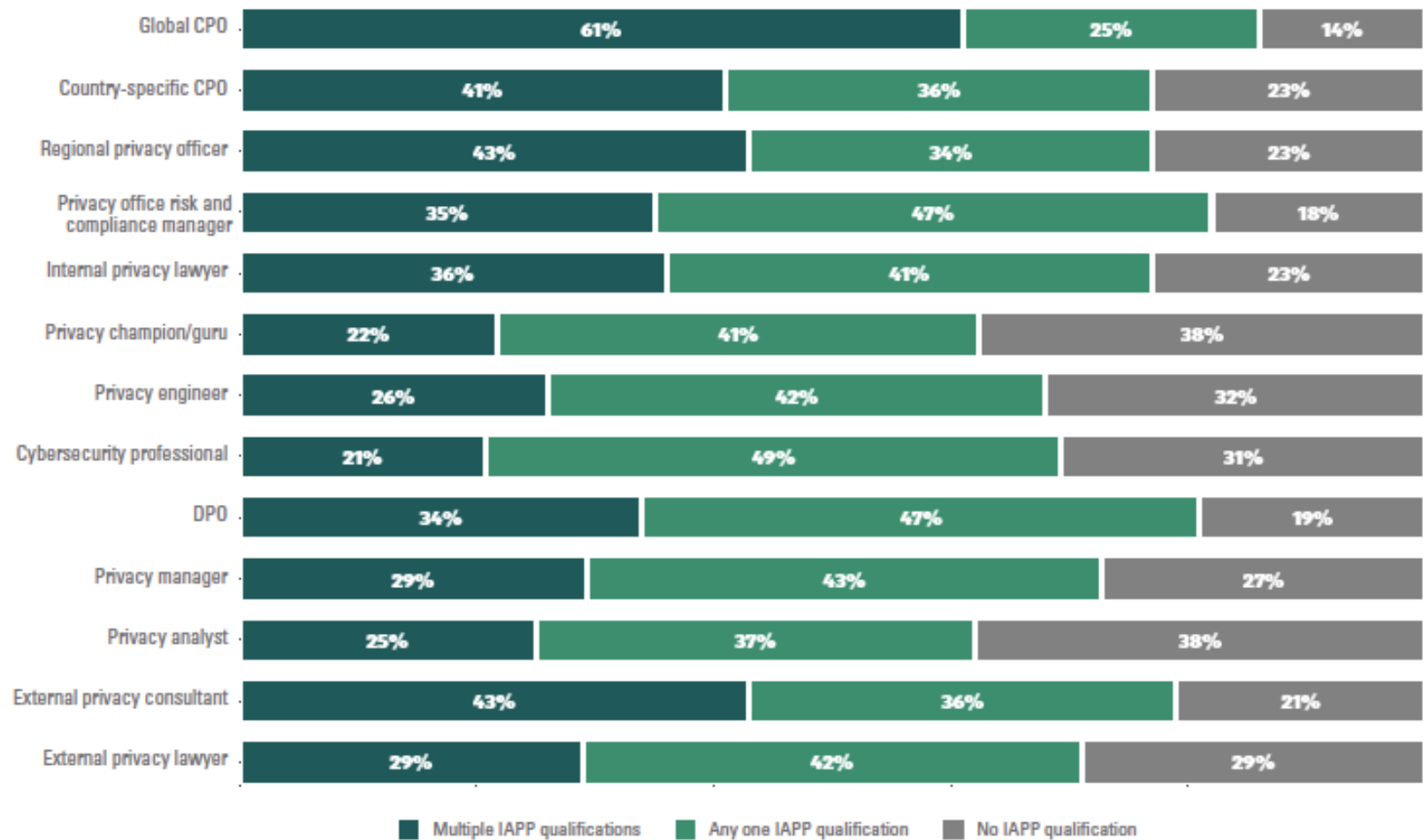
■ Law Firms   ■ Consulting   ■ Corporations

Industry. Industry. Industry.

# Value of IAPP Certifications



# Certifications Held by Role



**77%**

Respondents held at least one IAPP qualification

**37%**

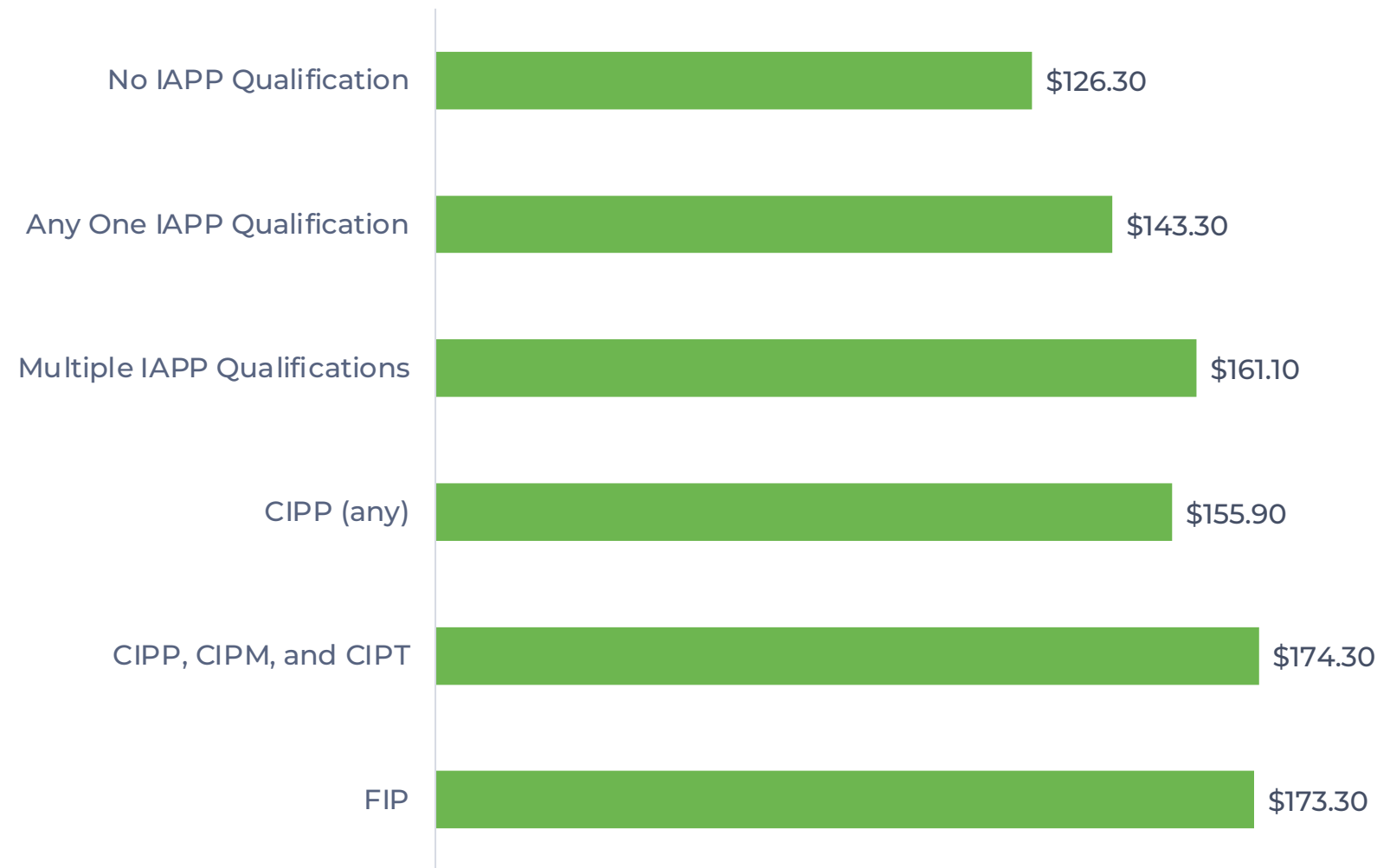
Hold multiple IAPP qualifications

**30%**

Global CPOs holding the Fellow of Information Privacy certification

Value of IAPP Certifications

# Overall Average Base Salary by Number of Qualifications and Selected Certification Types



13%

Respondents with any one IAPP qualification earned over 13% more than those with none

27%

Respondents with multiple IAPP Certifications earned over 27% more

20%

Respondents with specific combinations earned at least 20% more than those with only one IAPP qualification

Value of IAPP Certifications

# Fight or Flight.

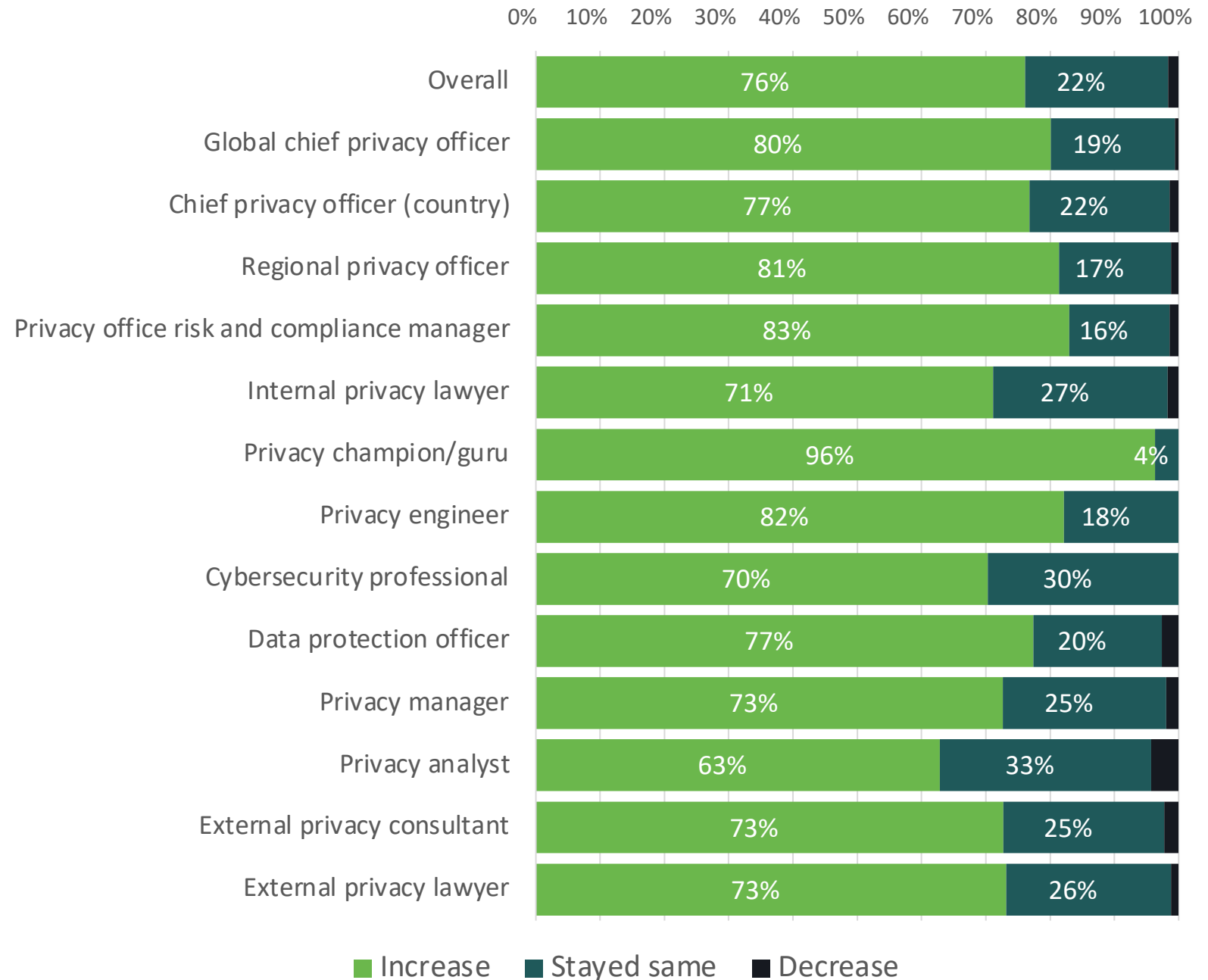
“Asking for a raise or a promotion vs. looking for a new job”



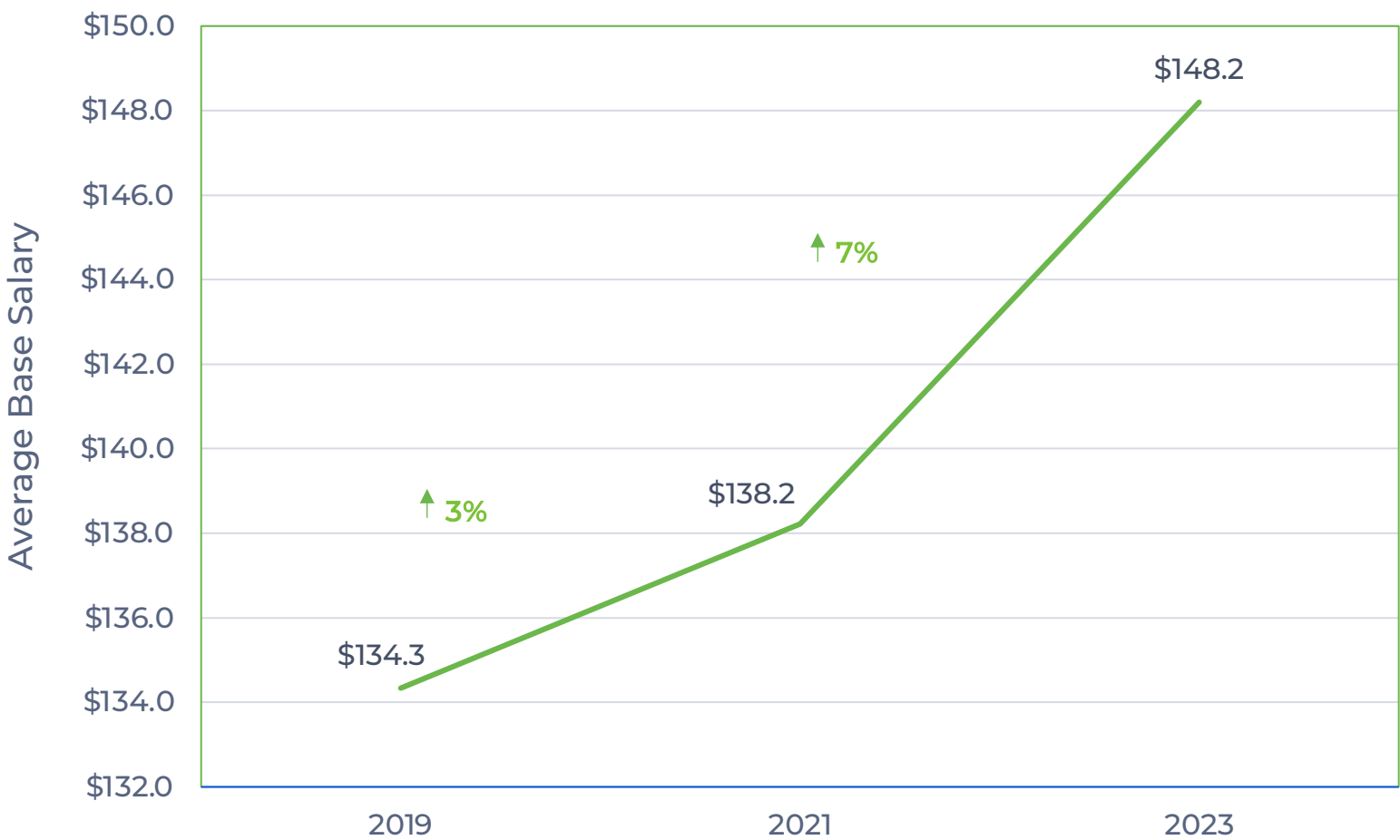
## Raises by Role

Percentage raise of base salary received by those respondents who received raises broken down by role.

- 76% of respondents received a raise in the previous 12 months.
- Privacy champions, followed by privacy risk officers and compliance managers, were most likely to receive raises.



# Growth in Privacy Pros (Internal Roles Only) Average Salary Over Time



## Key Takeaways

10% increase in base salary from 2019 based on raises.

Between 2021 and 2023 privacy pros received double the raises as previous two years.

Privacy pros value to employers continues to increase dramatically.

Privacy skills and experience offer dramatic increases in compensation.

# Raises Over the Years

2019, 2021, and 2023

**73%**

Percentage of respondents who received raises in 2019.

**9%**

In 2019, the average adjusted base salary (\$134K) for a privacy pro increased 9% from 2017 (\$123K).

**63%**

Percentage of respondents who received raises in 2021, 10% lower than 2019.

**3%**

In 2021, the average adjusted base salary (\$138K) for a privacy pro increased 3% from 2019 (\$134K).

**76%**

Percentage of respondents who received raises in previous 12 months.

**7-10%**

In 2023, the average adjusted base salary for a privacy pro increased 7% from 2021 and 10% from 2019.

# Rate of Hire vs. Current Comp 2021-2022



**7-10%**

The average adjusted base salary for a privacy pro increased 7% from 2021 and 10% from 2019.

**22-40%** (\*TRU Data)

Base compensation increase at point of hire 2021-2022.

**Switching Jobs = Higher Base Comp Faster**

# Rate of Hire vs. Current Comp

## 2021-2022

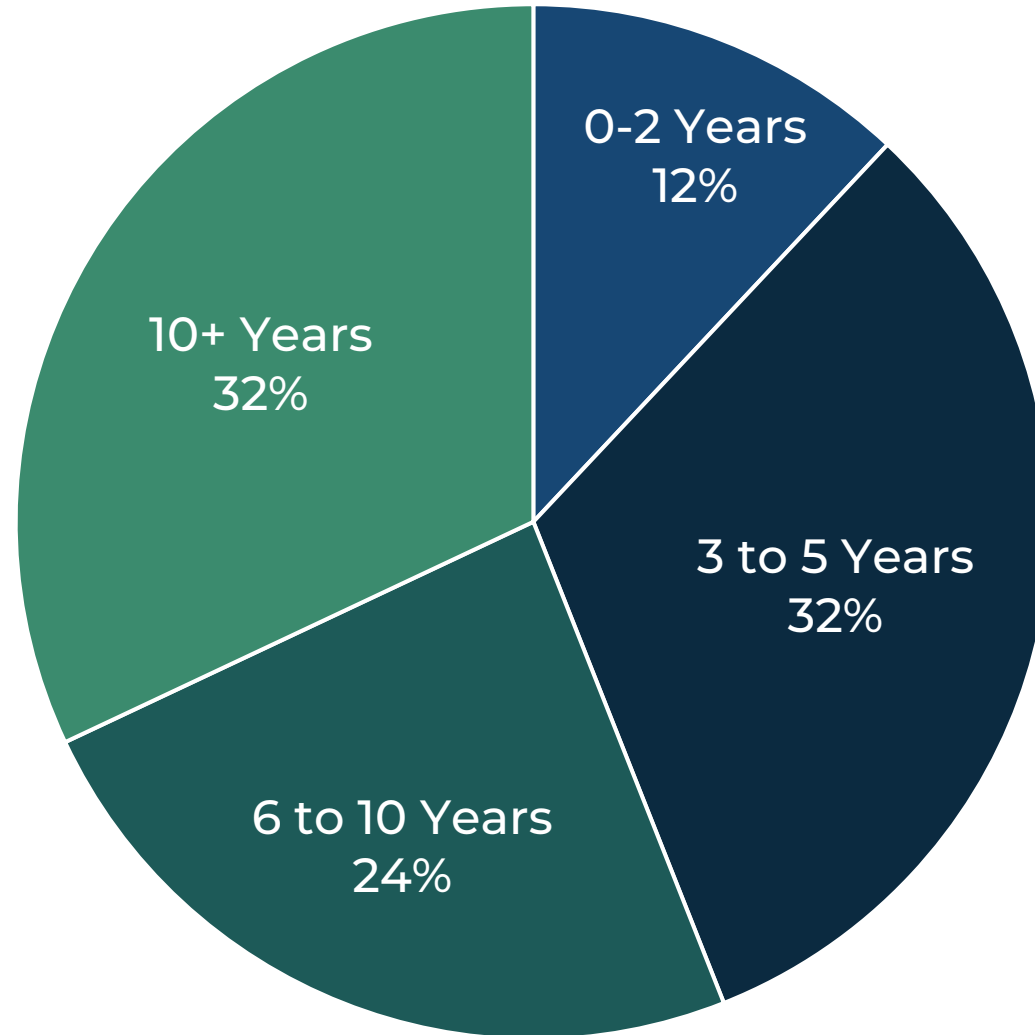
### **Prediction:**

Raises higher than 7-10% over the next two years is highly unlikely due to macroeconomic conditions. Salary increases at point of hire are maintaining post pandemic percentages based on high demand, low supply specifically for mid-market professionals.



This year's data showed respondents average amount of privacy experience was **six years.**

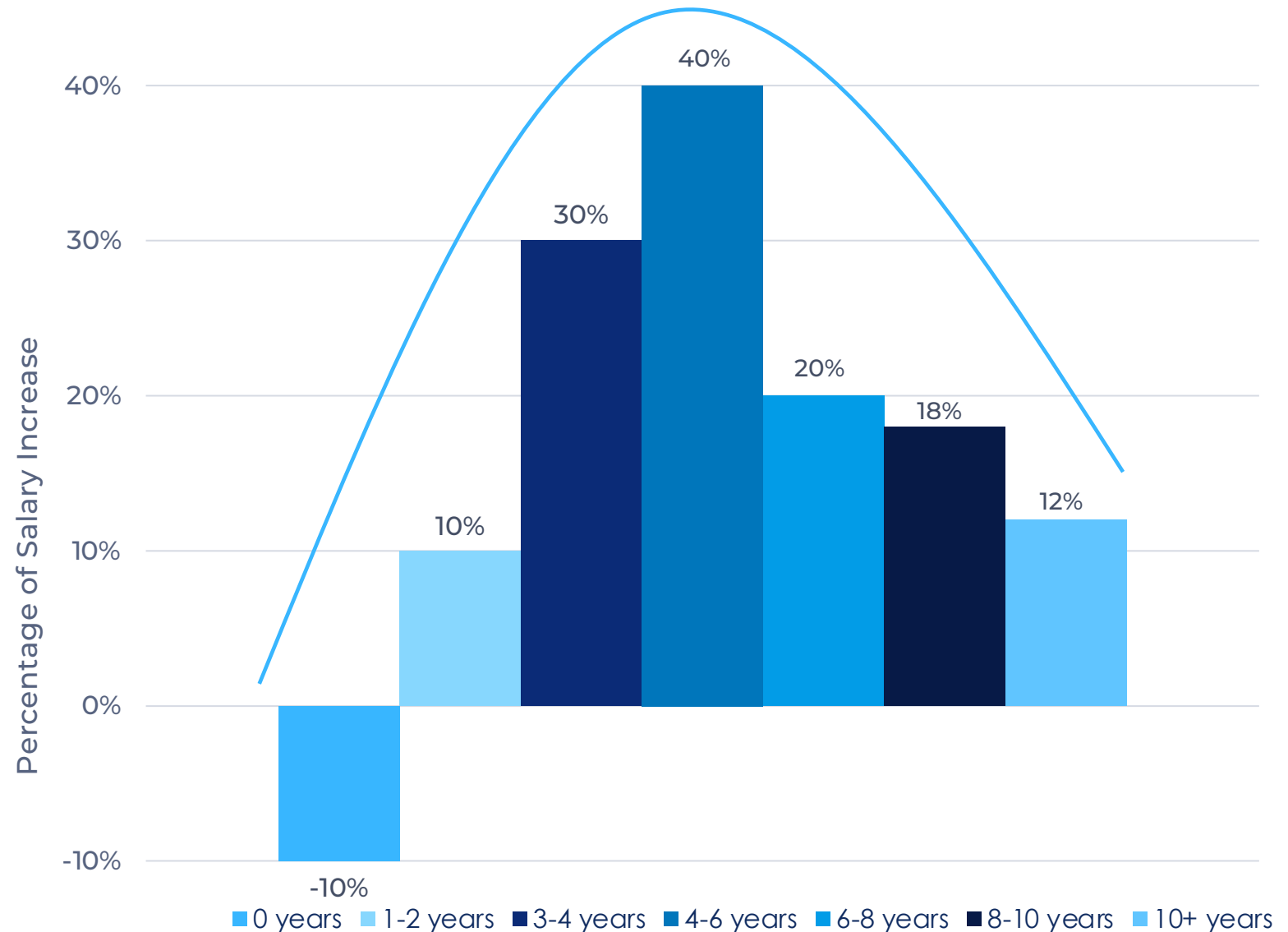
## Privacy Experience of Respondents



3-6 years experience  
in highest demand  
but lowest relative  
supply.

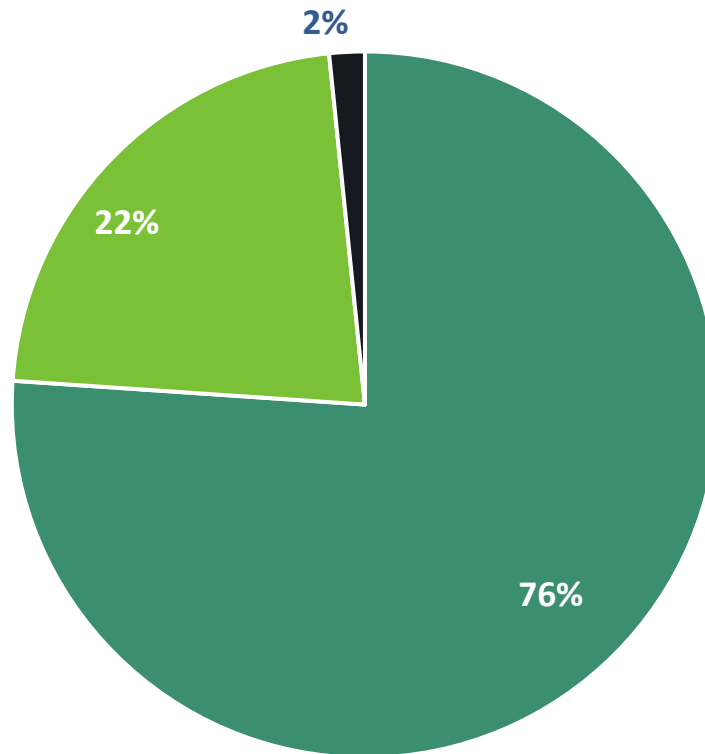
22-40% base  
compensation  
increase for  
midmarket  
professionals at  
point of hire in 2022.

## TRU's Salary Inflection Data



# Cash is King

- Cash compensation in both base & bonus is still the primary means with which employers are retaining and attracting talent.



Percentage of privacy professionals whose base salary changed over the previous 12 months

■ Increase ■ Stayed same ■ Decrease

# What's Coming Next?

# What's coming next?

- Macroeconomic impact on privacy
- Consolidation and commoditization (regulatory and software)
- WFH flexibility vs. cash to attract talent
- Switching jobs = more compensation, raises less meaningful over next two years
- Certifications required not desired



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