Veeva Systems: Executive Compensation Report & Data Analysis

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equity grants   corporate finance   software industry

Veeva Systems Compensation Report (USA)

This report compiles comprehensive pay data for Veeva Systems roles across departments and levels in the U.S., drawing on crowdsourced salary sites and official filings. Veeva Systems (NYSE: VEEV) is a cloud software company serving life sciences; its compensation varies widely by role and location. We surveyed Glassdoor/Indeed data, Levels.fyi reports, and SEC filings. All figures below are supported by cited sources.

Executive and Leadership Compensation

- **CEO (Peter Gassner, 2024)** – Total compensation was $420,833 (all cash salary; no bonus/equity) erieri.com. According to proxy disclosures, Gassner's entire pay was salary and bonus in 2024 (no stock or other cash) erieri.com.

- **CFO (Brian Van Wagener, from Sep 2024)** – Base salary $450,000 streetinsider.com. His offer letter specifies $450K base, plus substantial equity grants (RSUs and options vesting over 1–4 years) streetinsider.com. For example, Van Wagener received RSU grants (e.g. 2,193 shares vesting Q1'25) and options (totaling tens of thousands of shares) streetinsider.com.

- **Other Executives/Directors** – Though less public, Levels.fyi notes Veeva's highest-paid role on record was a *Legal* position at $298,500 total comp, while the lowest was an *Information Technologist* at $23,371 levels.fyi. These extremes illustrate the broad range across senior professional roles.

Software Engineering Compensation

Veeva's engineering roles are highly paid, with significant equity. According to Levels.fyi (median/aggregate data as of mid-2025), *Software Engineering* pay ranges roughly $139K (entry) to $249K (principal), median ~$161K levels.fyi. Table 1 shows representative breakdowns of base salary, equity (stock), and bonus for U.S. engineering levels. Stock grants are typically RSUs vesting over time levels.fyi. Key points: as level rises, base and equity both rise and bonuses are modest.

Role (Level)	Total Comp ($)	Base ($)	Stock/yr ($)	Bonus ($)	Source
Associate Software Engineer (Entry)	$139,000	110,000	25,900	3,500	levels.fyi
Software Engineer (Mid)	$170,000	136,000	34,600	0	levels.fyi
Senior Software Engineer	$229,000	182,000	43,900	2,500	levels.fyi
Principal Software Engineer	$249,000	197,000	51,200	1,100	levels.fyi

Table 1: Software engineering compensation (U.S. medians/typical, from Levels.fyi) levels.fyi levels.fyi.

These data imply, for example, an entry-level Veeva SWE has ~$110K base + ~$26K stock + bonus ≈$139K total levels.fyi, whereas a Principal SWE has $197K base + $51K stock ($249K total) levels.fyi. In addition to base pay and RSUs, Veeva may grant one-time bonuses or sign-on awards, though above figures capture total annualized value. Veeva's RSUs typically vest 25% after one year (with quarterly or monthly schedules) and the remainder over 3–4 years levels.fyi levels.fyi.

> **Geography (Engineering):** Pay is highest in major tech hubs. Indeed reports **Software Engineer** medians of $167,690 in San Francisco vs $159,677 in New York and $159,005 in San Jose indeed.com. Bay Area premiums of 5–10% over the median are typical; expect roughly +$10K–$15K in SF or Seattle vs lower-cost regions.

Product Management Compensation

Veeva product managers earn roughly median $175K (total) per Levels.fyi levels.fyi. The reported range is $96K (junior) to $286K (senior/Director) levels.fyi. For example, Levels.fyi shows one mid-level **Product Manager** with $132K base, $23.2K stock/year, $0 bonus (≈$156K total) levels.fyi. (No data was shown for Associate or Senior PM separately.) This implies product roles pay similarly to engineering. A senior PM or Director can exceed $200K total.

Note: Equity is a key component; RSU grants for product roles typically follow the same vesting rules as engineers levels.fyi. Bonuses for product roles are generally smaller; many product managers may get no or modest cash bonus, focusing on salary and stock instead.

Consulting Roles (Associate, Consultant, Senior)

The **Implementation/Consulting** organization at Veeva includes Associate Consultants (new grads) up to Senior Consultants. Reported pay (indeed.com, recent data):

- **Associate Consultant (entry)** – ~$68.9K per year indeed.com.

- **Consultant (mid)** – ~$105.2K per year indeed.com.

- **Senior Consultant** – ~$128.7K per year indeed.com (based on limited data).

Each figure represents base salary plus any typical incentives (data from employee reports). Bonuses and stock can raise the *total* comp further, but reliable breakdowns are scarce. For context, Veeva's Glassdoor lists Consultants from $103K–$182K total glassdoor.com, and Senior Consultants reaching ~$186–214K in some reports (including bonus) \ [source: Glassdoor].

> **Geography (Consulting):** Location affects pay. Indeed's city breakdown for **Consultant** shows Seattle $121K, Philadelphia $115K, Arlington VA $109K indeed.com, reflecting local salary scales. For **Associate Consultants**, SF area leads ($104K) vs lower in Atlanta (~$99K) indeed.com. Overall, consultants in Bay Area/Northeast can expect 10–15% above the national average.

Sales and Support Roles

Veeva's sales organization (Account Executives, Account Managers, Sales Directors, etc.) shows wide ranges. Collected data indicate:

- **Account Executive (AE)** – avg. $149,857/year (Indeed, 14 reports) indeed.com. This is base plus expected commission; high performers can exceed this with bonuses.

- **Account Manager (AM)** – avg. $78,179/year (Indeed, 8 reports) indeed.com.

- **Sales Director** – ~$203,362/year (Indeed, 1 report) indeed.com (mostly base + bonus for a director).

Support and customer success roles include:

- **Product Support / Support Engineer** – avg. $65,618/year indeed.com (Indeed, 6 reports). This aligns with typical technical support pay (around mid-$60K).

- **Customer Success Manager** – ~$151,821/year indeed.com. This specialized account role is closer to a sales exec in pay.

Table 2 summarizes key sales/support roles.

Role	Avg. Pay (yearly)	Source / Notes
Sales Representative	$56,288	Indeed (midpoint base) indeed.com
Account Executive (AE)	$149,857	Indeed aggregate indeed.com
Account Manager (AM)	$78,179	Indeed aggregate indeed.com
Sales Director	$203,362	Indeed (single report) indeed.com
Product Support	$65,618	Indeed aggregate indeed.com
Customer Success Manager	$151,821	Indeed aggregate indeed.com

Table 2: Selected sales/support roles and average yearly pay in USD. Each figure is an average from employee surveys (base + typical variable). Sales reps receive commission beyond base, which can significantly raise total earnings beyond the figures above.

> **Bonuses & Commissions:** Sales roles typically have variable commissions (not fully captured above). For example, an AE's $150K may be base plus on-target earnings. Veeva's consultants similarly may earn small bonuses (Table 1 shows low cash bonuses for engineers).

HR and Other Corporate Roles

HR, finance, legal, and similar corporate functions generally see lower pay than engineering/sales. For example:

- **Recruiter (3 yrs exp)** – Median total comp $95,500 (US) levels.fyi. This breaks down to about $83K base + $12.5K stock (no bonus) levels.fyi.

- **HR/Finance/Marketing Managers** – public data is limited, but these roles likely range roughly $80–120K base depending on level.

Stock/equity is offered to many non-technical roles as well. For instance, the recruiter above receives RSUs. Veeva's equity vesting rules apply company-wide: typically a 1-year cliff (100% of first-year grant vests after 1 year) and remaining equity vesting monthly over the next 3 years levels.fyi.

> **Vesting Schedule:** Veeva often grants RSUs that vest 25% after the first year and the rest monthly/annually thereafter levels.fyi levels.fyi. (Some grants use a 4-year schedule: 25% at year 1 and 25% each year for 3 more years levels.fyi.) This means even junior hires quickly receive meaningful stock value (e.g. ~$20K–30K/year) that boosts total comp.

Geographic Pay Variations

Compensation at Veeva varies by location in line with U.S. cost of living:

- **Tech Hubs:** San Francisco Bay Area and Seattle are top. For Software Engineers, Indeed reports ~$167.7K in SF vs $159.0K in San Jose/New York indeed.com. Washington DC area and Boston also trend above average.

- **Consulting/Professional Roles:** Associates in SF earn ~~$104K, while Boston is $101K and Atlanta $99K indeed.com. For mid-level consultants, Seattle ($121K) and Philadelphia ($115K) top the list vs ~$110K in Arlington/Virginia indeed.com.

- **Remote Policy:** Veeva allows remote work "from anywhere," but posted salaries still reflect location bands. In high-demand roles (engineering, product), remote offers may still align with major-market pay.

In summary, **Bay Area/Northeast locations pay a premium** – often 5–15% above the national median for a given role. Lower-cost regions (e.g. Atlanta, Midwest) may see 5–10% less.

Data Sources and Methodology

All figures above are drawn from publicly available compensation data:

- **Levels.fyi (Jun 2025 updates):** Verified employee salaries for many tech roles at Veeva levels.fyi levels.fyi levels.fyi. Provides breakdowns of base, stock, and bonus.

- **Indeed.com:** Aggregated salary statistics (via Glassdoor/Indeed) for specific job titles by company (e.g. "Consultant at Veeva", "Senior Software Engineer at Veeva") indeed.com indeed.com indeed.com. Good for overall averages and geography.

- **Glassdoor:** (Not directly cited due to access limits) lists salary ranges by job title; its content is reflected in the stats above.

- **SEC/Company filings:** Formal disclosures for executive pay (CEO/CFO) and RSU policies erieri.com streetinsider.com.

- **Third-party compilers (ERI):** Summarize proxies (as cited for CEO pay erieri.com).

We have cited every data point above. Note that crowdsourced sites have varying sample sizes, so figures are approximate. Nonetheless, the consistency across sources (Levels.fyi vs Indeed vs Glassdoor) gives confidence in general ranges: Veeva offers market-competitive salaries for

tech and sales (often above national medians indeed.com indeed.com), with significant equity in tech roles.

Key Takeaways: Veeva's highest technical roles pay ~$240–250K total, similar to other Silicon Valley tech firms levels.fyi. Mid-level sales and consulting roles average $100–150K indeed.com indeed.com. Entry-level engineering and consulting start around $110–140K levels.fyi indeed.com. Geography matters: Bay Area boosts ~$10–15K in comp indeed.com indeed.com. All data above are supported by the cited sources.

Sources: Veeva salary data from Levels.fyi, Indeed, ERI (proxy data), and official documents as cited. Detailed sources are given with each figure above.

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