

GREENTECH SALARY GUIDE 2025

SMART



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Market trends

The Smart Energy landscape in the US.

In 2023, the US smart energy market stands at a pivotal point, driven by the urgent need to modernize the nation's electrical grid while embracing greener, more sustainable energy sources.

Current market valuation is estimated to be \$18.52 billion and is forecasted to expand at a compound annual growth rate (CAGR) of 18.7% from 2024 to 2027. This is driven by increasing investments in smart grid technologies, energy-efficient solutions, and the integration of renewable energy sources such as solar and wind power.

The transition to a smarter grid is essential as it promises to improve efficiency, reduce waste, and integrate renewable energy sources such as wind and solar into the energy mix. Key players like Schneider Electric, Siemens, and GE Renewable Energy are leading the charge, deploying advanced smart grid technologies that enable real-time monitoring, and automated automation to optimize energy flow.

One of the central technologies driving this evolution is the widespread adoption of advanced metering infrastructure (AMI) and smart meters. These devices collect and transmit data to enable smart energy usage. Combined with demand response systems, these tools allow for dynamic energy pricing and reduce stress on the grid during peak times, a crucial factor as climate change exacerbates weather extremes.

The Inflation Reduction Act (IRA) in 2022 has also driven accelerated investment in the smart energy sector, with significant funding allocated to improving grid resilience and supporting the integration of renewable energy. As geopolitical concerns and supply chain challenges continue to impact global energy markets, the smart energy sector offers the USA a path to greater energy independence and security.

With continued innovation and supportive policy frameworks, 2023 is set to be an exciting year for smart energy, positioning it as a cornerstone of the country's clean energy future.

Smart Energy landscape

The data

THE DATA

GreenTech Hubs

The data: Smart Energy hubs

THE DATA

Other US Locations

The data: Other US locations

Recruitment stats

Recruitment trends & stats

Recruitment trends & stats



About Storm4.

We are the #1 GreenTech Recruitment Agency for the US. We obsess about attracting talent aligned to the different stages of your GreenTech growth journey.

Our expert consultants are best placed to hire for your teams across:

- Engineering and Data
- Finance & Operations
- Hardware
- Marketing
- Product Management
- Sales & BD

 2,398,000

Candidates in our network

 276+

GreenTechs we've partnered with

Storm4: sustainable hiring, for a sustainable future.

VP of Marketing

Chief Technology Officer

Senior Product Director

Chief Revenue Officer

The Smart Energy landscape in the US.

In 2025, the US smart energy market stands at a pivotal point, driven by the urgent need to modernize the nation's electrical grid while embracing greener, more sustainable energy sources.

Current market valuation is estimated to be \$38.52 billion and it's forecasted to expand at a compound annual growth rate (CAGR) of 18.7% from 2024 to 2029. This is driven by increasing investments in smart grid technologies, energy-efficient systems, and the integration of renewable energy sources such as solar and wind power.

The transition to a smarter grid is essential as it promises to improve efficiency, reduce waste, and integrate renewable energy sources, such as wind and solar, into the energy mix. Key players like Schneider Electric, Siemens, and GE Renewable Energy are leading the charge, deploying cutting-edge smart grid technologies that use data analytics, real-time monitoring, and advanced automation to optimize energy flow.

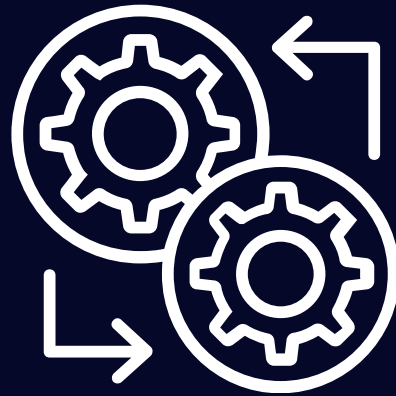
One of the central technologies driving this evolution is the widespread adoption of advanced metering infrastructure (AMI) and smart meters, which empower utilities and consumers alike to better manage energy usage. Combined with demand response systems, these tools allow for dynamic energy pricing and reduce stress on the grid during peak times, a crucial factor as climate change exacerbates weather extremes.

The Inflation Reduction Act (IRA) in 2022 has also driven accelerated investment in the smart energy sector, with significant funding dedicated to improving grid resilience and supporting the integration of renewable energy. As geopolitical concerns and supply chain challenges continue to impact global energy markets, the smart energy sector offers the US a pathway to greater energy independence and security.

With continued innovation and supportive policy frameworks, 2025 is set to be an exciting year for smart energy, positioning it as a cornerstone of the country's clean energy future.



2025 market trends.

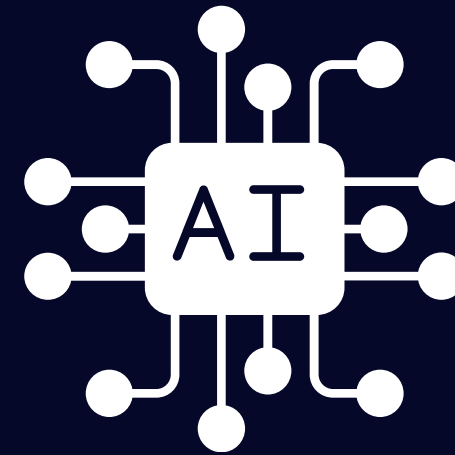
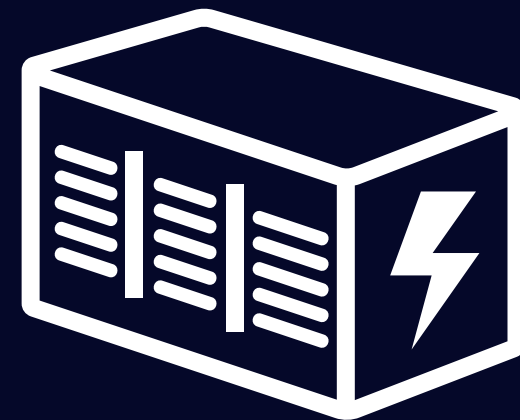


Increased integration of renewable energy with smart grids

As more solar and wind power sources come online, smart grids will play a crucial role in efficiently managing energy flow. Smart energy systems will improve the integration of intermittent renewables, ensuring a reliable supply by balancing demand with energy storage solutions and advanced grid management.

Expansion of energy storage solutions

With the growth of renewable energy sources, energy storage technologies, particularly battery energy storage systems (BESS), will expand rapidly. These systems will allow excess renewable energy to be stored and dispatched during peak demand, improving grid stability and reducing the reliance on fossil fuels.



AI and machine learning for energy efficiency

AI and machine learning will continue to evolve, enabling more precise energy consumption forecasting and optimizing grid operations. These technologies will allow utilities to predict energy demand, prevent outages, and implement real-time energy management, resulting in significant cost and energy savings.

Smart meter penetration

By 2025, more US homes and businesses will be equipped with smart meters and connected to advanced metering infrastructure (AMI). This will empower consumers with real-time insights into their energy usage and drive further demand response initiatives that reduce energy consumption during peak hours.



The data.

This guide takes its information from multiple data points including Storm4's own placement data, publicly available information online (including LinkedIn, Crunchbase, ZoomInfo & Glassdoor), and anecdotal evidence from the Storm4 team. The document is meant as a guide for businesses and individuals looking to compare salary and employment packages to market standards. If you would like more tailored advice, or information on roles or locations not listed, please don't hesitate to get in touch.

SMART ENERGY HUBS:

- New York City, New York
- Boston, Massachusetts
- Washington, D.C.
- Atlanta, Georgia
- San Francisco, California
- Houston, Texas

OTHER US LOCATIONS:

- Overland Park, Kansas
- Columbus, Ohio
- Richmond, Virginia
- Madison, Wisconsin
- Birmingham, Alabama



THE DATA

GreenTech Hubs



Data & Analytics I

GreenTech Hubs USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
Data Analyst	120,000	130,000	125,000	135,000
Analytics Engineer	130,000	140,000	140,000	150,000
Data Scientist	140,000	150,000	145,000	155,000
Data Engineer	140,000	150,000	145,000	155,000
Machine Learning Engineer	140,000	150,000	145,000	155,000
ML Ops Engineer	150,000	160,000	155,000	165,000
Senior Data Scientist	160,000	170,000	170,000	180,000
Senior Data Engineer	160,000	170,000	170,000	180,000
Senior ML Engineer	160,000	170,000	170,000	180,000
Staff Data Scientist	180,000	200,000	190,000	210,000
Staff Data Engineer	180,000	200,000	190,000	210,000
Staff ML Engineer	180,000	200,000	190,000	210,000
Data Science Manager	190,000	210,000	200,000	230,000



Data & Analytics II

GreenTech Hubs USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive
Data Engineering Manager	190,000	210,000
Director/Head of Data	210,000	230,000
VP of Data	225,000	260,000
Chief Data Officer	250,000	300,000

Average	Competitive
200,000	230,000
230,000	260,000
250,000	300,000
275,000	325,000



Engineering: Software

GreenTech Hubs USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
DevOps Engineer	135,000	150,000	135,000	155,000
Senior DevOps Engineer	145,000	160,000	150,000	170,000
Software Engineer	150,000	160,000	150,000	165,000
Mobile Engineer	150,000	160,000	150,000	165,000
Senior Mobile Engineer	165,000	180,000	170,000	190,000
Senior Software Engineer	170,000	190,000	180,000	200,000
Lead Software Engineer	185,000	200,000	190,000	205,000
Staff Software Engineer	190,000	210,000	200,000	225,000
Engineering Manager	190,000	210,000	200,000	220,000
Director of Engineering	200,000	225,000	215,000	240,000
Head of Engineering	200,000	225,000	215,000	250,000
VP of Engineering	225,000	250,000	225,000	275,000
Chief Technology Officer (CTO)	230,000	250,000	235,000	275,000



Engineering: Hardware

GreenTech Hubs USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
Senior Hardware Engineer	160,000	180,000	160,000	190,000
Staff Hardware Engineer	170,000	200,000	170,000	215,000
Hardware Engineering Manager	180,000	210,000	180,000	220,000
Hardware & Software Engineering Manager	180,000	200,000	180,000	220,000
Director of Hardware & Software Engineering	185,000	230,000	190,000	250,000



Finance & Operations

GreenTech Hubs USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
Finance Controller	130,000	140,000	150,000	160,000
Finance Manager	150,000	160,000	170,000	180,000
Director of Operations	170,000	180,000	200,000	215,000
Finance Director	170,000	180,000	200,000	215,000
VP of Operations	180,000	200,000	220,000	240,000
VP of Finance	180,000	200,000	220,000	240,000
Chief Operating Officer (COO)	210,000	225,000	250,000	275,000
Chief Financial Officer (CFO)	250,000	300,000	300,000	350,000



Marketing

GreenTech Hubs USD

	25-100 EMPLOYEES		100+ EMPLOYEES	
	Average	Competitive	Average	Competitive
Senior Marketing Manager	130,000	150,000	150,000	160,000
Director of Marketing	150,000	175,000	170,000	190,000
Director of Product Marketing	160,000	180,000	170,000	190,000
Head of Marketing	180,000	200,000	200,000	225,000
VP of Marketing	180,000	200,000	225,000	250,000
Chief Marketing Officer (CMO)	200,000	225,000	250,000	300,000



Product Management

GreenTech Hubs USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
Product Owner	130,000	150,000	140,000	145,000
Product Manager	120,000	150,000	130,000	160,000
Product Designer	120,000	150,000	160,000	180,000
Senior Product Manager	130,000	170,000	175,000	190,000
Senior Product Designer	130,000	170,000	190,000	210,000
Lead Product Manager	140,000	170,000	200,000	220,000
Director of Product	150,000	180,000	210,000	230,000
Head of Product	150,000	180,000	220,000	240,000
VP of Product	160,000	200,000	230,000	250,000
SVP of Product	180,000	225,000	240,000	275,000
Chief Product Officer (CPO)	200,000	240,000+	260,000	300,000+



Sales & BD

GreenTech Hubs USD

	25-100 EMPLOYEES		100+ EMPLOYEES	
	Average	Competitive	Average	Competitive
Senior Account Executive	130,000	150,000	160,000	175,000
Director of Business Development	145,000	170,000	170,000	195,000
Sales Director	150,000	180,000	180,000	205,000
Director of Sales Operations	150,000	170,000	180,000	195,000
Director of Customer Relationship Management (CRM)	160,000	190,000	190,000	210,000
VP of Sales	200,000	220,000	220,000	250,000
Chief Sales Officer (CSO)	230,000	275,000	250,000	300,000
Chief Commercial Officer (CCO)	230,000	275,000	250,000	300,000

OTE FOR SALES EMPLOYEES

The salaries above are the base pay offered by companies. OTE will vary for sales roles depending on targets, company size, company structure and other benefits provided. Typically, we find within the GreenTech sector, that individual contributor sales positions involve an uncapped commission structure. More senior sales positions may consist of a commission structure or sometimes a bonus structure, depending on role requirements and if they are managing a team.



THE DATA

Other US Locations



Data & Analytics I

Other US Locations USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
Data Analyst	110,000	120,000	115,000	125,000
Analytics Engineer	120,000	130,000	130,000	140,000
Data Scientist	130,000	140,000	140,000	150,000
Data Engineer	130,000	140,000	140,000	150,000
Machine Learning Engineer	130,000	140,000	140,000	150,000
ML Ops Engineer	145,000	155,000	150,000	160,000
Senior Data Scientist	150,000	160,000	160,000	170,000
Senior Data Engineer	150,000	160,000	160,000	170,000
Senior ML Engineer	155,000	165,000	160,000	170,000
Staff Data Scientist	170,000	190,000	180,000	200,000
Staff Data Engineer	170,000	190,000	180,000	200,000
Staff ML Engineer	170,000	190,000	180,000	200,000
Data Science Manager	180,000	200,000	190,000	210,000



Data & Analytics II

Other US Locations USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
Data Engineering Manager	180,000	200,000	190,000	210,000
Director/Head of Data	200,000	220,000	210,000	240,000
VP of Data	210,000	240,000	225,000	275,000
Chief Data Officer	225,000	275,000	250,000	300,000



Engineering: Software

Other US Locations USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
DevOps Engineer	125,000	140,000	125,000	140,000
Senior DevOps Engineer	135,000	150,000	140,000	155,000
Software Engineer	135,000	150,000	135,000	155,000
Mobile Engineer	135,000	150,000	135,000	155,000
Senior Mobile Engineer	145,000	165,000	155,000	170,000
Senior Software Engineer	155,000	170,000	165,000	175,000
Lead Software Engineer	185,000	200,000	190,000	200,000
Staff Software Engineer	180,000	195,000	190,000	200,000
Engineering Manager	185,000	200,000	190,000	205,000
Director of Engineering	190,000	210,000	200,000	220,000
Head of Engineering	190,000	210,000	200,000	225,000
VP of Engineering	210,000	230,000	220,000	240,000
Chief Technology Officer (CTO)	220,000	240,000	225,000	250,000



Engineering: Hardware

Other US Locations USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
Senior Hardware Engineer	140,000	175,000	150,000	180,000
Staff Hardware Engineer	150,000	190,000	165,000	200,000
Hardware Engineering Manager	160,000	190,000	170,000	200,000
Hardware & Software Engineering Manager	160,000	190,000	170,000	200,000
Director of Hardware & Software Engineering	170,000	230,000	185,000	250,000



Finance & Operations

Other US Locations USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
Finance Controller	110,000	120,000	130,000	140,000
Finance Manager	130,000	140,000	150,000	160,000
Director of Operations	150,000	160,000	170,000	180,000
Finance Director	150,000	160,000	170,000	180,000
VP of Operations	160,000	170,000	190,000	200,000
VP of Finance	160,000	170,000	190,000	200,000
Chief Operating Officer (COO)	180,000	190,000	210,000	220,000
Chief Financial Officer (CFO)	250,000	300,000	300,000	350,000



Marketing

Other US Locations USD

	25-100 EMPLOYEES		100+ EMPLOYEES	
	Average	Competitive	Average	Competitive
Senior Marketing Manager	110,000	130,000	130,000	150,000
Director of Marketing	150,000	160,000	160,000	180,000
Director of Product Marketing	150,000	165,000	160,000	180,000
Head of Marketing	160,000	180,000	170,000	190,000
VP of Marketing	160,000	180,000	190,000	225,000
Chief Marketing Officer (CMO)	190,000	200,000	200,000	250,000



Product Management

Other US Locations

USD

25-100 EMPLOYEES

100+ EMPLOYEES

	Average	Competitive	Average	Competitive
Product Owner	115,000	140,000	130,000	150,000
Product Manager	120,000	140,000	120,000	150,000
Product Designer	120,000	140,000	120,000	150,000
Senior Product Manager	125,000	155,000	130,000	170,000
Senior Product Designer	125,000	155,000	130,000	170,000
Lead Product Manager	135,000	160,000	140,000	170,000
Director of Product	140,000	170,000	150,000	180,000
Head of Product	140,000	170,000	150,000	180,000
VP of Product	150,000	185,000	160,000	200,000
SVP of Product	170,000	210,000	180,000	225,000
Chief Product Officer (CPO)	190,000	230,000+	200,000	250,000+



Sales & BD

Other US Locations USD

	25-100 EMPLOYEES		100+ EMPLOYEES	
	Average	Competitive	Average	Competitive
Senior Sales Manager	120,000	150,000	150,000	175,000
Director of Business Development	145,000	170,000	170,000	195,000
Sales Director	150,000	180,000	180,000	205,000
Director of Sales Operations	150,000	170,000	180,000	195,000
Director of Customer Relationship Management (CRM)	160,000	190,000	190,000	210,000
VP of Sales	200,000	220,000	220,000	250,000
Chief Revenue Officer (CRO)	230,000	275,000	250,000	300,000
Chief Commercial Officer (CCO)	230,000	275,000	250,000	300,000

OTE FOR SALES EMPLOYEES

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Recruitment trends & stats



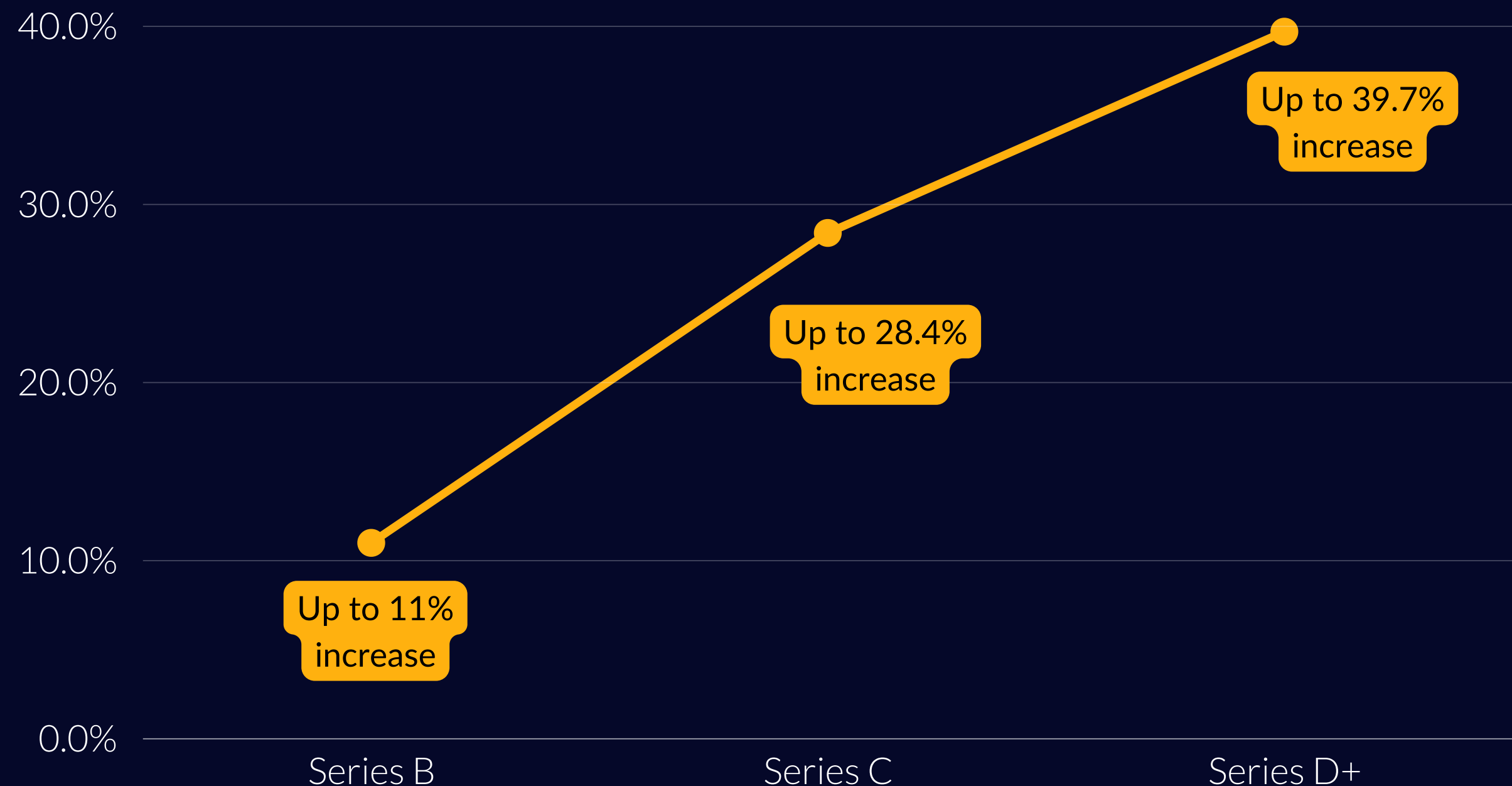
Average salaries at difference funding stages.

Through the data collected we found a difference in salaries offered from businesses at different funding stages.

Taking businesses at Series A funding stage as the base level, we saw an up-to 11% increase in salaries offered from Series B companies for the same role, up to 28.4% increase in base salaries from Series C companies, and up to 39.7% increase in salaries offered from Series D+ businesses.

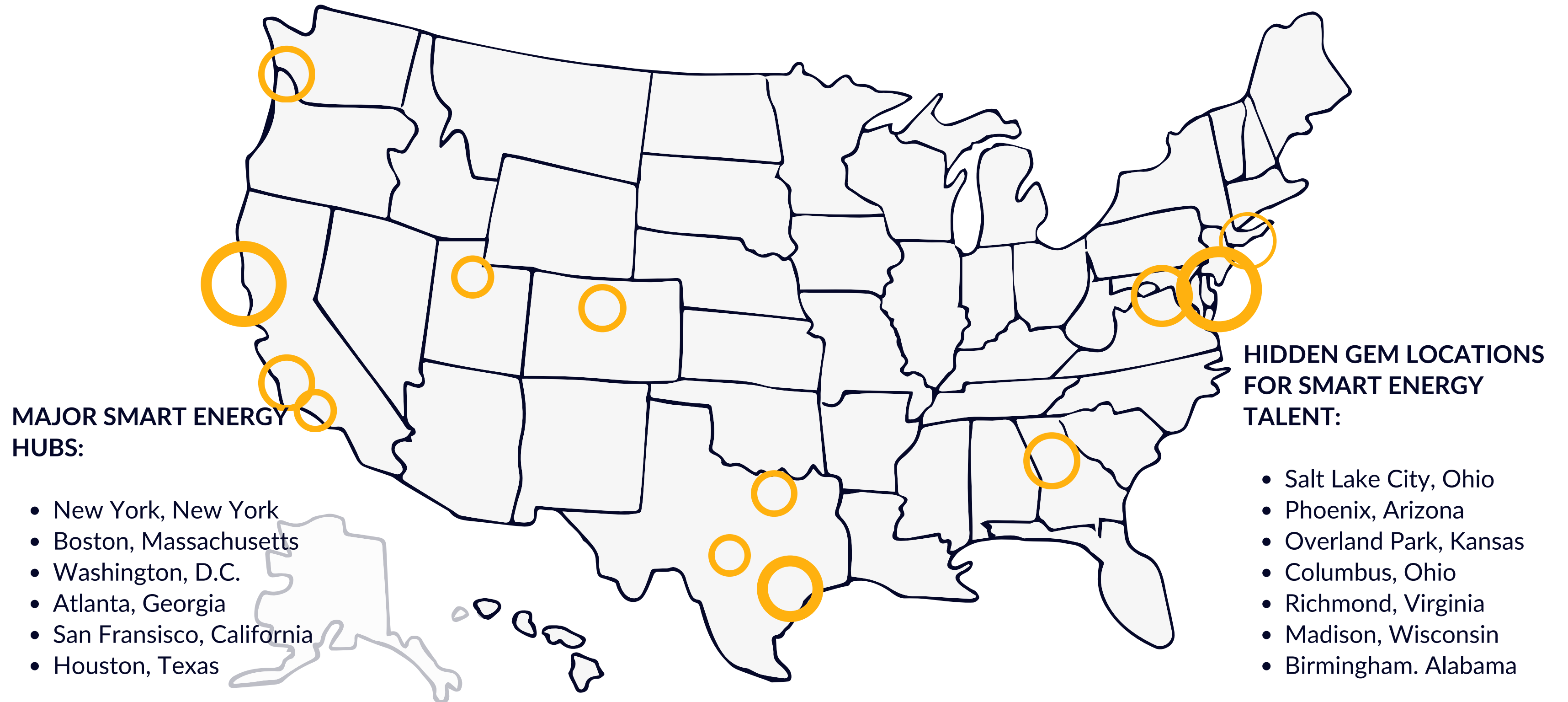
Generally, this will be a direct correlation to the funding received as well-funded companies are able to offer more competitive salaries.

Source: Information extracted from the Storm4 database



Talent pool **hot spots**.

1.4 year median tenure



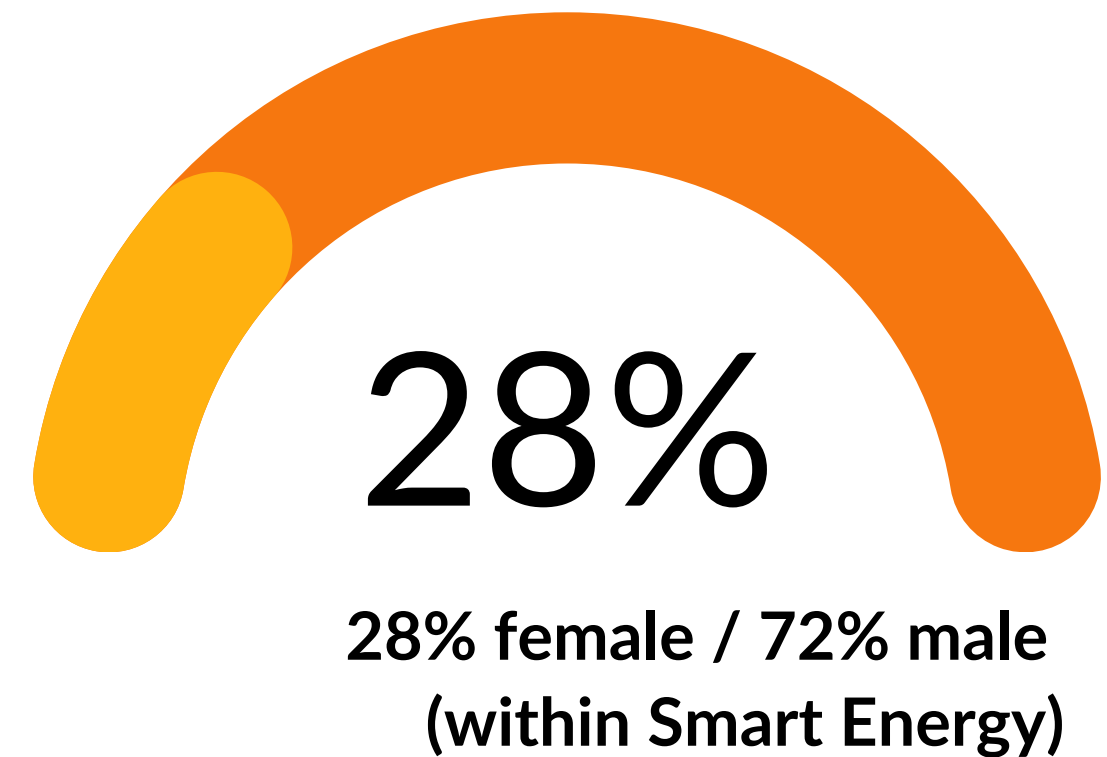
Storm4: sustainable hiring, for a sustainable future.



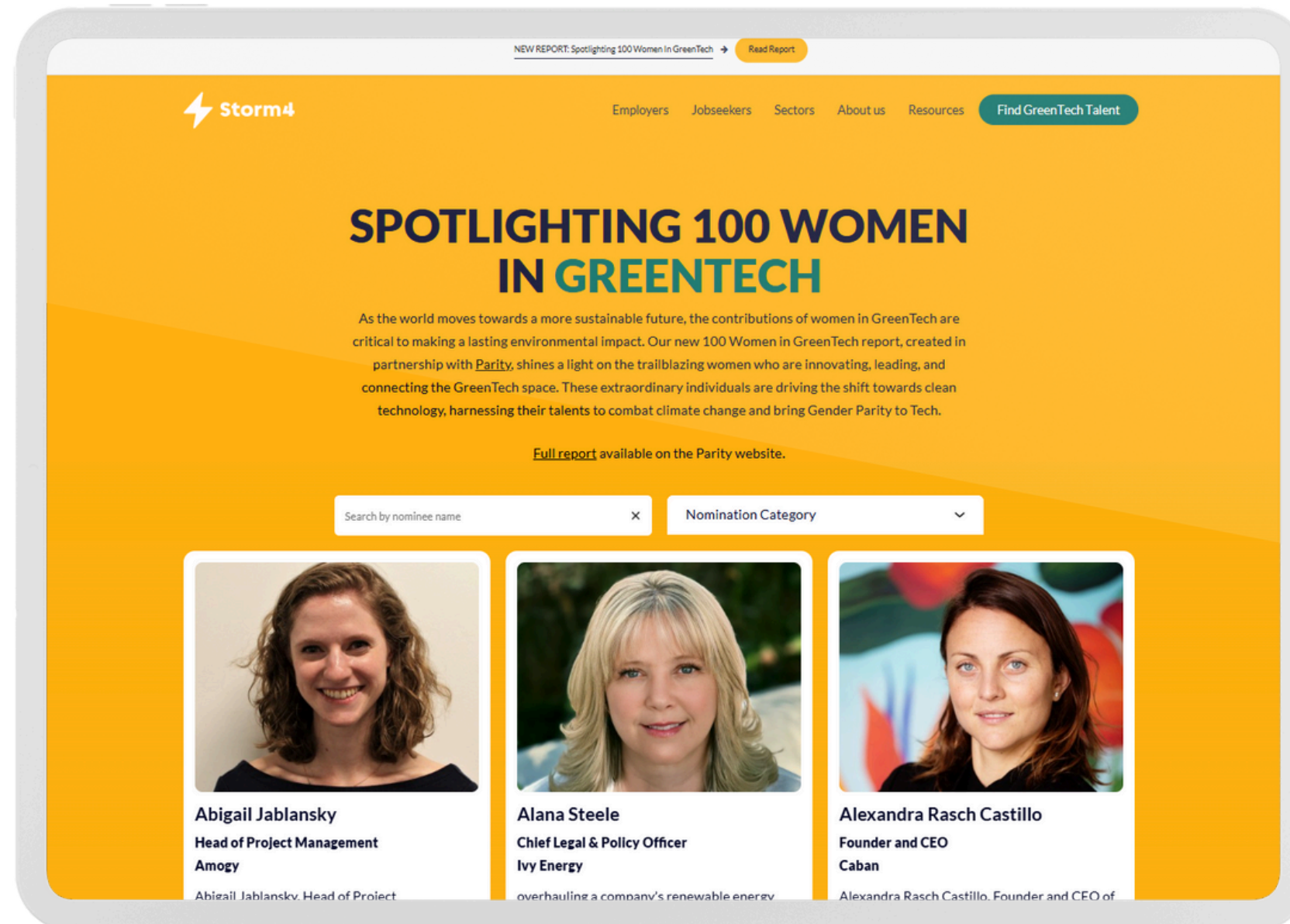
ED&I in GreenTech.

Diversity in the smart energy sector, particularly at senior and board levels, has been improving, but progress is still slow. Women make up about 20% of board positions within the broader energy industry, while ethnic minority representation is even lower, at approximately 6% in energy company boards. In the utilities sector, however, gender diversity fares better, with women holding around 27% of board seats, and minority ethnicities around 14%.

Despite this progress, there remains a significant gap, particularly in leadership and technical roles within smart energy companies. Many organizations are now placing more emphasis on flexible work policies, mentoring, and development programs to enhance retention and advancement opportunities for underrepresented groups.



ED&I in GreenTech.



Parity is our gender equity network offering support and community to women and non-binary professionals in Tech. As a network, Parity offers:

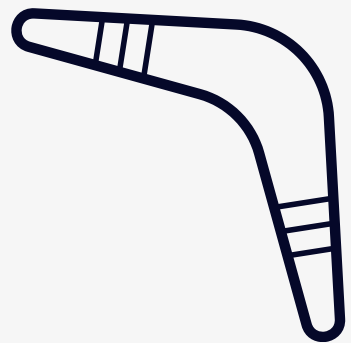
- Support to women across Technology sectors.
- Career spotlighting through panels and events.
- Connection to other leaders across tech and VC ecosystems.
- Leadership, negotiation and partnerships advice.
- Coaching and mentoring services for senior leaders.
- Office space and sponsorship for events in New York.

Click the logo to visit our website and find out more.

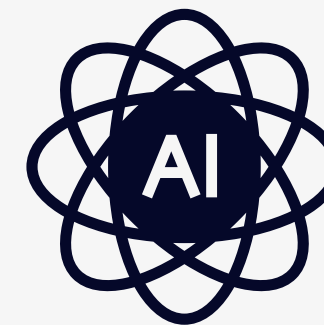
Storm4: sustainable hiring, for a sustainable future.



Recruitment trends.



Tech HR managers predict a rise of "**boomerang employees**"—those who left a company but later return. These candidates offer an attractive mix of experience and cultural fit, reducing onboarding time and filling high-demand roles faster.



40% of HR departments in the tech sector are predicted to fully integrate **AI-powered recruitment tools** by 2025.

By 2025, 50% of tech job postings are expected to remove degree requirements in favor of **skills-based hiring** focusing instead on specific technical abilities like cloud computing, AI, and cybersecurity.



Tech hiring managers estimate that 30% of their workforce will consist of **contractors and gig workers** by 2025, especially for roles like software development and data analysis.



A recent survey predicts that 65% of tech professionals will consider **hybrid work arrangements** a critical factor in choosing an employer by 2025. Offering hybrid or remote options will remain a top retention strategy.



By 2025, 85% of tech companies will focus on improving **diversity and inclusion** (D&I) in their hiring processes.



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