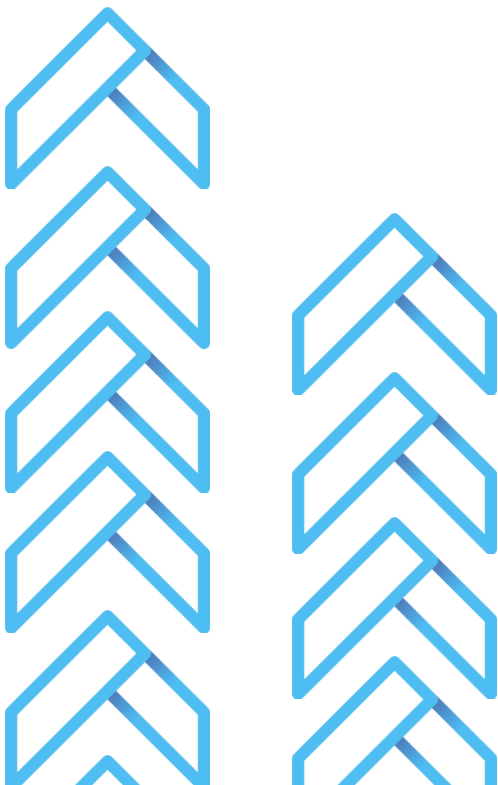


KINETIK

2025 SALARY SURVEY

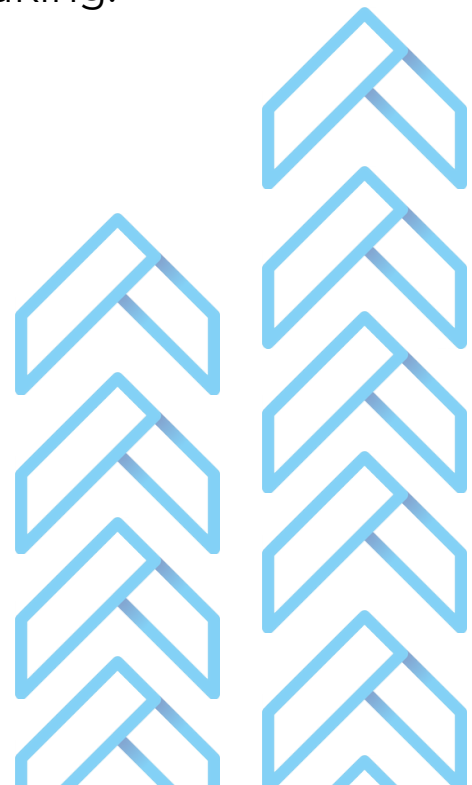
 **Thailand**



Introduction

Welcome to the 2025 edition of our Kinetik annual salary survey. This survey is designed to provide comprehensive insights into salary trends, covering a broad spectrum of roles in technology, digital, marketing, operations, finance, human resources, and more. Our data is derived from real-world averages collected throughout the year and benchmarked against trusted sources within our partner network.

This year's survey also incorporates new sections for Finance and HR, reflecting the evolving demand for talent in these critical areas. Additionally, we provide core insights at the beginning and end to facilitate easier benchmarking and decision-making.



Core Insights

Specialized Roles Salaries Keep Rising

Niche technical roles like Software Engineering and leadership roles such as CTO and CPO remain at the forefront of competitive salary packages.

Incentive Structures Evolve

Equity-based incentives are growing in popularity, especially for startups and SMEs.

Emerging Trends in AI and HR

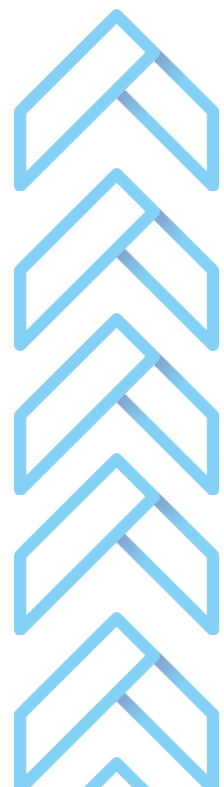
Roles in AI/ML, HR strategy, and digital marketing are seeing significant demand growth.

Regional Salary Alignment

Thailand remains a competitive market for global employers, with increasing alignment to international salary benchmarks in key industries.

Finance and HR Roles

Rising expectations for strategic finance leadership and people-centric HR management have expanded salary bands for these sectors.



Refining the Hiring Process for a Competitive Edge

The average time to hire is 35 days for roles requiring multiple screening stages, but companies that optimize their processes can surpass this benchmark. By streamlining workflows and improving touchpoints, organizations not only reduce time-to-hire but also enhance the candidate experience, reinforce their Employer Value Proposition (EVP), and significantly boost offer-to-acceptance conversion rates—driving both speed and quality in hiring.

Bullish Salary Increments Reflect Demand

In a candidate-driven market, businesses are making bold moves to attract top talent, offering an average salary increase of 27.5% for high-demand roles. This trend highlights the growing emphasis on competitive compensation as a key differentiator, especially in industries experiencing talent shortages. Organizations willing to align salary packages with market trends are better positioned to secure the best candidates ahead of competitors.

The Recruiter's Playbook : What Makes a Standout Candidate?

Internal recruiters are zeroing in on candidates with direct industry expertise, proven leadership capabilities, and a demonstrated ability to innovate and adapt. In addition to technical skills, recruiters are prioritizing attributes such as strategic thinking, collaboration skills, and a track record of delivering measurable impact, ensuring new hires can drive business transformation in an evolving market.

Salary Data by Sector

Technology

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
CTO				300,000 - 385,000	385,000+
Head of Engineering				215,000 - 255,000	
Software Developer	38,000 - 68,000	68,000 - 107,000	107,000 - 138,000		
QA Engineer		53,000 - 92,000	92,000 - 123,000		
Automation Engineer		53,000 - 92,000	92,000 - 123,000		

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no CTO with 0-3 years of working experience*



Salary Data by Sector

Data

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
Chief Digital/Data					385,000 +
Head of Data Science				184,000 - 231,000	231,000 +
Data Engineer		84,000 - 100,000	100,000 - 154,000		
Data Scientist		84,000 - 100,000	100,000 - 154,000		

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no Chief Digital/Data with 0-3 years of working experience*



Salary Data by Sector

Marketing

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
Chief Marketing Officer					323,000 - 423,000
Head of Marketing			123,000 - 184,000	184,000 - 231,000	
Digital Marketing	53,000 - 92,000	92,000 - 138,000			
Performance/ SEO		53,000 - 92,000	92,000 - 138,000		
Social Media Expert		53,000 - 92,000			

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no Head of Marketing with 0-3 years of working experience*



Salary Data by Sector

Finance

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
Chief Finance Officer					369,000 - 562,000
VP/Head of Finance				231,000 - 323,000	
Finance Controller			138,000 - 184,000		

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no Chief Finance Officer with 0-3 years of working experience*



Salary Data by Sector

Human Resources

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
Head of People/CHRO					277,000 - 470,000
TA Manager				138,000 - 184,000	184,000 - 277,000
HR Manager/HRBP			107,000 - 169,000	169,000 - 231,000	
HR Executive		46,000 - 69,000			
Talent Acquisition		46,000 - 69,000			

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no Head of People with 0-3 years of working experience*



Salary Data by Sector

MarTech

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
MarTech Operations		46,000 - 92,000	92,000 - 123,000	123,000 - 154,000	154,000 - 208,000
MarTech Consultant		53,000 - 92,000	92,000 - 123,000	123,000 - 154,000	154,000 - 208,000
Lead Generation/ Field Marketing		46,000 - 77,000	77,000 - 100,000	100,000 - 131,000	131,000 - 192,000



Salary Data by Sector

Commercial

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
General Manager				323,000 - 423,000	470,000 - 655,000
Head of Partnerships				231,000 - 277,000	323,000 - 423,000
Business Developer		53,000 - 92,000	92,000 - 138,000		
Strategic Analyst		92,000 - 138,000	138,000 - 184,000		

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no General Manager with 0-3 years of working experience*



Salary Data by Sector

Infrastructure

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
Chief Security Officer					323,000 - 423,000
Head of Security				184,000 - 231,000	231,000 - 277,000
DevOps Engineer		53,000 - 92,000	92,000 - 138,000	138,000 - 184,000	
DevSecOps Engineer		53,000 - 92,000	92,000 - 138,000	138,000 - 184,000	

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no Chief Security Officer with 0-3 years of working experience*



Salary Data by Sector

Business Change Roles

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
Business Analyst		46,000 - 74,000	74,000 - 107,000	107,000 - 169,000	
Project Manager		46,000 - 74,000	74,000 - 107,000	107,000 - 169,000	
Scrum Master		53,000 - 92,000			



Salary Data by Sector

Product & Design

Years of experience
Currency (THB) / monthly

ROLE	0-3	3-5	5-8	10-12	12+
Chief Product Officer					323,000 - 423,000
Head of Product				231,000 - 277,000	
Product Manager		92,000 - 138,000	138,000 - 184,000		
UX/UI Designer		53,000 - 92,000	92,000 - 138,000		
Visual/Graphic Designer		53,000 - 92,000			

*Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist
i.e. no Chief Product Officer with 0-3 years of working experience



As Southeast Asia, and Thailand in particular, solidifies its position as a global leader in digital and business innovation in 2025, the region's talent market is evolving rapidly. With the digital economy valued at \$263 billion, key sectors like technology, finance, and HR are driving demand for strategic roles and redefining compensation models. This survey explores trends shaping the workforce and actionable insights for navigating this transformative year.

Industry Projections

✔ Digital Trust

Trust remains foundational, with companies excelling in fraud prevention and transparent communication leading the digital economy.

✔ Technology Leadership

High demand for CTOs and Software Developers reflects Malaysia's digital transformation and innovation focus.

✔ Finance Strategy

CFOs and Heads of Finance are commanding higher salaries, driven by the emphasis on financial strategy, compliance, and risk management.

✔ HR's Strategic Rise

Roles like Head of People and CHRO are pivotal for shaping culture and managing talent, with compensation aligning to their strategic importance.

✔ Diversity in Incentives

Startups emphasize long-term incentives like equity, while corporates focus on short-term bonuses to attract and retain talent.

✔ E-Commerce Evolution

AI-driven personalization and engagement-first models are redefining online shopping, prioritizing connection over transactions.

✔ Content Creation

AI is automating routine tasks, elevating the demand for creativity and originality in the creator economy.

✔ AI Transformation

Strategic integration of AI is driving efficiency, innovation, and new opportunities in industries like logistics and customer personalization.

✔ Sustainability Priority

Green technologies in transport, logistics, and agriculture are reshaping SEA's economy, with sustainability becoming a core business value.



Conclusion

As Thailand positions itself as a global digital and business hub, salaries and incentive models are adapting to meet rising employee expectations. Strategic roles in technology, finance, and HR are commanding significant value, reflecting their critical importance. Competitive salaries, innovative incentives, and agile workforce strategies will define success in 2025.

For tailored insights or support navigating the 2025 talent market, contact us at :

hello@letsgokinetik.com

