



RECRUITMENT
IGAMING — BY BGB

SALARY SURVEY

2025

FIRST 5 MONTHS

GEOS 8

POSITIONS 138

BGB JOURNAL

PUBLISHED IN ASSOCIATION WITH THE INDEPENDENT ANALYTICS IN 26 COUNTRIES
FOR BGB I-GAMING EXECUTIVE SEARCH BOUTIQUES WORLDWIDE



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INDEPENDENT RESEARCH

BY BGB BTQs
TO I-GAMING
World Wide MARKET

READERS,

Be aware, the forward-looking statements, forecasts, charts are not guarantees of future performance or results and involve risks and uncertainties that cannot be predicted or quantified. Consequently, the actual performance of companies mentioned in this report and the industry as a whole may differ materially from those expressed or implied by such forward-looking statements published or not.



RECRUITMENT IGAMING — BY BGB

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INTRO

25th May 2025

Our Dear Reader!

I am happy to present BGB I-GAMING 1ST half 2025, Salary Survey of 8 (eight) worldwide geos: UK, Brazil, Cyprus, Spain, Portugal, Romania, Bulgaria, Ukraine. Keep doing this research was a great accomplishment for our team and we are excited to release it by 7th of June 2025 to Your attention.

You are welcome to review the exploring wages` markets of Gambling, Betting, Slots, Games industries.

Situation of 1st half of 2025 year, in the I-gaming employee market has been roughly changed since 2022 and slightly in 2023-2024, the numbers are slowly growing in 2025.

The changes show You the open sources of reasons why wages` markets may differ and how crucial situation with demands for top professionals to navigate business.

Twice yearly, we provide BGB`s individual and independent research of extensive salary surveys to give You the information which may help You to update or start a corrected budget for company`s employees, including the changes, ups and downs that influence the I-gaming industry every 6 (six) months nowadays.

Be aware of the market`s wages from BGB BTQs each 6 months on a regular basis from 26 till 82 countries WW and You run the best employees.

Hereby for Your information to get report in time regularly:

First half of a year, The Salary Survey is usually released by 7th of June

Annual Salary Report is issued by 12th of December yearly.

ABOUT SALARY SURVEY

The salary survey explores the minimum and maximum salary ranges for a variety of positions within the I-gaming sector.

We use our labor market insight, companies` experience, own data base, advanced international data analysis and networking within the World Wide I-gaming community to present an exhaustive exploration of Digital, Technical, Non-Technical, Administrative staff's wages.

The ultimate goal is to define the competitive range and identify hidden opportunities. Our salary survey insight will provide you with a new and fresh look at the wages` market and candidates' salary expectations within 1st half of 2025.

Disclaimer: the survey is adapted to focus on the positions if NOT specified by the reader but BGB itself.

The survey explores the minimum and maximum salaries within an industry niche and calculates median ranges for each position.

The positions are broken down by qualification levels (junior-middle-senior-lead + C-level-A players) In the survey you will find the information that includes:

- salary ranges of various professions
- demographic aspects
- employee benefits, bonuses, and perks
- motivating and demotivating factors for employees

The salary survey is based on the information gathered from the following sources:

- **information from the BGB I-gaming NDA databases**
- **the input of BGB International consultants and external experts**
- **rare but salary information from open worldwide survey sources.**

METHODOLOGY

Furthermore, BGB BTQs apply forward-thinking methods to finding viable solutions for your business needs. Our consultants perform in-depth research to identify hidden opportunities, expose hidden threats, and determine on-hand possibilities.

The salary survey is based on the information gathered from the following sources:

- information from the BGB I-gaming NDA databases
- the input of BGB International consultants and external experts
- rare but open worldwide survey sources.

The BGB method of gathering the information is under NDA and Double-Cross(two-sided) Participants:

1. Entities, the representatives: HRD, CEO, COO, CFO

1.1. 200 companies and more

2. Physical person

2.1. 1000 employees and more.

We illuminate an additional dimension of English language skills as one of the critical factors on the specialist's salary for certain positions.

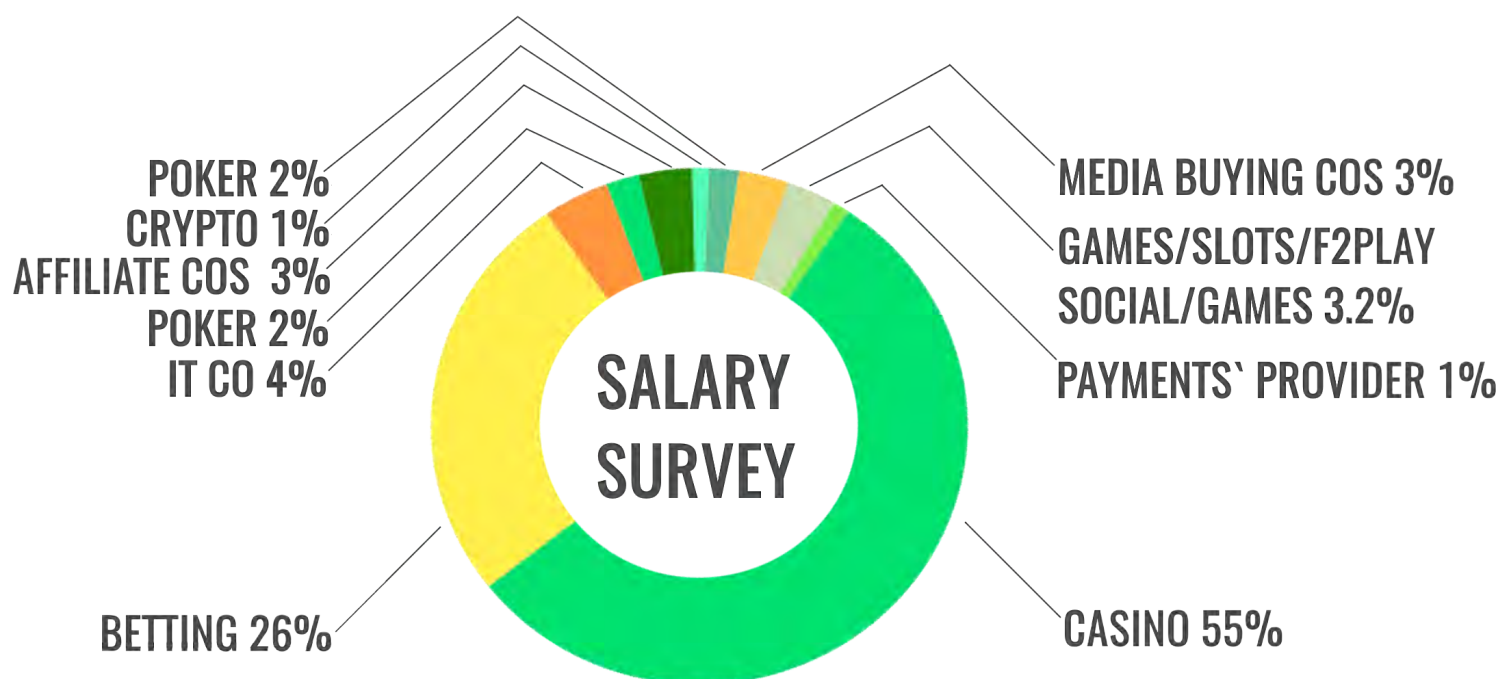
The figures are shown in the EURO currency mostly, except United Kingdom.

The salaries are listed, excluding, bonuses, and other supplementary elements but includes gross, i.e. PIT (personal income tax) per each mentioned geo.

The survey excludes extreme examples of minimum and maximum salaries for specific domains.

We keep the proceedings cost-effective and time efficient throughout every aspect of the operation.

WHO DEMANDS BGB SURVEY ON A REGULAR BASIS



LOCALS

iGaming Salary Benchmarks-2025 January- May (USD, net per month) 127 Overview Ranges

85 staff & 42 C-Suits Job Titles

[illegible]

Categories	*Full time	JUNIOR (till 2 years)			MIDDLE (till 5 years)			SENIOR		(4-7 year for digital	LEAD		
STATUS	Knowledge of English language (B1, B2, C2)	Mediana			Mediana			Mediana		(5-10 years in IT)	Mediana		
MEDIAN													
DEPARTMENT	POSITIONS	min	av (average)	maximum	min	av (average)	maximum	min	av (average)	maximum	min	av (average)	maximum
MARKETING	SEO Specialist	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	PPC Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Product Copywriter	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Copywriter	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Influence Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Brand Designer	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Media Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Project Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Brand Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Affiliate manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Merchandise and Production (Event) Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Content Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Linkbuilder	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Media Buyer	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	CRM manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Operating Manager^	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	SMM Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	SMM Video Maker	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	CRM Conversion manager^	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	SERM специалист (Search Engine Reputation Management)	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Graphic Designer	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Affiliate/Account Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Motion Designer	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Streamer	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Email marketing	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	CRM Retention Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	CRM Analyst	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	Digital Media	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	VIP CRM Manager	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000
	ASO Specialist	15000	20000	25000	25000	35000	45000	45000	55000	65000	65000	75000	85000

Categories	*Full time	JUNIOR (till 2 years)			MIDDLE (till 5 years)			SENIOR		(4-7 year for digital)	LEAD		
STATUS	Knowledge of English language (B1, B2, C2)	Mediana			Mediana			Mediana		(5-10 years in IT)	Mediana		
MEDIAN													
DEPARTMENT	POSITIONS	min	av (average)	maximum	min	av (average)	maximum	min	av (average)	maximum	min	av (average)	maximum
DIGITAL													
PRODUCT	BI Data Analyst	2500	3500	4500	3500	4500	5500	4500	5500	6500	5500	6500	7500
	Promo Manager	15 000	15 000	15 000	1500	2000	2500	1500	2000	2500	15 000	15 000	15 000
	Game Promo Manager	15 000	15 000	15 000	1500	2000	2500	1500	2000	2500	15 000	15 000	15 000
	Slots (game) Mathematician			2500			2500						1500
	Game Producer							4700	5700	6500		5500	7500
	Content Game Manager	2500	3500	4500	3500	4500	5500	4500	5500	6500	5500	6500	7500
	Business Analyst	1700	2500	3500	2500	3500	4500	3500	4500	5500	2500	3500	4500
	Project Manager												
	Product Manager	1500	2000	2500	2500	3500	4500	3500	4500	5500	3500	4500	5500
	UI/UX Designer												
	Product Data Analyst	2500	3500	4500	3500	4500	5500	4500	5500	6500	5500	6500	7500
	Web Analyst	2500	3500	4500	3500	4500	5500	4500	5500	6500	5500	6500	7500
	Financial Data Analyst	2500	3500	4500	3500	4500	5500	4500	5500	6500	5500	6500	7500
ADMINISTRATIVE													
HR	Recruiter	2500	3500	4500	3500	4500	5500	4500	5500	6500	5500	6500	7500
	HR People Partner							1500	2000	2500	1500	2000	2500
	Internal Communications Manager				1500	2000	2500	2500	3500	4500	2500	3500	4500
	HR Process Development Manager				1500	2000	2500	2500	3500	4500	2500	3500	4500
	Employer Brand Manager				1500	2000	2500	2500	3500	4500	2500	3500	4500
	Learn and Development Lead (Training for managers)										2500	3500	4500
	Learn and Development Lead (Carrier Growth and Developemnt))										2500	3500	4500
	HR Talent Development				1500	2000	2500	2500	3500	4500	2500	3500	4500
Billing + Finance													
	Accountant	2500	3500	4500	3500	4500	5500	4500	5500	6500	5500	6500	7500
	Treasury Manager					1500	2000	2500	3500	4500	2500	3500	4500
	Financial (reporting) Manager				1500	2000	2500	2500	3500	4500	2500	3500	4500
	Assistant Chief Accountant	2500	3500	4500	3500	4500	5500	4500	5500	6500	5500	6500	7500

Categories	*Full time	JUNIOR (till 2 years)			MIDDLE (till 5 years)			SENIOR		(4-7 year for digital)	LEAD		
STATUS	Knowledge of English language (B1, B2, C2)	Mediana			Mediana			Mediana		(5-10 years in IT)	Mediana		
MEDIAN													
DEPARTMENT	POSITIONS	min	av (average)	maximum	min	av (average)	maximum	min	av (average)	maximum	min	av (average)	maximum
Billing + Finance	Lead спеціаліст з кадрового обліку	1000	1200	1500	1500	1700	2000	2000	2200	2500	2500	3000	3500
	Financial Analyst	800	900	1000	1100	1200	1300	1300	1400	1500	1500	1700	1800
	Payment Product Team Lead	1500	1600	1700	1800	1900	2000	2000	2100	2200	2200	2400	2500
	Payment Product Manager	1200	1300	1400	1500	1600	1700	1700	1800	1900	1900	2100	2200
SECURITY	Economic Security Engineer				1200	1300	1400	1500	1600	1700	1700	1900	2000
	Internal Security Team Lead										1800	1900	2000
	Physichal Security Team Lead										1800	1900	2000
LAW	B2B Igaiming Legal council				1000	1100	1200	1300	1400	1500	1500	1700	1800
	Media Lawyer	800	900	1000	1100	1200	1300	1300	1400	1500	1500	1700	1800
	Financial Monitoring Manager (legal adviser)				1000	1100	1200	1300	1400	1500	1500	1700	1800
	Corporate Lawyer	800	900	1000	1100	1200	1300	1300	1400	1500	1500	1700	1800
	Payments and Banks cooperation lawyer junior	700	800	900									
	Compliance manager	800	900	1000	1100	1200	1300	1300	1400	1500	1500	1700	1800

SALARY ANALYTICS

This salary analytics explores the minimum, average, and maximum salary ranges for various positions in the Ukrainian entertainment gaming segment.

We use our practical understanding of the labor market, years of in-house compensation research experience, advanced data analysis, and a network of Ukrainian gaming (iGaming, Betting) industry contributors to deliver a comprehensive study of salaries for iGaming professionals.

The ultimate goal is to define competitive ranges and uncover hidden opportunities.

Our salary analytics will offer you a fresh perspective on the labor market and candidate salary expectations.

NOTA BENE

Disclaimer: This research is adapted to job positions using the BLS 2023 research company's survey system, but it may result in a range of error of up to 10% in the numbers for certain roles.

C-SUITES LEVEL

42 Job Titles

iGaming Salary Benchmarks-2025 January-May (USD, net per month)

* The salary is shown as fixed monthly amounts, exclusively in net terms; currency: USD.

** Full-time employees are those who work exclusively for one company in a staff position and do not provide services to any other companies as self-employed specialists.

*** The median is a value representing the «golden mean» of a dataset in statistics.

CATEGORIES	**Full time Employees	C-Suit		
STATUS	Knowledge of English language			
MEDIAN	B1, B2, C2	***Mediana		
DEPARTMENT	POSITIONS	minimum	av (average)	maximum
ADMINISTRATIVE	Chief Executive Officer			
	Country Head			
	Business and Partnership Director			
	Chief Operating Officer, COO			
	HR Director			
MARKETING	Chief Human Resources Officer, CHRO			
	Art Director, Designer			
	Chief Marketing Officer, CMO			
	Head of CRM and Retention			
	Head of Communication, Creative Director			
SECURITY	Chief Security Officer, CSO			
	Chief Information Security Officer, CISO			
	Information Security Officer (PCI DSS)			
	Head of Casino			
LAW	Head of Product Design			
	Chief Legal Officer, CLO			
	AML officer			
IT	Chief Technical Officer, CTO			
	Chief Product Officer, CPO			
	Database Architect			
	Head of CRM Development			
	Head nuxt vue FE Developer			
	Head QA Manual Engineer			
	Head QA Automation Engineer			
	Head ETL/DATA Engineer			
	Head System Administrator			
	Head DevOps Engineer			
	Head node.js BE			
	Head React Developer			
	Head HTML Coder/FE Developer			
	Director of Mathematicians			
	Game Producer			
FINANCIAL	Head React Native Developer			
	Chief Financial Officer, CFO			
BILLING	Chief Accountant			
ACCOUNT	Chief Payments Officer			
	Chief Client Service Officer			

CATEGORIES	**Full time Employees Without knowledge of English	C-Suit		
STATUS		***Mediana		
MEDIAN				
DEPARTMENT	POSITIONS	minimum	av (average)	maximum
ADMINISTRATIVE	Chief Executive Officer			
	Country Head			
	Business and Partnership Director			
	Chief Operating Officer, COO			
	HR Director			
	Chief Human Resources Officer, CHRO			
MARKETING	Art Director, Designer			
	Chief Marketing Officer, CMO			
	Head of CRM and Retention			
	Head of Communication, Creative Director			
SECURITY	Chief Security Officer, CSO			
	Chief Information Security Officer, CISO			
	Information Security Officer (PCI DSS)			
	Head of Casino			
	Head of Product Design			
LAW	Chief Legal Officer, CLO			
	AML officer			
IT	Chief Technical Officer, CTO			
	Chief Product Officer, CPO			
	Database Architect			
	Head of CRM Development			
	Head nuxt vue FE Developer			
	Head QA Manual Engineer			
	Head QA Automation Engineer			
	Head ETL/DATA Engineer			
	Head System Administrator			
	Head DevOps Engineer			
	Head node.js BE			
	Head React Developer			
	Head HTML Coder/FE Developer			
	Director of Mathematicians			
	Game Producer			
	Head React Native Developer			
FINANCIAL	Chief Financial Officer, CFO			
	Chief Accountant			
BILLING	Chief Payments Officer			
ACCOUNT	Chief Client Service Officer			

SUMMARY:

52 Job titles

iGaming Salary Benchmarks-2025 January- May (EURO, net per month) B2B contract

CATEGORY	Middle-Senior-Lead		
DEPARTMENTS	Min	Average	Max
TECHNICAL			
Nuxt/Vue Front-End Dev	11,000.00	11,500.00	12,000.00
QA Manual Engineer	11,000.00	11,500.00	12,000.00
QA Automation Engineer	11,000.00	11,500.00	12,000.00
ETL/Data Engineer	11,000.00	11,500.00	12,000.00
Jira Administrator	11,000.00	11,500.00	12,000.00
System Administrator	11,000.00	11,500.00	12,000.00
DevOps Engineer	11,000.00	11,500.00	12,000.00
Node.js Back-End Developer	11,000.00	11,500.00	12,000.00
iOS Developer	11,000.00	11,500.00	12,000.00
React Developer	11,000.00	11,500.00	12,000.00
HTML Coder / FE Developer	11,000.00	11,500.00	12,000.00
Project Manager	11,000.00	11,500.00	12,000.00
SysOps	11,000.00	11,500.00	12,000.00
NON-TECHNICAL			
Retention Manager	11,000.00	11,500.00	12,000.00
Anti-Fraud Manager	11,000.00	11,500.00	12,000.00
DIGITAL-MARKETING			
SEO Specialist	11,000.00	11,500.00	12,000.00
PPC Manager	11,000.00	11,500.00	12,000.00
Product Manager	11,000.00	11,500.00	12,000.00
Copywriter	11,000.00	11,500.00	12,000.00
Influence Manager	11,000.00	11,500.00	12,000.00
Project Manager	11,000.00	11,500.00	12,000.00
Brand Manager	11,000.00	11,500.00	12,000.00
Affiliate manager	11,000.00	11,500.00	12,000.00
Content Manager	11,000.00	11,500.00	12,000.00
Media Buyer	11,000.00	11,500.00	12,000.00
CRM manager	11,000.00	11,500.00	12,000.00
Graphic Designer	11,000.00	11,500.00	12,000.00
Motion Designer	11,000.00	11,500.00	12,000.00
CRM Retention Manager	11,000.00	11,500.00	12,000.00
Chief Marketing Manager	11,000.00	11,500.00	12,000.00
DIGITAL-PRODUCT			
Game Manager	11,000.00	11,500.00	12,000.00
Slots (game) Mathematician	11,000.00	11,500.00	12,000.00
Game Producer	11,000.00	11,500.00	12,000.00
Content Game Manager	11,000.00	11,500.00	12,000.00
Business Analyst	11,000.00	11,500.00	12,000.00
Project Manager	11,000.00	11,500.00	12,000.00
Product Manager	11,000.00	11,500.00	12,000.00
Country Manager	11,000.00	11,500.00	12,000.00
UI/UX Designer	11,000.00	11,500.00	12,000.00
Product Data Analyst	11,000.00	11,500.00	12,000.00
NON-TECHNICAL-ADMINISTRATIVE			
Recruiter	11,000.00	11,500.00	12,000.00
HR People Partner	11,000.00	11,500.00	12,000.00

CATEGORY	Middle-Senior-Lead		
DEPARTMENTS	Min	Average	Max
TECHNICAL			
Internal Communications Manager	1,200,000	1,300,000	1,400,000
HR Process Development Manager	1,200,000	1,300,000	1,400,000
Employer Brand Manager	1,200,000	1,300,000	1,400,000
Human Resource Manager	1,200,000	1,300,000	1,400,000
Learn and Development	1,200,000	1,300,000	1,400,000
HR Talent Development	1,200,000	1,300,000	1,400,000
FINANCIAL			
Treasury Manager	1,200,000	1,300,000	1,400,000
Financial (reporting) Manager	1,200,000	1,300,000	1,400,000
Financial Analyst	1,200,000	1,300,000	1,400,000
Payment Bank Manager	1,200,000	1,300,000	1,400,000
LEGAL			
B2B Igaming Legal council	1,200,000	1,300,000	1,400,000
Media Lawyer	1,200,000	1,300,000	1,400,000
Financial Monitoring Manager (legal adviser)	1,200,000	1,300,000	1,400,000
Corporate Lawyer (world wide)	1,200,000	1,300,000	1,400,000
Payments and Banks cooperation lawyer	1,200,000	1,300,000	1,400,000
KYC & Compliance manager	1,200,000	1,300,000	1,400,000