

GTM Gender Diversity Report UK/EU Edition

In past 12 months, Zeren leadership searches have revealed noticeable patterns in qualified talent across different our GTM functions.

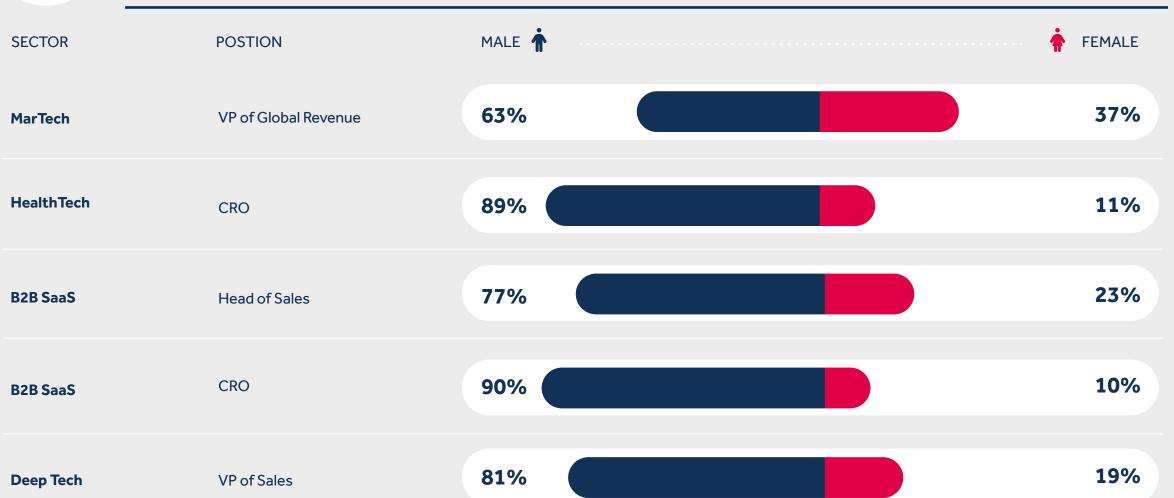
Sales roles had a lower percentage of female candidates available, ranging from 10% to 37%. Customer success and marketing positions exhibited a higher representation of women, ranging from 44% to 93%. While female candidates were especially well-represented in leadership roles within customer success and marketing.

These observations reinforce the significance of advancing diversity and inclusion in executive recruitment and the need for focused efforts to ensure a well-balanced candidate pool.

Below is evidence validating Zeren's recent live searches by job title for companies across a range of technology sectors, encompassing various funding stages.



SALES





MARKETING



SECTOR	POSTION	MALE 👚	FEMALE
MarTech	СМО	7%	93%
B2B SaaS	VP Marketing	27%	73%
Deep Tech	VP Marketing	35%	65%
B2B SaaS	Director of Marketing	42%	58%
HealthTech	Director of Marketing	48%	52%



SECTOR	POSTION	MALE 👚	 	 FEMALE
B2B SaaS	VP of Customer Success	43%		57%
Fintech	VP of Customer Success	55%		45%
HealthTech	Director of Customer Success	25%		75%
B2B SaaS	Digital Customer Success Leader	25%		75%
Deep Tech	Head of Customer Success	55%		45%



Talent Insights UK



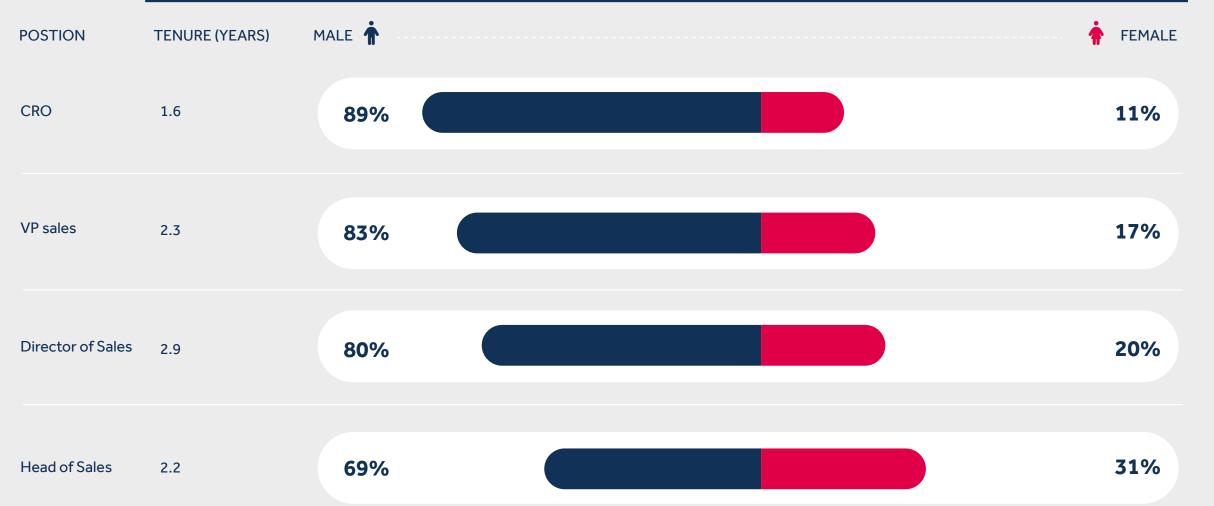
SOURCE



LinkedIn Talent Insights

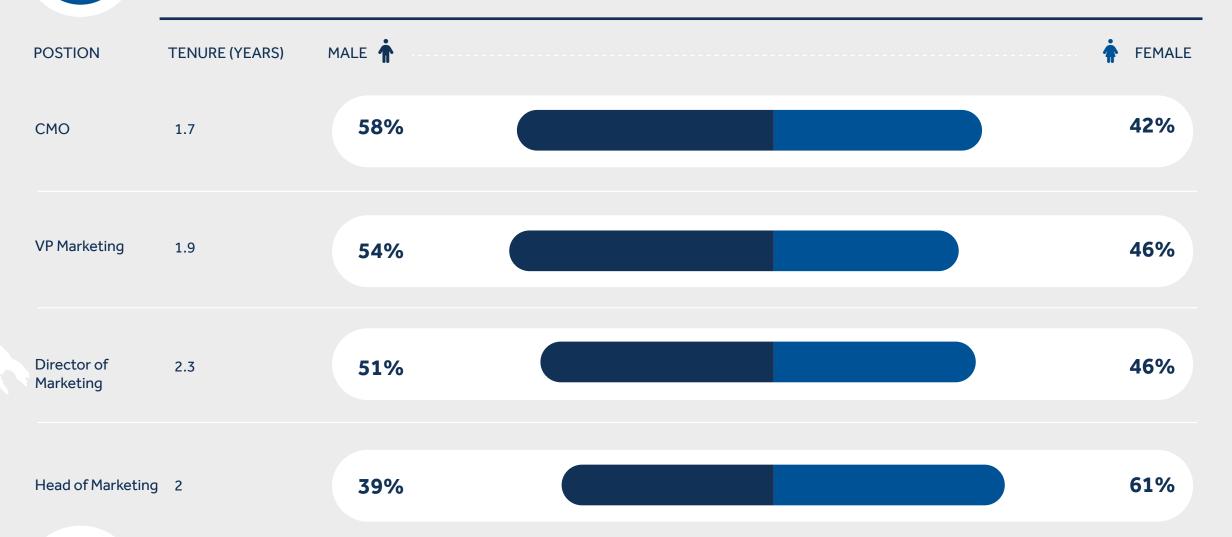


SALE







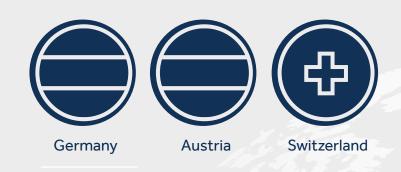




POSTION	TENURE (YEARS)	MALE 🛉		FEMALE
CCO	2.7	60%		40%
VP CS	2.2	64%		36%
Director of CS	2.9	54%		46%
Head of CS	2.3	47%		54%



Talent Insights DACH







LinkedIn Talent Insights



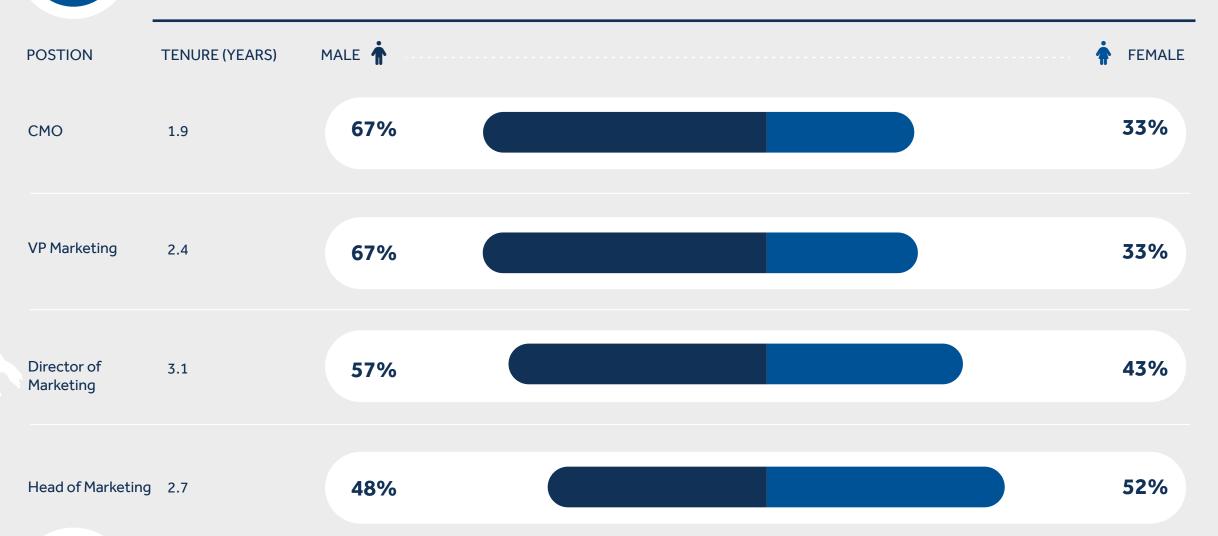
SALES

POSTION	TENURE (YEARS)	MALE 👚	FEMALE
CRO	1.3	88%	12%
VP sales	3.2	86%	14%
Director of Sales	3.5	84%	16%
Head of Sales	3.1	83%	17%

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POSTION	TENURE (YEARS)	MALE 🛉	 	FEMALE
CCO	2.6	76%		24%
VP CS	2.22	69%		31%
Director of CS	2.8	63%		37%
Head of CS	3.2	62%		38%



Talent Insights Nordics











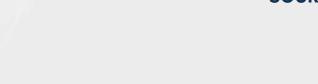






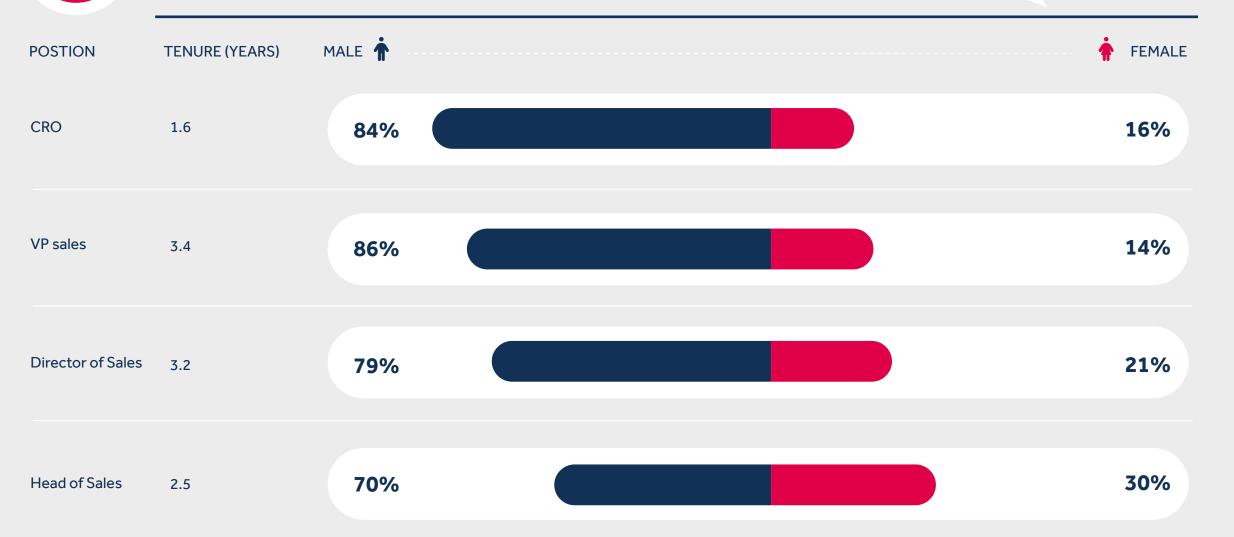
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SOURCE





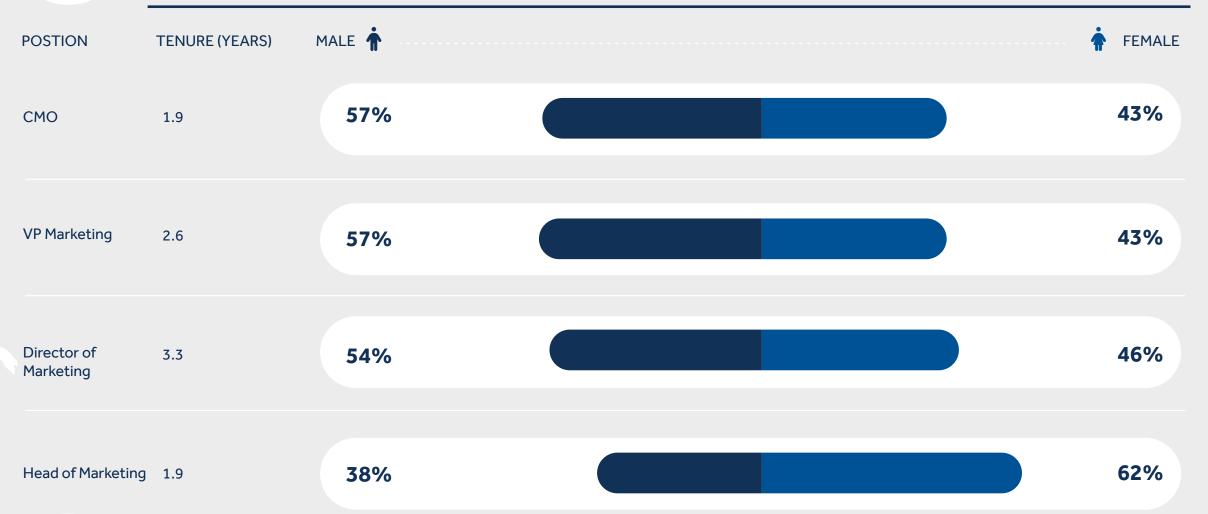
SALES





MARKETING







POSTION	TENURE (YEARS)	MALE 🛉	 	 FEMALE
ССО	2.6	53%		47%
VP CS	3.5	65%		35%
Director of CS	3	47%		53%
Head of CS	2.5	44%		56%



Talent Insights Benelux



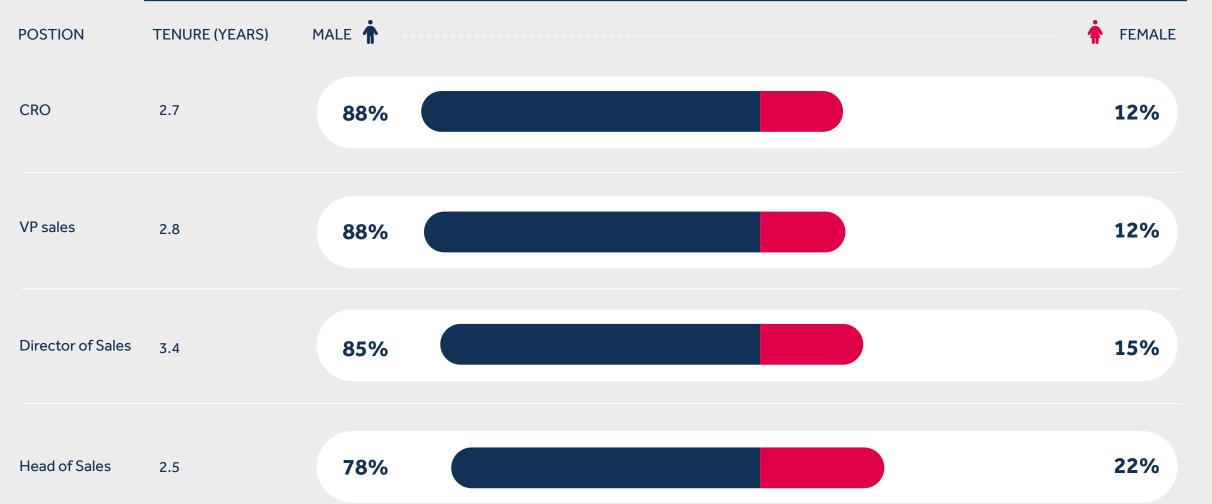




LinkedIn Talent Insights

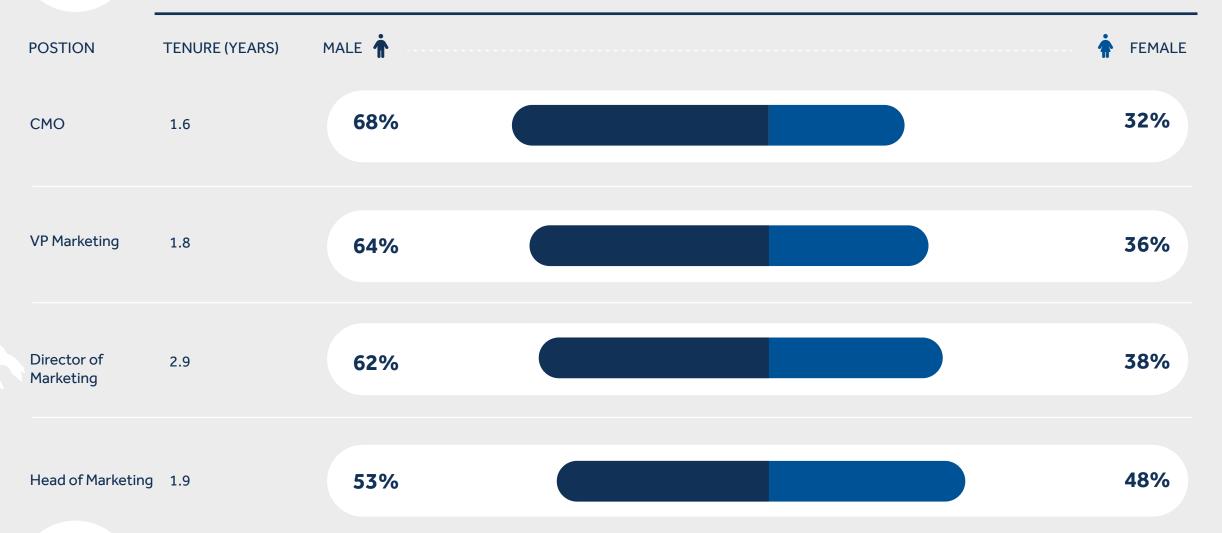


SALE









POSTION	TENURE (YEARS)	MALE 👚	 	 ·····	FEMALE
cco	1.8	82%			18%
VP CS	3.4	76%			24%
Director of CS	4	69%			31%
Head of CS	2.3	53%			47%



Talent Insights France



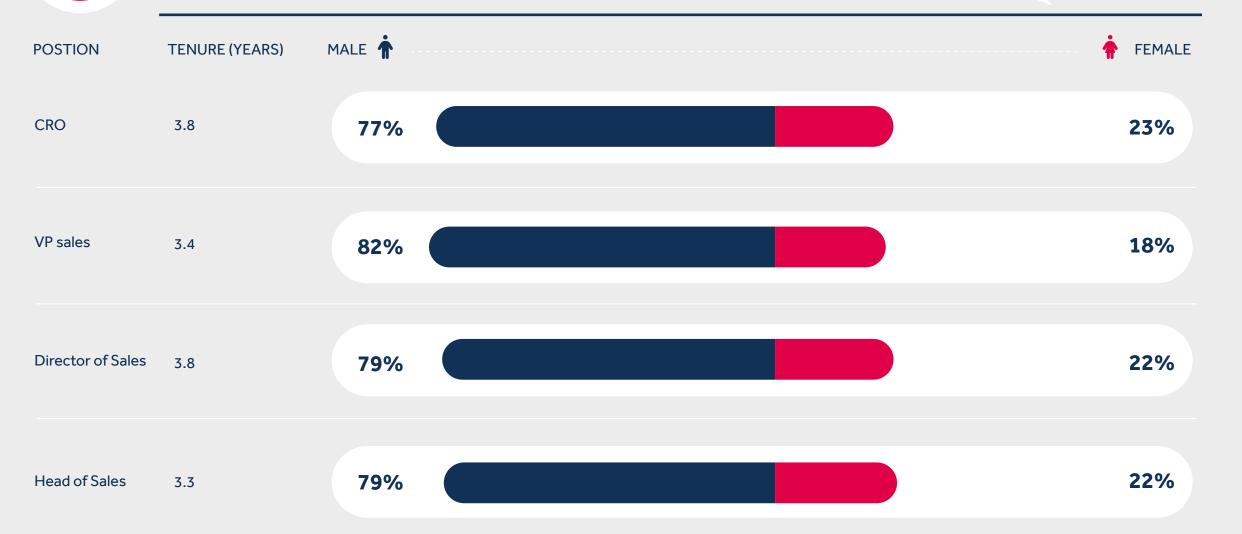
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LinkedIn Talent Insights

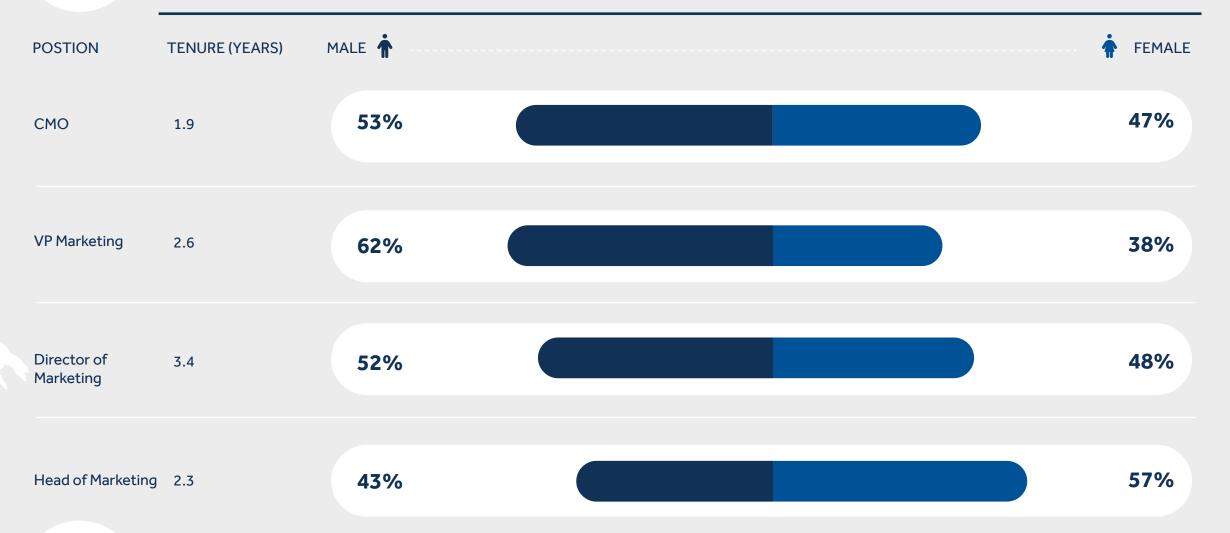


SALE











POSTION	TENURE (YEARS)	MALE 👚	 	 - FEMALE
cco	2.9	63%		37%
VP CS	2.5	65%		35%
Director of CS	3.7	61%		39%
Head of CS	2.6	45%		55%



Talent Insights Portugal/Spain





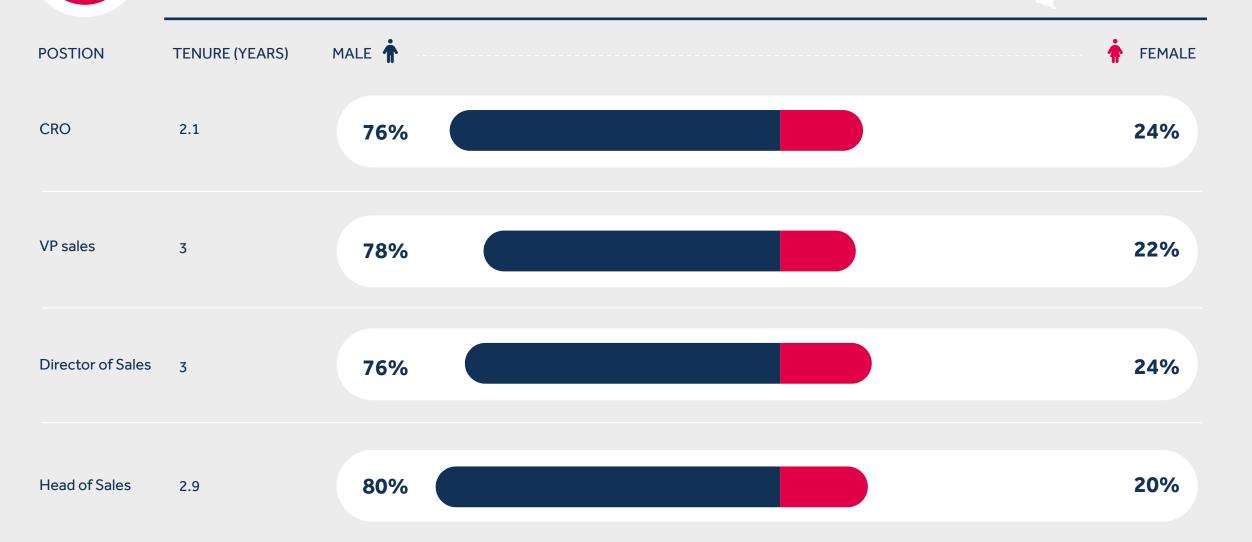
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LinkedIn Talent Insights



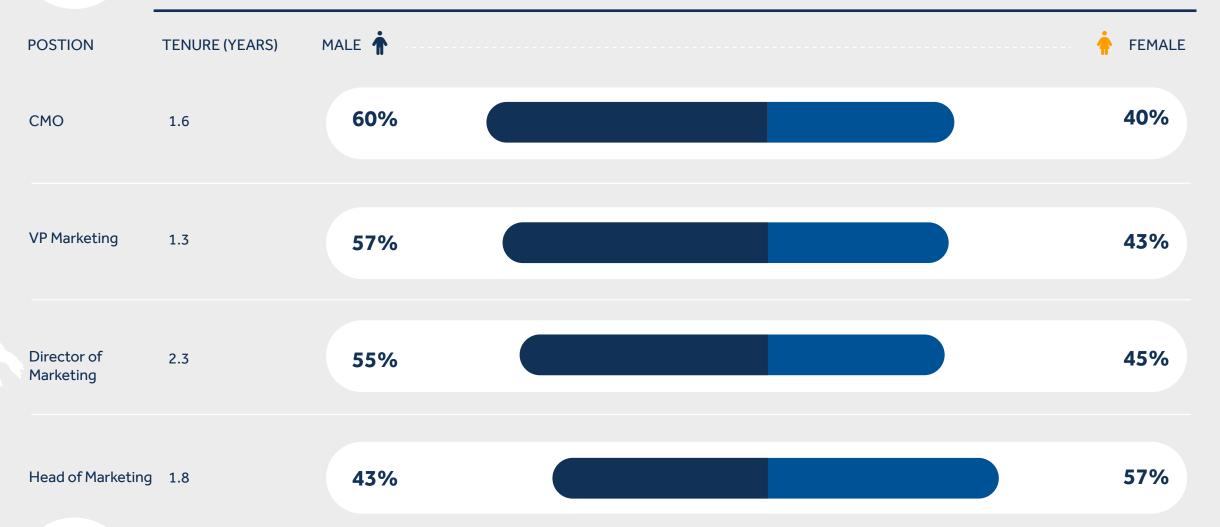
SALE





MARKETING







POSTION	TENURE (YEARS)	MALE 👚		FEMALE
ССО	1.8	57%		43%
VP CS	1.7	52%		48%
Director of CS	3	59%		41%
Head of CS	2.2	50%		50%